

**FYBMM SEM II SAMPLE QUESTIONS**

<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
<b>Subject- Introduction to advertising</b>				
A product placement form of advertising in which branded goods and services are featured is also known as _____.	Embedded advertising	Interior advertising	Inscript advertising	Outskirts advertising
_____ are typically found in movies, television shows, personal videos or in live performanes.	Intransit Ads	Product placement	Product design	selling tecniques
_____ is the delibrately managing the spread of information between an individual or an organization and the public.	Publicity	Public relation	Retailer relation	Consumer relation
_____ is the most extensively used public relations activity that helps to reach a large group of cutomers.	The press coverage	Campaign	Publicity	Radio broadcast
Which is the free activity done for circulating information or news?.	Purchasing	Printing	Publicity	Population
Which are the great methods of increasing sales for the short term?.	Discout and coupons	Television Ads	Radio Ads	Print Ads
_____ and _____ are the tools of direct marketing ?.	Email & Kiosk marketing	Public relation and publicity	Posters and billboards	Road ads and TVCs
The full form of IMC is _____	Internal managing Committee	Interface marketing company	Indian marketing company	Integrated marketing Communication
The creative team consists of people at an ad agency who collaborate on the creative concept for _____	advertising campaign	marketing	sales promotion	research & development
First Step in stages of creative process is _____	Incubation	Prepartion	Insight	Revision
_____ refers to the consumer's perception of a brand or product in relation to competing brands or products.	Identity	Branding	Positioning	Segmenting
Promotion mix includes Sales Promotion, Personal Selling, Advertising and _____	Identity	Branding	Positioning	Segmenting
Promotion mix includes Sales Promotion, Personal Selling, Advertising and _____	Publicity	Sales	Targeting	Marketing
All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____	Sponsorship	Advertising	personal selling	sales promotion
Which of the following is NOT a requirement for setting advertising objectives?	Objectives must specify the amount of change.	Objectives must be stated in terms of profits.	Objectives must be realistic.	Objectives must be internally consistent.

Which one of the following is the greatest obstacle to implementing integrated marketing communications?	Few providers of marketing communications services have the skills to execute IMC programs.	There is a lack of interest in IMC by top management.	The cost for implementing an IMC program is difficult to justify.	Little can be gained by coordinating the various marketing communications elements.
Which of the following is NOT a problem with television advertising?	substantial audience fractionalization	erosion of television viewing audiences	escalating advertising costs	inability to achieve impact
The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as	appeal	need	demand	desire
The _____ is the foundation of any advertising or marketing campaign.	Research.	Target segmentation	Creative brief.	Media planning.
This is a hierarchy of effects or sequential model used to explain how advertising works:	ADD	AIDA	PESTLE	SWOT
Word of Mouth through Network of friend is _____	Radio Advertising	TV Commercials	Viral Advertising	Transit Advertising
_____ is an approach which tracks the performance of the brand	Brand Loyalty	Brand Tracking	Brand equity	Brand Identity
Big Idea expresses _____ advertising thoughts	simple	original	similar	implied
Which one of the following is not a tool of Integrated Marketing Communication (IMC)?	Advertising	Product Designing	Personal Selling	Social Media Marketing
Sales promotion refers to?	Use of telephone, fax, e-mail, or internet to communicate directly with customer	Employing an openly sponsored, non-personal message to promote or sell a product, service or idea	Process of promoting business or websites through social media channels	Short-term incentives to encourage trial or purchase of a product or service
USP stands for	Unique Selling Profound	Unique Selling Proposition	Unity Selling Proposition	Unit Selling Proposition
POP advertisement stands for?	Point of party	Point of Purchase	Point of promotion	Point of proposition
Copy department in an agency looks after?	Logistics	Story, script and dialogue	Hiring actors	Photoshoots & videography
A marketing strategy where a company promotes itself at the expense of some other company	Rural	Ambush	Internet	Advertainment
Advertisements done in google, bing or Yahoo	Search engine marketing	Email marketing	Social media	Native advertising

