

UNIVERSITY OF CALICUT
SCHOOL OF DISTANCE EDUCATION
(CUCBCSS - 2014 Admn. onwards)

III Semester

Complementary Course for B.A. ENGLISH / MALAYALAM

HISTORY OF MASS MEDIA

Multiple Choice Questions

1. Who was a champion of *massline* communication?
 - a. Mao Zedong
 - b. B R Ambedkar
 - c. Mother Teresa
 - d. Marshall Tito
2. Which of the following is an example of new media?
 - a. Newspaper
 - b. FM radio
 - c. Blog
 - d. Television
3. The chronological evolution of mass media is
 - a. Radio, film, newspaper, television
 - b. Newspaper, film, radio, television
 - c. Newspaper, radio, film, television
 - d. Film, newspapers, radio, television
4. Who is described as the father of Indian film?
 - a. K A Abbas
 - b. Phalke
 - c. R G Torney
 - d. Satyajit Ray
5. Name the first talkie in India.
 - a. Raja Harishchandra
 - b. Jhansi Ki Rani
 - c. Alam Ara
 - d. Pundalik
6. The highest film award in India is...
 - a. Dada Saheb Phalke Award
 - b. J C Daniel Award
 - c. Satyajit Ray Award
 - d. Raja Harischandra Award
7. The highest film award instituted by the Government of Kerala is ...
 - a. Prem Nazir award
 - b. Thikkurussi Award
 - c. J C Daniel award
 - d. John Abraham award
8. What is SITE ?
 - a. Television experiment
 - b. Indian satellite
 - c. Radio experiment
 - d. Entertainment experiment
9. Democratic –participant theory was put forward by
 - a. Fred Siebert
 - b. Theodore Peterson
 - c. Denis McQuail
 - d. Wilbur Schramm
10. Internet was first developed in
 - a. UK
 - b. Japan
 - c. US
 - d. Germany
11. Name the person who is most associated with WikiLeaks is

- a. Julian Assange
b. Tim Bernet
- c. Bill Gates
d. Richard Stallman
12. Name the first Indian film.
a. Pather Panjali
b. Life of Christ
c. Raja Harischandra
d. Mother India
13. Jasmine revolution that triggered political unrest in North African and West Asian countries actually began in
a. Egypt
b. Libya
c. Tunisia
d. Yemen
14. Which of the following is an example of social media network?
a. Chrome
b. Google
c. Mozila
d. Linked-in
15. Global village concept was put forward by.....
a. Robert Merton
b. Seon McBride
c. Marshall McLuhan
d. Wilbur Scramm
16. J. Gopikrishnan who unearthed the 2G spectrum scandal was a reporter of
- a. The Times of India
b. The Pioneer
c. The Telegraph
d. DNA
17. What was the first Internet service in India?
a. ARPANET
b. ERNET
c. INDNET
d. HINDNET
18. Which newspaper first launched an internet edition in Malayalam?
a. Malayala Manorama
b. Mathrubhumi
c. Deepika
d. Kerala Kaumudi
19. Name the educational channel of Doordarshan
a. Bharati
b. Gyan Darshan
c. Vidya Bharati
d. ETV
20. Which was the first 24 hours news channel in Malayalam?
a. Asianet news
b. India Vision
c. Surya
d. Kairali
21. *The Gutenberg Galaxy* was authored by
a. Johannes Gutenberg
b. Marshall McLuhan
c. George Gerbner
d. Kurt Lewin
22. The term fourth estate refers to?
a. Legislature
b. Commons
c. Media
d. Judiciary
23. International Commission to study communication in the world by UNESCO was known as...
a. McLuhan Commission
b. Hutchins Commission
c. MacBride Commission
d. McQuail Commission
24. Who coined the term fourth estate?
a. Lord William Bentick
b. Edmund Burke
c. Winston Churchill
d. Clement Atlee
25. Pulitzer prices are given to journalists for their outstanding contribution to journalism in
a. UK
b. US
c. Germany
d. Australia
26. Which newspaper first launched an internet edition in India?
a. Times of India
b. The Hindu
c. The Telegraph
d. Hindustan Times
27. Which of the following media group has a newspaper, television news channel and FM radio station?
a. The Hindu group
b. The Kerala Kaumudi group
c. The Malayala Manorama group
d. The Indian Express group

