

- Q1. ICT stands for\_\_\_\_\_.

A International Communication Technology

B Information and Communication Technology

C Indian Communication Technology

D International Council of Technology

1 Mark
- Q2. Ways of Public Protest?

A Rallies

B Signature Campaigns

C Blocking Roads

D All of these

1 Mark
- Q3. Which country is set to create its own social media platform called ‘Jogajog’?

A India

B China

C Bangladesh

D Sri Lanka

1 Mark
- Q4. Objective of media are as:

A Highlight the visits of a famous political party.

B New of major political events.

C Separate news from opinion.

D Highlight one side of the aspects.

1 Mark
- Q5. Which of the flloing is an example of electronic media:

A Magazines.

B Television.

C Newspaper.

D Books.

1 Mark
- Q6. The first film production studios are known as:

A Studio apartments

B Factory studios

C In-house studios

D Make-shift studios

1 Mark
- Q7. Which one word is collectively used for Radio, T.V., Newspaper, Internet and means of communication?

A Medium

B Media

C Medium

D All of the above

1 Mark
- Q8. What is the factor that does not allow media to become a balanced media?

A People

B The owner

C The editors mamma

D The fact that it is not an independant media.

1 Mark
- Q9. Which of the following is not the example of digital media.

A Book.

B TV.

C Mobile phone.

D Internet.

1 Mark
- Q10. Documentation may be considered a\_\_\_\_\_ for the website.

A Prototype

B Diagram

C Display

D Brand

1 Mark
- Q11. The press, also called the \_\_\_\_\_ , is regarded as one of the pillars of any democracy.

A Public Media

B Social Media

C Print Media

D All of these

1 Mark
- Q12. Mass media do not have pre-determined functions for everyone and people use them the way they like. This is suggestive of the fact that,

A Audiences are active

B Content is of little significance

C Content lacks plurality

D Audiences are homogeneous

1 Mark
- Q13. The film "Citizen Kane" was fictional representation of:

A Joseph Julitzer

B William Randolph Hearst

C Lord Northcliffe

D Rupert Murdoch

1 Mark
- Q14. Popular social network for news are:

A Facebook

B Twitter

C Instagram

D All of these

1 Mark
- Q15. The number of agate lines of advertising printed in a specific period is known as:

A Lineage

B Kerning

C Label head

D Jim dash

1 Mark
- Q16. Online Journalism follows the similar to traditional journalism:

A Professional code of conduct

B Free journalism

C Vibes

D Variations

1 Mark
- Q17. \_\_\_\_\_ means stamping a product with a particular name or sign.

A Packaging.

B Advertisement.

C Branding.

D Labelling.

1 Mark
- Q18. We also tend to discuss newspapers and magazines as the \_\_\_\_\_.

A Electronic media

B Print media

C Digital media

D None of these

1 Mark
- Q19. Which of these is a medium of Individual Communication?

1 Mark

- A Television                      B Radio                      C News Paper                      D Telephone
- Q20.** Who invented the printing press? **1 Mark**
- A John Logie Bird                      B Gutenberg                      C Graham Bell                      D Henry Ford
- Q21.** Which advertising is most expensive as company must pay for both airtime and production. **1 Mark**
- A Radio                      B Television                      C Digital                      D Print
- Q22.** \_\_\_\_\_ can reach millions of people because they use certain technologies. **1 Mark**
- A Newspapers, television and telephone.                      B Newspapers, Mobile and telephone.  
C Newspapers, television and radio.                      D Newspapers, Mobile and radio.
- Q23.** Identify which is not an importance of organising: **1 Mark**
- A Role clarity                      B Performance appraisal                      C Adaptation to change                      D Growth and expansion
- Q24.** \_\_\_\_\_ refer to advertisements made by the State or private agencies that have a larger message for society. **1 Mark**
- A Private advertisements.                      B State advertisements.  
C Social advertisements.                      D Society advertisements.
- Q25.** Media is the plural form of the word. **1 Mark**
- A Medium.                      B Midia.                      C Mediuom.                      D Medio.
- Q26.** Information given by media should be: **1 Mark**
- A True.                      B Fare.                      C Balanced.                      D All of the above.
- Q27.** Which of the following is not electronic media: **1 Mark**
- A Newspaper                      B TV                      C Radio                      D Both b and c
- Q28.** Media should be unbiased because: **1 Mark**
- A They have social responsibility to give complete information to the people.                      B Sometimes, One sided information can create problems in the society.  
C It improves and strengthen the democratic system.                      D All of these
- Q29.** The newspaper named Lahariya is related to which state? **1 Mark**
- A Haryana                      B Delhi                      C Uttar Pradesh                      D None of these
- Q30.** This word is used to refer to a TV or radio programme that is widely transmitted. **1 Mark**
- A Print.                      B Broadcast.                      C Publish.                      D Report.
- Q31.** GPS stands for: **1 Mark**
- A Global Positioning System                      B Global Positioning Station  
C Global Posting Signal                      D Global Point Soution
- Q32.** On which basis are the cost of advertisement set? **1 Mark**
- A Popularity of channel.                      B Popularity of product.                      C Both (a) and (b).                      D None of these.
- Q33.** Who among the following was the first Indian woman producer and director in Indian cinema? **1 Mark**
- A Fatma Begum                      B Alam Ara                      C Savitri Devi                      D Damini Seth
- Q34.** Webcasting over the internet is: **1 Mark**
- A Community building                      B Broadcasting                      C Instant messaging                      D Station casting
- Q35.** When IT Act 2000 came into effect? **1 Mark**
- A 17 October,2000                      B 11 November,2000                      C 17 October,2001                      D 11 November,2001
- Q36.** Television images travel huge distances through \_\_\_\_\_. **1 Mark**
- A Satellites                      B Cables                      C Both A and b                      D None of these
- Q37.** When a large number of people come together and openly state their opposition to some issue. Organising a rally, starting a signature campaign, blocking roads etc. are some of the ways in which this is done. **1 Mark**
- A Violence.                      B Riot.                      C Broadcast.                      D Public protest.
- Q38.** The Constitution of India was amended in 1992 to make the third-tier of democracy more effective. As a result, at least one-third of all positions in the local bodies are reserved for women. This is because \_\_\_\_\_ **1 Mark**
- A women are good at managing resources.                      B although women constitute nearly half of the population, they have inadequate representation in decision-making bodies.  
C we have many powerful women leaders.                      D women are obedient and would follow the constitutional provisions well.

