

DEPT. BAMMC
EXAM TYPE – REGULAR
SEM -1
SAMPLE QUESTION

SUB: CURRENT AFFAIRS

- 1 Which of the following is not a function of the Home Ministry
 - a. Deals with the notification of assumption of office by the President
 - b. Deals with center-state relations, and freedom fighters' pension
 - c. Responsible for the response, relief and preparedness for natural calamities and man-made disasters
 - d. Is responsible for formulating and presenting the Union Budget

- 2 The Ministry of _____ is the apex controlling authority of the Indian Revenue Service, Indian Economic Service, Indian Cost Accounts Service and Indian Civil Accounts Service.
 - a. Home Affairs
 - b. Economic Affairs
 - c. Finance
 - d. Defense

- 3 Who is the Current Finance Minister?
 - a. Prakash Javadekar
 - b. Piyush Goyal
 - c. Smriti Irani
 - d. Nirmal Sitharaman

- 4 Identify the person accused by the Delhi Police of planning and instigating Delhi riots
 - a. Noor Jehan
 - b. Umar Khaled
 - c. Kanhiyya Kumar
 - d. Prashant Bhushan

- 5 Which constituency in the 17th Lok Sabha did Rahul Gandhi represent?
 - a. Bareilly, Madhya Pradesh
 - b. Kachch, Gujarat
 - c. Nilgiris, Tamil Nadu
 - d. Wayanad, Kerala

- 6 Who is Mr. Yogi Adityanath?
 - a. Chief Secretary of UP
 - b. Governor of UP
 - c. Deputy Chief minister of UP
 - d. Chief Minister of UP

7 Name the Ministry which has launched the Champions portal a technology driven control room - Cum - Management information system

- a. Ministry of commerce and industry
- b. Ministry of Co-operate affaris
- c. Minitsty of Defence
- d. Ministry of Micro, Small and medium Enterprises

8 A pension scheme for the private unorganized sector and citizens between the ages of 18 to 40 years.

- a. Atal Pension Yojana
- b. Pradhan Mantri Suraksha Bima Yojana
- c. Pradhan Mantri Gram Sadak Yojana
- d. Make in India

9 Those bodies which are established directly by the Constitution of India

- a. Semi government bodies
- b. Statutory Body
- c. MNC's
- d. Constitutional Bodies

10 The Ministry purposed with developing education, research and propagation of indigenous alternative medicine systems in India.

- a. Ministry of AYUSH
- b. Ministry of Foreign Affairs
- c. Ministry of Rural Development
- d. Ministry of Tribal Affairs

11 1Naxalism derives its name from

- a. The village Gadchiroli in Maharashtra
- b. The village Naxalbari of West Bengal
- c. Communism
- d. Maosim

12The editor_____ of a news channel was arrested by the Mumbai police for charges of abetment to suicide.

Prannoy Roy

- a. Rajdeep Sardesai
- b. Barkha Dutt
- c. Arnab Goswami

13 What is the name of the scheme introduced for building urban infrastructure?

- a. Stand up India
- b. Smart Cities Project
- c. Make in India

d. Bug cities project

14 NITI Aayog stands for National Institution for?

- a. Transcribing India
- b. Troubling India
- c. Trending India
- d. Transforming India

15 Who moved the resolution on article 370?

- a. Mamta Banerjee
- b. Rahul Gandhi
- c. Amit Shah
- d. Uddhav Thakarey

16 Who is the HRD minister?

- a. Ramesh Pokhriyal Nishank
- b. Smiti Irani
- c. Nitish Kumar
- d. Arvind Kejriwal

17 GST stands for?

- a. Goods & Sellers Tax
- b. Global Service Tax
- c. Goods & Services Tax
- d. Global Seller's Tax

18 What was introduced with the aim of keeping cleanliness and sanitation facility?

- a. Swatchh Bharat Abhiyaan
- b. Sharp India
- c. Digital India
- d. Make in India

19 Who among the following received Bharat Ratna in 2019?

- a. Dr. Manmohan Singh
- b. Mulayam Singh Yadav
- c. Pranab Mukherjee
- d. Arvind Kejriwal

20. President of General assembly is elected -----year

- a. Five
- b. Six
- c. Three
- d. One

21. The International Court of Justice, commonly known as the -----
- Supreme Court
 - World Court
 - Security Court
 - National Court
- 22 The seat of the International Court of Justice is at The Hague in _____.
- Netherlands
 - Denmark
 - Finland
 - Switzerland
- 23 Which of the following are not true about the Gulf crisis
- Iraq invade Kuwait for control its oil reserves
 - The two islamic states waged war based on religious differences
 - The UN warned Iraq of action by multinational military force
 - UN passed several resolutions against Iraq for violation of peace
- 24 In September 2006, UN member states adopted the United Nations ----- Counter Terrorism Strategy.
- Research
 - Global
 - Regional
 - National
- 25 _____ is responsible for implementing decisions taken by various Organs of The UN.
- Secretary General
 - President
 - Chairman
 - Director
- 26 What is the Greenhouse Effect?
- The name of climate change legislation that passed by United Nations
 - When you paint your house green to become an environmentalist
 - When the gasses in our atmosphere trap heat and block it from escaping our planet
 - When you build a greenhouse
- 27 How is Covid-19 transmitted ?
- Through Sexual contact
 - Through Coughing and Sneezing via droplets
 - Through Urine
 - Through Faeces

28 How many Judges are part of International Court of Justice

- a. 15
- b. 16
- c. 2
- d. 4

29 _____ the party moved from solely advocating a pro-Marathi ideology to one supporting a broader Hindu nationalist agenda as it aligned itself with the _____

- a. BJP, Shiv Sena
- b. Shiv Sena, BJP
- c. MNS, Shiv Sena
- d. MNS. Shiv Sena

30 Wagah Border exists between.....

- a. India and Pakistan
- b. India and China
- c. India and Afghanistan
- d. India and Nepal

31 The Mumbai Nagpur Expressway is named after

- a. B.R.Ambedkar
- b. Sardar Patel
- c. Balasaheb Thackeray
- d. Atal Bihari Vajpayee

