

D 42080-A

(Pages : 4)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

Complementary Course

JOU 3C 01—HISTORY OF MASS MEDIA

AND

JOU 4C 01—CORPORATE COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 01—HISTORY OF MASS MEDIA

AND

JOU 4C 01—CORPORATE COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. 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.
2. 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.
3. Kandathil Varghese Mappilla is the founder editor of ———.
(A) Deepika. (B) Mathrubhumi.
(C) Malayala Manorama. (D) Kerala Kaumudi.
4. Right to Information ACT (RTI) applies to all the states and UT's of India except :
(A) Kerala. (B) Jammu and Kashmir.
(C) Goa. (D) Nagaland.
5. Which of the following is the idea generating component of communication ?
(A) Sender. (B) Message.
(C) Channel. (D) Receiver.
6. Monotype was a typesetting machine for ———.
(A) Hand composing. (B) Photocomposing.
(C) Mechanical composing. (D) DTP.
7. 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.

8. Name of the newspaper on the front page is called _____.
- (A) Masthead. (B) Skyline.
(C) Nameplate. (D) Name board.
9. The first printed work by Johannes Gutenberg using movable types was :
- (A) Aeropagitica. (B) Catechism text.
(C) Way of the cross. (D) Bible.
10. J.C. Bose demonstrated Radio transmission in :
- (A) Bombay. (B) Nagpure.
(C) Madras. (D) Calcutta.
11. Television broadcasting was launched in :
- (A) 1958. (B) 1959.
(C) 1960. (D) 1961.
12. The official English news letter published by PRD, Government of Kerala, is called _____.
- (A) Kerala Harbinger. (B) Voice of Kerala.
(C) Kerala Calling. (D) Kerala Tidings.
13. Advertorial means _____.
- (A) News stories that appear in between advertisements.
(B) Advertisement which surrogates products.
(C) Editorial written about advertisements.
(D) Advertisement disguised in the form of a news/feature story.
14. Narrowcasting means _____.
- (A) Public Service Broadcasting. (B) Specific slices of radio/TV audiences.
(C) AM radio stations. (D) Online broadcasting.
15. Which of the following is an example of social media network ?
- (A) Google. (B) Mozilla.
(C) Twitter. (D) Rediff.

Turn over

16. Which of the following is not a characteristic of mass media audience ?
- (A) Heterogeneous. (B) Anonymous.
(C) Universal. (D) Homogeneous.
17. The monitoring body of advertising in India is known as :
- (A) ASCI. (B) PCI.
(C) AAAL. (D) ABC.
18. The club soda/ mineral water advertisement of some companies which also produce Indian made foreign liquor under the same logo is an example of _____.
- (A) Surrogate ad. (B) Endorsement ad.
(C) Advertorial. (D) Essential ad.
19. Communication with oneself is called :
- (A) Interpersonal communication. (B) Intrapersonal communication.
(C) Internal communication. (D) Meta communication.
20. Which one of the following is not a Public Relations practice ?
- (A) Advice on the presentation of the 'public image' of an organization.
(B) Action to improve communication between an organization and its public.
(C) Action aimed directly at achieving sales.
(D) Action to discover and eliminate sources of misunderstanding.