Q39. When is history the government censored the media?				1 Mark
A 1960-65.	B 1958-59.	C 1975-77.		
Q40. Web 3.0 is also called as:				1 Mark
A Adhere web	B Semantic web	C Sentence web	D Tactic web	
Q41. What are the mediums of communication?				1 Mark
A Television , Radio	B Newspapers or magazines		D All of the above	
C Internet				
Q42. Which of these is a part of print media?				1 Mark
A T.V.	B Radio.	C Newspaper.	D None of these.	
Q43. Public opinion plays a very significant role in _____.				1 Mark
A Monarchy	B Democracy	C Dictatorship	D All of these	
Q44. Publish refers to the newspaper report, articles, etc. that are printed in:				1 Mark
A Newspaper	B Magazine	C Books	D All of the above	
Q45. This word refers to people's lives being identified by the products they own, the clothes they wear, the places they eat in, etc.				1 Mark
A Lifelong	B Lifestyle	C Lifeline	D Lifelike	
Q46. How is a public protest done?				1 Mark
A By organizing a rally	B By running a signature campaign		D All of the above	
C By blocking the roads				
Q47. Media is often controlled by:				1 Mark
A Government.	B Prime minister.	C Business houses.		
Q48. The other word for copywriting is:				1 Mark
A Deadwood	B Logjam	C Intaglio	D Sealth	
Q49. This refers to news reports, articles, interviews, stories, etc., that are printed in newspapers, magazines and books for a wide audience to read.				1 Mark
A Report.	B Broadcast.	C Print paper.	D Publish	
Q50. The following are costs incurred by media:				1 Mark
A Lights	B Camera		D All of the above	
C Salary to the newsreader				
Q51. Advertisement draw our attention towards.				1 Mark
A Brands.	B Products.	C Brand value.	D All of the above.	
Q52. Which invention has brought the world closure?				1 Mark
A Typewriter.	B Television.	C Telex.	D None of these.	
Q53. Censorship means:				1 Mark
A Restriction on the content	B Blocking the harmful information		D All of these	
C Blocking the sensitive information				
Q54. Look at the given birthday card. Why do you think people use this media form?				1 Mark
A To invite the people they know and care about.	B To invite everyone around them.		D It is used because they want to invite so many people.	
C So that it looks good to give people a card.				
Q55. Changing technology, or machines, and making technology more modern, helps media to reach _____.				1 Mark
A Few people	B More people	C Educated people	D None of these	
Q56. Branding actually came from.				1 Mark
A Cattle grazing.	B Sheep grazing.	C Cow grazing.	D Buffalo grazing.	
Q57. Cloud meeting is an example of?				1 Mark
A Browsing	B Webcasting	C Podcasting	D Video Conferencing	
Q58. Which of the following are forms of media?				1 Mark
A T.V.	B Radio.	C Newspaper.	D All of these.	
Q59. In which time period was censoring media by the government at its peak?				1 Mark
A 2000-2001	B 1975-1977	C 1756-2000	D None of these	
Q60. This refers to a thing or service that has been made for being sold in the market.				1 Mark
A Consumer.	B Selling.	C Production.	D Product.	

- Q61.** A company wants to advertise their products in a small area. Which media would be best for them to use to advertise in small area? **1 Mark**
- A Putting up hoardings everywhere      B Passing on pamphlets to the people in that area  
C Giving an advertisement in the whole of India      D All of these
- Q62.** Lighthouse of democracy is. **1 Mark**
- A Publish.      B Media.      C Print.      D Press.
- Q63.** Which of the following includes digital audio files? **1 Mark**
- A Webcasting      B Podcasting      C Serie      D None
- Q64.** \_\_\_\_\_ is a local fortnightly that is run by Dalit women in Chitrakoot district in Uttar Pradesh. **1 Mark**
- A Khabar Lahriya      B Akhabar      C Times of India      D The Indian Express
- Q65.** Online journalism refers to content created and distributed over: **1 Mark**
- A Desk      B Tradional media      C Offline      D Internet
- Q66.** A web service is a software that supports computer-to- computer interaction over the: **1 Mark**
- A Access      B Axis      C Wire      D Internet
- Q67.** How media has changed with the technology? **1 Mark**
- A Picture quality has improved      B Media has become faster.  
C Media has reached to more people.      D All of these
- Q68.** For all practical purposes the Chief Minister of a State is the. **1 Mark**
- A Constitutional executive of the State      B Real executive of the State  
C Nominal head of the State      D Representative of the Central Government
- Q69.** Which periodical is published for consumer education and awareness? **1 Mark**
- A Insight      B Consumer awareness forum  
C Consumer education      D Consumer Act
- Q70.** What is one positive aspect of television? **1 Mark**
- A Enabled people to waste their money.      B Enabled ourselves as member of larger global world.  
C Enabled people to spend their time.      D None of these.
- Q71.** What is print media? **1 Mark**
- A Radio and T.V.      B Newspapers and Magazines  
C Both (a) and ( b)      D None of these
- Q72.** Which is the agency of the Central Government that disseminates information regarding government policies and projects to the media in India? **1 Mark**
- A PIB      B PTI      C AIR      D PCI
- Q73.** What does URL stand for? **1 Mark**
- A Universal Resource Locator      B Uniform Resource Locator  
C Unified Resource Locator      D United Resource Locator
- Q74.** How much does an advertisement cost? **1 Mark**
- A 500-6000      B 400-7000      C 500-8000      D 600-6000
- Q75.** When did India send the first satellite APPLE SATELLITE into space? **1 Mark**
- A 1979      B 1981      C 1988      D 1990
- Q76.** When the government prevents either a news item, or scenes from a movie, or the lyrics of a song from being shared with the larger public, this is referred to as: **1 Mark**
- A Press Conference.      B Censorship.      C Telecommunication.      D Sensorship.
- Q77.** Which type of media is important in a democracy? **1 Mark**
- A Censored media.      B Independence.      C Mass media.      D All of these.
- Q78.** Identify the correct sequence of the following: **1 Mark**
- A Linotype, Monotype, Photocomposition, DTP      B Monotype, Linotype, DTP, Photocomposition  
C DTP, Photocomposition, Monotype, Linotype      D Photocomposition, Linotype, Monotype, DTP
- Q79.** Which type of Communication is most difficult in gearing a message to an audience? **1 Mark**
- A Interpersonal Communication      B Mass Communication  
C Intrapersonal Communication      D Group Communication
- Q80.** This refers to the power to change what someone believes or does. **1 Mark**

