

1. Listening to a lecture is

- A. information listening
- B. evaluative listening
- C. emphatic listening
- D. none of these

Answer: A

2. As a chairman of UPSC while selecting a teacher you should, be

- A. fair and impartial
- B. able to judge the personality of candidates
- C. encouraging to those appearing for interview
- D. all of these

Answer: D

3. Teaching on TV is superior to class room instruction because

- A. teaching materials can be filmed for reuse
- B. experts for teaching a difficult topic can be arranged and others can be benefited from them
- C. very large classes are made possible and thus it is economically advantageous
- D. all of these

Answer: D

4. Listening is badly affected by

- A. high speed of speaking
- B. a sizable hearing loss-physiological problem
- C. message overload-excess of listened material
- D. all of the above

Answer: D

5. Following are the experimental learning activities adopted by a teacher. Arrange them in cyclic order. (i) Accommodation (ii) Converging (iii) Assimilation (iv) Diverging

- A. (i), (ii), (iii), (iv)
- B. (ii), (iii), (iv), (i)
- C. (iii), (i), (ii), (iv)
- D. (iv), (iii), (ii), (i)

Answer: D

6. Which of the following groups of students can be most benefited computer based education programme?

- A. Small group of low IQ
- B. Heterogeneous groups in IQ
- C. Large group of moderate intelligence
- D. All of the above

Answer: D

7. Which of the following is not a successful communicator?

- A. One who presents material in a precise and clear way.
- B. One who knows a lot but is somewhat reserve in his attitude.
- C. One who sometimes becomes informal before the receiver and develops rapport
- D. One who is able to adapt himself according to the language of the communicatee

Answer: B

8. Closed circuit television is useful

- A. for large group communication
- B. only for poor students of the class
- C. only for a restricted audience residing at a particular place
- D. none of the above

Answer: C

9. Which of the following teachers will you like most?

- A. a teacher who often amuses his students
- B. a teacher of highly idealist philosophy
- C. a disciplined teacher
- D. a loving teacher

Answer: D

10. Televised educational programme is useful because

- A. it affords the opportunity for large audience in the same auditorium or in different locations to view it clearly
- B. it can magnify the microscopic forms of life and can be presented on TV
- C. it can present the natural phenomenon of the world in natural form
- D. all of these

Answer: D

11. Which of the following methods of communication is the most effective?

- A. multi-media method
- B. presenting written material
- C. presenting written material along with film projector
- D. can not be determined

Answer: A

12. All are the components of listening except

- A. hearing
- B. answering
- C. attending-being attentive
- D. understanding and remembering

Answer: B

13. Better classroom management means

- A. per group work and better interaction among pupils
- B. prior preparation of teacher in the making of suitable aids
- C. punctuality of the teachers in coming in the class and finishing the course in time
- D. all of these

Answer: D

14. All are the examples of the media of two way communication except

- A. padyatra
- B. streetplays
- C. public meeting
- D. procession and rallies

Answer: B

15. Arrange the following activities of interaction in logical order (i) Analysis of the work done (ii) Planning and preparation (iii) Presentation of material (iv) Modification and improvement

- A. (i), (ii), (iii), (iv)
- B. (i), (iii), (iv), (ii)
- C. (ii), (iii), (i), (iv)
- D. (iv), (i), (ii), (iii)

Answer: B



16. Visualization in the instructional process can not increase

- A. stress and boredom
- B. interest and motivation
- C. retention and adaptation
- D. curiosity and concentration

Answer: A

17. The latest development in the hardware technology is the introduction of

- A. M channels
- B. Z channels
- C. FM channels
- D. Star channels

Answer: C

18. Software computer can not be used

- A. for demonstration
- B. for reading and writing
- C. as a machine for evaluating students progress
- D. as a systematic programmed learning techniques

Answer: A

19. Overhead projector is superior to short circuit TV in a classroom teaching because

- A. it is easy to use
- B. it is cheap and self devised
- C. information presented though it is easily retained
- D. pictures in it may be shown in a desired sequence and with a minimum of lost motion (material)

Answer: D

20. All of the following are the limitations of televised Instruction except

- A. it does not permit the exchange of ideas between the teachers and taught
- B. it does not properly help the students in making the materials clearly understood
- C. experts consume much time in planning and preparation of the programme
- D. televised lesson moves at a fixed speed and thus can not take the individual differences of students into account

