

Question	Answer1	Answer2	Answer3	Answer4
<b>CCPR</b>				
Previous successful products add onto the image of an organization and create _____	Positive Customer Perception	Negative customer perception	Monopoly	Customer satisfaction
With the sale of products and services and increase of support : _____	a corporate will Go Bankrupt	Acquire More Market Share	Will Hire More Employees	Buy More Land For Work purpose
A good corporate reputation helps the company to follow all the rules and regulation laid by _____	Police	Army	Trade Organization	Government
_____ is the graphical original mark that presents and identifies the company or its product	Logo	Colour	Mark	Size
The picture that comes to mind when we think of a particular company is the corporate _____	identity	image	Reputation	brand
_____ results play a very important role in building corporate image.	social	financial	legal	cultural
A strong reputation helps a business overcome _____	value	reputation	crises	funds
Ethical Values of any organisation create _____ in the public eye	Responsibility	Profitability	Credibility	Uprightness
_____ abide by Laws,Rules & Regulations relating to their business activities	Ethical Executives	Executives	Workers	Teleoperators
The term _____ is an all encompassing term that covers any statement that hurt someone's reputation	Defamation	Ethics	Invasion of Privacy	Solitude
Spoken defamation is called _____	Slander	Libel	Civil wrong	Litigation
In order to survive in the long run, it is expected that business is carried on with _____ principles	Ethical	Profit motive	Profit maximization	Production
In India, Defamation is _____	only civil offence	both civil & criminal offence	only criminal offence	illegal
Digital or Online privacy is the term to elucidate the illegal act of duplication of licensed or copyright material from _____	Internet	Social Media	Corporate	E- Commerce
_____ protects the original work of Artists in the areas of Literature, Drama, Music, Artistic work,etc	Right to Vote	Freedom of Speech	Invasion of Privacy	Copyright
_____ supervise the digital circulation of Information,Software,Information security,E-Commerce & Monetary transactions	Cyber Laws	Copyright	Press Laws	Defamation Law
_____ is a Law enacted by the Parliament of India giving citizens of India access to records of the Central Government & State Government	Copyright 2009	RTI 2005	Invasion of Privacy 2000	Defamation Law 2005
RTI was passed in _____ extends to all states,Union Territories of India expecting the J&K state	2005	2006	2007	2008

Invasion of Privacy is \_\_\_\_

\_\_\_\_\_ means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer.

\_\_\_\_\_ is a voluntary self-regulatory council established in 1985 to promote responsible advertising and to enhance public confidence in advertisements.

On 13th May 1799, Lord Wellesley promulgated the First Press Regulations known as \_\_\_\_\_

During the Indian Rebellion of 1857, the \_\_\_\_\_ had been passed by Lord Canning, which sought to regulate the establishment of printing presses.

\_\_\_\_\_ in British India, law was enacted in 1878 to curtail the freedom of the Indian-language press.

\_\_\_\_\_ is the offence of being disobedient to or disrespectful towards a court of law and its officers in the form of behaviour that opposes or defies the authority, justice, and dignity of the court

The process through which attitudes or beliefs are leveraged by appeals to habit or emotion are called \_\_\_\_\_.

In \_\_\_\_\_, the person against whom a defamation case is filed might be sentenced to two years' imprisonment or fined or both.

\_\_\_\_\_ is the intrusion of an unwanted individual or business into the private affairs of a person without consent.

\_\_\_\_\_ is conferred on literary works, dramatic works, musical works, artistic works, cinematograph films and sound recording.

Duration of copyright protection under the Copyright Act 1957

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

The Indian Parliament enacted the \_\_\_\_\_ and thus gave a powerful tool to the citizens to get information from the Government as a matter of right.

The basic objective of \_\_\_\_\_ 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.

Intrusion of Solitude	Corporate Identity	Ethical	RTI
Ethics in advertising	Ethics and Governance	Corporate Identity	Ethics and Morals
Advertising Standards Council of India (ASCI)	Broadcast Audience Research Council (BARC)	Audience Bureau of Circulation (ABC)	Television Audience Measurement (TAM)
Censorship of Press Act, 1799	Gagging Act, 1857	Vernacular Press Act, 1878	Indian Press Act, 1910
Censorship of Press Act, 1799	Gagging Act, 1857	Vernacular Press Act, 1878	Indian Press Act, 1910
Censorship of Press Act, 1799	Gagging Act, 1857	Vernacular Press Act, 1878	Indian Press Act, 1910
Contempt of court	Summary offences	IPC	Criminal offences
Promotional Persuasion	Heuristic persuasion	Cultural Persuasion	systematic Persuasion
criminal defamation	civil defamation	Both a and b	Innuendo
Invasion of privacy	Contempt of court	Court Disobedience	Defamation
Copyright Act	Invasion of privacy	Contempt of court	Defamation
Life time of the author+ 60 yrs.	50 yrs.	75 yrs.	65 yrs.
Asymmetric	Public information	Symmetric	Press agency
Right to Information Act, 2005	Copyright Act, 1957	Invasion of privacy	Contempt of court
Right to Information Act, 2005	Copyright Act, 1957	Invasion of privacy	Contempt of court