28. Club FM radio station is promoted by
- a. Malayala Manorama
 - b. Asianet
 - c. Mathrubhumi
 - d. Madhyamam
29. Who among the following was a chief editor of Mathrubhumi?
- a. A Balakrishna Pillai
 - b. P K Balakrishnan
 - c. K P Kesava Menon
 - d. Vengayil Kunhiraman Nayanar
30. The oldest surviving newspaper in Malayalam is
- a. Malayala Manorama
 - b. Kerala Kaumudi
 - c. Mathrubhumi
 - d. Deepika
31. Which of the following English newspaper is not published Kerala?
- a. Deccan Chronicle
 - b. The Times of India
 - c. Deccan Herald
 - d. The New Indian Express
32. Fourth estate refers to
- a) Internet
 - b) Press
 - c) Whistle blowers
 - d) Private media
33. Frequency Modulation (FM) Radio was invented by?
- a) Edwin. H. Armstrong
 - b) Jacques Diouf
 - c) Andy Zeollick
 - d) Mckarthy wolf
34. Kandathil Varghese Mappilla is the founder editor of
- a) Deepika
 - b) Mathrubhumi
 - c) Malayala Manorama
 - d) Kerala Kaumudi
35. Who was the Indian representative to the MacBride Commission?
- a) B G Varghese
 - b) Chalapathi Rao
 - c) Kushwant Singh
 - d) Nihil Singh
36. Which among the following is not a characteristics of Mass Media?
- a) Transient
 - b) Universal Access
 - c) Narrow scope
 - d) Gatekeeping
37. Right to Information ACT (RTI) applies to all the states and UT's of India except
- a) Kerala
 - b) Jammu & Kashmir
 - c) Goa
 - d) Nagaland
38. Television broadcasting was launched in
- a) 1958
 - b) 1959
 - c) 1960
 - d) 1961
39. The study on the manner in which people approach others or keep their distance from others in communication contexts.
- a) Kinesics
 - b) Proxemics
 - c) Chronemics
 - d) Ocullesics
40. Who is the Web Inventor?
- a) Tim Berners-Lee
 - b) Bill Gates
 - c) Stallman
 - d) Charles Babbage
41. Which of the following is the idea generating component of communication?
- a) Sender
 - b) Message
 - c) Channel
 - d) Receiver
42. Who is considered as the inventor of television?
- a) Charles Babbage
 - b) John Logie Baird
 - c) Thomas Alva Edison
 - d) None of the above
43. Who is well known for his comment on communication : *'Who (says) What (to) Whom (in) What Channel (with) What Effect'*
- a) Frank F X Dance
 - b) Harold Lasswell
 - c) Marshall McLuhan
 - d) Joseph A Devito
44. Who introduced the concept of global village?
- a) Marshal McLuhan
 - b) Wilbur Schramm