	A To power.	B To influence.	C To consists.	D To motivate.	
Q81.	what do you mean by mass media?				1 Mark
	A Television.	B Radio.	C Both a and b.	D None of these.	
Q82.	When the government prevents either a news item, or scenes from a movie, or the lyrics of a song from being shared with the larger public, this is referred to as _____.				1 Mark
	A Approval	B Encouragement	C Endorsement	D Censorship	
Q83.	The different types of online communication tools are:				1 Mark
	A Video Conferencing	B Webcasting	C Podcasting	D All of these	
Q84.	Media has strong links with:				1 Mark
	A Technology	B Democracy	C Big business houses	D All of the above	
Q85.	Most of the cartoons that one see on T.V Are mostly form:				1 Mark
	A France.	B Uk.	C Japan.		
Q86.	Which of these is part of print media?				1 Mark
	A T.V	B Radio	C Newspaper	D None of these	
Q87.	Which journalism is not bound by any ethical and professional code of conduct in new media?				1 Mark
	A Open source reporting	B Citizen journalism	C Tradiotional reporting	D Distributive reporting	
Q88.	What sit eh main source of income of the media:				1 Mark
	A Advertisement.	B Donation.	C Government.	D None of these.	
Q89.	Which online communication tool is broadly utilized for public communication, particularly in mailing lists?				1 Mark
	A Whatsapp	B Email	C Skype	D Line	
Q90.	What is the meaning of the word medium?				1 Mark
	A Medium	B Mass media	C Media	D None of these	
Q91.	The death of Michael Jackson in June 2009 demonstrated the.				1 Mark
	A Social power of media convergence	B Cultural power of media convergence			
	C Economic power of media convergence	D None			
Q92.	What does democracy mean?				1 Mark
	A Equal right to vote.	B Unequal right to vote.	C Discrimination.	D All of these.	
Q93.	Which of the following is TRUE for independent media?				1 Mark
	A Big houses should own publishing houses and control them.	B Media should be biased for a particular community.			
	C Media can present an unbalanced report.	D No one should influence the media.			
Q94.	The first generation of the web 1.0, also known as:				1 Mark
	A Informational web	B Communicative web	C Social web	D Sound web	
Q95.	_____ is a report which discusses all point of view of a particular story.				1 Mark
	A Full report.	B Lengthy report.	C Popular report.	D Balanced report.	
Q96.	WordPress is used to create:				1 Mark
	A Films	B Blogs	C Virals	D Aesthetics	
Q97.	Government control over the media is known as:				1 Mark
	A Factual.	B Censorship.`	C Independence.	D Emergency.	
Q98.	Multimedia comprises of:				1 Mark
	A Text and audio.	B Video and audio.	C Video only.	D Text, audio and video.	
Q99.	Which of the following is an advantage of online communication ?				1 Mark
	A Information Overload	B Flexibility of time and Space			
	C Only Text based	D Documented			
Q100	Which has brought the world closer to us?				1 Mark
	A Television.	B Taperecorder.	C Typewriter.	D None of these.	
Q101	Due to the costs of technologies, that mass media use, keep changing the mass media needs a great deal of _____ to do its work.				1 Mark
	A Money	B Natural resources	C Mineral resources	D None of these	
Q102	Which association provides the number of internet mobile users?				1 Mark
	A SANI	B BARC	C IAMA	D RAKE	

<b>Q103</b>	Media decides which subject to highlight and hence?			<b>1 Mark</b>
	A Memorandum.	B Report.	C Sets the agenda.	D Meeting.
<b>Q104</b>	Which of the following is not a social network?			<b>1 Mark</b>
	A LinkedIn	B Instagram	C Twitter	D Ebay
<b>Q105</b>	What is the proposed punishment for Cyber Terrorism in IT Act?			<b>1 Mark</b>
	A 1 crore rupees penalty	B Life Imprisonment	C 10 year imprisonment	D 6 year imprisonment
<b>Q106</b>	Which of the followng is not the function of New Media?			<b>1 Mark</b>
	A Information	B Education	C Entertainment	D Fragmentation
<b>Q107</b>	How many Dalit women have worked in the newspaper named Lahariya?			<b>1 Mark</b>
	A Five	B Seven	C Eight	D Ten
<b>Q108</b>	Webcasting is over the internet.			<b>1 Mark</b>
	A Broadcasting	B Narrowcasting	C Station casting	D Hollowcasting
<b>Q109</b>	Newspapers, television, and radio can reach millions of people because they use certain _____.			<b>1 Mark</b>
	A Technologies	B Colours	C Sounds	D Images
<b>Q110</b>	Which of the following belongs to print media?			<b>1 Mark</b>
	A Magazines.	B Television.	C Internet.	D Radio.
<b>Q111</b>	A person who collects and writes new stories for print or electronic media.			<b>1 Mark</b>
	A Professionals.	B Accountants.	C Medialist.	D Journalist.
<b>Q112</b>	What is Khabar Lahriya?			<b>1 Mark</b>
	A Local magazine.	B Story book.	C Local newspaper.	D None of these.
<b>Q113</b>	The promotion of the saleable goods , services and ideas by the a reputed sponsor is termed as.			<b>1 Mark</b>
	A Ideology.	B Advertising.	C Servicing.	D Selling.
<b>Q114</b>	In which language the newspaper named Lahariya is written?			<b>1 Mark</b>
	A Punjabi	B Arabic	C Both	D None of these
<b>Q115</b>	Ransomware is a subset of:			<b>1 Mark</b>
	A Malware	B Phishing		
	C Distributed DoS attacks (DDoS)	D DoS attacks		
<b>Q116</b>	Who was the inventor of mechanical television?			<b>1 Mark</b>
	A John Michael.	B John L. Baird.	C Gutenberg.	D None of these.
<b>Q117</b>	What was the early form of television?			<b>1 Mark</b>
	A Television	B Telewriter	C Televizer	D All of the above
<b>Q118</b>	Given the _____ that the media plays in providing information.			<b>1 Mark</b>
	A Role	B Act	C Importance	D All of these
<b>Q119</b>	Everything raining from the stall at the local fair to the programme that one see on T.V can be called _____.			<b>1 Mark</b>
	A Communications.	B Mass media.	C Media.	
<b>Q120</b>	Between which period's media was censored in India?			<b>1 Mark</b>
	A 1990-1992	B 1975-1977	C 1952-1954	D 1978-1979
<b>Q121</b>	Mr Shah has opens a new restaurant. He wants to advertise his restaurant. Which medias could he use?			<b>1 Mark</b>
	A Phone calls	B TV advertisement	C Personal invitation	D All of these
<b>Q122</b>	Which of the following are the Characteristics of Internet Communication?			<b>1 Mark</b>
	A Immediacy	B Interactive	C Community building	D All of these
<b>Q123</b>	Various social agencies, social services institutions take the responsibility of.			<b>1 Mark</b>
	A Social advertisements.	B Welfare advertisements.		
	C Society advertisements.	D Private advertisements.		
<b>Q124</b>	What type of media helps advertisers demonstrate the benefits of using a particular product and can bring life and energy to an advertiser's message?			<b>1 Mark</b>
	A Broadcast media	B Interactive media	C Print media	D Support media
<b>Q125</b>	Which time period is considered to be the worst for the media of independent India?			<b>1 Mark</b>
	A 1970-72 period	B 1975-77 period	C 1980-85 period	D 1985-90 period

