

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 to 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 _____

- a) Outline
- b) Fill
- c) Stroke
- d) Line

Q12. Premiere Pro project files have the file extension _____

- a).ap
- b).preproj
- c).prem
- d).prproj

Q13. _____ is the term for increasing or decreasing the size of an object.

- a) Leading
- b) Kerning
- c) Scaling
- d) Descending

Q14. 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. 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. Portrait and Landscape are _____

- a) Page Size
- b) Page Orientation
- c) Alignment
- d) Style

Q18. 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
- b) The whole thing
- c) 3 mins
- d) None of it

Q22. How do you create a project in Adobe Premiere Pro?

- a) By using the new project dialogue
- b) By using the timeline
- c) By using the fade out screen
- d) By using the close project dialogue

Q23. What is the timeline used for?

- a) Editing a sequence of movie clips and audio clips
- b) Recording movie and audio clips
- c) Importing movie clips
- d) Viewing movie clips

Q24. Define the Razor Tool.

- a) 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.
- d) Select this tool to make one or more incisions in clips in a Timeline.

Q25. Which of the following is not a primary color?

- a) Blue
- b) Green
- c) Yellow
- d) Red

Q26. Times New Roman is an example from which font family?

- a) Script
- b) Serif
- c) Sans-Serif
- d) Symbols

Q27. A serif font

- a) is very fancy and hard to read.
- b) has small lines or "tails" at the beginning and end of the letters.
- c) does not have small lines or "tails."
- d) looks like cursive letters.

Q28. Serif fonts are best used for

- a) professional documents or publications like a resume or article.
- b) anything on a computer screen.
- c) old people.
- d) nothing, they are outdated.

Q29. The latest versions of photoshop are bundled under what name?

- a) Creative Suite
- b) Photoshop X
- c) Pro Tools
- d) Creative Cloud

Q30. The tool that lets you select an area of an image and then paint with that area is called:

- a) Duplicate
- b) Copy
- c) Clone
- d) Patch

Q31. Screen, Multiply, Overlay are examples of _____

- a) Filters
- b) Blending Options
- c) Layer Modes
- d) Image Adjustments

Q32. What does PPI Stand for?

- a) Pages Per Illustration
- b) Pixels Per Inch
- c) Pixels Per Image
- d) Pixel Page Integration

Q33. _____ family of fonts are identified by extended projections at the ends of some letters

- a) Sans Serif
- b) Serif
- c) Decorative
- d) Calligraphy

Q34. A dotted line called a _____ is what surrounds a selected area.

- a) Magic Wand
- b) Grid
- c) Marquee
- d) Guide

Q35. Which of the following can you NOT do with Photoshop?

- a) Restore old photographs
- b) Create original artwork
- c) Create Flash movies
- d) Open TIFF files

Q36. What are the horizontal and vertical borders that are used to determine the size and position of objects in a drawing?

- a) Horizontal Line
- b) Vertical Line
- c) Tape Measure
- d) Ruler

Q37. Adobe InDesign is similar to Microsoft...

- a) Excel
- b) Powerpoint
- c) Publisher
- d) Word

Q38. A font like "Optima" or "Arial" is an example of _____

- a) Sans Serif
- b) Serif
- c) Decorative
- d) Monospace

Q39. _____ is not a transition

- a) Fade
- b) Wipe
- c) Cut
- d) Jumb

Q40. What is the Resolution of a full HD video?

- a) 720 x 480
- b) 1440 x 1080
- c) 1920 x 1080
- d) 1280 x 720

Q41. What is the most popular aspect ratio of mainstream Televisions and Monitors

- a) 3:2
- b) 4:3
- c) 16:9
- d) 1:1

Q42. What is the source window used for in Adobe Premiere Pro?

- a) Setting in-points and out-points, then dragging the clips into the timeline
- b) Importing movie clips into the media browser
- c) Exporting movie clips out of the project
- d) Exporting the movie footage out of the project

Q43. What is the program window used for in Adobe Premiere Pro?

- a) It is used for viewing the final program material
- b) It is used for exporting the final program
- c) It is used for importing the footage
- d) It is used for recording the footage

Q44. What is the default aspect ratio used by Instagram Posts for audio and videos?

- a) 3:2
- b) 21:9
- c) 16:9
- d) 1:1

Q45. CorelDraw is a _____ based drawing Application Package

- a) Photo Paint
- b) Vector
- c) Scalar
- d) Bitmap

Q46. _____ is used for selecting and deselecting objects in CORELDRAW

- a) Bezier Tool
- b) Shape Tool
- c) Pick Tool
- d) Freehand Tool

Q47. What is not a basic shape used in a vector drawing program?