In which year was the Central Publicity Board of India set up?	During WW-I	During WW-II	During Globalization	During Liberalization
In which year was the Public Relations Society of India (PRSI) set up?	1965	1955	1958	2001
Public Relations in India developed with the increase in:	Industrialization	Education	Contemporaray art	demand
Which era changed the face of PR in India?	Harappan Era	Pre - Independence Era	Post Liberalization Era	Post Independence Era
The very first signs of PR in human history through the use of a clay tablet was found in which country?	Israel	Iraq	India	USA
What stimulates growth in PR ?	mutual understanding and trust	Money	Fame	Intelligence
What signified the evolution and growth of PR in India?	Foraying of International players in the market	Use of press	Creating hoax message	Use of electronic media
The term public relations was first coined by _____	Thomas Jefferson	Scott M. Cutlip	Allen H. Center	Edward Bernays
Among the leaders, which company set up one of the first PR department in their organization?	Wadia Group	Reliance	Tata	Birla
_____ focuses on publicity or press agentry to gain attention for the organization.	Media Information model	Press Agentry Model	Public information model	Assymetrical model
What approach has PR been using traditionally to gauge the extent of its reach?	Measuring the amount of audience	Measuring the amount of fame	Measuring the amount of Media coverage	Measuring the amount of income
Which of these is true of persuasion?	It is coercive.	It is usually incremental.	It is linear or one-way.	It is unethical.
The content of Radia tapes led to investigation by which two agencies -	CBI & ED	CBI and Income Tax Department	ED & Income Tax Department	ED & Aviation ResearchCentre
Barkha Dutt was -	Former Editor, The Quint	Former group Editor, NDTV	Former group Editor, India today	Former Editor, Outlook

Niira Radia's association with Ananth Kumar was with respect to which sector -  
Vir Sanghvi in his defence claimed that his conversations in the Radia tapes were -

Defence	2G Network	Aviation	Automobile
An outcome of lack of knowledge	An outcome of lack of judgement	Manipulated	Desperacy for News

## MULTIMEDIA

The Measurements palette for text boxes does not display values for\_\_\_\_\_

What is the shortcut key to export file

Which key is for fit to page

What is the use of Text tool?

Object converted to gray-scale has three (3) colour

The Document Layout palette displays\_\_\_\_\_

a. tabs	b. type size	c. typeface	d. alignment
Cntrl+E	Cntrl+S	Cntrl+P	E
ALT+f4	ALT+f5	ALT+f6	ALT+f6
Paragraph	Draw Text	Design	Text Box
TRUE	FALSE	Both	All of these
a. master page and document page icons	b. master page icons	c. document page icons	d. page items

Pixels represent tiny \_\_\_\_\_ of color, which are typically unseen by the naked eye.

To resize a graphic in a layer, select the \_\_\_\_\_ tool, then check mark\_\_\_\_\_ to see selection handles.

The \_\_\_\_\_ tool is best selected when you need to select an abnormally shaped image in a layer.

Circles	Squares	Inches	Swatches
Marquee; Resize	Move; show bounding box	Move; resize	Marquee; show bounding box
Marquee	Lasso	Magic wand	Clone stamp

Once you build the layers in your graphic design, you cannot rearrange them.

Computer monitor primary color allows how many individual shades?

What types of graphics are made of Pixels?

TRUE	FALSE	Both	None
300	255	200	256
Raster Image	Vector Graphics	A and B Both	None of these

Which of these color models is not in Photoshop?

What is the shortcut key to create a duplicate layer of a layer?

In which of these formats does not change the image quality when the image is saved?

Find what is the shortcut key to toggles snapping to objects?

Shift + PgDn is the shortcut key to place the selected object(s) back one position in the object stacking order.

RGB	LAB	CNYK	HSB
Ctrl+J	Ctrl+T	Ctrl+N	Ctrl+D
Tiff	Jpeg	Png	Gif
Alt + Shift + D	Alt +Z	Ctrl +L	Ctrl +G
TRUE	FALSE	None of These	All of these

Find what is the shortcut key to specifies fountain flits for objects?

Find what is the shortcut key to displays a full-screen preview of the graphic or drawing?

Find what is the shortcut key to align selected objects to the bottom?

C vertically aligns centers of selected objects.

\_\_\_\_\_ tool is used for cropping

Ctrl + B	F11	Alt + F4	F6
F4	F 1	F9	F2
B	T	G	L
TRUE	FALSE	None of These	All of these
Pick tool	shape tool	zoom tool	knife tool
1&2	2&9	1&10	3&5

In a bookwork of ten pages, one of the sheets will contain the following numbering.