<b>Q126</b> Which of the following is example of print media.		<b>1 Mark</b>
A Radio and Magazine.	B Newspaper and Magazine report.	
C Television and Newspaper.	D Telephone and Newspaper.	
<b>Q127</b> Cost of giving an advertisement depends on?		<b>1 Mark</b>
A Channel	B Model	C Product
		D Producer
<b>Q128</b> One word that is often used to collectively refer to the radio, TV, newspapers, Internet and several other forms of communication. This word is:		<b>1 Mark</b>
A Communication.	B Media.	C Telecommunication.
		D Press Conference.
<b>Q129</b> What is implied by 'setting agenda' in the context of media?		<b>1 Mark</b>
A Agenda of the media that will be conserved by the government.	B Media propagating the agenda of a political party.	
C An independent media house having no pre - decided agenda.	D Media identifying issues and bringing them to the public.	
<b>Q130</b> Censorship of the press _____.		<b>1 Mark</b>
A is prohibited by the Constitution	B has to be judged by the test of reasonableness	
C is a restriction on the freedom of the press mentioned in Article 20	D is specified in Article 31 of the Constitution	
<b>Q131</b> Which country test launched first 3D television Broadcast?		<b>1 Mark</b>
A Russia	B America	C Japan
		D China
<b>Q132</b> Which one of the following is print media?		<b>1 Mark</b>
A Newspaper.	B T.V.	C Radio.
		D Television.
<b>Q133</b> Which Newspaper logo bears "Let Truth prevail"?		<b>1 Mark</b>
A The Statesman	B Times of India	C The Tribune
		D The Hindu
<b>Q134</b> This refers to the person for whom the goods or products have been made and who pays money to buy and use them.		<b>1 Mark</b>
A Consumer.	B Producer.	C Consumption.
		D Expenditure.
<b>Q135</b> Where was the first Doordarshan Kendra established in India in 1959?		<b>1 Mark</b>
A Mumbai	B Calcutta	C Delhi
		D None of these
<b>Q136</b> We term TV and radio as the _____.		<b>1 Mark</b>
A Electronic media	B Print media	C Digital media
		D None of these
<b>Q137</b> The media plays a very important role in providing _____.		<b>1 Mark</b>
A Events	B About the country	C News
		D About the world
<b>Q138</b> Which was the first social media site?		<b>1 Mark</b>
A Friendster	B Six Degrees	C LinkedIn
		D Myspace
<b>Q139</b> The newspaper khabar lahriya reaches.		<b>1 Mark</b>
A Farmers.	B School teacher.	
C Panchayat members and shopkeepers.	D All of the above.	
<b>Q140</b> A natural disaster has struck a place. The government wants to warn people on the spot. Which media forms are best to be used in this situation?		<b>1 Mark</b>
A TV news and Newspapers	B TV news and Radio announcements	
C Radio announcements and Newspapers	D All of these	
<b>Q141</b> This refers to a special identification or name that is associated with a product. Such identification is created through the process of advertising.		<b>1 Mark</b>
A Brand.	B Name.	C Package.
		D Identity.
<b>Q142</b> Which medium are newspapers and magazines?		<b>1 Mark</b>
A Print media	B Electronic medium	
C Both (a) and ( b)	D None of these	
<b>Q143</b> What is 'Prasar Bharati'?		<b>1 Mark</b>
A A private company owning TV channels	B A telecom company owning a large mobile network.	
C An advertising and public relation wing of the central govt.	D An autonomous body for public radio and TV broadcasting.	

<b>Q144</b> Which is the local newspaper written in bundeli?				<b>1 Mark</b>
A Times of India.	B Dainik paper.	C Khabar Lahriya.	D None of these.	
<b>Q145</b> The term “bit” is formed by compressing two terms;				<b>1 Mark</b>
A Binary, Digit	B Binary, Terminal	C Basic, Intelligence	D Broadcast, Digital	
<b>Q146</b> Film noir means the subjects of:				<b>1 Mark</b>
A Tragedy	B Anti-hero	C Crime and Mystery	D Art and Culture	
<b>Q147</b> Which word is used to refer to a T.V. or radio programme that is widely transmitted?				<b>1 Mark</b>
A Publish.	B Broadcast.	C Censorship.	D Public protest.	
<b>Q148</b> If you had read the _____, you would most likely think of the protestors as a nuisance.				<b>1 Mark</b>
A News Of Pakistan	B News Of U.A.E	C News Of China	D News Of India	
<b>Q149</b> In which decade did the electronic typewriter come?				<b>1 Mark</b>
A 1939	B 1940	C 1945	D 1947	
<b>Q150</b> what is the consequences of the media setting the agenda by reporting on the fashion week rather than the slum demolitions?				<b>1 Mark</b>
A To earned a huge amount of money.	B To earn the confidence.			
C To earn the sympathy of people.	D None of these.			
<b>Q151</b> Why is it necessary for media to be independent?				<b>1 Mark</b>
A To earn salary.	B To encourage company.			
C To write balanced report.	D None of these.			
<b>Q152</b> Which among the following are The basics of social media Netiquettes?				<b>1 Mark</b>
A Don't be overly promotional	B Avoid over-automation			
C Be authentic and genuine	D All of the above			
<b>Q153</b> What is the collective name for al means of mass communication?				<b>1 Mark</b>
A Mass Media.	B Media.	C Medium.	D None of these.	
<b>Q154</b> Which is the main source of income of media?				<b>1 Mark</b>
A Advertisements.	B Articles.	C General news.	D None of these.	
<b>Q155</b> Setting Agenda means:				<b>1 Mark</b>
A Giving a topic to thing about.	B Shaping our thoughts and feelings about the topic.			
C Helps in forming our opinions about the topic.	D All of these			
<b>Q156</b> Which are forms of social media?				<b>1 Mark</b>
A National Geographic Magazine	B Facebook			
C Women's weekly	D All of these			
<b>Q157</b> VoIP is a term that is used in reference to a conversation:				<b>1 Mark</b>
A Audio	B Video	C Text	D None	
<b>Q158</b> Whose medium is electronic?				<b>1 Mark</b>
A Radio and T.V.	B Newspapers and Magazines			
C Both (a) and ( b)	D None of these			
<b>Q159</b> The first newspaper to be printed in India was _____.				<b>1 Mark</b>
A Times of India	B Kesari	C Bengal Gazette	D The Hindu	
<b>Q160</b> Advertisement is an example for _____ communication.				<b>1 Mark</b>
A Propaganda	B Persuasive	C Personal	D Permanent	
<b>Q161</b> Internet is an _____ medium.				<b>1 Mark</b>
A Interactive	B Narrative	C Feedback	D None	
<b>Q162</b> Advertising lacks_____.				<b>1 Mark</b>
A Reaching to a large number of people	B Covering market in short time			
C Direct Feedback	D Impersonal communication			
<b>Q163</b> New Media Technology is also known as:				<b>1 Mark</b>
A Offline Technology	B Digital Media Technology			
C Section Media Technology	D None			
<b>Q164</b> The RMC Rajkot Municipal Corporation is organising an event and they want to invite the people of Rajkot. What is the best way to do that?				<b>1 Mark</b>