- a) Bezier
- b) Rectangle
- c) Polygon
- d) Spiral

Q48. What is the default unit of measurement used in Adobe InDesign?

- a) Pica
- b) Inches
- c) Centimeters
- d) Pixels

Q49. What does the red plus sign at the end of the text box indicate?

- a) You have too little text
- b) You have too much text/ it is too big
- c) Your text has spelling errors
- d) Font has some error in it

Q50. In Corel Draw the shortcut to save your artwork design is _____.

- a) Ctrl + C
- b) Ctrl + S
- c) Ctrl + Z
- d) Ctrl + A

SUBJECT – CCPR

(CORPORATE COMMUNICATION AND PUBLIC RELATIONS)

Sample Questions

1 Corporate communication is not directly involved in__?

- a. Exchange of information between internal and external groups of an enterprise
- b. Communication management of a corporate house
- c. Building sales across nations
- d. Developing reputation of a firm

2 Corporate communication involves communication by a corporate organization to

- a. Employees & their spouses
- b. Banks & the share holders
- c. Media houses and Movie houses
- d. Local & LGBT community

3 Which of these is not a part of corporate communication?

- a. Reputation management
- b. Image management
- c. Communication to stake holders
- d. Is a short term strategic initiative

4 Which 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 Corporate communication is a part of the _____ function

- 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 aspect of brand that remains constant for a long time and represents the crux of a brand is called

- a. Brand image
- b. Extended image

- c. Core Identity
- d. Extended Identity

8 The impression that the public has of an organization is called _____

- a. Brand Reputation
- b. Brand Impression
- c. Brand Identity
- d. Brand Image

9 Which of the following do not affect Corporate Image?

- a. Quality of correspondence
- b. Premises of the organization
- c. Style and outlook of website
- d. Number of competitors

10 Which 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 Management
- b. Slander
- c. Discrimination
- d. Libel

14 Rights given to the creators of literary, dramatic, musical and artistic work etc. is called _____

- a. Right to freedom of work
- b. Copyright Act
- c. Freedom of Expression
- d. Right to information

15 The request for procuring information from public authority must be addressed within _____ number 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 relationships
- b. Child rearing
- c. Education
- d. Work records

18 The illegal act of duplicating of licensed or copyright material from the internet refers to

- a. Invasion of privacy
- b. Digital piracy
- c. Libel
- d. Defamation

19 What does Feedback process eliminate in communication ?

- a. Sender
- b. Misunderstanding
- c. Message
- d. Receiver

20 Who is included in list of internal audience of organization ?

- a. Vendors

- b. Investors
- c. Customers
- d. Employees

21 Correspondence Business Envelopes, Company Letter Heads, Post Cards, are type of products _____

- a. Stationery
- b. Grocery
- c. Domestic
- d. Paper Products

22 A good corporate reputation helps the company to follow all the rules and regulation laid by _____

- a. Police
- b. Army
- c. Trade Organization
- d. Government

23 _____ consist of customer service management, quality of products and services and media

- a. Internal image
- b. external image
- c. average image
- d. combined image

24 Ethical Values of any organisation create _____ in the public eye

- a. Responsibility
- b. Profitability
- c. Credibility
- d. Uprightness

25 In order to survive in the long run it is expected that business is carried on with _____ principles

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

26 RTI was passed in _____ extends to all states, Union Territories of India excepting the J&K state

- a. 2005
- b. 2006
- c. 2007
- d. 2008

27 _____ may be “unlawful acts wherein the computer is either a tool or target or both”.

- a. Cyber Crime
- b. Civil Crime
- c. Criminal Crime
- d. Defamation

28 The basic objective of _____ Act is to empower the citizens, promote transparency and accountability in the working of the Government, contain corruption, and make our democracy work for the people.

- a. Right to Information Act, 2005
- b. Copyright Act 1957
- c. Invasion of privacy
- d. Contempt of court

29 the Public Relations in India developed with the increase in:

- a. Industrialization
- b. Education
- c. Contemporaray art
- d. Demand

30 What signified the evolution and growth of PR in India?

- a. Surge of International players in the marKet
- b. Use of press
- c. Creating hoax message
- d. Use of electronic media

31 In which year was the Public Relations Society of India (PRSI) set up?

- a. 1965
- b. 1955
- c. 1958
- d. 2001

32 What approach has PR been using traditionally to gauge to extent of its reach?

- a. Measuring the amount of audience
- b. Measuring the amount of fame
- c. Measuring the amount of Media coverage M

d. Ensuring the amount of income

33 Which of the following is a social obligation of PR

- a. Building Community Relations
- b. Spreading product reach
- c. Increasing quality
- d. Raising company's Reputation

34 Good quality PR ensures:

- a. Quality product
- b. Good services
- c. Increase in reach
- d. Seamless Communication

35 Which of the four PR models set out below (Grunig and Hunt) is used most by practitioners?

- a. Asymmetric
- b. Public information
- c. Symmetric
- d. Press agency

36 _____ is a publication of the organization for internal circulation.