The ruler bar is used for _____	Setting of margin	dividing your work	for book design	All of these
_____ is used for selecting and deselecting objects.	Bezier tool	freehand tool	shape tool	pick tool
CorelDraw is a _____ based drawing Application Package	Photo paint	Bitmap	Vector	Scalar
In Corel Draw the keyboard shortcut to save your drawing is:	Ctrl +s	Shift+Ctrl +c	Ctrl +z	OuCtrl +a
Which of the following file types can be modified while applying filters on them?	Raster	Vector	Animation	All of the above.
_____ tool removes overlapping segments in the objects.	Knife	Crop Tool	Virtual Segment Tool	Eraser
Find what tool allows you to get a closer look at an object?	Zoom	Pick	Text	Eyedropper
Direct export generates _____ files directly from Premiere Pro.	a. Existing	b. open	c. update	d. new
Click _____ Adobe Media Encoder renders and exports the item immediately	a. Export.	b.Queue	c. Insert	d.Edit
select the 32-character names check-box. This option enables support for tape and clip names with 32 _____	a.characters.	b.characters with space	c. numbers	d. Digits
Videotapes must each have a unique reel number and be formatted with _____ before you shoot video	a. facecode	b.timecode	c.Namecode	d. Charactercode
To paste the asset at the current-time indicator, place the current-time indicator and press _____	a. Ctrl+Alt+P	b.Ctrl+Alt+S	c.Ctrl+Alt+R	d.Ctrl+Alt+V
_____ that are either 5.1 surround or greater than 16-bit aren't supported. Mono and stereo audio tracks are imported as one or two layers	a. one track	b.copy track	c. Video Track	d.Audio tracks
To copy sequence markers, you must either copy the sequence itself or _____ the entire Adobe Premiere Pro project as a composition	a.import	b.Export	c. Save As	d. Export /Import
Project files have a _____ filename extension.	a. .proj	b. .prproj	c. pprroj	d. .project
The result color is a darkening of the source color to reflect the underlying layer color by increasing the contrast.	a.Color Burn	b.Linear Burn	c.Darker Color	d.Screen
The result color is a darkening of the source color to reflect the underlying color.	a.Color Burn	b.Linear Burn	c.Darker Color	d.Screen
Each result pixel is the color of darker of the source color value and the corresponding underlying color value.	a.Color Burn	b.Linear Burn	c.Darker Color	d.Screen
Multiplies the complements of the channel values, and then takes the complement of the result.	a.Color Burn	b.Linear Burn	c.Darker Color	d.Screen
A standard two-track digital audio tape format.	a.DAC	B.DAT	C.latter D.DAW	
DAT tapes are sampled at _____ bits.	A. 16 and 24	B.8 AND 16	C.16 AND 32	D.32 AND 64
The _____ is often described as DAT quality.	a.DAC	B.DAT	C.latter	d.Daw
DAW A computer system used to edit, process, or mix audio	a.DAC	B.DAT	C.latter	d.DAW
_____ Decibels below full scale in digital audio.	A.dBFS	B.DBFS	C.KBFS	D.kBFS
The maximum possible amplitude is _____ dBFS.	A. 10	B.100	C.200	D.0

decibel (dB) In audio, the decibel (dB) is a logarithmic unit of measurement used for \_\_\_\_\_  
 \_\_\_\_\_signal to provide a fuller sound or create echo effects.

A.amplitude  
 A.nondelayed

B.wAVE  
 B.delay

C.SOUND  
 c.Sound

D.Digital  
 D.Digital

## MEDIA STUDIES

Communication' itself carries many problems. Either the mass a media theorist, media' or  
 'communication would cover a dozen disciplines and raise a thousand problems.

Jeremy Tunstall

David Brooks

Steven Chaffee

Normative  
 Theories

It has emerged as a more or less independent body of thought in both the social science and  
 humanistic literatures.

Mass  
 communication

Media theory

GPS

Internet

Environment is changing quite radically.

Large audience

Modern  
 communication

Mass  
 communication

Mediated  
 communication

People attracted to many websites and cable channels can hardly be considered mass audiences when  
 compared with the numbers that tune in to a network television program such as Ramanand Sagar's  
 during the first phase of lockdown in April-May 2020  
 Although most theories we will study in this text were developed before our modern revolution, they  
 are not useless or outmoded.

Bigg boss

Ramayan

Kaun Banega  
 crorepati

Fear Factor:  
 Khatron Ke  
 Khiladi  
 Communications

Century

Big budget

Problem

It has the power to alter message content if they are willing to invest the time and have the necessary  
 skill and resources.

Mass  
 communication

Firm

Media consumers

Ad agency

It can be active in ways that are hard to anticipate, and the consequences of this activity may not be  
 understood for decades to come.

Company

Audiences

Administrative  
 theories

Elite group

The instant popularity of channels demonstrates that a generation of young adults is willing to invest  
 the time, acquire the skills, and purchase the technology necessary to take greater control over the  
 content they consume

YouTube

Facebook

Whatsapp

Twitter

It allow for a greater quantity of information transmission and retrieval, place more control over both  
 content creation and selection in the hands of their users, and do so with less cost to the average  
 consumer"

Intetnet

Contemporary  
 media

Blog

Research report

A survey of the social science of the past century shows it to be, by and large, an insanely pessimistic  
 field".