- c) Noam Chomsky
45. The first Malayalee actor to win the best actor award in the national film awards
a) Premji
b) P J Antony
46. The film "Balan" was directed by
a) P Ramdas
b) J C daniel
- d) Henry Luce
c) Gopi
d) Balan K Nair
c) Ramu Kariatt
d) P Bhaskaran
47. Who is considered the proponent of cultivation analysis ?
a) Sean McBride
b) Wilbur Schramm
48. Name the scholar who coined the expressions: 'the Medium is the Message' and "Global Village".
a) Albert Bandura
b) Marshall McLuhan
49. What is the science of signs known as?
a) Semiotics
b) Communicology
50. Who is director of *Appu Trilogy*?
a) Mahesh Bhatt
b) Adoor Gopalakrishnan
- c) Marshall McLuhan
d) George Gerbner
c) Leode Genero
d) Wilbur Schram
c) Ethnography
d) Anthropology
c) Satyajit Ray
d) Ritwik Ghatak
51. Who developed the SMCR model of communication?
a) Marshall McLuhan
b) Harold D Lasswell
52. Name the news agency that was closely associated with India even before the independence.
a. AFP
b. Associated Press
53. Name the pioneer who started an Indian news agency in the country.
a. K C Roy
b. Paul Julius Reuter
54. Name the news agency associated with S Sadanand.
a. Associated Press of India
b. Orient Press of India
55. TASS- Itar is a news agency of
a. UK
b. US
56. PTI started functioning in
a. 1947
b. 1948
57. The Hindi news agency of PTI is known as....
a. PTI Hindi
b. PTI Hindustani
58. The Hindi wire service of UNI is known as....
a. Unisamachar
b. Unihindustan
59. Which of the following is the first news agency in the world?
a. AP
b. AFP
60. Kyodo is a news agency of
a. Germany
b. S. Korea
61. The concept of Press Council first emerged in
a. Sweden
b. UK
- c) Frank E X Dance
d) David Berlo
c. UPI
d. Reuters
c. Bidhu Bhushan Sengupta
d. Rajaram Mohan Roy
c. United Press of India
d. Free Press of India
c. Germany
d. Russia
c. 1949
d. 1950
c. PTI Bhasha
d. PTI Rashtra
c. Unibhasha
d. Univartha
c. UPI
d. Reuters
c. N. Korea
d. Japan
c. US
d. Netherlands

62. DPA is a news agency of
- a. Pakistan
 - b. South Africa
 - c. Germany
 - d. Argentina
63. Who among the following is not a chairperson of the Press Council of India?
- a. Justice Markandy Katju
 - b. Justice R Jayachandra Reddy
 - c. Justice P B Sawant
 - d. Justice K K Mathew
64. Press Council of India is a ... body including the chairperson
- a. 26
 - b. 27
 - c. 28
 - d. 29
65. Self regulatory body of the television news channels in India is....
- a. Press Council of India
 - b. Television Council of India
 - c. News Broadcasting Standards Authority
 - d. Broadcast Authority of India
66. Which of the following is body that represents newspapers publishers?
- a. ABC
 - b. INS
 - c. RNI
 - d. IFWJ
67. Who among the following was not a chief editor of Malayala Manorama?
- a. Kandathil Varghese Mappilai
 - b. Mamman Mappilai
 - c. K M George
 - d. K M Mathew
68. Who is generally described as the unsung hero of a newspaper?
- a. Reporter
 - b. Sub editor
 - c. News editor
 - d. Chief editor
69. Ramnath Goenka is associated with
- a. The Indian Express
 - b. The Hindustan Times
 - c. The Times of India
 - d. The Deccan Herald
70. Who among the following was a noted cartoonist?
- a. Bal Thackeray
 - b. Jug Suraiyya
 - c. TJS George
 - d. Pothan Joseph
71. K Sukumaran was the editor of
- a. Kerala Kaumudi
 - b. Mathrubhumi
 - c. Malayala Manorama
 - d. Malayali
72. First private TV channel in Malayalam was
- a. Surya
 - b. Asianet
 - c. Kairali
 - d. India Vision
73. Inverted pyramid style of reporting emerged during.....
- a. American Civil War
 - b. Falkland War
 - c. Russian revolution
 - d. French revolution
74. Dateline in a report tells....
- a. date of the story
 - b. Date and place
 - c. Date, place, country of the story
 - d. Date, place reporter of the story
75. A face to face interaction with media persons is generally known as
- a. Interview
 - b. Press Conference
 - c. Press release
 - d. Handouts
76. When a press club or forum invites a celebrity to interact with the media person, it is known as....
- a. Press conference
 - b. Press briefing
 - c. Press meet
 - d. Meet the press
77. The press release of the central Government is distributed to the media organisations by....
- a. PRD
 - b. I & B Ministry
 - c. PIB
 - d. DAVP
78. Which of the following is a news agency?
- a. ABC
 - b. INS

