

Abhinav College of Arts, Commerce and Science Corporate
Sample questions
SYBAMMC /Sem 3

Subject: Theatre and Mass Communication

1. " Theatre is a mirror of highlighting man's humanity..." who said

- A. William Shakespeare
- B. Jane Austen
- C. Ruskin Bond
- D. Ernest Hemingway

Ans :a

2. Drama activities were introduced in education especially after the development of the Communicative Approach during the.....

- A. 1950s
- B. 1960s
- C. 1970s
- D. 1980s

Ans :c

3. Dougil lists _____ main advantages of drama.

- A. 5
- B. 6
- C. 7
- D. 8

Ans c

4. According to _____ the actor has four principal 'toolboxes' to aide the acting process or Abhinaya.

- A. Poetics
- B. Natya Shastra
- C. Natyagranth
- D. Natya mandap

Ans b

5. _____ Nayika is in anticipation of her lover returning from long journey.

- A. Kalahantarita
- B. Swadhin Bhartruka
- C. Virahotkanthita
- D. Vasakasajja

Ans d

6. _____ is a deceived heroine who waited for her lover the whole night.

- A. Vipralabdha
- B. Abhisarika
- C. Khandita
- D. Kalahantarita

Ans a

7. _____ mentions four types of Vidushakas.

- A. Shudraka
- B. Bharata
- C. Kalidasa
- D. Bhasa

Ans b

8. As a companion in sorrow and separation, the _____ invariably acts as a cheerful, amusing and mirthful friend of the hero.

- A. Vidushaka
- B. Nayak
- C. Nayika
- D. Abhinaya

Ans a

9. The rasas are _____ in number and considered as the basic human emotions.

- A. 9
- B. 10
- C. 11
- D. 12

Ans a

10. _____ means pure dance, a presentation of rhythm through graceful movement of the body.

- A. Natya
- B. Sansit
- C. Abhinaya
- D. Nritya

Ans d

Subject: Film Communication

1 Interior Designing is a kind of _____ art.

- a. Performing
- b. Folk

c.Applied
d.Instrumenta
Ans c

2.Painting of Mona Lisa was drawn by _____.
aMichael Angelo
bPicasso
c.Rembrant
d.Leonardo-Da-Vinci
Ans d

3.First and foremost step in film making is _____.
a.Direction
b.Writing
c.Editing
d.Shooting
Ans b

4The term Tollywood is associated with _____ cinema.
a Bengali
b.Odia
c.Tamil
d.Telugu
Ans a

5_____ ranks first in terms of film output in the global film industry. a.Nigeria
b.India
c.USA
d.Italy
Ans b

6 Universal Pictures, Sony Pictures, 20th Century Fox are _____ enterprises. a.Bollywood
b.Hollywood
c.Global
d.Japanese
Ans c

7 Journalistic record of events, person or phenomenon is called as _____ film.
a.Art
b.Commercial
c.Documentary
d.Parallel

Ans c

8 Observational and Poetic films are _____ films.

- a Art
- b Historica
- c Commercial
- d Documentary

Ans d

9 Film maker himself participates in _____ type of documentary films.

- a Poetic
- b Expository
- c Reflexive
- d Observational

Ans c

10 First speech of Prime Minister Jawaharlal Nehru was recorded by _____.

- a Govind Nihalani
- b Ambles Patel
- c Satyajit Ray
- d Kamal Amrohi

Ans b

Subject: Media studies

1. Who identified five filters that ensure the “multi-leveled capability of powerful business and collectives to exert power over the flow of information?”

- a. Edward S. Herman
- b. Joseph Klapper
- c. Dr. Stuart Hall
- d. Max Weber

Ans a

2. Who believed theory must be strongly grounded in empirical facts.

- a. Paul Lazarsfeld
- b. Emily Greene
- c. Robert Balch
- d. Eileem Barker

Ans a

3. What are the two popular labels for the perspective on media that developed out of Lazarsfeld work?

- a. Indirect-effect theory and limited effects theory.
- b. Direct-effect theory and open effects theory
- c. Wide Effect Theory

d.Attachment Theory

Ans a

4.Which Columnist reminds US “A survey of the social science of the past century shows it to be, by and large, an insanely pessimistic field”.

- a.David Brooks
- b.Sergio Bagu
- c.Barry Barnes
- d.Patrick Baert

Ans:a

5.“Theories are set of statements asserting relationships among classes of variables” is a traditional scientific definition by _____

- a.John Bower and John Court right
- b.Jane Addams and Janet Abu-Lughod
- c.Marks Abrams and Martin Albrow
- d .Aaron Antonovsky and Andrew Arato

Ans a

6.Which theory was an example of a middle range theory of media introduced by Joseph Klapper.

- à.Phenoministic Theory
- b.Behaviorism Theory
- c.Magic bullet
- d.Hypodermic needle

Ans a

7.Which sociologist argued that in American society political power was not decentralized across a broad range of pluralistic group.

- a.Wright Mills
- b.Max Weber
- c.Michael Foucault
- d.Erving Goffman

Ans a

8_____ focused on determining whether barriers impeded the flow of information from media to typical audience members.

- a.News flow research
- b.News current research
- c.Information flow research
- d.Media flow research

9.On what basis the mass media/mass communication has become a major concept.