_____ is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract	Incubation	Ideation	Evaluation	Illumination
_____ process involves production of huge number of solutions for a specific problem (Idea) with emphasis being on the number of ideas	Brainstorming	Scamper	Mind Mapping	Picture Prompts
Creative stylizing of the original copy with local flavour called _____	Trans creativity	Creativity	Translation	Localisation
Idea generation involves:	coming up with many ideas in a group discussion, working to get the idea put into place, and then actually transferring the idea	coming up with many different stories that can be compared to each other	coming up with only one best thought to use	coming up with many sales to entice customers
A ----- is a small attractive phrase used in the TVC ad to sum up the advertising message in a few words	Slogan	Headline	Body Copy	Conditions Apply
Crocin: Give relief from headache in 10 minutes is a type of which headline	Command	Promise of Major Benefit	Proactive	Bold
A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.	subculture	family	social class	reference groups
Which one of the following is a good example of direct advertising?	Display cards	Display panels on vehicles	Window display	A brochure
Corporate advertising concentrates on_____.	Recruitment	Organisational personality	Brand personality	Product personality
Sony laptops have a sticker on them which says 'Intel inside'. This is an example of what?	corporate branding	dual branding	piggyback branding	co-branding
What is the core product or benefit of a winter coat?	the material it is made of	the warmth it provides	the employment its manufacture provides	its cost
Which of the following could be classed as a durable good?	washing machine	t-shirt	shampoo	consultancy
Coca-Cola has an easily identified logo (its name written in a flowing script) and is usually packaged in a red can or its famously curvy bottle. What do these elements combine to form?	brand image	brand identity	brand personality	brand equity
Which type of advertising appeal encourages purchase of a product or service by providing a conviction on the benefits the product or service will provide?	Emotional appeal	Rational appeal	Scarcity appeal	Fear appeal

In a SWOT analysis, which two elements are part of the internal environment?	strengths and threats	opportunities and threats	strengths and opportunities	weaknesses and strengths
Imagine you are conducting a SWOT analysis for a British manufacturer who exports to Thailand. If the Thai currency becomes unstable, which category would you place that in for your analysis?	opportunity	weakness	threat	strength
Creativity is a ____ process	physical	mental	mechanical	technical
Big idea expresses _____ advertising thought.	implied	imitation	original	fake
Why is Integrated Marketing Communication (IMC) important?	To increase awareness	Expansion of the market	advertising	brand recall
Which of the below is the last step in the Integrated Marketing Communication (IMC) process?	Selecting communication channels	Determining communication objectives	Implementation of IMC tools	Determining the budget
<b>Subject -Foundation course II</b>				
<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
_____ kind of people do not complain about the pain & stress caused due to conflict.	Feeling swallows	First steppers	Attackers	Confronters
Avoiders are the people who simply _____ the conflict.	Forget	Praise	Avoid	Hurt
Subject changers is a type of _____.	Attackers	Concealers	Addressers	Confronters
When _____ occurs, the result may be positive or negative, depending on how those involved choose to approach it.	Conflict	Love	Peace	Harmony
The simplest strategies to resolve _____ focus either on co-operation or on competition.	Conflict	Love	Peace	Harmony
A higher level need arises before a lower level need is completely satisfied therefore the heirarchy of needs are _____ of needs	Group	Independent	Inter- dependent	Conflicting
Human needs are _____ & inter-related in nature.	None	Single	Double	Multiple
_____ strategy is to solve a problem & not to shift the blame on others.	Lose/lose	Win/win	Conflicting	Avoiding
_____ people may humiliate others & may express feelings in a threating manner.	Aggressive	Optimistic	Rationalistic	Assertive
A neutral third party may decide on how the conflict should be resolved, this is known as _____	Compromise	Arbitration	Win/lose situation	Win/win situation
An individual achieves his goals at the expense of others therefore _____ approach is likely to sow seeds for another conflict.	Compromise	Arbitration	Win/lose strategy	Win/win strategy