- c. Kyodo
79. Name the newspaper that unearthed the Watergate Scandal.
a. New York Times
b. Washington Post
c. Wall Street Journal
d. Washington Journal
80. Monotype was a typesetting machine for....
a. Hand composing
b. Photocomposing
c. Mechanical composing
d. DTP
81. A Balakrishna Pilla was associated with...
a. Kesari
b. Swaseshabimani
c. Keralan
d. Mathrubhumi
82. *Operation West End*, a sting operation, was carried out by...
a. Tehelka.com
b. ohmynews.com
c. News.com
d. Probrity.com
83. Which of the following English newspaper is not published Kerala?
a. Deccan Chronicle
b. The Times of India
c. Deccan Herald
d. The New Indian Express
84. The recognized union of working journalist in Kerala is ...
a. KUWJ
b. IFWJK
c. KUJ
d. KUNWJ
85. Which of the following is considered the first newspaper in Malayalam?
a. Paschimodayam
b. Jnana Nikshepam
c. Keralopakari
d. Rajyasamacharam
86. Name of the newspaper on the front page is called...
a. Masthead
b. Skyline
c. Nameplate
d. Name board
87. An early edition of a newspaper is called...
a. City edition
b. Bulldog
c. Mofussil edition
d. Midnight edition
88. Which of the following is an example of social media network?
a. Google
b. Mozilla
c. Twitter
d. Rediff
89. How many of the sensory channels can be applied while reading a news story?
a. One
b. Two
c. Three
d. Four
90. The first printed work by Johannes Gutenberg using movable types was
a. Aeropagitica
b. Catechism text
c. Way of the cross
d. Bible
91. Name the newspaper that did not publish the news of the assassination of Mahatma Gandhi on its front page.
a. The Times of India
b. The Hindustan Times
c. The Hindu
d. The Statesman
92. Malayala Manorama was established in
a. 1888
b. 1889
c. 1890
d. 1891
93. J.C. Bose demonstrated Radio transmission in
a) Bombay
b) Nagpure
c) Madras
d) Calcutta
94. Marconi was born in
a) Germany
b) France
c) Britain
d) Italy
95. First controller of broadcasting in India

- a) J C Bose
b) Gopal Swami
- c) John Reith
d) Lionel Fielden
96. Which of the following magazine is published from Kerala?
a. The Frontline
b. The Week
c. The Outlook
d. Stardust
97. The word 'tele' means
a. To see
b. Far
c. Screen
d. Moving
98. What does the Latin word "communis" mean?
a. Commute
b. Communication
c. Common
d. None of these
99. *Areopagatica*, a pamphlet supporting the freedom of expression was written by the famous English poet
a. John Keats
b. John Milton
c. P. B. Shelley
d. J S Mill
100. Swadeshabhimani Ramakrishna Pilla was exiled from Travancore in
a. 1910
b. 1911
c. 1912
d. 1913

ANSWER KEYS

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|-------|-------|-------|
| 1. a | 24. b | 47. d |
| 2. c | 25. b | 48. b |
| 3. b | 26. b | 49. b |
| 4. b | 27. c | 50. c |
| 5. b | 28. c | 51. d |
| 6. a | 29. c | 52. d |
| 7. c | 30. d | 53. a |
| 8. a | 31. a | 54. d |
| 9. c | 32. b | 55. d |
| 10. c | 33. a | 56. c |
| 11. a | 34. c | 57. c |
| 12. c | 35. a | 58. d |
| 13. c | 36. c | 59. b |
| 14. d | 37. b | 60. d |
| 15. c | 38. b | 61. a |
| 16. b | 39. b | 62. c |
| 17. b | 40. a | 63. d |
| 18. c | 41. a | 64. d |
| 19. b | 42. b | 65. c |
| 20. b | 43. b | 66. b |
| 21. b | 44. a | 67. c |
| 22. c | 45. b | 68. b |
| 23. c | 46. a | 69. a |

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|-------|-------|-------|
| 70. a | 81. a | 92. a |
| 71. a | 82. a | 93. d |
| 72. b | 83. c | 94. d |
| 73. a | 84. a | 95. d |
| 74. b | 85. d | 96. b |
| 75. b | 86. c | 97. b |
| 76. d | 87. b | 98. c |
| 77. c | 88. c | 99. b |
| 78. c | 89. a | 100.a |
| 79. b | 90. d | |
| 80. c | 91. c | |

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