- a. Circular
- b. House Journal
- c. Letter
- d. Notice Board

37 _____ gives reporters everything they need to know to write a short news item.

- a. Press Kit
- b. News Kit
- c. Circular
- d. Press Release

38 One of the objectives of Publicity is

- a. Building Clientele
- b. Building relationships
- c. Creating social media

d. Building corporate image

39 Sponsorships with in-kind products are often cheaper than traditional

- a. advertising
- b. promotion
- c. marketing
- d. public relations

40 one often hears employees being referred to as the _____ of an organization.

- a. elements
- b. liabilities
- c. assets
- d. profitability

41 organization should conduct proper _____ programme for their new employee.

- a. training
- b. development
- c. growth
- d. appraisal

42 _____ reduces the cost associated with conflicts, misunderstandings, and mistakes.

- a. Effective communication
- b. Marketingcommunication
- c. Consistency
- d. Coordination

43 Main purpose of Crisis communication team is to protect _____ Identity

- a. brand
- b. product
- c. social
- d. class

44 Post Crisis phrase includes

- a. Prevention
- b. Mitigation
- c. Rehabilitation

d. Development

45 What was the crisis Cadbury diary milk faced

- a. Worm infestation product
- b. Unpleasant taste
- c. Unpleasant communication
- d. war between employee and senior

46 Which of the following are not a characteristic of the new communication technology.

- a. Public and Private spheres of communication is vanishing
- b. It is never switched off
- c. The importance of Radio and TV in communication has diminished over time
- d. It is used in short burst and then switched off

47 The main advantage of technology in communication is

- a. Prone to malfunction
- b. Improves business efficiency
- c. It will replace humans at work
- d. It does not cater to non-verbal communication

48 INTAN stands for

- a. Indian National Television Audience Measurement
- b. Indian National Telecommunication Audience Measurement
- c. International New Media Technology Analysing Network
- d. Indian National Television Analysis Market

49 _____ blogging is the practice of posting small pieces of digital content, which could be text, pictures, links, short videos, or other media -on the Internet

- a. Corporate
- b. Micro
- c. Collaborative
- d. Personal

50 What is the general purpose of posting a video blog routinely to YouTube?

- a. It allows the company to hard sell its products
- b. It allows the company to drive website traffic to its blog
- c. It can be used to disperse the company contact information
- d. It allows followers to create a personal connection with the employees of the company

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:
 - a. Opinion leaders
 - b. Powerful elites
 - c. Opinion makers

- d. Media Firms
8. Agenda-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 is 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 Perspective?
- a. 1850 - 1940
 - b. 1940 - 1950
 - c. 1950 - 1960
 - d. 1960 – 1980
11. _____ ownership means ownership of media assets by corporate houses around the world
- a. Ethnic Media
 - b. Diasporic Media
 - c. Paid Media
 - d. Transnational Media
12. McLuhan suggests that each medium is a(n) _____ of our senses
- a. 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
 - c. 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. According 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. Who among the following is associated with Attitude Change Theory?
- Carl Hovland
 - Noam Chomsky
 - Neil Gaiman
 - Edward S Herman
17. Carl Hovland employed which method to explain causality between variables?
- Scientific
 - Experimental
 - Textual
 - Oral
18. A _____ effect is a phenomenon that relates to persuasion where a delayed increase of the effect of a message that is accompanied by a discounting cue.
- Creeper
 - Solace
 - Slanting
 - Sleeper
19. Which among the following is NOT one of the 5 filters of Propaganda model
- Ownership
 - Advertisers
 - Flak
 - Journalist
20. In which year was the book 'Manufacturing Consent' published?
- 1988
 - 1947
 - 1857
 - 2020
21. Who provided this propaganda theory by defining 'who says what to whom in which channel with what effect'?
- Noam Chomsky
 - Carl Hovland
 - Harold Lasswell
 - 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

