DEPT - BMM

EXAM TYPE – REGULAR

SEM-III

SAMPLE QUESTIONS

Subject: Computers & Multimedia				
Q1. The typical size for a graphic design is measured in				
(a) pica				
(b) pixels				
(c) points				
(d) inches				
Q2. Drop shadow, inner glow and bevel are examples of you need to use with text.				
(a) filters				
(b) blending options				
(c) image adjustments				
(d) layer modes				
Q3. To delete a series of steps that have been used in a graphic design, you would need to use the palette. (a) layer (b) action (c) history (d) path				
Q4. The tool allows you the magnify an area of the design for detail work. (a) zoom				
(b) filters				
(c) crop				
(d) eraser				
Q5. Computer monitor works in which color space?				
(a) RGB				
(b) CMYK				

(c) RBG

(d)	None
Q6.	Bitmap is sometimes referred as
(a)	JPEG
(b)	GIF
(c)	Raster
(d)	None
Q7.	JPEG stands for?
(a)	Joint Photographic Experts Group
(b)	Joint Photographic Exports Group
(c)	Join Photographic Experts Group
(d)	Joint Photo Experts Group
Q8.	In Corel Draw the ruler bar is not used for
a)	Setting of margin
b)	dividing your work
c)	for book design
d)	mixing colors
Q9.	In Corel Draw the shortcut to save your artwork design is
a)	Ctrl + C
b)	Ctrl + S
c)	Ctrl + Z
d)	Ctrl + A
Q10). In Adobe InDesign the shortcut to select all of your text is?
	a) Ctrl + A
	b) Ctrl + S
	c) Ctrl + Shift + A d) Ctrl + T

Q11. The outline lines of a shape or image is called the			
,	Outline		
	Fill Stroke		
,	Line		
Q12. P	remiere Pro project files have the file extension		
a).ap			
b).prep	proj		
c).pren	n		
d).prpr	roj		
Q13	is the term for increasing or decreasing the size of an object.		
a)	Leading		
b)	Kerning		
c)	Scaling		
d)	Descending		
Q14. V	Which one of these is NOT a way to import audio files?		
a)	drag audio file into adobe audition		
b)	double click the space bar		
c)	go to the FILE menu then OPEN		
d)	go to the FILE menu then IMPORT file		
Q15. V	Which tool should you use to split a clip and create a cut point?		
a)	Cut tool		
b)	Razor tool		
c)	Selection tool		
d)	Track select tool		

Q16. \	Which crossfade transition creates a smooth and gradual transition between audio clips?
a)	constant gain
b)	constant power
c)	exponential gain
d)	exponential fade
Q17. 1	Portrait and Landscape are
a)	Page Size
b)	Page Orientation
c)	Alignment
d)	Style
Q18. 1	Bold, Italic, Regular as known as
a)	Font Style
b)	Font effects
c)	WordArt
d)	Text effects
Q19. '	Which Adobe CC design software is primarily used for Page Layout?
a)	Photoshop
b)	InDesign
c)	Pagemaker
d)	Illustrator
Q20.	To publish your InDesign document as a PDF you must
a)	File and then Export
b)	File and then Open Adobe PDF
c)	File then Print
d)	File and the Save

Q21. How much of a video clip (a full-length movie), that is copyrighted, can you use for a school project?

a) 30 seconds The whole thing b) c) 3 mins None of it d) Q22. How do you create a project in Adobe Premiere Pro? By using the new project dialogue a) b) By using the timeline By using the fade out screen c) d) By using the close project dialogue Q23. What is the timeline used for? Editing a sequence of movie clips and audio clips a) b) Recording movie and audio clips Importing movie clips c) d) Viewing movie clips Q24. Define the Razor Tool. Select this tool to shorten a clip in a Timeline by speeding up its playback, or to lengthen it by slowing it down. b) Select this tool to set or select keyframes, or to adjust connector lines in a Timeline. c) Select this tool to move the viewing area of a Timeline to the right or left. Select this tool to make one or more incisions in clips in a Timeline. d) Q25. Which of the following is not a primary color? Blue a)

b)

c)

d)