32 Which Major advertising companies pulled out of hate mongering TV channels?

- a. Tanishq
- b. Tata
- c. Amul
- d. Bajaj

33 Who is inspired by the motto 'Sabka Saath Sabka Vikas'

- a. Narendra Modi
- b. Rahul Gandhi
- c. Arvind Kejriwal
- d. Sachin Pilot

34 RSS stands for

- a. Rashtriya Samaj Sangh
- b. Rashtriya Swayamsvak Sangh
- c. Rashtriya Samajwadi Seva
- d. Rashtriya Swayam Shastra

- 35 Which company invested in line 1 of the Mumbai Metro?
- Airtel
 - Adai
 - Tata
 - Reliance
- 36 Nationalist Congress Party The NCP was formed on May 25, 1999. It is headed by
- PA Sangam
 - Sharad Pawar
 - Ajit PAwar
 - Rahul Gandhi
- 37 What makes an article appear on someone's feed?
- When people see it
 - When it is disliked
 - When people read it
 - When it is liked and shared
- 38 What is Artificial intelligence?
- Putting your intelligence into Computer
 - Programming with your own intelligence
 - Making a Machine intelligent
 - Playing a Game
- 39 The use of computer technology to create a simulated environment is called
- Virtual Reality
 - Mixed Reality
 - Augmented Reality
 - Make Believe
- 40 Use of computers technology to add on sound, visuals and other effects to the real person is called
- Virtual Reality
 - VFX
 - CGI
 - Augmented Reality
- 41 India is emerging as a leading digital gaming hub because
- Large number of unemployed people
 - Lure of easy money
 - Increase in smartphone and internet penetration
 - Effects of lockdown
- 42 Which of the following describe the working of Otter AI
- Helps record conversations and build notes with help of assistant
 - Helps search, verify and edit content of recorded speech

- c. Helps keep track of appointments and sends messages
- d. Helps convert documents, notes, posts to pdfs

43 Which of these does not represent the benefit of using AI in media

- a. Helps avoid duplication of existing data
- b. Saves time by automatic captioning facility
- c. Makes creation of content easier and faster
- d. Helps preserve the original content by preventing edit and duplication

44 Which of the following are not a future trend of gaming and media industry

- a. Games with quick view time instead of long time engagement generate revenue
- b. Customer communities have built around their favorite game franchises and content.
- c. Gamers are being involved in the development of games
- d. Consumers will tune into channels run by famous creators or anonymous consumers to view live events,

45 Which search method takes less memory?

- a. Depth-First Search
- b. Breadth-First search
- c. Optimal search
- d. Linear Search

46 Jammu and Kashmir is no longer one state from....

- a. 31st November 2019
- b. 31st October 2019
- c. 31st October 2020
- d. 31st August 2019

47 Choose the country who is permanent member of Security council

- a. Germany
- b. Indonesia
- c. United Kingdom
- d. India

48 The headquarters of WHO is situated in -----

- a. Geneva
- b. Hague
- c. Germany
- d. New York

49 The _____ allows for an option to set emails to expire after a certain amount of time. Helps in maintaining secrecy and privacy.

- a. HackPack
- b. TimeMail
- c. Happy Scribe
- d. Protonmail

50 ____ is an App that alerts a journalist about new events as soon as they happen by scanning the social media content

- a. HackPack
- b. Breaking News
- c. YahooNew Digest
- d. Pushbullet

**FYBAMMC
HISTORY OF MEDIA
SAMPLE QUESTIONS**

1. When is Hindi Patrika Diwas celebrated each year?
 - A. 30-Dec
 - B. 30-Jan
 - C. 30-May
 - D. 30-Jun

2. Who is called the father of Indian Cinema?
 - A. Veer Sarvarkar
 - B. Dadasaheb Phalke
 - C. V Shantaram
 - D. Raj Kapoor

3. Who started the Persian newspaper Mirat ul Akhbar?
 - A. Maulana Abul Kalam Azad
 - B. Sardar Vallabhai Patel
 - C. Raja Harishchandra
 - D. Raja Ram Mohan Roy

4. The first newspaper of India is _____
 - A. Bengal Journal
 - B. Indian Gazette
 - C. Bengal Gazette
 - D. Calcutta Journal

5. Which is the first full length feature film?
 - A. Raja Harishchandra
 - B. Alam Ara

- C. Indra Sabha
- D. Shree Pundalik

6. James Augustus Hickey personally attacked _____ through his writings.

- A. Lord Lytton
- B. Lord Wellesley
- C. Warren Hastings
- D. Warren Buffet

7. Which is the first Urdu newspaper in India?

- A. Al Hilal
- B. Jama I Jahan Numa
- C. Inquilab
- D. Mirat Ul Akbar

8. Name the film that created a world record with 72 songs in it.

- A. Alam Ara
- B. Raja Harishchandra
- C. Indra Sabha
- D. Lanka Dahan

9. Which is the first Hindi newspaper in India?

- A. Oodhant Marthand
- B. Bangadoot
- C. Deenabandhu
- D. Benares Akhbar

10. Which film was the first film to have a female lead as the main lead?

- A. Raja Harishchandra
- B. Jodha Akbar
- C. Hunterwali
- D. Jamai Shasthi

11. Bengal Gazette was launched on _____

- A. 29-Jan-1875
- B. 29 Feb 12980
- C. 29Jan, 1780
- D. 29 sept 1780

12. Which Indian director is known for his formula based masala movies in Hindi cinema?

- A. Raj Kapoor
- B. Manmohan Desai
- C. Farhan Akhtar

D. Kamal Hasan

13. Filmfare Awards Started From the Year

- A. 1952
- B. 1964
- C. 1954
- D. 1960

14. Which of the following regulation envision that press without licence was a penal offence?

- A. Press Act of 1835 or Metcalfe Act
- B. Lord Wellesley enacted Censorship of Press Act, 1799
- C. Licensing Regulations, 1823
- D. Licensing Act, 1857

15. In 1818, J.S. Buckingham began the

- A. Calcutta Journal
- B. The Bengal Gazette
- C. The Bombay Samachar
- D. The Hindu

16. What is full form of PTI?

- A. Press To Inform
- B. Press Trust of India
- C. President trust of India
- D. Power to Inform

17. _____ was a pioneer of the vernacular press in Bombay

- A. Dada Bhai Navroji
- B. Firoz Batliwala
- C. Fardaonji Murzban
- D. Lokmanya Tilak

18. _____ is viewed as father of Indian journalism

- A. James Augustus Hickey
- B. Richard Johnson
- C. R. Williams
- D. Richard Johnson

19. Lala Hardayal started publication of newspaper _____

- A. Ghadar
- B. Prahar
- C. Hindustani
- D. Panjab Kesari

20. In 1905 Shyamji Krishna Varma began 'Indian Sociologist' from _____

- A. Mumbai
- B. Lahore
- C. London
- D. Chennai

21. In 1868 _____ was begun by two siblings, Shishir Kumar Ghosh and Motilal Ghosh

- A. Amrit Bazar Patrika
- B. The Hindu
- C. Times of India
- D. Arya Bhaskar

22.. Which Act replaced Metcalfe's Act of 1835?