26. Who among these is fled Nazi Germany to the US and started a systematic approach to the study of media?

- a. Paul Lazarsfeld
- b. Noam Chomsky
- c. Edward Hermann
- d. Carl Hovland

27. Gesellschaft refers to a society in which the prime interest for membership is

- a. Kindness
- b. Patriotism
- c. Self interest
- d. Education

28. Normative theories are also referred to as

- a. Theories of media
 - b. Four aspects of media
 - c. Four theories of the Press
 - d. Four pillars of the Press
29. A normative theory defines
- a. The only way in which the media is controlled
 - b. The way in which the media was controlled in the past
 - c. The ideal way in which the media should be controlled
 - d. The way in which investments should be made in the media
30. 'Media are free but they should accept obligations to serve the public good' is the concept behind
- a. Propaganda model
 - b. Social responsibility theory
 - c. Two step flow theory
 - d. Descriptive theory
31. Political and economic development should precede _____ according to development theory
- a. Media freedom
 - b. Media spending
 - c. Media planning
 - d. Media representation
32. Hypodermic needle theory is a
- a. Mass society theory
 - b. Normative theory
 - c. Limited effects theory
 - d. Scientific perspectives theory
33. Edward Herman contributed to which of these theories?
- a. Agenda setting
 - b. Propaganda model
 - c. Uses and gratification
 - d. TWO step flow

34. Which of these are parts of Noam Chomsky's views?
- a. Selective perception, military industrial complex, filters
 - b. Paranoia, technocracy, picture in our heads
 - c. Priming, framing, salience
 - d. Surveillance, social interaction, validation
35. What are the five filters of the propaganda model?
- a. Flak, ideology, source, advertiser, ownership
 - b. Education, advertiser, flak, stereotype, funding
 - c. Opinion, ideology, advertiser, source, government
 - d. Funding, survey, communism, owner, flak
36. Information, true or false, carefully designed to influence people is:
- a. Propaganda
 - b. Preaching
 - c. Publicity
 - d. Publishing
37. Media's favouring of a particular point of view, person etc is referred to as :
- a. Bias
 - b. Stereotype
 - c. Representation
 - d. Objectivity
38. A person who actively looks for and accesses information from media, processes and spreads it, is a
- a. Propagandist
 - b. Advertiser
 - c. Opinion follower
 - d. Opinion leader
39. Opinion leaders and opinion followers are concepts of
- a. Normative theory
 - b. Propaganda theory
 - c. Two step flow theory
 - d. Mass society theory

40. According to Carl Hovland , persuasion can be done better with:

- a. False information
- b. One sided information
- c. Half information
- d. Two sided information

41. Which of these are most likely to spread government propaganda?

- a. Private news channel
- b. State run media
- c. Internet
- d. Newspapers published by opposition parties.

42. "Frankfurt School writings identified and promoted various forms of _____ such as symphony music, great literature, and art.

- a. High culture
- b. Mass culture
- c. Culture industries
- d. Grand social theories

43. _____ are not only an addition to existing media, they are also new technologies and therefore do have a deterministic factor as well.

new media

- a. Traditional media
- b. Electronic media
- c. Sign language

44. Which school did Stuart Hall belong to?

- a. New York
- b. Cambridge
- c. Birmingham
- d. Toronto

45. Which of the following is time based media?

- a. Radio
- b. Television
- c. Manuscripts
- d. TV channels

46. What is pluralism?

- a. Co-existence
- b. Media bias
- c. Community differences
- d. Cultural identity

47. What can be called as bias free communication

- a. Include all the cultural identities
- b. Equality between gender
- c. Equality of communities
- d. Equality of religions

48. Which of the following is not an example of Media Conglomerate?

- a. Disney
- b. Sony Viacom
- c. BMG
- d. General Motor

49. Media hegemony refers to which of the following?

- a. Media companies tend to control more and more of the Internet.
- b. Media companies are owned by the ruling class, who propagate their worldviews to the general public.
- c. The media environment accommodates a wide variety of different media types to match everyone's interests.
- d. Media does not simply report on politics, but actually secretly controls politics.

50. What is a 'vlog'?

- a. Video Log
- b. Video Blog
- c. Log of blog activity
- d. Process of blogging

Motion Graphics and VFX

1. This light removes the darkness of shadows
 - A. Blue light
 - B. Key Light
 - C. Back Light
 - D. Fill Light

2. ----- refers to a group of characters, letters and numbers that share the same design
 - A. Font
 - B. Design
 - C. Typeface
 - D. Words

3. These popular cameras have bells and whistles to withstand extreme conditions
 - A. DSLRs
 - B. Zoom Compact Cameras
 - C. Action Cameras
 - D. Advanced Compact Cameras

4. Usually an unwanted light that has cinematographic benefits is
 - A. Key Light
 - B. Hard Light
 - C. Soft Light
 - D. Low Light

5. In these cameras, the light comes in through the lens and goes straight to the sensor
DSLR
 - A. Advance Compact
 - B. Compact Mirrorless
 - C. Compact Zoom
 - D. Digi Cam