Green

Yellow

Red

SUBJECT - CCPR

(CORPOATE COMMUNICATION AND PUBLIC RELATIONS)

Sample Questions

1 Corp	porate communication is not directly involved in?
c.	Exchange of information between internal and external groups of an enterprise Communication management of a corporate house Building sales across nations Developing reputation of a firm
2 Corp	porate communication involves communication by a corporate organization to
c.	Employees & their spouses Banks & the share holders Media houses and Movie houses Local & LGBT community
3 Whi	ch of these is not a part of corporate communication?
b. c.	Reputation management Image management Communication to stake holders Is a short term strategic initiative
4 Whi	ch of the following is out of the scope of corporate communication
a.	Financial planning
b.	Dealing with controlled and uncontrolled media
c.	Proactive communication planning
d.	Counseling & advising senior executives
5 Corp	porate communication is a part of thefunction
a.	Human Resource
b.	Business Development
c.	Marketing
d.	Finance
6	is the distinct insignia or logo of a corporation that is easily remembered by the

public

a. Brand Image

b.	Brand Identity
c.	Brand Equity
d.	Brand Name
7 The is calle	aspect of brand that remains constant for a long time and represents the crux of a brand ed
a.	Brand image
	Extended image
	Core Identity
	Extended Identity
	·
8 The	impression that the public has of an organization is called
	Brand Reputation
	Brand Impression
c.	Brand Identity
	Brand Image
9 Whi	ch of the following do not affect Corporate Image?
a.	Quality of correspondence
	Premises of the organization
c.	Style and outlook of website
	Number of competitors
10 Wh	nich of the following is not a result of poor corporate reputation?
a.	Share prices fall
b.	Increased concern of customers
c.	Poor employee morale
d.	Increased investment
11 PR	person must refrain from
a.	Telling all the truth during a situation
b.	Giving factually correct data
c.	Plagiarizing content
d.	Following principles of good conduct

12 As per PRSA a PR person shall not

- a. Strive for confidence
- b. Uphold human dignity
- c. Avoid misunderstanding
- d. Manipulate public opinion

13 A written statement that wrongly accuses someone of an act and which is therefore against the law is called				
a. Reputation Managementb. Slanderc. Discriminationd. Libel				
14 Rights given to the creators of literary, dramatic, musical and artistic work etc. is called				
a. Right to freedom of workb. Copyright Actc. Freedom of Expression				
d. Right to information				
15 The request for procuring information from public authority must be addressed withinnumber of days				
a 15				
b 30				
c 45				
d 60				
16 Which of the following information cannot be made public even if requested				
 a. Information related to Government projects b. Trade secrets or Intellectual property c. Details of court case closed by law d. Details of application for license in government offices 				
17 Right to privacy does not involve matters such as				
a. Family relationshipsb. Child rearingc. Educationd. Work records				
18 The illegal act of duplicating of licensed or copyright material from the internet refers to				
a. Invasion of privacyb. Digital piracyc. Libeld. Defamation				
19 What does Feedback process eliminate in communication ?				

b.	Misunderstanding
c.	Message
d.	Receiver
20 Wł	no is included in list of internal audience of organization?
a.	Vendors
	Investors
	Customers
d.	Employees
	rrespondence Business Envelopes,Company LetterHeads, PostCards,are type of cts
a.	Stationery
	Grocery
	Domestic
d.	Paper Products
b. c.	Police Army Trade Organization Government
23	consist of customer service management, quality of products and services and media
a. b.	Internal image external image
	average image
	combined image
24 Eth	nical Values of any organisation create in the public eye
a.	Responsibility
b.	Profitability
c.	•
d.	Uprightness
25 In o	order to survive in the long run it is expected that business is carried on with