V.O. key

Lazarfeld

Zack Budryk

David Brooks

\_\_\_\_\_ have tried to apply the scientific method to the study of human behaviour and society.

Causal  
 relationship

Social  
 researchers

Human behaviour

Social science

It offer instant access to candidates, their ideas, and those of their opponents.	Television stations	Radio	Internet and Web	Research
A small number of social scientists began to argue that these claims should not be accepted before making (capable of being verified or disproved by observation) that could either support them or permit them to be rejected.	Empirical observations	Mass communication	Human behaviour	Media theory
It does not easily lend itself to causal description.	Consumer	Media text	Big media	Human behaviour
"Humans are not like billiard balls propelled solely by forces external to them,"	Katherine Miller	Hermeneutic theory	Albert Bandura	postpositivist theory
This theory is based on empirical observation guided by the scientific method, but it recognizes that humans and human behaviour are not as constant as elements of the physical world.	Critical theory	Postpositivist theory	Normative theory	Hermeneutic theory
It is the study of understanding, especially through the systematic interpretation of actions or texts.	Hermeneutic theory	Critical theory	Postpositivist theory	Normative theory
"lens through which social phenomena are observed".	Katherine Miller	Albert Bandura	V.O. key	Lazarfeld
In this theory, what is real, what is knowable, in the social world is the product of the interaction between structure (the social world's rules, norms, and beliefs) and agency (how humans behave and interact in that world).	Critical theory	Postpositivist theory	Normative theory	Hermeneutic theory
In this theory it explains how a media system should operate in order to conform to or realize a set of ideal social values. As such, its ontology argues that what is known is situational (or, like interpretive theory, local).	Hermeneutic theory	Critical theory	Postpositivist theory	Normative theory
"No theory is good unless it permits, not rest, but the greatest work. No theory is good except on condition that one uses it to go on beyond".	Andre Gide	Gary	Gumpert	Jacobs
Microsoft cofounder	Bill Gates	Jeff Bezos	Mark Zuckerberg	Elon Musk
It is located in the largest cities established and controlled highly centralized media systems.	Small companies	medium companies	micro Organisation	Large corporations
If this were not so, the Internet would be neither as explosively popular nor as constantly controversial as they are.	Google	World Wide Web	Whatsapp	Instagram
Purpose is to help place new communication technology into historical	Practical	Research	Organisation	Theoretical perspective

It explained to those who traffic in social theory, "Science in and of itself has some culture embedded in it. How could it be otherwise?".	Joan Jacobs Brumberg	Gary	Gumpert	Robert hutchins
Certainly correct about what is happening in mass communication theory today.	Jennings Bryant	Donna Miron	Jacob	Bryant and Miron
The dominant perspective on media and society that emerged during this period has come to be referred to as	Mass communication	Cultural perspective	Mass society theory	Meaning making experience
It was committed to the use of empirical social research methods in order to establish the validity of theory.	Lazarsfeld	V.O. key	Ronald	Henry Fayol
A theoretical and methodological tour de force integrating limited effects notions with social and political theory to create a perspective that is now known as	Cultural perspective	Reductionism	Administration theories	Elite pluralism
One group of European social theorists who vehemently resisted post-war U.S. influence was	Meaning making perspective on media	Neo-Marxists	Gemeinschaft	Organic solidarity
During the 1960s, some neo-Marxists in Britain developed a school of social theory widely referred to as	Hegemonic	Media elites	British cultural studies	Cultural criticism
The debate over media that we trace is one aspect of what some scholars have termed	Culture war	George Orwell	Cultural criticism	Grand theory
He constructed an enduring vision of this nightmare world in 1948.	Zack Budryk	George Orwell	Walter Lippmann	John Dewey
It sought to explain the critical difference between earlier forms of social organization and European society as it existed in the late 19th century.	James Carey	Ferdinand Tönnies	Marshall McLuhan	Robert Merton
It consisted of a dense network of personal relationships based heavily on kinship and the direct, face-to-face contact that occurs in a small, closed village.	Raymond Williams	Gemeinschaft	Stuart hall	Richard Hoggart
French sociologist offered a theory with the same dichotomy as that of Tönnies but with a fundamentally different interpretation of modern social orders.	Paul Lazarsfeld	Emile Durkheim	Carl Hovland	Leon Festinger
People were bound by this consensus (and traditional social roles) to one another like the parts of a great engine	Organic solidarity	Mechanical solidarity	Normative theories	Technocratic control
Durkheim used the term to refer to the social ties that bind modern social orders together.	Mechanical solidarity	Organic solidarity	Gesellschaft	Emile