6. From source file to final output, the color adjustment process is split into how many parts?
 - A. Two
 - B. Four
 - C. Three
 - D. Eight

7. The onset visual effects technique is
 - A. Special Effects
 - B. Visual Effects
 - C. GIFs
 - D. Animation

8. Major panels on Adobe Premiere Pro are
 - A. Timeline, Media Browser, Program Monitor
 - B. Selection panel, program panel, color panel

- C. Timeline , selection panel and program monitor
 - D. Media, selection and timeline
9. Just like human eyes have a pupil, in a camera, what is the pupil of your lens?
- A. Optical
 - B. Aperture
 - C. Viewfinder
 - D. Zoom
10. Aperture can help giving _____ to your photos
- A. Dimension
 - B. Focus
 - C. Color
 - D. Light
11. A photograph or a video is brightest, when _____
- A. Aperture of f2.8 is used
 - B. Aperture f16 is used
 - C. Aperture f8 is used
 - D. Aperture f4 is used
12. This setting either blurs the motion or freezes the action
- A. Shutter Speed
 - B. Aperture
 - C. ISO
 - D. Depth of Field
13. The button on the camera, which when pressed, triggers opening or closing of the shutter, is known as _____
- A. Click button
 - B. Shutter button
 - C. Aperture button
 - D. Settings button
14. This light helps in separating your actor or subject from a darker background
- A. Key light
 - B. Back light
 - C. Fill light
 - D. High key light
15. A cinematographic technique in which the camera stays fixed but rotates up and down on a vertical plane is ____
- A. Dolly shot
 - B. Tilting
 - C. Drone shot
 - D. Pan shot
16. A keyframe once deleted can be brought back by ----
- A. Remaking one
 - B. Undo option

- C. Restoring from trash
 - D. Can't be restored
17. How to create a 3D effect in a video while editing in After Effects
- A. Use light or camera layers
 - B. Reshoot the scene
 - C. Go to option of 3D
 - D. Not possible to give such an effect
18. Color stops and opacity stops area ----
- A. Color Gradients
 - B. Color Effects
 - C. Color layers
 - D. Pure Colors
19. The more bits for each RGB channel (red, green, and blue), the more colors each pixel, in a frame or image, can represent.
- A. Correct
 - B. Incorrect
20. _____ includes multiple layers that represent components such as video and audio footage items, animated text and vector graphics, still images, and lights.
- A. Masking
 - B. Color Grading
 - C. Composition
 - D. Keyframing
21. After Effects is a digital motion graphics and compositing software published by
- A. Intel Corporation
 - B. Dell
 - C. Apple Inc.
 - D. Adobe Systems
22. How can you easily switch to the Hand tool?
- A. Hold Control
 - B. Hold Spacebar
 - C. Hold Alt/Option
 - D. Hold Shift
23. Which tool is used to create a freeform mask?
- A. The Bullnose Mask Tool
 - B. Elipse Tool
 - C. The Pen Tool
 - D. Rectangle Tool
24. You can find the shutter speed to adjust motion blur in your.....
- A. Timeline Settings
 - B. Composition Settings

- C. Keyboard Settings
- D. Motion Blur Preference

25. The Rove Across Time command does what to your animation?

- A. It evens out the length over time
- B. It evens out the speed over time
- C. It evens out the scale over time
- D. It evens out the position over time

26. Which key use go forward 1 frame?

- A. Page Down or Command+Right Arrow
- B. Page Up or Command+Left Arrow
- C. Shift+Page Up or Command+Shift+Left Arrow
- D. Shift+Page Down or Command+Shift+Right Arrow

27. What type of grid are you toggling on and off to check the status of your keyable element

- A. Invisible
- B. See Through
- C. Opacity
- D. Transparency

28. A Null object is

- A. Rotoscope
- B. An Expression
- C. Invisible layer
- D. An Effect

29. The Pan Behind Tool adjusts.....

- A. Scale
- B. Pan
- C. Anchor Point
- D. Rotation

30. Process that is useful for creating slow motion, fast motion, freeze frame, or other re-timing results. (After Effects)

- A. Time Fractioning
- B. Time Remapping
- C. Time Enabling
- D. Time Displacement

31. What is the keyboard shortcut to edit the composition settings?

- A. Cmd/Ctrl + K
- B. Cmd/Ctrl + T
- C. Cmd/Ctrl + V
- D. Cmd/Ctrl + V

32. Which is the correct definition of the term 'ease in'

- A. Value speeds up to point where keyframe is set
- B. Value slows down then speeds up to the point where keyframe is set