a. Sender

- a. Ethical
- b. Profit motive
- c. Profit maximization
- d. Production

SUBJECT: MEDIA STUDIES

- 1. Why do mass communication theories undergo frequent recasting?
- a. They are socio-cultural
- b. They are subjective
- c. They are objective
- d. They are dynamic
- 2. What describes systems in which government and media work in concert to ensure that media aid the development of a nation?
- a. Revolutionary concept
- b. Development concept
- c. Green movement
- d. Authoritarian concepts
- 3. Which theories are human constructions to understand the social world?
- a. All social theories
- b. All capitalist theories
- c. All political theories
- d. All scientific theories
- 4. What did Paul Lazarsfelds research efforts attempt to document?
 - a. Medias power during election campaigns
 - b. Medias power in capitalist societies
 - c. Media power in consumer decision making
 - d. Medias power in children's knowledge'
- 5. The Medium is the message' and the electronic media have transformed the world into a 'global village' are theories BY?
 - a. Jeffrey Cole
 - b. George Gerbner
 - c. Max McCombs
 - d. Marshall McLuhan
- 6. Which theory says that we use media only to meet personal needs, especially psychological needs?

	a.	Reception Analysis
	b.	Magic Bullet
	c.	Uses and Gratifications
	d.	Cognitive Dissonance
7.	In two	-step flow theory, media influence passes from to opinion followers
		Opinion leaders
	b.	Powerful elites
	c.	Opinion makers
	d.	Media Firms
8.	Agend	a-setting is a theory that argues that:
	a.	Media do not tell us what to think, but what to think about
	b.	Reality is a social construction
	c.	Cultures attribute meaning to symbols which then control behaviour
	d.	Media is influencing
9.	What i	s one of the big differences between traditional media and social media?
	a.	Participatory production.
	b.	Social media reaches only a few people at a time.
	c.	The management structure of the companies.
	d.	Traditional media offers no way for audiences to communicate with media
		producers.
10	Which	is the era of Limited effects Perspertive?
10.		1850 - 1940
		1940 - 1950
		1950 - 1960
		1960 – 1980 1960 – 1980
11		ownership means ownership of media assets by corporate houses
11.		the world
		Ethnic Media
		Diasporic Media
	c.	•
		Transnational Media
	u.	
12.	McLul	han suggests that each medium is a(n) of our senses
		Reflection
	b.	Simulation
	c.	Extension
	d.	Diversion
13.		is a discipline and field of study that deals with the content, History and
	effects	of various media; in particular, the mass media.
	a.	Media Studies
	b.	Media Effects

		Media Knowledge
	d.	Media Literacy
14.	Which	is the era of mass society theory?
	a.	1850 - 1940
	b.	1940 - 1950
	c.	1950 - 1960
	d.	1960 - 1980
15.	Accore	ding to Two_Step Flow theory the elite population can only be influenced by?
		Elite Opinion Leaders
		Poor Opinion Leaders
		Cannot be influenced by anyone
		Can be influenced by everyone
16.		mong the following is associated with Attitude Change Theory?
		Carl Hovland
	b.	Noam Chomsky
		Neil Gaiman
	d.	Edward S Herman
17.	Carl H	lovland employed which method to explain causality between variables?
		Scientific
	b.	Experimental
		Textual
	d.	Oral
18.		effect is a phenomenon that relates to persuasion where a delayed
		se of the effect of a message that is accompanied by a discounting cue.
		Creeper
	b.	Solace
	c.	Slanting
	d.	
		1
10	XX71. * 1	and the fellowing is NOT and full fitting CD.
19.		among the following is NOT one of the 5 filters of Propaganda model
	a.	Ownership

b. Advertisers

d. Journalist

20. In which year was the book 'Manufacturing Consent' published?

c. Flak

a. 1988b. 1947c. 1857d. 2020

- 21. Who provided this propaganda theory by defining 'who says what to whom in which channel with what effect'? a. Noam Chomsky b. Carl Hovland c. Harold Lasswell d. Edward S. Herman
- 22. Which kind /field of study is media studies?
- a. Interdependent
- b. Interdisciplinary
- c. Co related
- d. Intermediary
- 23. The ability to critically analyse media communication is termed
- a. Media Literature
- b. Media smartness
- c. Media literacy
- d. Media foresight
- 24. Which of these media encourages fake news?
- a. Internet
- b. Print
- c. Television
- d. Radio
- 25. The mass society theories regarded media's influence as
- a. Positive
- b. Negative
- c. Neutral
- d. Educative
 - a. ging