- A Through TV advertisements in other cities      B Giving invitations in the newspapers printed in Rajkot  
C Putting up hoarding in Ahmedabad      D All of the above
- Q165** Which type of media offer a large variety of information to suit the taste of different readers? **1 Mark**  
A Electronic media.      B Print media.      C Mass media.      D All of these.
- Q166** Which of the following are the characteristics of New Media? **1 Mark**  
A Digital      B Interactive      C Virtual      D All of these
- Q167** Advertising objectives do not include: **1 Mark**  
A Informing consumers      B Changing attitudes      C Making entertainment      D Developing awareness
- Q168** Media is known as: **1 Mark**  
A First Estate      B Second Estate      C Third Estate      D Fourth Estate
- Q169** Every year Press Council of India celebrates the National Press - Day on: **1 Mark**  
A January 30      B November 9      C October 15      D November 16
- Q170** What is local media? **1 Mark**  
A Media run by local groups intended to cover local issues of people in remote areas.      B Media run by state groups intended to cover local issues of people in remote areas.  
C Media run by national groups intended to cover local issues of people in remote areas.      D Media run by international groups intended to cover local issues of people in remote areas.
- Q171** The \_\_\_\_\_ or Audio-Vision Media comprises Radio, Television, Internet and Cinema. **1 Mark**  
A Media      B Electronic Media      C Social Media      D All of these
- Q172** Which of the following is not a way of communicating using the Internet? **1 Mark**  
A Instant Messaging      B Emailing      C Chat Rooms      D Phishing
- Q173** Who invented WWW? **1 Mark**  
A Denis Mcquail      B George Tag      C Tim Berners Lee      D Phoebe Joseph
- Q174** 'Development is a cruel choice' is the statement made by: **1 Mark**  
A Elihu Katz      B Harry Truman      C Denis Goulet      D Robert McNamara
- Q175** When did India censor the media? **1 Mark**  
A When there was Emergency in 1975-77      B When P.M. Indira Gandhi was Assassinated.  
C When bomb blasts took place.      D None of the above.
- Q176** What do you mean by factual information? **1 Mark**  
A Information about completed issue.      B Information about issue that is often not complete.  
C Information about future topics.      D None of these.
- Q177** On what media there is large scope of using multimedia? **1 Mark**  
A Digital      B Television      C Radio      D Print
- Q178** When the media delivers all points of views for a particular story, it is said to be \_\_\_\_\_. **1 Mark**  
A Democratic media      B Understanding media      C Public media      D Balanced media
- Q179** Web archives are: **1 Mark**  
A Digital Library      B Websites      C Blogs      D Templates
- Q180** **Assertion (A):** Media is very helpful as it helps to reach mass people at the same time and this can be done because of the use of certain technologies. **1 Mark**  
**Reason (R):** Even if media is not available, people can get information from various sources and hence it is not of importance in today's era.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q181** **Assertion (A):** When the government can prevent the media from publishing certain news to the people is called censorship. **1 Mark**  
**Reason (R):** Even after the restriction of the government, the media prints or shares all the information to the public or we can say that they publish a balanced report.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q182.** **1 Mark**

**Assertion (A):** Citizens take actions on the basis of information printed or telecasted by the media so it is very important that the media should be independent.

**Reason (R):** In a democratic country like India, independent media is the only key which has helped people to connect with the global world and express their views against some of the issues.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q183Assertion (A):** Media has changed a lot of things in the modern era as technology has made it easy for people to connect with the global world. **1 Mark**

**Reason (R):** Media not only shares information to the people but also changes the way people think of the outside world and connects with everyone.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q184Assertion (A):** Media plays a very important role as it helps people get aware about various serious issues happening in the world. **1 Mark**

**Reason (R):** Media focuses on issues which they find newsworthy and also attracts more and more readers which shape their views and thoughts.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q185Assertion (A):** As the information which the media prints reaches the mass population, it is very important that it must have limits and should not print information which would harm the sentiments of the people. **1 Mark**

**Reason (R):** Media should be independent and the reporters must have the freedom to print every piece of information which is true and there should be no control over the coverage of the news.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q186Assertion (A):** Mass Media constantly earns money by continuously advertising different products like clothes, chocolates, cosmetics etc.. **1 Mark**

**Reason (R):** Advertisements are shown everytime we watch Television so that we can see the picture over and over again.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q187Assertion (A):** When a large number of people come together to raise their voice against some issues to the government by organizing rallies, starting a signature campaign etc is called a Public Protest. **1 Mark**

**Reason (R):** It is the media which provides a platform to the people so that they can express their views and raise their voice if any injustice is done to them.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q188Assertion (A):** Media is not independent anymore as it is controlled by many business organizations and they are forced to show only their part of the story. **1 Mark**

**Reason (R):** Business houses have started controlling the media and therefore they are only forced to publish those news which are not against them.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

**Q189Assertion (A):** Media can be any form of medium through which people communicate in the society and it is a medium through which information is shared to the people. **1 Mark**

**Reason (R):** Newspapers, radio, television etc are considered media as they share information to millions of people at the same time.

- A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.