Answer: B

21. Which of the following skills has the largest share in communication time in schools/colleges?

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- A. Writing
- C. Speaking
- B. Reading
- D. Listening

Answer: D

22. Which of the following teachers will you like most?

- A. One who uses chart and maps
- C. One who uses motion picture as a last resort
- B. One who uses board occasionally
- D. One who uses film projector along with the proper use of the board

Answer: D

23. The main purpose of evaluative listening is

- A. to accept or reject an idea given to the listener
- C. both of above
- B. to evaluate the speaker's credibility and personality
- D. none of these

Answer: C

24. CHEER stands for

- A. Child Health Education Electronic Recording
- C. Children for Engineers and Energy Requirement
- B. Children Enrichment Education Through Radio
- D. None of the above

Answer: B

25. The most important aspect of communication- listening, can be improved by

- A. making the attention fully paid
- C. making the communicated material novel- interesting and need based
- B. making voice effective and impressive
- D. all of these

Answer: D



26. The process of communication enhances through:

- A. belongingness
- B. security and freedom to make choices
- C. informality of meeting and avoidance of pressure
- D. all of these

Answer: D

27. SITE stands for

- A. South Indian Trade Estate
- B. Satellite Instructional Television Experiment
- C. System for International Technology and Engineering
- D. None of these

Answer: B

28. A student helps a teacher to solve the problem while the teacher was delivering the lecture. He was

- A. a realistic listener
- B. an emphatic listener
- C. an evaluative listener
- D. an informational listener

Answer: B

29. Which of the following can not be a good way of communication in promoting literacy among villagers?

- A. Providing material on TV and film projector
- B. Large group discussion
- C. Reading and writing
- D. Demonstration

Answer: C

30. Educational TV was first introduced in India in the year

- A. 1960
- B. 1961
- C. 1962
- D. 1963

Answer: B

31. Level C of the effectiveness of communication is defined as:

- A. source noise
- B. channel noise
- C. semantic noise
- D. psychological noise

Answer: B

32. Recording a television programme on a VCR is an example of:

- A. time-shifting
- B. mechanical clarity
- C. content reference
- D. media synchronisation

Answer: D

33. A good communicator is the one who offers to his audience:

- A. concise proof
- B. repetition of facts
- C. plentiful of information
- D. a good amount of statistics

Answer: C

34. Which of the following statement is correct?

- A. Communicator should be soft spoken
- B. Communicator should have fine senses
- C. Communicator should have tolerance power
- D. Communicator should have good personality

Answer: B

35. Communications bandwidth that has the highest capacity and is used by microwave, cable and fibre optics lines is known as:

- A. bus width
- B. hyper-link
- C. broadband
- D. carrier wave

Answer: C

36. An electronic bill board that has a short text or graphical advertising message is referred to as:

- A. strap
- B. banner
- C. bulletin
- D. bridge line



Answer: B

37. A negative reaction to a mediated communication is described as:

- A. flak
- B. non-conformity
- C. passive response
- D. fragmented feedback

Answer: B

38. The function of mass communication of supplying information regarding the processes, issues, events and societal developments is known as:

- A. correlation
- B. gratification
- C. surveillance
- D. content supply

Answer: D

39. The science of the study of feedback systems in humans, animals and machines is known as:

- A. cybernetics
- B. selectivity study
- C. response analysis
- D. reverse communication

Answer: A

40. Networked media exist in inter-connected:

- A. social environments
- B. political environments
- C. economic environments
- D. technological environments

Answer: D

41. The combination of computing, telecommunications and media in a digital atmosphere is referred to as:

- A. convergence
- B. digital combine
- C. integrated media
- D. online communication

Answer: A



42. A dialogue between a human-being and a computer programme that occurs simultaneously in various forms is described as:

- A. binary chat
- B. digital talk
- C. interactivity
- D. man-machine speak

Answer: C

43. 'SITE' stands for:

- A. South Indian Trade Estate
- B. Satellite Instructional Television Experiment
- C. State Institute of Technology and Engineering
- D. System for International technology and Engineering

Answer: B

44. Which one of the following can be termed as verbal communication?

- A. Dipak wrote a letter for leave application.
- B. Prof. Sharma delivered the lecture in the class room.
- C. Signal at the cross-road changed from green to orange.
- D. The child was crying to attract the attention of the mother.