SUBJECT: FILM COMMUNICATION 1

Kinetoscope Television

1. What is the name of the first peephole moving picture device?

	0	DSLR Cinematograph			
	Alam Punda Raja l		i film of India?		
	Thom Lumic Edwa	vented the Cinematograph has Edison ere Bros. rd S. Porter ges Melies	in 1895?		
4.	docume o l	as the Polish writer and film ntary film? Drega Vertov Vladimir Nabakov Gheorghe Marinescu Boleslaw Matuszewski	nmaker among thos	e who identified the mode o	f
5.	LoHO	t taken from above a subje ow Angle igh Angle ver the shoulder utch Angle	ct creating a sense f	or looking down upon is kno	own as
6.	2 3 4	any types of film musics a	re there?		
7.	pace to	the films editing techniques the sequence is known as Mise-en-scène. Montage Post- Production Cinematography	s where the sequenc	e is edited in small shots giv	ving
8.		acts as a passive recorder of Objective	to whatever takes pl	ace in front of it.	

- o Subjective Tracking o POV 9. Sound recorded simultaneously while filming is known as Diegetic sound o Live Sound o Sync Sound o Non-diegetic sound 10. Sound in films which is part of the narrative sphere of the film is termed as: o Non-diegetic o Diegetic o Voice over o Background 11. Who was a key figure in establishing the set of codes that have become the universal o Auguste Lumeire
- backbone of film language?
 - o H. S. Bhatawadekar
 - o D. W. Griffith
 - o Robert Drego
- 12. Who decides the use of Subjective camera or Objective camera?
 - o Editor
 - o Camera Attendant
 - o Cameraman
 - o Director III
- 13. The first Indian film with a sound track is
 - o Alam Ara (1931)
 - o Devdas (1935)
 - o Anarkali (1935)
 - o Laila Majnu (1931)
- . 14. In which film female characters were played by male actors?
 - o Raja Harishchandra
 - o Alam Ara
 - o Devdas
 - Bilat Ferat
 - 15. Dwarkadas Sampat set up Kohinoor Film Company which was
 - o India's first film studio
 - o Location for first talkie
 - Shooting films in outdoor
 - Makers of first color film
 - 16. This filmmaker believed that the new cinematic element was "montage".
 - o Drega Vertov

 Gheorghe Marinescu Sergei Eisenstein Boleslaw Matuszewski
 17. In 1913 Shree Nath Patankar an Indian producer, director, and cameraman teamed up with V. P. Divekar and A. P. Karandikar and formed a production company called Patankar Divekar & Co. Patankar Divekar Karadikar Films PDK film company Patankar Union
 18. In late 1917 Phalke Film Co. was incorporated into Madan Theatres Maharastra Film Company Oriental Film Hindustan Film Co.
 19. The first Levy of Entertainment Tax in India was introduced in Bengal in 1920 1921 1922 1923
20. In which film did Baburao Painter shift from painted curtains to multi-dimensional sets. O Shishupal Vadh O Bhakt Gora Kumbhar O Vaman Avatar O Sinhagad IV
21. Breathless was directed by O Andre Bazin O Jean Luc Godard O Francois Truffaut O Louis Malle
 22. Which of these is not Hollywood production and studio house Paramount Illuminati Metro Goldwyn Mayer Warner Bros
 23. Who was the maker of the benchmark movie 'Seven Samurai'? Steven Spielberg Akira Kurosawa Alfred Hichcock Ramesh Sippy
24. Who directed Citizen Kane? O John Ford

o Orson Welles

- o Francis Ford Coppola
- o Frank Kapra
- 25. Stunt, fantasy and mythological films; Hunterwaali, Miss Frontier Mail, Punjab Mail, etc. were made by
 - o Oriental Film Co.
 - Hindustan Pictures
 - o Minerva Movietone
 - Wadia Movietone