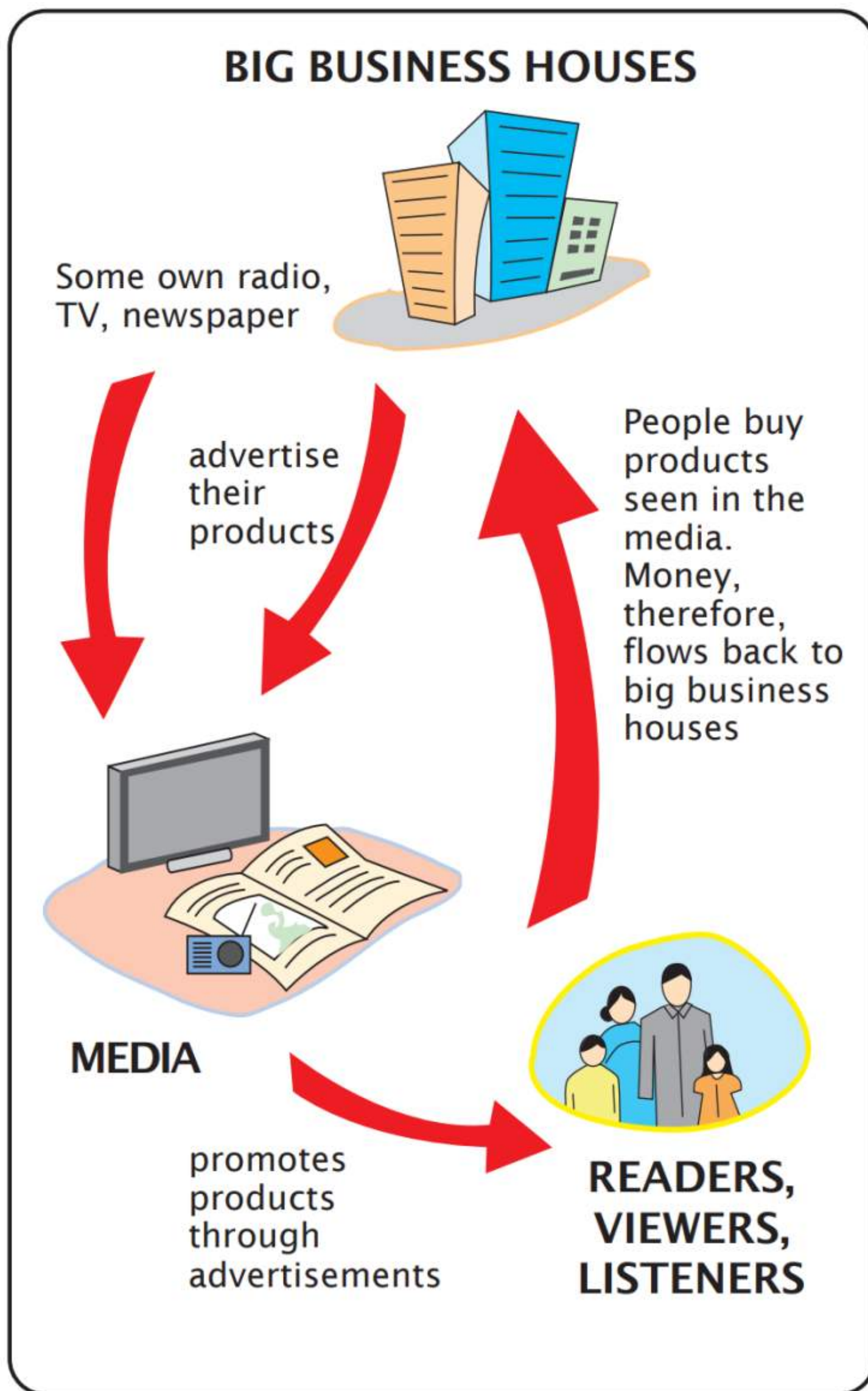
- Q190Assertion (A):** The Media should provide information from both the sides of the story so that the readers can know all the facts and then make up their minds. **1 Mark**  
**Reason (R):** A Balanced Report is the one which discusses all the facts of the story so that the readers can make up their mind and decide whose story is correct.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q191Assertion (A):** As the media reaches millions of people, they try to publish only that part of the story which will attract more readers and hence hides the other part of the story. **1 Mark**  
**Reason (R):** Focusing on only one part of the story is important because if both sides of the story are printed, it might hurt the sentiments of the people.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q192Assertion (A):** The newsreader is the only one who needs to be paid while the other sources which put all the broadcast together cost less. **1 Mark**  
**Reason (R):** The changing technology has started costing more and more money so that they can get the latest technology to reach the people.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q193Assertion (A):** In a democratic country, the media has helped a lot in sharing information to the people which are happening in the country and also gives the right to the people to express their views to the minister through protest, campaign etc. **1 Mark**  
**Reason (R):** The people working for the media only have the right to express their views to the public and can only complain to the government if they have any issues.  
A Both are correct but R is not the explanation of A.      B Only R is correct  
C Both are correct and R is the explanation of A.      D Only A is correct.
- Q194Fill in the blank. 1 Mark**  
Most of the cartoons that we see on television are mostly from \_\_\_\_\_ or the \_\_\_\_\_.
- Q195State whether the given statements are True or False. 1 Mark**  
Television has made us think of ourselves as global citizens.
- Q196Fill in the blanks with appropriate words. 1 Mark**  
At times media is prevented from publishing a story, this is called \_\_\_\_\_.
- Q197Fill in the blanks with appropriate words. 1 Mark**  
Mass media earns money through \_\_\_\_\_.
- Q198Most of the cartoons that we see on television are from \_\_\_\_\_ and \_\_\_\_\_. 1 Mark**
- Q199Fill in the blank. 1 Mark**  
\_\_\_\_\_ has enabled us to think of ourselves as members of a larger global world.
- Q200Fill in the blanks with appropriate words. 1 Mark**  
With typewriters, journalism underwent a change in the \_\_\_\_\_.
- Q201Fill in the blanks with appropriate words. 1 Mark**  
Independent media plays a \_\_\_\_\_ role in a democratic country.
- Q202Fill in the blank. 1 Mark**  
Khabar Lahriya newspaper is run by eight Dalit women in Chitrakoot district in \_\_\_\_\_.
- Q203Fill in the blank. 1 Mark**  
It is important that the information given by media should be \_\_\_\_\_.
- Q204The technology used by mass media keeps on \_\_\_\_\_. 1 Mark**
- Q205Fill in the blanks with appropriate words. 1 Mark**  
\_\_\_\_\_ and \_\_\_\_\_ are a recent phenomena in the media.
- Q206State whether the given statements are True or False. 1 Mark**  
Media can be divided into print media and electronic media.
- Q207. 1 Mark**