- C. Value speeds up then slows down to the point where keyframe is set
 - D. Value slows down to the point where keyframe is set
33. Pressing caps lock will do what? (After Effects)
- A. Speed up your render time
 - B. Save your footage
 - C. Prevent after effects from updating your footage
 - D. Disable refresh in your preview
34. In what year was After Effects acquired by Adobe Systems?
- A. 1991
 - B. 1993
 - C. 1994
 - D. 2000
35. Under project settings, you can adjust the color depth. What's the maximum number of bits per channel (bpc) that After Effects will allow
- A. 64
 - B. 32
 - C. 16
 - D. 8
36. When changing a layer's anchor point, you will need to use the Pan behind / Anchor Point Tool. What is the keyboard shortcut for this tool?
- A. A
 - B. Y
 - C. P
 - D. V
37. What is the file extension of Adobe After Effects Projects?
- A. .aep
 - B. .aft
 - C. .atf
 - D. .apt
38. If I wanted to adjust the anchor point of an object on the composition window I would use which tool?
- A. Selection Tool
 - B. Pen Tool
 - C. Pan Behind Tool
 - D. Text Tool
39. What does NLE stand for?
- A. Not Linear Editing
 - B. Non Linear Editing
 - C. Neutrally Linear Editing
 - D. Native Linear Editing
40. 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

41. Houses all of the tools that you will use to create your project

- A. Timeline
- B. Project Panel
- C. Tool Bar
- D. Effects Panel

42. I want to put an effect to make the change between video clips to smoothen . What effect folder has the type of effect I am looking for?

- A. Audio Transition
- B. Audio Effect
- C. Video Transition
- D. Video Effect

43. Which of these is not a video platform?

- A. YouTube
- B. Vimeo
- C. Daily Motion
- D. Drop Box

44. Keyboard Shortcut for 'Mark in' point

- A. K
- B. U
- C. I
- D. 6

45. Which Panel is used to colour correct

- A. Timeline
- B. Lumetri
- C. Process
- D. Source Monitor

46. Keyboard Shortcut for 'render effects in work area'

- A. Space bar
- B. Enter Key
- C. Backspace Key
- D. Esc Key

47. Keyboard Shortcut for 'Clear' Selected footage

- A. Delete Key
- B. Backspace Key
- C. Enter Key
- D. F6 Key

48. Keyboard Shortcut for 'Mark Out' point

- A. G
- B. 5
- C. 0

D. S

49. Whats the first thing you do to build your edit?

- A. Import Footage
- B. Render
- C. Add a Keyframe
- D. Export

50. Which of this is a compression Software?

- A. Compressor
- B. Final Cut Pro
- C. Photoshop
- D. Pinnacle

SUBJECT: FILM COMMUNICATION 1

1. What is the name of the first peephole moving picture device?
 - Kinetoscope
 - Television
 - DSLR
 - Cinematograph

 2. Which was the first silent swadeshi film of India?
 - Alam Ara
 - Pundalik
 - Raja Harishchandra
 - Kaliya mardan

 3. Who invented the Cinematograph in 1895?
 - Thomas Edison
 - Lumiere Bros.
 - Edward S. Porter
 - Georges Melies

 4. Who was the Polish writer and filmmaker among those who identified the mode of documentary film?
 - Drega Vertov
 - Vladimir Nabakov
 - Gheorghe Marinescu
 - Boleslaw Matuszewski
- II
5. The shot taken from above a subject creating a sense for looking down upon is known as
 - Low Angle
 - High Angle
 - Over the shoulder
 - Dutch Angle

 6. How many types of film musics are there?
 - 2
 - 3
 - 4
 - 5

 7. One of the films editing techniques where the sequence is edited in small shots giving pace to the sequence is known as
 - Mise-en-scène.
 - Montage
 - Post- Production
 - Cinematography

 8. Camera acts as a passive recorder to whatever takes place in front of it.
 - Objective

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

- Francis Ford Coppola
 - Frank Kapra
25. Stunt, fantasy and mythological films; Hunterwaali, Miss Frontier Mail, Punjab Mail, etc. were made by
- Oriental Film Co.
 - Hindustan Pictures
 - Minerva Movietone
 - Wadia Movietone
26. Which was 1941's Indian film, directed by Kidar Sharma and based on the 1934 Hindi novel of the same name by Bhagwati Charan Verma.
- Charitraheen
 - Chandralekha
 - Chitralkha
 - Chanchal Devi
27. The song दूर हटो दुनियावालों, हिन्दुस्तान हमारा है is from which movie?
- Hum Hindustani
 - Anand Math
 - Kismet
 - Bhule Nai
28. Super hit song "Diya Jalao" featuring K. L. Saigal was from the film.
- Devdas
 - President
 - Chandidas
 - Tansen
29. Who stylized and exaggerated death and violence in samurai epics?
- Yasujiro Ozu
 - Kim Lin sung
 - Bong Hing Cho
 - Akira Kurosawa
30. Whose films usually focus on young protagonists or have children that play key roles in the plot.
- Yasujiro Ozu
 - Akira Kurosawa
 - Hayao Miyazaki
 - Bruce Lee
31. The Cinema of Iran is also known as the
- Cinema of Arabia
 - Afghan Cinema
 - Cinema of the Turks
 - Cinema of Persia
32. Who directed 'Boycott', a film set in pre-revolutionary Iran?