- A. Licensing Act, 1857
- B. Vernacular Press Act 1878
- C. Press Act
- D. Registration Act, 1867

23. On July 1, 1822 the first Gujarati newspaper the _____ was published from Bombay.

- A. Hind Samachar
- B. Indian Samachar
- C. Gujarat Samachar
- D. Bombay Samachar

24. The Second Hindi newspaper _____ was published in 1829

- A. Banga Doot
- B. Raj Doot
- C. Hind Kesari
- D. Dainik Jagran

25. _____ is a Hindi language daily newspaper of India Published by Bhaskar Group.

- A. Bhaskaram
- B. Dainik Bhaskar
- C. Bhaskar Sandhya
- D. Bhartiya

26. What is the full form of ABC?

- A. Audit Bureau of Circulation
- B. Asia Broadcasting Company
- C. African bureau of Circulation
- D. Artist Board Company

27. Which of the following was the first foreign film shown in India?

- A. Magic Lamp
- B. Arrival of the train
- C. Life of Christ
- D. Sea Birth

28. Who among the following is known as 'Father of Indian Cinema'?

- A. Raj Kappor
- B. Dada Sheb Phalke
- C. Dada Tambe
- D. Mani Sethna

29. FM broadcasting began in India _____

- A. 23rd July,1977
- B. 25 July,1990
- C. 23rd July,2000
- D. 25th July 1993

30. . BBC, the British Broadcasting Company started functioning in which year?

- A. November, 1922
- B. October, 1918
- C. December, 1920
- D. November,1924

31. The medium that has the widest reach in India is:

- A. Radio
- B. Print
- C. Television
- D. Internet

32. Broadcast journalism Based on _____format

- A. Electronic
- B. Paper
- C. Metal
- D. Signals

33. . In India first Radio broadcasting began at

- A. Mumbai
- B. Kolkata
- C. Chennai
- D. Delhi

34. In India Doordarshan was started as an experimental service on 15 September, 1959 in _____ as part of All India Radio's services

- A. Delhi
- B. Mumbai
- C. Chennai
- D. Kolkata

35. Raja Ram Mohan Roy was one of the founders of the _____

- A. National Herald
- B. Bengal Foundation
- C. Brahma Sabha
- D. Printing Press

36. _____ was the first Executive President of Kerala Sahitya Academy

- A. Keshva Menon
- B. Memmem Pillai
- C. Mohan Reddy
- D. Mappilai

37. The editors of some newspapers protested against the Emergency by

- A. Printing blank editorials
- B. Printing false stories
- C. Dropping advertisements
- D. Stopping their presses

38. Pre independence journalism saw a growth of

- A Radio stations
- B Regional language papers
- C. English news
- D. Advertisements

39.. Indian journalism started from

- A. Delhi
- B. Pune
- C. Calcutta
- D. Bombay

40. Raja Ram Mohan Roy fought and succeeded to bring a law against which of these social evils?

- a. Dowry
- b. Child marriage
- c. Sati
- d. Polygamy

41. Who was the first Indian journalist to be imprisoned for criticizing a judge of Calcutta high court in 1883.

- A. Ramananda Chatterjee
- B. Surendranath Banerjee
- C. Swapan Dasgupta
- D. Bahar Dutt

42. What was the goal of Emergency(1975) enacted in india by Mrs. Indira Gandhi?

- A. To control the public and private sectors of the press.
- B. To look after Malpractice in elections.
- C. To make changes in laws.
- D. To control internal disturbance but the nation was going through a political & economic crisis

43. . On 25th June 1975, the government imposed National Emergency, Television and radio was under the control of--

- A. Media
- B. Press Council
- C. Government
- D. Private Sector

44. The movies of which of the following actors was banned on Doordarshan by Indira Gandhi during the Emergency?

- A. Amitabh Bachchan
- B. Shah Rukh Khan
- C. Dev Anand
- D. Dilip Kumar

45. What was the language of movie Kalidas released in 1931?

- a) Bengali
- b) Tamil
- c) Kannada
- d) Punjabi

46. Who invented Kinetoscope?

- A. Justine Page
- B. Dadasaheb Phalke
- C. Lumiere Brother
- D. Thomas Edison

47. Vernacular press act was passed in the year?

- A. 1844
- B. 1876
- C. 1925
- D. 1956

48. Inse Miliye, Sangeet Sarita, Jaimala etc are few examples of popular programmes broadcasted through:

- A. Radio
- B. Television
- C. Instagram
- D. Facebook

49. AIR has evolved a _____ system of broadcasting.

- A. One tier
- B. Two tier
- C. Three tier
- D. Four tier

50. K.P. Kesava Menon served as the secretary of the branch of the Home Rule League.

- A. Malabar
- B. Mumbai
- C. Delhi
- D. Bengal

FYBAMMC
FUNDAMENTALS OF MASS COMMUNICATION
SAMPLE QUESTIONS

1. As what function does mass media examine the society and its activities?

- A. Surveillance
- B. Transmission
- C. Interpretation
- D. Development

2. _____ messages are comprised of three components; verbal, vocal and metaverbal

- A. Written
- B. Spoken
- C. Gesture
- D. Touch

3. ____ is not a type of communication

- A. facial expression
- B. Body Language
- C. Posture
- D. Channel

4. ____ is one of the earliest and basic models of communication

- A. Shannon and Weaver
- B. Gerbner's
- C. Gate Keeping
- D. Aristotle Model

5.. Shannon and Weaver Model is also known as the _____

- A. De Fleur's Model
- B. HUB Model
- C. Mathematical model of communication
- D. Sociological Model