- a.Philosophy and Literary Analysis

- b. Internet
- c. Social Awareness
- d. News

Ans a

10. Which sociologist research about social stratus and its influence and incorporation in media?

- a. Dr. Stuart Hall
- b. Max Weber
- c. Peter L. Berger
- d. William Graham Sumner

Ans a

Subject : Computer&Multimedia

1. For What work Photoshop is used ?

- a. For Graphics
- b. For Animation
- c. For Programming
- d. For Typing

Ans a

2. What is File Extension in Photoshop?

- a. Bmp
- b. Tiff
- c. Psd
- d. Txt

Ans c

3. Which of these software is using the Gradient tool?

- a. Page maker
- b. Painting
- c. Photoshop
- d. None of the above

Ans C

4. What is the meaning of CMYK? a. Cream Magenta Yellow Kole

- b. Cyan Magenta Yellow Blue
- c. Cyan Magenta Yellow Brown
- d. Cyan Magenta Yellow Black

Ans d

5.Which of these formats supports Transparency?

- a.Jpeg
 - b.Png
 - c.Gif
 - d.Jpg
- Ans.b

6Which color mode is used for printing?

- a.RGB
 - b.CMYK
 - c.Gray Scale
 - d.All of the above
- Ans b

7.When did Photoshop start?

- a.1985
 - b.1986
 - c.1987
 - d.1988
- Ans d

8 .By using which of these options, a new file is created in Photoshop

- a.File > New
 - b.File > Open
 - c.Create > New
 - Start >New File
- Ans a

9What is the shortcut key to create a new file in Photoshop?

- a.File, new
 - b.Ctrl + N
 - c.Ctrl+Shift+N
 - d.Shift+N
- Ans b

10What types of graphics are made of Pixels?

- a.Raster Image
 - b.Vector Graphics
 - c.A and B Both
 - d.None of these
- Ans a

Subject Corporate Communication and Public Relations

1)which is the most effective way of communication ?

- a. verbal
- b.non-verbal
- c. WRITTEN
- d. all above them

Ans c

2). What is the key word of today's speed ?

- a. Model technology
- b. CORPORATE WORLD
- c. Communication
- d. Modern technology

Ans b

3).Public relationship activities help in maintaining _____ with the stakeholders or shareholders.

- a. Financial support.
- b. GOOD RAPPORT
- c. Good travel.
- d. Good Communication

Ans b

4). Effective public relations practitioners first.

- a. send as many press releases as possible to as many people.
- b. determine which media outlets best serve their purposes.
- c. ask editors to promise to use their press releases.
- d. find out which media have been most friendly to their client in the past.

Ans b

5).Which of the following is NOT among the reasons often cited by journalists for rejecting news releases?

- a. They are not newsworthy.
- b. They are too well written.
- c. They are sent to the wrong person.
- d. They fail to include important information.

Ans b

6).Public relations professionals should send news well in advance of the publication date because

- a. news organizations move slowly and need plenty of time to rewrite the release

- b. a release received close to a deadline is likely to be thrown away.
c. a release received close to a deadline leaves news organizations with too little time to plan special coverage.
d. a release received too close to a deadline is less likely to be published.

Ans d

- 7).When localizing news releases, public relations professionals should consider
a. psychological as well as geographical closeness.
b. only geographical closeness.
c. only psychological closeness.
d. financial and geographical closeness.

Ans a

- 8). Which is not a component of basic public relations?
a. counselling
b. Marketing
c. NETWORKING
d. fund-raising

Ans c

- 9).The most popular form of sports' sponsorship is:
a team
b.individual
c.league
d. Event

Ans d

- 10).Message control through sponsorship is:
a.easy
b.variable
c.hard
d.moderate.

Ans c

Subject :PPP

- Q1. The world around us is
a.360 Degrees
b.180 Degrees
c.90 Degrees

d.45 Degrees

Ans a

Q2. The word photography derived from

a.Intensity & Direction

b.Colour & Quality

c.Photus & Graphikos

d.Light & shadows

Ans c

Q3. Shutter is to_____

a.Focus

b.Preview the Composition

c Freeze the moment

d.De-focus

Ans c

Q4. Intensity of light is called

a.Exposure system

b.The strength of light

c.Quality of light

d.Highlight, Shadows, Brightness

Ans b

Q5. _____ Lens has fixed focal length?

a.70mm-200mm

b.17mm-40mm

c.18mm-55mm

d.50mm

Ans d

Q6. Beauty dish is

a.Light modifier

b.Type of lens

c.Makeup kit

dIntegral part of camera

Ans a

Q7. View from the window at le-gras was captured by Joseph Niépce in_____

- a.1827
- b.1888
- c.1890
- d.1940

Ans a

Q8. Reflector is used to?

- a.Create new light
- b.Cut light
- c.Fill light
- d.Create patterns

Ans c

Q9. F- Number indicates_____?

- a.Focal plane
- b.Aperture
- c.Exposure
- d.Shutter

Ans b

Q10. Which of the following is type of sensor?

- a.CCD-CMOS
- b.DDS-SOCM
- c.DCD-MOSC
- d.CDC-MOSC

Ans a