SUBJECT: INTRODUCTION TO PHOTOGRAPHY

- 1. Resolution of a digital image means:
 - A. Physical dimensions of an image (H x W) in pixels
 - B. Physical dimensions of an image (H x W) in Cms.
 - C. Physical dimensions of an image (H x W) in inches
 - D. Physical dimensions of an image as a ratio of the sensor size.
- 2. Shutter-speed of a camera is measured in:
 - A. Seconds
 - B. Fraction of a second
 - C. Stops
 - D. f-numbers
- 3. Depth-of-field is:
 - A. Area between the nearest and furthest objects in the frame that is sharp
 - B. Area between the front of the lens and back of the subject that is sharp
 - C. Area between the focal-plane of the camera and the front of the subject
 - D. Area between the rear-element of the lens and front of the subject that is sharp
- 4. Bokeh in an image means:
 - A. Point- sources of light, that are blured
 - B. Point-sources of light, that are sharp
 - C. Point-sources of light, that are specular,
 - D. Point-sources of light, that are no-specular
- 5. Lower the colour-temperature:
 - A. Warmer are the colours
 - B. Saturated are the colours
 - C. Cooler are the colours
 - D. Un-saturated are the colours
- 6. Aspect-ratio of an image means:
 - A. Ratio between, height and width of an image
 - B. Ratio between, shutter-speed and aperture
 - C. Ratio between, distance and diagonal of an imag
- 7. Colour temperature of morning/evening sky is:
 - A. The same
 - B. Neutral
 - C. Cold
 - D. Warm

8.	Most common form o	f image-sensors are:
	A.	CCD
	B.	CMOS
	C.	CDOS
	D.	CCODS
9.	Grainier/nosier image	s are caused because of:
	A.	High ISO
	B.	LOW ISO
	C.	Inferior lenses
	D.	Wrong shutter speeds
10.	A soft-box is:	
	A.	A large-sized studio light
	В.	A small-sized studio light
	C.	An area light
	D.	A large-sized point source of light
11.	. The EV scale ranges from:	
	A.	-6 to +21
	В.	-1 to +49
	C.	-25 to +50
	D.	-5 to +20
12.	A wide/large aperture	
	A.	More light
	В.	Less light
	C.	Freezing of action
	D.	Blurring of action
13.	The Exposure-triangle	
	A.	ISO – Aperture – Shutter Speed
	В.	Distance – Sunlight – Exposure
	C.	Exposure – Lens – Shutter Speed
	D.	ISO – Lens – Distance
14.	Rule-of-Thirds has:	
	A.	Image is divided into nine equal rectangles
	B.	Image is divided into ten equal squares
	C.	Image is divided into four equal rectangles
	D.	Image is divided into six equal rectangles
15.	To shoot star trails:	
	A.	Shutter has to be open for more than a minute
	В.	Aperture has to be wide
	C.	Shutter has to be open for less than a minute
1.0	D.	Aperture has to be narrow
16.	Zoom-burst technique	
	A. B.	Zooming in/out at a slow shutter-speed
	в. С.	Zooming in/out at a fast shutter-speed
	C. D.	Zooming in/out at a narrow aperture
17		Zooming in/out at a wide aperture
17.	A.	magnification ratio of: 1:1
	А. В.	1:1
	В. С.	2:1
	D.	1:4
	υ.	1.7

- 18. Aperture-Priority means:
 - A. Camera sets the shutter
 - B. Camera sets the aperture
 - C. Camera sets the exposure
 - D. Camera sets both shutter and aperture
- 19. Shutter-priority means:
 - A. Camera sets the shutter
 - B. Camera sets the exposure
 - C. Camera sets both shutter and aperture
 - D. Camera sets the aperture
- 20. Auto-exposure means:
 - A. Camera sets all exposure controls
 - B. Camera sets the focus, you set the exposure
 - C. Camera sets the ISO only
 - D. Camera any one exposure control you set the other two
- 21. Neutral Density filters are used to:
 - A. Prolong exposures timings
 - B. Cut-down exposures timings
 - C. Allow higher ISO to be used
 - D. Allow lower ISO to be used
- 22. Large light-sources will create:
 - A. Soft-shadows
 - B. Hard shadows
 - C. Long shadows
 - D. Short shadows
- 23. The B setting, allows you to:
 - A. Keep the shutter open indefinitely
 - B. Keep the shutter open for fixed period of time
 - C. Keep the flash on for longer
 - D. Keep the flash on for short durations
- 24. Convex lenses:
 - a. Diverge light
 - b. Converge light
 - c. Split light on the diagonal
 - d. Make light parallel
- 25. Tilt-shift lenses are primarily used for:
 - a. Portrait photography
 - b. Micro photography
 - c. Architectural photography
 - d. Macro photography