6. Johann Gutenberg is associated with bringing in the technology of mass production in terms of print in _____

- A. 1967
- B. 1455
- C. 1590
- D. 1450

7. On January 29, 1780 James Augustus Hickey launched the _____

- A. Bengal Gazette
- B. European traders
- C. Calcutta advertiser
- D. Madras Gazette

8. Raja Ram Mohan Roy edited a Persian weekly called _____

- A. Mumbai Herald
- B. Madras Courier
- C. Harijan

D. Mirat-Ul-Akhbar

9. Radio broadcasting began as a small venture of radio clubs in _____

- A. 1987
- B. 1927
- C. 1530
- D. 2000

10. Lavani and Tamasha are mainly the folk of which state?

- A. Gujarat
- B. Maharashtra
- C. Mizoram
- D. Kerala

11. Anna Hazare is associated with which movement?

- A. Jan Lokpal Bill
- B. Quit India Movement
- C. Civil Disobedience Movement
- D. Ice-Bucket Challenge

12. Which among the following is associated with Mahatama Gandhi?

- A. Times of India
- B. Jansatta
- C. Young India
- D. Bangdoot

13. Facebook is an example of which form of media?

- A. Social Media
- B. Traditional Media
- C. Broadcast Media
- D. Grey Media

14. What is the maximum limit of the message on twitter?

- A. 221 characters
- B. 280 characters
- C. 95 characters
- D. 123 characters

15. What is the largest global social network (by total active users)?

- A. Facebook
- B. Orkut
- C. LinkedIn
- D. Twitter

16. What is the full of STD used in telephone network?

- A. Subscription Trunk Dialling
- B. Subscriber Trunk Dialling
- C. Smart Trunk Dialling
- D. Soft Trunk Dialling

17. WhatsApp groups are examples of which type of communication?

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

18. What is the key principle of the modern mass media?

- A. Divide and conquer
- B. Condescension
- C. Condensation
- D. Integration

19. What is a 'vlog'?

- A. Video Log
- B. Video Blog
- C. Log of blog activity
- D. Process of blogging

20. When did the term Internet came to use?

- A. 1969
- B. 1972
- C. 1973
- D. 1976

21. Mixing various media options on one device is-

- A. Media Convergence
- B. Media Explosion
- C. Media Implosion

D. Media Divergence

22. All of these are advantages of social media EXCEPT -

- A. Brings people together
- B. Business and Marketing
- C. Economical and Time saving
- D. Backlash

23. An idealized conversational “space” in which people discuss and debate mutual interests and political issues is known as the

- A. Discourse space
- B. Networked society
- C. Debating club
- D. Public sphere

24. Which of the following individual is known as socio-political communicator?

- A. Mahatma Gandhi
- B. Ferozeshah Mehta
- C. Annie Besant
- D. Sarojini Naidu

25. _____ played a significant role during freedom struggle to reach out masses.

- A. Newspapers
- B. Social Media
- C. Verbal Communication
- D. Linear communication

26. Which of the following Prime Minister has been actively involved with every tool of Media for Mass communication?

- A. Atal Bihari Vajpayee
- B. Narendra Modi
- C. Vishwanath Pratap Singh
- D. Manmohan Singh

27. Which of the following movement was launched as a tribute to 150th birth Anniversary of Mahatma Gandhi?

- A. Green India Clean India
- B. Make in India
- C. Swachh Bharat Abhiyan
- D. Fit India Movement

28. Who among the following was known as a magnificent orator for political speeches for Presidential elections?

- A. Gerald Ford
- B. Pratibha Patil
- C. Donald Trump
- D. Barrack Obama

29. In oral communication there is a possibility of immediate _____

- A. Reaction
- B. Response
- C. Refection
- D. Reset

30. _____ communication includes tone of voice body language, facial expressions etc.

- A. Non verbal
- B. Verbal
- C. Letter
- D. Notice

31. When there is similarity of background between the sender and the receives such as age, language nationality, religion, gender then this is called which context?

- A. Social
- B. Cultural
- C. Physical
- D. Dynamic

32. Letter, e-mail telephone are examples of _____

- A. Message
- B. Feedback
- C. Channel
- D. Encoding

33. DTH stands for

- A. Direct-to-Home
- B. Download-to-Home
- C. Device-to-Home
- D. Data-to-Home

34. Colour television was introduced in India in the year

- A. 1985
- B. 1984
- C. 1983
- D. 1982

35. AIR stands for

- A. Air India Radio
- B. All India Radio
- C. All Inclusive Radio
- D. All Inclusive Radiator

36. Full form of URL is

- A. Uniform Resource Locator
- B. Uniform Resource Link
- C. Uniform Registered Link
- D. Unified Resource Link

37. Which one of the following is not included in electronic media?

- A. Radio
- B. Satellite TV

- C. Cable TV
- D. Internet

38. VOIP stands for _____.

- A. Visual Over Internet Protocol
- B. Voice Over Internet Protocol
- C. Voice Over International Protocol
- D. Visual Over International Protocol

39. Under the _____ communication model there is a process through which information is filtered for dissemination

- A. Safekeeping
- B. Gatekeeping
- C. Understanding
- D. Communicating

40. In Gerbner's model what does 'E' stand for?

- A. Emotion
- B. Energy
- C. Emoticon
- D. Event

41. Dr. Nirmal Mani Adhikari is credited for contributing to _____

- A. NASA
- B. Finance
- C. Sadharanikaran
- D. Writing

42. Which model is guided by Society, Culture, Politics and Economics?

- A. Cultural
- B. Political
- C. Sociological
- D. Economical

43. In Gerbner's Model perception of part of the Event is _____

- A. E1
- B. E
- C. P
- D. M

44. Who is credited with the contribution of the Audience Taste Differentiated Model?

- A. DeFleur
- B. DeNiro
- C. DeVito
- D. DeMonte

45. _____ newspapers are free and available 24 hours a day and 7 days a week.

- A. Online
- B. Weekly
- C. Quarterly
- D. Monthly

46. _____ was born in response to the elites demand for reading material to be read at leisure.