- Manjil Rudbar
 - Majid Majidi
 - Mohsen Makhmalbaf
 - Abbas Kiarostami
33. The color of Paradise is made by
- Mohsen Makhmalbaf
 - Abbas Kiarostami
 - Manjil Rudbar
 - Majid Majidi
- V
34. Identify the cinematographer of most of the Shyam Benegal films, but he himself has directed over 10 films
- M. S. Sathyu
 - V. K. Murthy
 - Govind Nihalani
 - Girish Kasaravalli
35. Contemporary Bollywood film, a satirical comedy in support of governmental campaigns to improve sanitation conditions in India, with an emphasis on the eradication of open defecation, especially in rural areas.
- Padman
 - Piku
 - Toilet: Ek Prem Katha
 - Lipstick Under My Burkha
36. A will to be self-reliant after retirement well picturized, starring Rajesh Khanna
- Aap Ki Kasam
 - Avtaar
 - Anand
 - Roti
37. Which of the following is not a contribution by Shyam Benegal?
- Ankur
 - Manthan
 - Bhumika.
 - Duvidha
38. Which of the following is a unique characteristic of Indian cinema?
- Montage
 - Realism
 - Western
 - Songs & Dance
39. Who is regarded as pioneer of Indian Parallel Cinema.
- Raj Kapoor.
 - Guru Dutt.
 - Satyajit Ray.
 - Mehboob Khan.

- 40.** First singer superstar of Indian cinema
- K. L. Saigal
 - Mukesh
 - Mahendra Kapoor
 - Udit Narayan
- 41.** On whose death Raj Kapoor said “Aaj meri aawaaz mar gayi”.
- Manna Dey
 - Mahendra Kapoor
 - Kishore Kumar
 - Mukesh
- 42.** Which of the following is a contribution by Mani Kaul?
- Zubeidaa
 - Kalyug
 - Uski Roti
 - Bhumika
- 43.** Realism in Indian cinema dates back to
- 1970's and 1980's
 - 1960's and 1970's
 - 1930's and 1940's
 - 1920's and 1930's
- 44.** Who was the first minister for Information and Broadcasting post-independence?
- Rajendra Prasad
 - Lal Bahadur Shastri
 - Lala Lajpat Rai
 - Sardar Vallabh Bhai Patel
- 45.** Film on women's emotion entered into the 1959 Cannes Film Festival, where it was nominated for the Palme d'Or for Best Film. Simple heart touching dialogues.
- Sharabi
 - Ek Ke Baad Ek
 - Aurat
 - Lajwanti
- 46.** Which was the period of patriotic films as India was fighting for Independence and influence of Netaji Subhash Chandra Bose was very high to attain freedom.
- 1930's
 - 1925 to 1930
 - 1935 to 1940
 - 1940's
- 47.** Political thriller film, the story draws parallels to the epic Mahabharat where shades of Arjun, Karn, Krishna, Bhima, Duryodhana and Draupadi can be seen in the characters portrayed.
- Satya
 - Ardha Satya