SUBJECT: ELECTRONIC MEDIA I

1. The number of radio stations in Mumbai are
a. 15
b. 20
c. 16
d. 12
2. Frequency Modulation (FM) Radio was invented by?
a) Edwin. H. Armstrong
b) Jacques Diouf
c) Andy Zeollick
d) Mckarthy wolf
3. What class of TV camera lens is used to cover short a big frame?a. Normalb. Wide anglec. Telephotod. Zoom
4.In India FM Frequency Bands are between a. 88-108MHz b. 100-1000MHz c. 50-100MHz d. 0-50 MHz
5. Television has a lot of features in common witha. FM stereob. Telephone servicec. Motion pictured. Magazine
 6. Community Radio can play an important role in strengthening democracy by a. Developing content in their local dialects b. Giving people the opportunity to make their own programs c. Making people aware of rights d. Giving people information about their livelihoods
a. Giving people information about their livelihoods

7.. The name All India Radio for broadcasting was first used in the year

a. 1926
b. 1936
c. 1946
d. 1956
8 Every year which day is celebrated as Public Service Broadcasting Day.
a. 12 November
b. 13 November
c. 15 November
d. 10 November
 9. Educational TV was first introduced in India in the year a. 1961 b. 1959 c. 1968 d. 1969 10. Closed circuit television is useful a. Only for a restricted audience residing at a particular place b. For large group communication c. Only for underdeveloped area d. For broadcast
11. Which of these shows on Doordarshan, based on Jawaharlal Nehru's book, was directed by ShyamBenegal?
a. Hum Log
b. Bharat EkKhoj
c. Tamas
d. ChakDhoomDhoom
12. The Indian version of Who Wants To Be A Millionaire, KaunBanegaCrorepati was first launched in the year
a. 2000
b. 2001

c. 2002
d. 2006
13. In which year did the government of India implement the latestCommunity Radio guidelines.
a. 2000
b. 2002
c. 2006
d. 2005
14. The planning stage of video production is
a. Post production
b. Group meetings
c. Pre Production
d. Mock editing
15. A three legged device to support a camera is
a. Triage
b. Tripod
c. Pan
d. Crane
16. A recce is
a. Location survey
b. Crew selection
c. Equipment selection
d. Casting
17. A series of shots providing meaning and information
a. Screenplay
b. Scene
c. Frame
d. Script

18. The distance from the optical centre of the lens to the point where the image is seen to be in focus by the lens is		
a. Zoom		
b. Focal length		
c. Rule of third		
d. Pull focus		
19. AIR's first-ever Sanskrit news programme was		
a. Sankriti Kaladarpan		
b. Sanskrit Saptahiki		
c. Sanskrit Sahitya		
d. Sanskrit Maharshi		
20. A long shot in which the entire scene is played out is		
a. Cut away		
b. Master Shot		
c. Close shot		
d. Zoom		
21. Soft light produced produced by using, for example, as a reflector is		
a. Hard light		
b. Bounce light		
c. Ambient light		
d. Accent light		
22. Light that is characterless, textureless and produces little or no shadow		
a. Flood		
b. Flat		
c. Focus		
d. Key light		

23. Gradual upping of audio from zero to an optimal level
a. Fade in
b. Fade under
c. Stereo
d. Echo
24. Anything other than music or spoken word is
a. VFX
b. Sync
c. SFX
D. Echo
25. A thin flexible sheet that moves when sound waves hit the mic:
a. Diaphragm
b. Boom
c. Jack
d. Ribbon