- A. Newspapers
- B. Books
- C. Magazines
- D. Supplement

47. Current happenings that have novelty and are reported on a daily basis is called a _____.

- A. News Story
- B. Feature
- C. Interview
- D. Editorial

48. Propaganda is defined as_____

- A. Just an information
- B. Biased or Misleading information
- C. Advertisement
- D. Marketing

49. Which of the following reach of mass media can change perspectives of orthodox beliefs

- A. Socio-psychological
- B. Geographical
- C. Demographical
- D. Physiological

50. What played the major role to Narendra Modi for successful election campaign

- A. Social Media
- B. Party Members
- C. Leaders
- D. News headlines

**FYBAMMC
EFFECTIVE COMMUNICATION
SAMPLE QUESTIONS**

1. The word 'communication' originates from the Latin word _____ which means 'to share'.
 - a. Community
 - b. Commute
 - c. Communicare
 - d. Connotation
2. Newman and Summer have defined 'communication' as
 - a. an exchange of facts, ideas, opinions or emotions by two or more persons.
 - b. An information superhighway, that ensures quick movement of messages
 - c. The pathway through which messages flow from sender to receiver
 - d. The communication which overcomes difficulties and barriers
3. Every communication starts off as a _____ also called a message.
 - a. Voice

- b. Baby's cry
 - c. Pin drop silence
 - d. Thought
4. The communication is passed by the sender using a _____ of his choice.
- a. Hand sanitizer
 - b. Medium
 - c. Encoding machine
 - d. Veil
5. Once the receiver has received the message he _____ the same in order to understand its contents.
- a. Encodes
 - b. Mediates
 - c. Decodes
 - d. Masterminds
6. Any reporting that is conducted from the spot is known as 'spot reporting' or _____.
- a. Ground scouting
 - b. Ground breaking
 - c. Breaking news
 - d. Ground reporting
7. Technical communication uses _____ language to give out a technical message.
- a. Ethnographic
 - b. Ethnocentric
 - c. Technical
 - d. Technician
8. The word 'barrier' loosely means _____.
- a. 'a hindrance'
 - b. 'a honeycomb'
 - c. 'a hornbill'
 - d. 'a hackneyed speech'
9. Jargons, wrong spellings, ignorance of grammatical rules, unfamiliar words lead to _____ barriers in communication
- a. Cultural Barriers
 - b. Physical barriers
 - c. Psychological barriers
 - d. Linguistic barriers
10. 'Chhapri' in North India denotes a shed and in Mumbai denotes a good-for-nothing. So if a Mumbaikar goes to Delhi, calls a man 'Chhapri' and is misunderstood, it is _____.
- a. Linguistic barriers
 - b. Psychological barriers
 - c. Cultural barriers
 - d. Social barriers
11. The word 'barrier' loosely means?
- a. Hindrance

- b. Barrage of words
 - c. Barricade created by the traffic police to prevent pedestrians crossing over
 - d. Hindsight
12. Feedback involves ____
- a. Feeding the hungry
 - b. Patiently listening/ observing
 - c. Reaction to communication
 - d. sign language
13. Intrapersonal communication involves
- a. Communication with masses
 - b. self-talk
 - c. two or more people
 - d. Nonverbal communication
14. A cultural boundary in communication specifies a greater volume of ____
- a. E communication
 - b. interaction and coordination
 - c. Language barriers
 - d. Non-verbal communication
15. It means the way a person sits or stands and conveys many internal characteristics.
- a. Proxemics
 - b. Gestures
 - c. Postures
 - d. Oculesics
16. Maths and traffic use these in ample amounts to communicate meanings in a precise manner
- a. Calculations
 - b. Signs
 - c. Maps
 - d. Colours
17. Role playing that takes place between two or more people is called__
- a. debate
 - b. skits/plays
 - c. monoacting
 - d. Dramatic monologue
18. Which way of communicating should be used at a meeting?
- a. Informal
 - b. Formal
 - c. Intrapersonal
 - d. Interpersonal
19. What is an example of non-verbal communication?
- a. Lecturing
 - b. Love letters and balloons
 - c. Facial expressions

- d. Bathroom singing
20. _____ is the skill which helps you to paint emotion and expressions.
- a. Voice modulation
 - b. Public speaking
 - c. Debates
 - d. Anchoring
21. The process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience is
- a. Mass media
 - b. Mass production
 - c. Mass Communication
 - d. Herd mentality
22. Domestic cultural differences such as ethnicity and gender and international differences such as those associated with nationality or world region apply to
- a. International cultural communication
 - b. Cross cultural advertising
 - c. Intercultural Communication
 - d. Cultural barrier in communication
23. Real-time chat, message boards, brain storming and online group functionality are part of
- a. Informal communication
 - b. Mass communication
 - c. Business communication
 - d. International communication
24. A _____ leads the discussion by presenting questions to the panelists.
- a. Anchor
 - b. Moderator
 - c. Corporate communicator
 - d. Debator
25. Pitch, tone, modulation and ability to convince are part of
- a. written communication
 - b. Interpersonal communication
 - c. Mass Communication
 - d. Verbal communication
26. 'Die' and 'Dye' are two words having different spellings, different meanings but similar sounds. Such words are called
- a. Homonyms
 - b. Homophones
 - c. Homogenous
 - d. Homo sapiens
27. _____ is the linguistic study of language use in the media
- a. Advertising
 - b. Report writing

- c. Features
 - d. Media linguistics
28. Two words that are spelled and pronounced in the same manner but have different meanings is called
- a. Homonymous
 - b. Homophobia
 - c. Homonyms
 - d. Homophones
29. It is a formula used by social media sites and search engines such as Google or Facebook to determine placement of content
- a. Advertising
 - b. Agency Management
 - c. Algorithms
 - d. Average readership issue
30. On social media _____ is a customer who posts positive messages, leaves positive footprints
- a. Brand Advocate
 - b. Brand Manager
 - c. Brand Consultant
 - d. Brand Ambassador
31. An artificial intelligence program that can automate customer interactions for a company reviews, or otherwise supports your brand on social media
- a. Customer support reports
 - b. Customer care cell
 - c. Chat bot
 - d. AI voice mails
32. The term used to describe multimedia newsrooms producing news for different publishing platforms, such as in print, online video and online audio
- a. Classified Ads
 - b. Television commercials
 - c. Cost per click
 - d. Convergence
33. On social media it means using a large group of people to generate ideas, services, or content via a social network
- a. Social media management
 - b. Content creation
 - c. Facebook messenger
 - d. Crowdsourcing
34. The activity or profession of writing for newspapers, magazines, or news websites or preparing news to be broadcast.
- a. Content writing
 - b. Public Relations