In the 2014 General Elections, electronic democracy took on a new form when used social media to aggressively and systematically promote their candidate.	Bharatiya Janata Party BJP	Congress	Bahujan Samaj Party (BSP)	Nationalist Congress Party (NCP)
_____ are different from most of the theories. They describe the way things should be if some ideal values or principles are to be realized.	Normative theories	Mass society theory	Media literacy	Development media theory
_____ content is far less tangible than other consumer products.	Media	Blogs	Research	Report
journalists first articulated this role around the turn of the 20th century.	Mark	John	Hutchin	Muckraking
The Hutchins Commission on Freedom of the Press was established in 1942 in	Germany	France	India	U.S.A.
Envisioned modern cities as "Great Communities composed of hundreds of small social groups everything from neighbourhood social organizations to citywide associations.	Fourth estate	Social responsibility theory	The Chicago School	Press council
Hitler's use of media to arouse hatred of the _____ served as a prime example.	Hindu	Jews	Muslim	Christian
The synthesis of ideas put forward in the Hutchins Commission report has become known as	Market place of Ideas	Normative theory	Mass society theory	The Social Responsibility Theory of the
Denis McQuail cites other normative theories of media developed in other parts of the world.	1987	1988	1986	1990
Advocates media support for an existing political regime and its efforts to bring about national economic development.	Developmental media theory	Grand theory	Mass society theory	Media literacy
It advocates media support for cultural pluralism at a grassroots level.	Development concept	Iranian green movement	Democratic-participant theory	Administrative theory

FILM COMMUNICATION

_____ was the first feature film of India.	Alam ara	Raja Harishchandra	Kisaan Kanya	Harishchandradi Factory
OSS stands for _____	Over the Shoulder Scene	Over the Shoulder Shot	Over Shot Shoulder	Over the Subject Shot

Non-Fiction Film Means _____	Artificial	Dreams	Reality	Imagination
The first talkie film of Indian cinema was _____	Lanka Dahan	Ayodhya Raja	Alam Ara	Sairandri
Who is called the Father of Indian Cinema ?	Sathyajit Ray	Dada Saheb Phalke	Lumiere Brothers	Bimal Roy
'Raja Harishchandra' film was released in the year of _____	1910	1912	1913	1911
The film industry of Mumbai is also known as Bollywood, is the largest and most popular branch of Indian cinema.	Sanskrit	Hindi	Marathi	Punjabi
Who developed the first motion picture camera called Cinématographe in 1895?	Matthew Brady	Thomas Edison	George Eastman	Lumiere Brothers
Sholay movie screenplay is written by _____	Salim-Javed	Shailendra	Divender	Bhupinder
Who is the first Superstar of Indian cinema?	Amitabh Bachchan	Dev Anand	Raj Kapoor	Rajesh Khanna
Amir Khan's first film as a director was _____	3 Idiots	Ghajini	Taare Zameen Par	Dangal
Which word best defines genre?	Category	Type	Kind	All of the above
What form of comedy do Charlie Chaplin and Buster Keaton share?	Screwball comedy	Romantic comedy	Slapstick comedy	Their styles were so different that they cannot be compared.
Sci-Fi & Fantasy films were strong at the turn of the 21st Century because of _____	the death of personal cinema	the death of realistic cinema	the emergence of digital effects	massive economic recession
After WWII, revolution in Italian cinema was known as _____	Italian Neorealism	Italian Parallel Cinema	Italian Art Films	Italian New Wave
What is a panning?	A camera movement	A heavy tripod	A remote flash	A Lighting Technique
Which of the following is a major film festival in Mumbai?	IFFI Vary Film Festival	Cannes Film Festival	Mami International Film Festival	MIIF Film Festival
Which of these is NOT a fiction?	Novel	Short Stories	short Films	Auto-biography
_____ is a non-linear editing system?	Final Cut Pro	Photoshop	Motion Graphics	Color grading

\_\_\_\_\_ plays a much stronger role in the manipulation and arrangement of shots.

Story, Script, Screenplay and Storyboard are all parts of \_\_\_\_\_ stage.

Which of the following are the types of sound in the cinema?

In editing, transition of shots merging into each other called as \_\_\_\_\_

A shot which reveals extreme detail of the subject is \_\_\_\_\_

\_\_\_\_\_ is referred to as the Father of Indian Cinema?

\_\_\_\_\_ is 1/25th of a second

Lumiere Brothers' first films were screened in the year \_\_\_\_\_.

Roja film is directed by \_\_\_\_\_.

In film making \_\_\_\_\_ is called the captain of the ship.

Genre of the film 'Padmawat' is \_\_\_\_\_.

Which Indian won the Oscars for music and for which film 'Slumdog Millionaire' ?

Misc-En-Scene in cinema means \_\_\_\_\_

\_\_\_\_\_ was the first Indian to win Oscar Award.

FTII is located in \_\_\_\_\_ city.

First nominated official entry to the Oscar Awards by India was \_\_\_\_\_.

\_\_\_\_\_ is the closest similar art form to Cinema.

Film Devdas is based on a classic novel by \_\_\_\_\_.

Great films will be made only if we become \_\_\_\_\_.

Parallel Cinema \_\_\_\_\_ to mainstream cinema

Which was the first Film Studio Companies established in India ?

First Motion Picture camera was invented in \_\_\_\_\_ country

'Gangs of Wasseypur' film is directed by \_\_\_\_\_.