- Since TV time costs so much money, only those programmes that can attract the maximum number of viewers are shown. True/ False
- Q208**The technology that mass media uses keeps changing. True/ False **1 Mark**
- Q209**The print media offers a large variety of information to suit the tastes of different readers. True/ False **1 Mark**
- Q210**State whether the given statements are True or False. **1 Mark**  
Changing Technologies help media to reach more people.
- Q211**State whether the given statements are True or False. **1 Mark**  
Media is the plural form of the word middle.
- Q212**An independent media means that government should control and influence its coverage of news. True/ False **1 Mark**
- Q213**On television only those programmes are flashed that can attract lot of viewers. True/ False **1 Mark**
- Q214**State whether the given statements are True or False. **1 Mark**  
Balanced report discusses only one point of view or one side of story.
- Q215**The media decides what to focus on and in this way they sets agenda. True/ False **1 Mark**
- Q216**Match the contents of Column A with that of Column B **5 Marks**

S.No.	Column A		Column B
1.	J.L. Baird	(a)	1940's
2.	Khabar Lahriya	(b)	Revolutionized mass media
3.	Satellite	(c)	Televisor
4.	A Gutenberg	(d)	Local paper in U.P.
5.	Electronic typewriter	(e)	Printing press

- Q217**Describe the causes why media is not said to be independent? **7 Marks**
- Q218**Describe relationship between media and technology. **7 Marks**
- Q219**Write a note on 'setting agenda'. **7 Marks**
- Q220**How does changing technology help media to reach more people? **7 Marks**
- Q221**How are technologies costly these days? **7 Marks**
- Q222**Write a concise account of Local Media. **6 Marks**
- Q223**On what depends the writing of a balanced report? **5 Marks**
- Q224**Explain several instances when media fails to focus on issues which are important for us. **5 Marks**
- Q225**How has technology helped media? **5 Marks**
- Q226**In what ways does the media play an important role in a democracy? **5 Marks**
- Q227**Describe the ways by which mass media thinks of making money? **5 Marks**
- Q228**Why is local media gaining prominence? Give an example. **5 Marks**
- Q229**Briefly write about the news report of News of India. **5 Marks**
- Q230**How did the India Daily report the decision? **5 Marks**
- Q231**How does media help in the success of a democracy? **4 Marks**
- Q232**'Television has brought the world closer to us'. Explain. **4 Marks**
- Q233**Now a day media is far from independent. Explain. **4 Marks**
- Q234**Explain the meaning and importance of local media with the help of an example. **4 Marks**
- Q235**Write a brief note on 'local media'. **4 Marks**
- Q236**How can you say that media is far from freedom? **4 Marks**
- OR**
- Why do most newspapers still fail to provide a balanced story?
- Q237**What do you mean by an independent media? Why is it important for the media to be independent? **3 Marks**
- Q238**What is the reality of working of media? **3 Marks**
- Q239**How does media play an important role in deciding what stories to focus on? **3 Marks**
- Q240**How do we know that media is not independent? **3 Marks**
- Q241.** **3 Marks**

Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?



Q242 Give an example of positive influence of media reporting.

3 Marks

Q243 What does TV do for us?

3 Marks

Q244 How is media closely related to money?

3 Marks

Q245 Give an example to show that media fails on issues which are significant in our lives.

3 Marks

Q246 You have read about the ways in which the media 'sets the agenda'. What kind of effect does this have in a democracy? Provide two examples to support your point of view.

3 Marks

Q247 Why media is far from independent?

3 Marks

Q248 What is called 'media'.

3 Marks



- Q249

Why do media sometimes focus on only one side of the story?

3 Marks
- Q250

How media and money are interrelated?

3 Marks
- Q251

Discuss the important of media in a democratic country in three points.

3 Marks
- Q252

Does media give a balanced report?

3 Marks
- Q253

Setting agendas by media can effect democracy. Explain how?

3 Marks
- Q254

What do you mean by "setting the agenda"?

3 Marks
- Q255

Give example showing setting agendas in media.

3 Marks
- Q256

How does technology affect the media industry?

3 Marks
- Q257

How has television brought the world closer to us?

3 Marks
- Q258

Most television channels and newspapers are part of big business houses. Why?

3 Marks
- Q259

What is the role of media in democracy?