- c. Journalism
 - d. Editorials
35. A periodical publication containing articles and illustrations, often on a particular subject or aimed at a particular readership.
- a. Web portal
 - b. Google docs
 - c. Long form content
 - d. Magazine
36. An official statement issued to newspapers giving information on a particular matter.
- a. Press release
 - b. Press conference
 - c. Press Bureau of India
 - d. Press pass
37. A presentation where an agency outlines a mock campaign for a particular brand or project to an organization; the best proposal wins the account
- a. Ad Campaign
 - b. Brand manual
 - c. Pitch
 - d. Agency management
38. A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically. Good oral communication is a must for this.
- a. Webcast
 - b. Podcast
 - c. Simulcast
 - d. Live telecast
39. A newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by sensational stories. Example Middy.
- a. Broadsheet
 - b. Editorial
 - c. Tabloid
 - d. Journal
40. When prices of goods go down, more customers are likely to purchase them. This sentence is an example of
- a. Active voice
 - b. Complex sentence
 - c. Passive voice
 - d. Compound sentence
41. a situation where a group of like- minded people meet to generate fresh ideas and resolutions around a specific sphere of interest by eliminating inhibitions.
- a. Brainstorming
 - b. Group discussion
 - c. Debate

- d. Conference
42. This is a visual thinking tool used to structure information, assist to better analyze, comprehend, synthesize, recall and generate new ideas
- a. Visual communication
 - b. Logo design
 - c. Mind mapping
 - d. Brainstorming
43. Which of the following is not on the list of most translated literary works in the world?
- a. The Adventures of Asterix
 - b. Alice in Wonderland
 - c. The Adventures of Tintin
 - d. The Secret Seven
44. Which of the following is not a major fundamental of interpretation?
- a. Source of the communication
 - b. Encoder of the message
 - c. The message itself
 - d. The barriers to the message
45. When would you say interpretation has been successful?
- a. When the intended recipient understands the message
 - b. When the communicator is satisfied about his statement
 - c. When the message of itself is sent
 - d. When the intended recipient and the communicator physically meet
46. Which skill does interpretation require?
- a. Oral communication
 - b. Written communication
 - c. Excellent reading skills
 - d. Excellent writing skills
47. A good interpreter is ideally a _____
- a. Confident speaker
 - b. Over confident speaker
 - c. Confident writer
 - d. Overconfident writer
48. Why is it said that language translation is needed?
- a. To ensure that the world once again speaks one language
 - b. To ensure that the gap between two or more nations is bridged
 - c. To ensure that the developed world can learn the language of the developing world
 - d. To ensure that there are jobs for translators
49. Which of the following is not a quality of a good translator?
- a. Passion for languages
 - b. Punctuality
 - c. Flexibility
 - d. No curiosity
50. In translations, what do you understand by sector expertise?

- a. Possessing a little knowledge about the translation
- b. Possessing specific knowledge about the sector
- c. Possessing no knowledge about the industry because translation is an art
- d. Possessing basic knowledge about the industry

**FYBAMMC
FOUNDATION COURSE
SAMPLE QUESTIONS**

1. The term _____ refers to a state of intellectual development or manners.
 - a. Language
 - b. Religion
 - c. Culture
 - d. Science
2. _____ is defined as the study of the size, growth, age and geographical distribution of human population.
 - a. demographics
 - b. culture
 - c. religion
 - d. public policy
3. The written forms of language and script come from an ancient Indian script called _____.
 - a. Brahmi
 - b. Khasi
 - c. Mizo
 - d. Kokborok
4. _____ has the federal status of associate / subsidiary official language.
 - a. English
 - b. Hindi
 - c. Marathi
 - d. Tamil
5. The state of Maharashtra has _____ language as listed in the eighth schedule as its sole official language .
 - a. Hindi
 - b. Konkani
 - c. Malvani
 - d. Marathi
6. The term caste is derived from _____ word 'caste' meaning breed or lineage.
 - a. French
 - b. Sanskrit
 - c. Spanish
 - d. Latin
7. _____ is often considered as the economic indicator of the economic development of the country.
 - a. Urbanization
 - b. Population
 - c. Education
 - d. Development
8. The social and political forces that influence the growth of a human being are defined as
 - a. culture

- b. demography
 - c. public policy
 - d. religion
9. The Dravidian languages of South India had a history independent of
- a. Austroasiatic
 - b. Sanskrit
 - c. Sino – Tibetan
 - d. Hindi
10. The Official Languages Act, 1963 itself was amended in
- a. 1965
 - b. 1966
 - c. 1967
 - d. 1968
11. According to NCRB, approximately _____ dowry deaths take place in India.
- a. 2,000
 - b. 6,000
 - c. 4000
 - d. 10000
12. _____ dictate the greater worth of males as both producers and heirs in India.
- a. Religion
 - b. Vulgarly
 - c. Cultural patterns
 - d. Public policy
13. With the advancement of science and technology _____ has been largely replaced by female foeticide.
- a. Female infanticide
 - b. male infanticide
 - c. Cultural patterns
 - d. Vulgarly
14. Section _____ of IPC protects women from domestic violence.
- a. 498 – A
 - b. 300 – A
 - c. 48 – A
 - d. 398 - A
15. Blindness is defined as the state of being _____.
- a. Challenged
 - b. Sightless
 - c. Meningitis
 - d. Onomatopoeia
16. The most common infectious causes of blindness in developed nations is _____.
- a. Herpes simplex
 - b. Hypermetropia
 - c. Onomatopoeia
 - d. Sensory disability
17. _____ is also the cause of deafness.
- a. Speech therapy
 - b. Orthopedic Impairment
 - c. Meningitis
 - d. Onomatopoeia
18. Sign language and _____ can help people with hearing impairments.
- a. Speech therapy