\_\_\_\_\_ is a genre of cinematographic film marked by a pessimistic and dark mood

\_\_\_\_\_ movies cost much to make and are created for profit

Post-production	Film editing	Filmmaking	Script
Pre-production	Plot (narrative)	Writing.	Post-production
Loudness, Pitch, Timbre	Speech, Music, Ambient Sound	Rhythm, Fidelity, Space	Time, Perspective, Quality
A zoom	A Dissolve	A Cut	A Wipe
Extreme Close-up	close- up	master shot	medium shot
Satyajit Ray	Dadasaheb Phalke	Amitabh Bachchan	V. Shantaram
Sequence	Scene	Shot	Frame
1895	1995	1913	1927
Mani Kaul	Karan Johar	A R Rehman	Mani Ratnam
Actor	Writer	Director	Editor
Periodic	Romantic comedy	Action	Fiction
Arijit Singh	Lata Mangeshkar	A R Rehman	Gulzar
On Stage	On Camera	On Monitor	On Theatre
Satyajit Ray	V Shantaram	Bhanu Athaiya	A R Rehman
Mumbai	Kolhapur	Haiderabad	Pune
Gandhi	Sant Tukaram	Mother India	Lagaan
Painting	Music	Animation	Theatre
Saratchandra	Ravindranath	Sanjay Leela	harivanshrai
Chaterji	Tagore	Bhansali	Bachchan
Good Actors	Great Audience	Great Film makers	Good Directors
Supports	Opposes	Helps	Teaches
Prabhat	Filmistan	Film City	Bollywood
India	France	Germany	America
Anurag Basu	Anurag Kashyap	Tigmanshu Dhulia	Nawajuddin Siddhiqui
Tragedy	Sarcastic	Film Noir	Black Comedy
Mainstream	Bollywood	Hollywood	Drama

\_\_\_\_\_comprises all on-screen visual elements, including lighting, framing, composition, camera motion, camera angles, lens choices, depth of field, zoom, focus, color, exposure, and filtration.

Which among the following is not a type of camera movements?

Long shot means \_\_\_\_\_

Which among the following is a type of camera angles?

A typical movie story is said to have \_\_\_\_\_ acts

## PHOTOGRAPHY

---- is a device used for capturing image

---- enters the hole in a straight line and gets projected on the wall of dark room

--- is mounted or placed in front of the camera hole

--- records the image in a camera

In digital cameras, the sensitivity of the medium can be adjusted by ----

---- expands and contracts in human eye

----- works as Iris in the camera

---- is an opening of lens through which light travels & reaches the sensor

A --- acts as a curtain in the camera

---- is a device that allows the light to pass for a pre-determined period of time for the purpose of exposing to sensor

In DSLR, "R" refers to -----

A ----- gives you a real image

A ----- is a type of camera that works without a reflex mirror.