Answer: B

45. Which is the 24 hours English Business news channel in India?

- A. CNBC
- B. Zee News
- C. India News
- D. NDTV 24x7

Answer: A

46. Feed-back of a message comes from:

- A. Media
- B. Satellite
- C. Audience
- D. Communicator

Answer: B



47. Collection of information in advance before designing communication strategy is known as:

- A. Feed-back
- B. Opinion poll
- C. Feed-forward
- D. Research study

Answer: B

48. The aspect ratio of TV screen is:

- A. 4:1
- B. 4:2
- C. 4:3
- D. 4:4

Answer: C

49. DTH service was started in the year:

- A. 2001
- B. 2002
- C. 2003
- D. 2004

Answer: D

50. National Press day is celebrated on:

- A. 14th November
- B. 16th November
- C. 18th November
- D. 20th November

Answer: B

51. The total number of members in the Press Council of India are:

- A. 25
- B. 26
- C. 28
- D. 29

Answer: C

52. The right to impart and receive information is guaranteed in the Constitution of India by Article:

- A. 19(1) (a)
- B. 19(2) (a)
- C. 19(2)
- D. 19(16)



Answer: A

53. Use of radio for higher education is based on the presumption of:

- A. Replacing teacher in the long run
- B. Everybody having access to a radio set
- C. Enriching curriculum based instruction
- D. Other means of instruction getting outdated

Answer: B

54. Communication with oneself is known as:

- A. Interpersonal communication
- B. Intrapersonal communication
- C. Grapevine communication
- D. Group communication

Answer: A

55. Which broadcasting system for TV is followed in India?

- A. PAL
- B. NTCS
- C. NTSE
- D. SECAM

Answer: A

56. All India Radio before 1936 was known as:

- A. Indian Radio Broadcasting
- B. Indian Broadcasting Service
- C. Broadcasting Service of India
- D. All India Broadcasting Service

Answer: B

57. The biggest news agency of India is:

- A. PTI
- B. UNI
- C. NANAP
- D. Samachar Bharati

Answer: A



58. Prasar Bharati was launched in the year:

- A. 1995
- B. 1996
- C. 1997
- D. 1998

Answer: C

59. Community Radio is a type of radio service that caters to the interest of:

- A. News
- B. Education
- C. Entertainment
- D. Local audience

Answer: D

60. Orcut is a part of:

- A. Interpersonal Communication
- B. Intrapersonal Communication
- C. Group Communication
- D. Mass Communication

Answer: A

61. Firewalls are used to protect a communication network system against:

- A. Fire-attacks
- B. Virus attacks
- C. Data-driven attacks
- D. Unauthorized attacks

Answer: D

62. Which one of the following Telephonic Conferencing with a radio link is very popular throughout the world?

- A. TPS
- B. Video teletext
- C. Telepresence
- D. Video conference

Answer: D

63. Which is not 24 hours news channel?

- A. Aajtak
- B. ZEE News
- C. NDTV 24x7
- D. Lok Sabha channel



Answer: D

64. The main objective of F.M. station in radio is:

- A. Entertainment only
- B. Information, Entertainment and Tourism
- C. Tourism, Interaction and Entertainment
- D. Entertainment, Information and Interaction

Answer: D

65. In communication chatting in internet is:

- A. Parallel communication
- B. Verbal communication
- C. Grapevine communication
- D. Non verbal communication

Answer: A

66. The country which has the distinction of having the two largest circulated newspapers in the world is

- A. China
- B. Japan
- C. Great Britain
- D. The United States

Answer: B

67. The chronological order of non-verbal communication is

- A. Colours, signs, codes, symbols
- B. Signs, symbols, codes, colours
- C. Codes, colours, symbols, signs
- D. Symbols, codes, signs, colours

Answer: B

68. Which of the following statements is not connected with communication?

- A. Information is power.
- B. Medium is the message.
- C. Telepathy is technological.
- D. The world is an electronic cocoon.

Answer: C

69. Communication becomes circular when



- A. the channel is clear
- B. the source is credible
- C. the feedback is absent
- D. the decoder becomes an encoder

Answer: D

70. The site that played a major role during the terrorist attack on Mumbai (26/11) in 2008 was

- A. Orkut
- B. Twitter
- C. Facebook
- D. Amazon.com

Answer: B

71. In communication, a major barrier to reception of messages is

- A. Audience income
- B. Audience attitude
- C. Audience education
- D. Audience knowledge