- b. Sightless,
 - c. Herpes simplex
 - d. Myopia
19. People with an IQ between _____ suffer from moderate mental retardation.
- a. 25 – 30
 - b. 45 – 50
 - c. 35 – 49
 - d. 10 – 20
20. Each caste or a group of allied castes was traditionally associated with a particular _____.
- a. Pressure
 - b. Occupation
 - c. Competition
 - d. Education
21. 55 per cent of SC population are still deprived from _____ regarded as the basic and essential component of human development.
- a. Education
 - b. Pressure
 - c. Occupation
 - d. Exploit
22. Inter-caste conflicts arise when higher castes _____ the lower castes
- a. Pressure
 - b. Exploit
 - c. Educate
 - d. Marry
23. With the passing of political power to the people, castes have become _____ groups
- a. Pressure
 - b. Economic Opportunities
 - c. Main worker
 - d. Educate
24. Regionalism is _____ and composite phenomena, which is considered detrimental to the national unity.
- a. Multi-dimensional
 - b. Regionalism
 - c. Union Territory
 - d. Communal ideology
25. Goa before given the status of a state was a _____.
- a. Regionalism
 - b. Communalism
 - c. Multi-dimensional
 - d. Union Territory
26. In its extreme form regionalism demands that it wants to break away from the _____.
- a. Indian Union
 - b. Union Territory
 - c. Regionalism
 - d. Union Territory
27. There is boundary dispute between Karnataka and Kerala on _____.
- a. Belgaum
 - b. Assam
 - c. Pune
 - d. Kasargod

28. Trade Commerce and Intercourse within the Territory of India is mentioned in Part _____ in the Constitution.
- X
 - XII
 - XI
 - XIII
29. India is a _____ country.
- Sovereign
 - Union
 - Parliament
 - Colonial
30. The first written constitution of the world is the Constitution of the _____.
- Federal state
 - United States of America
 - France
 - Russia
31. The US Constitution established a representative government, with _____ powers.
- Limited
 - Unlimited
 - Free
 - Autonomous
32. The Constitution of India was drafted and adopted by the _____.
- Constitutional monarchy
 - Comprehensive
 - Constituent Assembly
 - Congress
33. The Constitution of India is a very _____ and detailed document.
- Constituent Assembly
 - Comprehensive
 - Short
 - Brief
34. Constitutional emergency in states is also called as '_____'.
a. President's Rule
b. Federal state
c. Constitutional disputes
d. Constituent Assembly
35. Article _____ recognizes the right of a child belonging to the age group of 6 to 14 of free and compulsory education.
- 10A
 - 42A
 - 51A
 - 21A
36. Article _____, _____, and _____ which seek to abolish untouchability, and titles, and prohibit traffic in human beings and forced labor or beggar respectively.
- 17, 18, 23,
 - 15, 16, 18
 - 12, 14, 16
 - 20, 21, 23
37. In parliamentary system, the _____ party forms the government.
- Faction
 - Majority

- c. Factors
 - d. Some
38. There are _____ directly elected MPs in the Lok Sabha.
- a. 430
 - b. 543
 - c. 500
 - d. 200
39. A party, to be recognized as a national party, should win _____ per cent seats in the Lok Sabha.
- a. 4
 - b. 6
 - c. 5
 - d. 2
40. The Bangla Congress was an _____ party.
- a. Faction
 - b. Ad-hoc
 - c. Secularism
41. In the communist parties, on the other hand, ideological disagreements frequently lead to _____ formation.
- a. Faction
 - b. Strong organization
 - c. Secularism
 - d. Executive
42. _____ democracy offers a unique opportunity to participate in public affairs.
- a. Grass-root
 - b. State statutes
 - c. Lord Ripon's
 - d. Conceptual clarity
 - d. Autonomous
43. Rajiv Gandhi Government introduced the _____ Constitutional Amendment in the Parliament in 1989 to revitalize the Panchayati raj system.
- a. 61th
 - b. 66th
 - c. 60th
 - d. 64th
44. The Womens Reservation Bill seeks _____ % seats in Lok Sabha and State Legislative assemblies
- a. 25%
 - b. 40%
 - c. 50%
 - d. 33.33%
45. _____ is the commander-in-chief of all forces in India.
- a. Political leaders
 - b. Government institutes
 - c. President
 - d. Parliament
46. _____, and _____ were pioneers of women's education in India.
- a. Sarojini Naidu, Rani Lakshmi Bai
 - b. Vijaya Lakshmi Pandit, Annie Besant
 - c. Mahatma Phule and Savitribai Phule
 - d. Kasturbha Gandhi, Vijaya Lakshmi Pandit
47. _____ worked with the Congress and the Muslim league.

- a. Meira Kumar
 - b. Mahatma Phule and Savitribai Phule
 - c. M. Fatima Beevi
 - d. Sarojini Naidu
48. The First women ambassador _____.
- a. Vijaya Lakshmi Pandit
 - b. Savitribai Phule
 - c. Sarojini Naidu
 - d. M. Fatima Beevi
49. The smaller cities are looked after by the _____
- a. Municipal Corporation
 - b. Brihanmumbai Municipal Corporation
 - c. Municipal council
 - d. Police
50. _____ is the apex institution in the Panchayati Raj system in India.
- a. Zilla Parishad
 - b. Pachayat Samiti
 - c. Gram Pachayat
 - d. Local body

FYBAMMC
VISUAL COMMUNICATION
SAMPLE QUESTIONS

1. For a website to be categorized as a special one, it must ----
- A. Be interactive
 - B. Be appealing
 - C. Have bright colors
 - D. Have less drop-down menus
2. A website with user-generated content is ----
- A. Common website
 - B. Blog
 - C. Social Media
 - D. Niche portal
3. Photography commenced from -----
- A. 1950
 - B. 1800
 - C. 1850
 - D. 1900
4. Amateur or illegal broadcasting of radio, went on from ----

- A. 1914 to 1918
- B. 1914 to 1925
- C. 1914 to 1922
- D. 1914 to 1920

5. ----- involves sending messages through 'electro-statistically' generated signals waves