A mirrorless camera has a -----viewfinder

---- is an advantage of an optical viewfinder

Portraits have a ---- DOF

--- refers to how blurry or sharp the area is around your subject

Landscapes have a --- DOF

---- dictates how fast a camera can process light recorded by the sensor

Music Composing Editing

Choreography

Cinematography

Crane

Pan

Tilt

Transition

complete view of character

complete view of character from waist up

Large amount of landscape

Face of the character

Eye - Level One

Water-level Two

Close up Three

Long shot Four

camera

car

light

focus

light

water

sound

air

Focus

Lens

Door

shutter

shutter speed

sensor

lens

ISO

aperture

shutter

ISO

lens

Pupil

Iris

Lens

retina

Aperture

ISO

Focus

Shutter

Aperture

Lens

ISO

Focus

shutter speed

ISO

lens

light

Aperture

focus

lens

shutter speed

Reflex

reach

ring

robot

Viewfinder

Lens

Focus

camera

Rangefinder

Mirrorless

DSLR

SLR

Viewfinder

Electronic viewfinder

Optical viewfinder

Lens

100% coverage

TV like experience

zero synergy consumption

No mirror blackouts

Large

Shallow

Focused

Blur

Bokeh

DOF

EVF

OVF

Shallow

Blur

Focused

Large

Image processor

SD card

Battery

Lens

---- means blur	Bokeh	Lens	Zoom in	Zoom out
--- is a crucial part of how bright or dark your pictures appear	Exposure	Blur	Sensor	Lens
In ---the camera automatically adjusts shutter speed and aperture according to a built-in program to ensure optimal exposure in most situations	Programmed auto	Manual mode	Auto focus	Aperture priority auto
In ----you choose the shutter speed while the camera automatically selects the aperture that will produce the optimal exposure.	Auto focus	Programmed auto	Shutter priority auto	Manual mode
In ---you choose the aperture while the camera automatically selects the shutter speed that will produce the optimal exposure.	Aperture priority mode	Programmed auto	Shutter priority auto	Auto focus
In --- exposure mode, you control both shutter speed and aperture	Manual mode	Shutter priority auto	Programmed auto	Aperture priority auto
--- type of auto focus mode is used for challenging subjects when their movements are unpredictable	Hybrid auto focus	Single auto focus	Continuous auto focus	Focus
Once you select ---- your camera will lock the focus on the subject	Single auto focus	Continuous auto focus	Hybrid auto focus	Manual focus
---- is a combination of single auto focus & continuous auto focus	Manual mode	Auto mode	Hybrid auto focus	Continuous auto focus
--- is the apparent streaking of moving objects in a photograph or a sequence of frames, such as a film or animation. It results when the image being recorded changes during the recording of a single exposure, due to rapid movement	Motion blur	Motion freeze	Bokeh	Blur
--- is a basic technique that suspends movement completely and keeps the moving subject in complete, or near complete, focus.	Motion freeze	Motion blur	Bokeh	Focus
A ---- lens is a fixed focal length	Zoom lens	Telephoto	Micro	Prime lens
A --- lens is as wide angle lenses allows you to gain a wider field of view	Wide angle	Zoom	Prime lens	Fish eye
A --- is a type of camera lens that offers the photographer a useful range of different focal lengths in a single lens	Zoom lens	Telephoto	Ultra telephoto lens	Micro lens
A --- lens allows you to photograph a subject that is far away	Telephoto lens	Macro lens	Fish eye lens	Zoom lens
--- lens aim to reproduce a life-size 1:1 image of your subject, similar to the human eye	Macro lens	Zoom lens	Telephoto lens	Wide angle lens
--- lens covers area upto 180 degree	Fish eye lens	Zoom lens	Ultra wide lens	Macro lens
--- is allows us to convey information and, more importantly, emotion in an image.	Camera	Light	Focus	Lens
---- is a category of light where we can see the light source in the picture	Transmitted	Reflected	Hard light	Soft light
--- light occurs when light reflects off your subject	Hard light	Transmitted	Soft light	Reflected
---- is a focused, often bright light that casts harsh shadows and draws attention to a specific part of a photo.	Transmitted	Reflected	Soft light	Hard light
Light which comes from any large source is called ----	Hard light	Reflected	soft light	Transmitted light

--- is also referred as intensity of light and refers how bright or dim the light source is	Quality of light	Quantity of light	Hardness	Softness
--- is a process of removing unrealistic color casts so objects will appear in white	White balance	Quality of light	Direction of light	Lens
--- says that you should position the most important elements in your scene along these lines, or at the points where they intersect	Symmetry	Rule of thirds	Viewpoint	Background
--- is one of the composition rule where you crop the image	Cropping	Background	Patterns	Viewpoint
--- an inexpensive and versatile light modifier that can turn a harsh flashlight into soft and indirect bounced light	Beauty dish	Umbrellas	Soft boxes	Gel
--- consists of a plate covering the flash head and most of its light is aimed forward at the model.	Soft boxes	Umbrellas	Grid	Beauty dish
---represents the details that are present on the surface of an object	Line	Texture	Form	Shape
---are the repetition of shapes or textures that are organised in a rhythmic way.	Shape	Form	Patterns	Line
--- modifier is used in portrait photography	Gel	Grid	Soft boxes	Beauty dish

## MOTION GFX

In After Effect, any layer parameters can be duplicated to other layers by _____	Cut - Paste	Copy - Paste	Drag - Drop	Select - Delete
When shooting footage of a person for Chroma-keying, which two backgrounds are most commonly used?	Red & Green	Green & Blue	Blue and Red	Black and White
In After Effect, Which tool is used to create a freeform mask?	The Bullnose Mask Tool	Rectangle Tool	Ellipse Tool	The Pen Tool
In After Effect, How can you easily switch to the Hand tool?	Hold Control	Hold Spacebar	Hold Alt/Option	Hold Shift
you _____ a clip onto the 'create new composition' button in After effects project window, so that the new Comp will inherit the timecode of the clip dragged onto it.	Cut - Paste	Copy - Paste	Drag - Drop	Select - Delete
What is not a purpose of color grading?	To make the image broadcast safe	To properly balance skin tones	To create an aesthetic look for the project	To reduce the final size of video.
Minimum how many key frames are required to create an animation?	Two	More than ten	One	Zero
What is the standard AE keyboard command to show key frames you've added to a parameter?	The letter K	The letter L	The letter P	The letter U