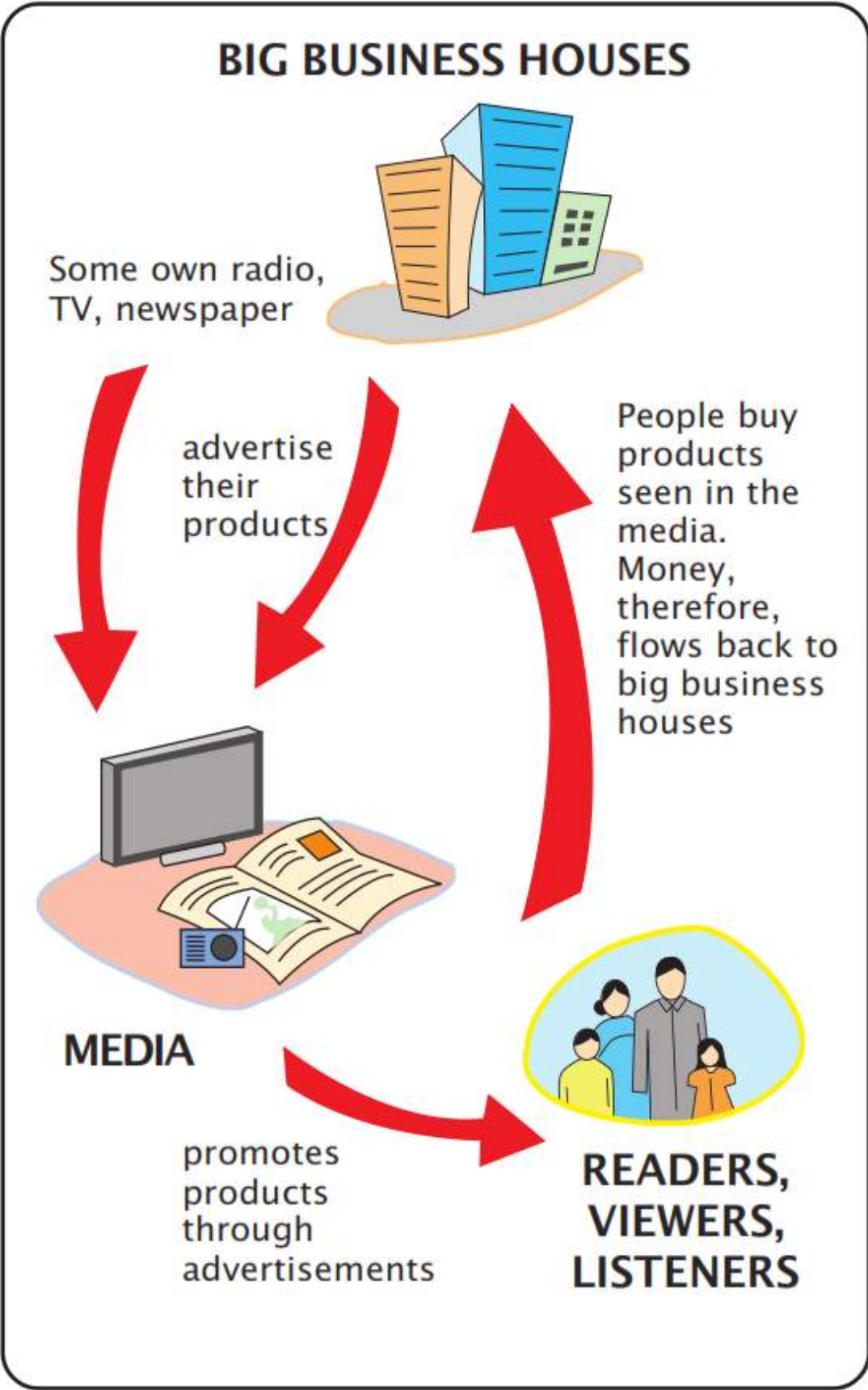
3 Marks
- Q260

"Most television channels and newspapers are part of big business houses". Explain why?

3 Marks
- Q261

Can you give this diagram a title? What do you understand about the link between media and big business from this diagram?

3 Marks



- Q262

Why is it important to have independent media?

2 Marks
- Q263

What are the various ways through which people express their dissatisfaction to any of the government's decision which does not go in their favour?

2 Marks
- Q264

Explain the role of media in democracy.

2 Marks
- Q265

What do you mean by a balanced report?

2 Marks

<b>Q266</b> Define censorship.	<b>2 Marks</b>
<b>Q267</b> Mention any one positive aspect of television.	<b>2 Marks</b>
<b>Q268</b> Discuss the various forms of electronic and its importance.	<b>2 Marks</b>
<b>Q269</b> Why media is no longer considered independent?	<b>2 Marks</b>
<b>Q270</b> What do we mean by mass media?	<b>2 Marks</b>
<b>Q271</b> How people express their dissatisfaction to any of the government's action or plan?	<b>2 Marks</b>
<b>Q272</b> What is the positive aspect of media reporting?	<b>2 Marks</b>
<b>Q273</b> What does the word 'media' mean?	<b>2 Marks</b>
<b>Q274</b> "Television gives us a partial view of the world". Comment.	<b>2 Marks</b>
<b>Q275</b> What is an independent media?	<b>2 Marks</b>
<b>Q276</b> Is media reporting important in democracy?	<b>2 Marks</b>
<b>Q277</b> Why are some advertisements shown repeatedly on the television screen?	<b>2 Marks</b>
<b>Q278</b> What is censorship and factual information?	<b>2 Marks</b>
<b>Q279</b> Why media is not interested in covering small issues that involve ordinary people and their daily lives?	<b>2 Marks</b>
<b>Q280</b> What do you mean by 'public protest'?	<b>2 Marks</b>
<b>Q281</b> How can we say that media is far from freedom?	<b>2 Marks</b>
<b>Q282</b> What do the word media mean?	<b>2 Marks</b>
<b>Q283</b> What do you mean by a balanced report? State its two important features.	<b>2 Marks</b>
<b>Q284</b> What is a balanced report?	<b>1 Mark</b>
<b>Q285</b> What do you understand by the term 'censorship'?	<b>1 Mark</b>
<b>Q286</b> Define the term broadcast.	<b>1 Mark</b>
<b>Q287</b> Why is it necessary for media to be independent?	<b>1 Mark</b>
<b>Q288</b> Name the different technology used by mass media.	<b>1 Mark</b>
<b>Q289</b> Give examples of mass media.	<b>1 Mark</b>
<b>Q290</b> Give some examples of print media.	<b>1 Mark</b>
<b>Q291</b> Mention one way in which mass media earns money.	<b>1 Mark</b>
<b>Q292</b> What is public protest?	<b>1 Mark</b>
<b>Q293</b> What media is non- independent?	<b>1 Mark</b>
<b>Q294</b> Define broadcast.	<b>1 Mark</b>
<b>Q295</b> What do toy by social adverting?	<b>1 Mark</b>
<b>Q296</b> Define publishing.	<b>1 Mark</b>
<b>Q297</b> What do you mean by branding?	<b>1 Mark</b>
<b>Q298</b> How much does it cost to advertise on a news channel?	<b>1 Mark</b>
<b>Q299</b> As a class project, decide to focus on a particular news topic and cut out stories from different newspapers on this. Also watch the coverage of this topic on TV news. Compare two newspapers and write down the similarity and differences in their reports. It might help to ask the following questions: 1. What information is this article providing? 2. What information is it leaving out? 3. From whose point of view is the article being written? 4. Whose point of view is being left out and why?	<b>1 Mark</b>
<b>Q300</b> What is censorship?	<b>1 Mark</b>
<b>Q301</b> Give any one example where the media failed to focus on issue that is import in everyone's lives.	<b>1 Mark</b>
<b>Q302</b> Describe any print media.	<b>1 Mark</b>
<b>Q303</b> What is local media?	<b>1 Mark</b>
<b>Q304</b> Give examples of electronic media.	<b>1 Mark</b>
<b>Q305</b> What is mass media?	<b>1 Mark</b>

<b>Q306</b>	Name the state where khabar lahriya newspaper is running?	<b>1 Mark</b>
<b>Q307</b>	Which news will media flash: Annual day celebration in a school or annual day celebration in a school where chief guest is a famous politician.	<b>1 Mark</b>
<b>Q308</b>	How modernisation of media serves useful for us?	<b>1 Mark</b>
<b>Q309</b>	How the cost of advertising on a news channel is decided?	<b>1 Mark</b>
<b>Q310</b>	What do you mean by term independent media?	<b>1 Mark</b>
<b>Q311</b>	Why advertisements are keep on repeating in cricket matches flashing on television?	<b>1 Mark</b>
<b>Q312</b>	Why do you think newspapers are called print media?	<b>1 Mark</b>
<b>Q313</b>	What is the role of advertising in our in two pints?	<b>1 Mark</b>
<b>Q314</b>	What do you found most useful about internet?	<b>1 Mark</b>
<b>Q315</b>	Give examples of local media.	<b>1 Mark</b>
<b>Q316</b>	Name the word that is often used to collectively refer to the radio, TV, newspapers, Internet and several other forms of communication.	<b>1 Mark</b>