- A. Telephone
- B. Pager
- C. Telegraph
- D. Telegram

6. Handwritten religious books were accessed only by -----

- A. Public at large
- B. Readers
- C. Elites and priests
- D. Politicians

7. ----- invented a printing press

- A. Johannes Guttenberg
- B. William Watson
- C. Graham Bell
- D. Michael Faraday

8. A telephone was invented in -----

- A. 1747
- B. 1867
- C. 1876
- D. 1700

9. AM channels aren't allowed to entertain, because ----

- A. It has no buyers
- B. It's signal is poor
- C. It doesn't have entertainment channels
- D. None of the above

10. The first cell phone was invented in ----

- A. 1843

- B. 1943
- C. 1993
- D. 1893

11. Developed in 1967, this was initially used only for military purposes

- A. Letter writing
- B. Telegraph
- C. Internet
- D. Radio

12.----- are replacing journals

- A. Blogs
- B. Mobile phones
- C. Newspapers
- D. Magazines

13.TV sets were first introduced in ----

- A. 1949
- B. 1929
- C. 1939
- D. 1959

14.Michael Faraday invented the first ----

- A. Cell Phone
- B. Telephone
- C. Telegram
- D. Telegraph

15.First portable handset was invented by -----

- A. Michael Faraday
- B. Martin Luther King
- C. Martin Cooper
- D. Martin Faraday

16.FM channels stand for ----

- A. Frequency Module
- B. Foreign Module
- C. Frequency Mode
- D. Frequency Modulation

17. Books written by hands, is -----

- A. Manuscripts
- B. Novels
- C. Fables
- D. Scripts

18. In the ancient times, homo-sapiens painted animals on caves with pigments for ----

- A. Storing their memories
- B. For education
- C. For entertainment
- D. Instructing others what animal to eat

19. Despite not being a practical means to communicate, ancient men used this

- A. Cave paintings
- B. Drums and smoke
- C. Photography
- D. Painting

20. One of the most primitive forms of visual communication is -----

- A. Painting
- B. Photography
- C. Cave Painting
- D. Blogging

21. ----- principle states that people instinctively perceive objects as either being in the foreground or the background

- A. Figure-Ground
- B. Background-Foreground
- C. Background-Focus
- D. Depth of Field

- 22.----- states that when things appear to be similar to each other, we group them together
- A. Complexity
 - B. Similarity
 - C. Proximity
 - D. Connectivity
- 23.---- principle is highly related to proximity
- A. Common region
 - B. Connectivity
 - C. Similarity
 - D. Figure-Ground
24. When we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern, this principle is ----
- A. Closed region
 - B. Common region
 - C. Closure
 - D. Closure region
25. 'The whole is other than the sum of the parts'
- A. Constructivism Theory
 - B. Ecological Theory
 - C. Cognitive Theory
 - D. Gestalt Theory
26. Red, Yellow, Blue are ----
- A. Colors
 - B. Primary Colors
 - C. Secondary Colors
 - D. Tertiary Colors
27. Human Mind processes visuals faster than ----
- A. Songs
 - B. Music
 - C. Text
 - D. Letters
- 28.----- are used to visual the relationship between different quantities

- A. Photos
- B. Videos
- C. Maps
- D. Graphs

29. The study of signs and symbols is ---

- A. Semiotics
- B. Semantics
- C. Symbolism
- D. Science

30. Which colors are mostly used in advertisements related to food

- A. Warm Colors
- B. Cool colors
- C. Primary Colors
- D. No specific color

31.----- is the process of transmission of information and ideas with the help of signs and symbols

- A. Visual communication
- B. Verbal communication
- C. Non-Verbal communication
- D. Body language

32. Colors on the color wheel that are towards the blue side are called

- A. Cool colors
- B. Warm Colors
- C. Blueish shade
- D. Blue group

33. This color scheme suggests selection of colors placed opposite to each other on the wheel

- A. Complementary
- B. Analogous
- C. Split Complementary
- D. Triadic

34. This color is usually associated with nature and environment

- A. Blue
- B. Green

- C. Yellow
- D. Orange

35. Lavani, Garba, Ragni are -----

- A. Folk Art
- B. Dance Styles
- C. Acting form
- D. Music

36. Showing only a woman in advertisements pertaining to home appliances is

- A. Visual Tradition
- B. Visual Culture
- C. Visual stereotype
- D. Visual Art

37. Modern Theatres have these

- A. Sound effects
- B. Cutouts
- C. Background music
- D. More professional actors

38. The popular 'aalo daaloge sona niklega' video on YouTube regarding Rahul Gandhi is -----

- A. Unethical practice
- B. Ethical practice
- C. Fun
- D. Much needed

39. Using the photos and personal details of other known persons as your own is

- A. Ethical
- B. Identity theft
- C. Identifying yourself
- D. Fun

40. When a common man steps in the shoes of a journalist, it is ----

- A. Nothing
- B. Citizen Journalism
- C. Public Journalism
- D. Common Journalism

41. Using memes and gifs of persons, without their consent is ----

A. Unethical

B. Ethical

C. Fun

D. Must be encouraged

42. The video clips of singer Ranu Mondal are an example of

A. Viral Videos

B. Ethical videos

C. Unethical videos

D. Citizen Journalism

43. Visual communication is important because

A. It saves time

B. It takes more time

C. It ensures the message reaches on time

D. It has nothing to do with time

44. Ecological theory was propounded by ----

A. James Gibson

B. Julian Hochberg

C. Johannes Guttenberg

D. William Shakespeare

45. Eye-fixations is a concept in ----- theory

A. Gestalt theory

B. Constructivism theory

C. Cognitive theory

D. Ecological theory

46. The symbols of male or female on a toilet or train door, can be categorized as ----

A. Iconic

B. Indexical

C. Symbolic

D. Human faces

47. VFX stands for ----

A. Visual Effects

B. Special Effects

- C. Virtual Effects
- D. Visible Effects

48. Connecting two points together is ----

- A. A line
- B. A circle
- C. A shape
- D. A color

49. An animated illustration or character, which could be both a realistic or non-realistic

- A. Comic
- B. Cartoon
- C. Film Character
- D. Image

50. ----- speaks a thousand words

- A. Photograph
- B. Telegraph
- C. Telegram
- D. Letter