What is a composition in After Effect ?	It is where you organize your bins.	It is where you create all animation, layering, and effects.	It is a 3D camera.	It is the framing skill
In After Effect, If I wanted to adjust the anchor point of an object on the timeline window, I would use which shortcut?	The letter A	The letter S	The letter P	The letter R
For which two reasons should you use a transition?	To smooth out an abrupt edit	To extend your footage	To split your footage	A transition should never be used.
If I wanted to adjust the scale of an object on the timeline window in After Effects, I would use which shortcut?	The letter T	The letter S	The letter P	The letter C
Which methods could you use to import a single video, image, or audio file into Adobe Premiere Pro?	Write a program code	choose File > Import	Use the capture window.	Use the insert option from the clip menu
If I wanted to adjust the position of an object on the timeline window in After Effects, I would use which shortcut?	The letter A	The letter S	The letter P	The letter R
Which panel displays a representation of what your final program will look like?	Project	Preview	Timeline	Effects
If I wanted to adjust the rotation of an object on the timeline window in After Effects, I would use which shortcut?	The letter A	The letter T	The letter P	The letter R
If I wanted to adjust the opacity of an object on the timeline window in After Effects, I would use which shortcut?	The letter T	The letter S	The letter P	The letter R
Premiere Pro project files have the file extension.	.ap	.prem	.prproj	.preproj
in After Effects, Shortcut keys used for zooming in or out on a timeline are _____	Spacebar	+ or -	Shift	Control Z
Using these keys, you can jump from one keyframe to the next (across properties), in After Effects	H & I	J & K	L & M	I & O
Adobe Premiere Pro is _____ software	compositing	Modelling	Graphics	Editing
Using these keys, you can jump from in point to outpoint of a layer on a timeline in After Effects	H & I	J & K	L & M	I & O
You can use _____ to move from frame to frame of a layer on a timeline, in After Effects	Cntrl and Shift	X and Y	Page Down and Page Up	Plus and Minus
Using these keys, you can move to work area's beginning or end, in After Effects	Spacebar	Home & End	Shift	Page up & Page down

What are three parts of a video production plan?

Pre-production,  
Mid production,  
and post-  
production

Pre-production,  
production, and  
post-production

Pre-poduction,  
mid-production  
and final  
production

Pre-production,  
production and  
final production

You can very easily turn your rulers on and off by hitting \_\_\_\_\_  
\_\_\_\_\_ will activate the search box where you can look for a specific layer by name.  
In Premiere, Which tool should you use to split a clip and create a cut point?

Cntrl P  
Cntrl E  
Cut tool

Cntrl Q  
Cntrl F  
Razor tool

Cntrl R  
Cntrl G  
Selection tool

Cntrl S  
Cntrl H  
Track select tool

\_\_\_\_\_ are the components you use to build a composition?  
What happens to a layer when you turn on its 3d layer switch, in After Effects?

Bins  
The Camera  
Layer is created.

Timelines  
The layer can  
then be moved  
and rotated  
along its z axis in  
addition to its x  
and y axes.

Layers  
It allows you to  
import 3D  
images.

Keyframes  
You have to use  
3D glasses to  
work on  
composition

What is the name of the first frame included in the sequence when editing video?  
in After Effects, If I wanted to make size changes to the composition I'm already on I would \_\_\_\_\_

Marker  
Create a new  
Composition

In point  
Go to  
composition  
settings and  
make the  
changes there.

Trim point  
Use the Scale  
command

First frame  
use Control and  
Plus key

To animate any effects or properties I need to use \_\_\_\_\_  
Anything you import into your Adobe Premiere Pro CS6 will appear in the \_\_\_\_\_

Still images  
Source Monitor

Keyframes  
Info Panel

Clips  
Project Panel

Camera  
Program Monitor

When rendering out my projects, what "view" will After Effects render out?  
What is a camera layer, in After Effects?

Front  
It is the layer  
where you place  
audio tracks.

Top  
It allows you to  
view After  
Effects 3d layers  
from any number  
of angles and  
distances using  
layers called  
cameras.

Active Camera  
It is an Effects  
Plug in that  
allows you to  
create 3D  
images.

Perspective  
It can take  
snapshots



The _____ View displays your clips and bins as thumbnails you can rearrange and playback.	Project	Sequence	List	Icon
What is the file extension for Adobe After Effects projects?	.psd	.cdr	.aep	.afx
_____makes your picture or object, grow or shrink. Once the picture is selected, in After Effects	Position	Rotation	Anchor Point	Scale
What file extension is used by Windows Media Files?	.docx	.psd	.mov	.pptx
What are the different axis you can rotate the object in?	x, y and z	x and y	a, b and c	Only z axis
Slowing down the starting or ending movement of any layer is managed by _____	Multiple Keyframes	Minimum Keyframes	Ease in' and 'Ease out'	Smaller Compotion
With _____ mode, you can blend or overlap two images on each other and make it appear as single image.	Single	Mixing	Blending	Overlap
In After Effects, The _____ is the technique by which you can select the specific area within the image or picture you want to modify while leaving the rest of the image steady	Mask	Select	Nest	Crop
Which one of these is NOT one of the light types?	Point	Directional	Ambient	Parrallel
What is the shortcut for Save?	S	Control S on PC	Option S on PC	Shift S on PC
When a layer is selected, pressing enter will _____	Will delete the layer	Allow you to change the layer name	Will move the layer up in the layer hierchy	Will move the layer down in the layer hierchy
The plugin 'Color Key' is used to do what?	Creates a soft natural light over 3D layers	Remove dark spots from under exposed footage	Remove green from green screen footage	Light a scene naturally without the use of 3D lights
After Effects is used to composite _____	Photos	Music	Document	Video