Answer: B

72. Post-modernism is associated with

- A. Radio
- B. Television
- C. Magazines
- D. Newspapers

Answer: B

73. Didactic communication is

- A. Relational
- B. Intra-personal
- C. Inter-personal
- D. Organisational

Answer: C

74. In communication, the language is

- A. The verbal code
- B. The iconic code
- C. The symbolic code
- D. The non-verbal code

Answer: A



75. Identify the correct sequence of the following:

- A. Source, message, channel, receiver
- B. Source, channel, message, receiver
- C. Source, message, receiver, channel
- D. Source, receiver, channel, message

Answer: B

76. Media that exist in an interconnected series of communication - points are referred to as

- A. Multimedia
- B. Nodal media
- C. Networked media
- D. Connective media

Answer: C

77. The information function of mass communication is described as

- A. publicity
- B. diffusion
- C. diversion
- D. surveillance

Answer: D

78. An example of asynchronous medium is

- A. Film
- B. Radio
- C. Television
- D. Newspaper

Answer: D

79. In communication, connotative words are

- A. Simple
- B. Explicit
- C. Cultural
- D. Abstract

Answer: C

80. A message beneath a message is labelled as

- A. Sub-text
- B. Inter-text
- C. Internal text
- D. Embedded text



Answer: A

81. In analog mass communication, stories are

- A. Static
- B. Dynamic
- C. Interactive
- D. Exploratory

Answer: A

82. Public communication tends to occur within a more

- A. Formal structure
- B. Political structure
- C. Complex structure
- D. Convenient structure

Answer: D

83. Transforming thoughts, ideas and messages into verbal and non-verbal signs is referred to as

- A. Encoding
- B. Decoding
- C. Mediation
- D. Channelisation

Answer: D

84. Effective communication needs a supportive

- A. Social environment
- B. Political environment
- C. Economic environment
- D. Multi-cultural environment

Answer: A

85. A major barrier in the transmission of cognitive data in the process of communication is an individual's

- A. Coding ability
- B. Social status
- C. Expectation
- D. Personality

Answer: A

86. When communicated, institutionalised stereotypes become

- A. Myths
- B. Reasons
- C. Convictions
- D. Experiences

Answer: D

87. In mass communication, selective perception is dependent on the receiver's

- A. Ethnicity
- B. Receptivity
- C. Competence
- D. Pre-disposition

Answer: B

88. Photo bleeding means

- A. Photo cutting
- B. Photo cropping
- C. Photo placement
- D. Photo colour adjustment

Answer: D

89. While designing communication strategy feed-forward studies are conducted by

- A. Media
- B. Satellite
- C. Audience
- D. Communicator

Answer: D

90. In which language the newspapers have highest circulation?

- A. Urdu
- B. Hindi
- C. Bengali
- D. English

Answer: B

91. Video-Conferencing can be classified as one of the following types of communication :

- A. Visual one way
- B. Visual two way
- C. Audio-Visual one way
- D. Audio-Visual two way

Answer: D



92. MC National University of Journalism and Communication is located at

- A. Bhopal
- B. Mumbai
- C. Chennai
- D. Lucknow

Answer: A

93. All India Radio (A.I.R.) for broadcasting was named in the year

- A. 1916
- B. 1926
- C. 1936
- D. 1946

Answer: C

94. In India for broadcasting TV programmes which system is followed ?

- A. PAL
- B. NTSE
- C. NTCS
- D. SECAM

Answer: A

95. The term 'DAVP' stands for

- A. Division of Audio-Visual Publicity
- B. Department of Audio-Visual Publicity
- C. Directorate of Advertising & Vocal Publicity
- D. Directorate of Advertising & Visual Publicity

Answer: D

96. The term "TRP" is associated with TV shows stands for

- A. Total Rating Points
- B. Time Rating Points
- C. Thematic Rating Points
- D. Television Rating Points

Answer: D

97. The English word 'Communication' is derived from the words

- A. Communist and Commune
- B. Communis and Communicare
- C. Communism and Communalism
- D. Communion and Common sense



Answer: B

98. Chinese Cultural Revolution leader Mao Zedong used a type of communication to talk to the masses is known as

- A. Group communication
- B. Mass line communication
- C. Dialogue communication
- D. Participatory communication

Answer: B

99. Conversing with the spirits and ancestors is termed as

- A. Face-to-face communication
- B. Interpersonal communication
- C. Intrapersonal communication
- D. Transpersonal communication

Answer: D

100. The largest circulated daily newspaper among the following is

- A. The Hindu
- B. The Times of India
- C. The Indian Express
- D. The Deccan Herald

Answer: B