- Karan Arjun
- Rajneeti

48. Do Beegha Zameen is directed by

- V. Shantaram
- Guru Dutt
- Bimal Roy
- Raj Kapoor

49. Mrinal Sen did not direct this film

- Mrigayaa
- Khandhar
- Garam Hawa
- Akash Kusum

50. 'Netaji Subhas Chandra Bose: The Forgotten Hero' is directed by

- Gulzar
- Mani Kaul
- Govind Nihalani
- Shyam Benegal

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 blurred
 - 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 of image-sensors are:
 - A. CCD
 - B. CMOS
 - C. CDOS
 - D. CCO DS
9. Grainier/nosier images 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
 - B. 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
 - B. -1 to +49
 - C. -25 to +50
 - D. -5 to +20
12. A wide/large aperture allows:
 - A. More light
 - B. Less light
 - C. Freezing of action
 - D. Blurring of action
13. The Exposure-triangle consists of:
 - A. ISO – Aperture – Shutter Speed
 - B. 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
 - B. Aperture has to be wide
 - C. Shutter has to be open for less than a minute
 - D. Aperture has to be narrow
16. Zoom-burst technique means:
 - A. Zooming in/out at a slow shutter-speed
 - B. Zooming in/out at a fast shutter-speed
 - C. Zooming in/out at a narrow aperture
 - D. Zooming in/out at a wide aperture
17. Macro images have a magnification ratio of:
 - A. 1:1
 - B. 1:2
 - C. 2:1
 - D. 1:4
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
26. Field of view of human eyes is:
- a. 350 degrees
 - b. 180 degrees
 - c. 55 degrees
 - d. 40 degrees
27. The Exposure Value (EV) system doesn't take into account:
- a. ISO
 - b. Shutter-speed
 - c. Aperture
 - d. Distance
28. Short-lighting means:
- a. Side of the face away from the camera is well-lit
 - b. Side of the face towards the camera is well-lit
 - c. Area under the nose is lit
 - d. Area under the eyes is lit
29. Inverse-square-law of light means
- a. Doubling of light, as the distance to the subject is doubled
 - b. Tripling the light, as the distance to the subject is doubled
 - c. Doubling of light, as the distance to the subject is quartered
 - d. Tripling of light, as the distance to the subject is halved

30. Butterfly-lighting is used in:
 - a. Architectural photography
 - b. Industrial photography
 - c. Portrait photography
 - d. Nature photography
31. Fill-flash is used when:
 - a. Subject is back-lit
 - b. Subject is top-lit
 - c. Subject is side-lit
 - d. Subject is front-lit
32. Blower brushes are used to:
 - a. Clean lenses
 - b. Clean the camera
 - c. Add bubbles to an image
 - d. Remove bubbles from an image
33. The frequency of the visible spectrum is:
 - a. 400 nm to 700nm
 - b. 100 meters to 10 Kilometers
 - c. 400 Centi meters to 700 Centi meters
 - d. 100 meters to 1000 meters
34. A tilt-shift lens works on the:
 - a. Scheimpflug Principle
 - b. Newtons Principle
 - c. Einsteins Principle
 - d. Bernoluccis Principle
35. On a cloudy day, the colour temperature will be:
 - a. 8000* to 12,000*
 - b. 5000* to 10,000*
 - c. 3000* to 4,500*
 - d. 1000* to 3,500*
36. Lower ISO results in:
 - a. Less noise and greater contrast
 - b. More noise and less contrast
 - c. Less noise and greater saturation
 - d. More noise and less contrast
37. Colour-film was developed by:
 - a. George Eastman
 - b. Isaac Newton
 - c. Edwin Weston
 - d. Georges Niepce
38. Wide-angle lenses have:
 - a. Tremendous depth-of-field
 - b. Shallow depth-of-field
 - c. Tremendous resolution
 - d. Shallow resolution
39. Using Fluorescent LB in daylight, will result in:
 - a. Bluish colour casts
 - b. Yellow colour casts
 - c. Red colour casts
 - d. Cyan colour casts

40. Colour correcting (CC) filters are used for:
- Complementary coloured filters
 - Non-complementary colour filters
 - Linear colour filters
 - Non-linear colour filters
41. A penta-prism in a camera is located in the:
- View-finder
 - Camera body
 - Front of the sensor
 - Behind the sensor
42. Constant-composition means:
- Subject is same size, using different lenses
 - Background is same sized, using different lenses
 - Subject and background is same sized, using different lenses
 - Subject and background are different sized, using different lenses
43. Variable focal-length lenses are also known as:
- Zoom lenses
 - Telephoto lenses
 - Wide-angled lenses
 - Macro lenses
44. A honey-comb on a light will:
- Is used for portraits
 - Is used for industrial shoots
 - Is used for top-angle shots
 - Is used for low-key shots
45. Correct flash-sync speed is:
- Slower than 1/250
 - Faster than 1/250
 - Exact 1/60
 - Any speed between 1/125 and 1/250
46. All incandescent lights use:
- Conventional light bulbs
 - Conventional fluorescent tubes
 - Conventional hydrogen tubes
 - Conventional neon tubes
47. Modeling lamps in studio-flash units are made of:
- Low powered bulbs
 - High powered bulbs
 - Neon bulbs
 - Freon bulbs
48. The gas used in electronic flash is called:
- Nitro-Boron
 - Xenon
 - Nitro-Xenon
 - Magnesium
49. Electronic flash was invented by:
- Harold Edgerton
 - Walter Bushnell
 - George Eastman
 - Cornell Dumbarton

50. Focal-plane sync means:
Entire frame is exposed to light
Top-half of frame is synchronized
Bottom-half of frame is synchronized
Middle of frame is synchronised