Maslow's needs are arranged _____.	Linearly	Flexible	Vertically	Horizontal
_____ helps to develop the power of concentration.	Meditation	Social support	Physical exercise	Entertainment
_____ proposed Hierarchy of Needs Model.	Abraham Maslow	Carl Rogers	Sigmund Freud	Henry ford
The _____ needs lie at the highest level of the hierarchy of Maslow's Need Hierarchy Theory.	Physiological	Social	Self-actualization	Psychological
At the base of Maslow's pyramid are _____ needs.	Safety	Esteem	Physical	Social
Win-win is the outcome of _____ strategy.	Collaborating	Competing	Compromising	Smoothing
Maslow originally identified _____ set of needs.	One	Two	Three	Five
_____ is not a type of concealer.	Avoiders	Attackers	Feeling swallows	Addressors
_____ conflict occurs within an individual.	Intrapersonal	Interpersonal	Intergroup	Intragoup
Approach - avoidance conflict developed by.....	Rakhim	Lewis	Lincoln	Maslow
Choice between two or more desirable goals is known as .....conflict.	Approach - Avoidance	Approach - Approach	Multi Approach - Avoidance	Avoidance - Avoidance
.....arises when goal directed behaviour is blocked.	Anger	Stress	Frustration	Loneliness
When one individual or group of individuals do the thing which others cannot accept.....	Behavioural conflict	Intra personal conflict	Approach conflict	Selfism conflict
_____ means emotional support from family members, friends co-worker superiors for coping stress	Time management	Networking	Behavioural self-control	Social support
_____ means forming close associations with trusted friends and co-workers who are good listners and confidence builders	Time management	Networking	Behavioural self-control	Social support
_____ refer creating healthy work environment such as good working condition good superior-subordinat relationship.	Organisational strategy	Individual strategy	Time management strategy	Behavioural self-control strategy
Offering long leave to a employee in a company for coping stress is a _____ strategy	Organisational strategy	Individual strategy	Time management strategy	Networking strategy
To listening a soft music is one of the _____ technique for coping the stress	Time management	Networking	Relaxation training	Behavioural self-control
_____ helps mind to control over the situation or body	Meditation	Behavioural self-control	Networking	Biofeedback
_____ can also help to reduce heart diseases	Meditation	Physical excersise	Biofeedback	Social support
A manager is answerable to boss for completion of work at the same time he should maintain good relation with employees for smooth functioning of work ahead is an example of _____	Intrapersonal conflicts	Interpersonal conflicts	Intergroup conflicts	Intragroup conflicts
The production department want to install a new machinery and marketing department want to invest in new showroom this situation creat _____ type	Intrapersonal conflicts	Interpersonal conflicts	Intergroup conflicts	Intragroup conflicts
-----refers to removal of controls to encourage economic development	globalisation	privatisation	liberalisation	upliftment

---involves selling state owned assets to the private sector	liberalisation	state selling	privatisation	globalisation
---- is into corporate farming	fresh field	crop fresh	field fresh	agri fresh
---means moving to a new home within a state,country or continent	external migration	seasonal	emigration	internal migration
In the state of ----the number of farmer suicide is the highest	bihar	maharashtra	punjab	orissa
As per the new industrial policy 1991,licensing is required only in ---industries	10	8	2	6
----means elimination of the control of the state over economic activities	privatisation	globalisation	liberalisation	economy
---means integrating the national economy with the world economy	globalisation	liberalisation	privatisation	migration
---farming is undertaken by large firms either by buying the land or taking land on lease	mutual	contract	corporate	agri fresh
The only motive of all ----companies is to maximise their profit	public	private	co-operative	globalisation
Working with the farmers by corporate firms and sharing the profit is known as ----	farming	private farming	corporate farming	contract farming
Liberalisation is based on ---ideas	capitalist	communist	socialist	agri fresh
Right to freedom is enumerated in article ---	19	12	13	11
---is displayed in pashupati seal	lion	elephant	bengal tiger	camel
Charles Elton was the first ecologist to describe the ecological pyramid and its principle in ---	2000	2004	1935	1927
--- are basically the land-based Ecosystems, which are distributed in various geological zones.	Aquatic Ecosystem	ecosystem	Terrestrial Ecosystem	atmosphere
Organisations like the ---- promote free trade between countries, which help to remove barriers between countries.	WTO	WHO	UN	UNESCO
<b>Subject -Introduction to journalism</b>				
<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
<b>Question</b>	<b>Answer1</b>	<b>Answer2</b>	<b>Answer3</b>	<b>Answer4</b>
Which of these are not owned by Facebook	WhatsApp	Instagram	Facebook	Youtube
Who's the CEO of UTV?	Aditya Roy Kapoor	Kunal Kapoor	Farhan Akhtar	Ronnie Screwvala
What is the full form of FDI?	Funds Direct Investment	Foreign Direct Investment	Foreign Demand Investigation	Foreign Direct Industry
Opinions cannot be reflected in a News _____	Feature	Editorial	Report	Caption
___ of a company should not be shared with outsiders	Marketing	Sales	Products	Financial reports
Earlier ___ was considered to be the backbone of the commuication industry	Radio	TV	Film	Newspapers
___ is a form of verbal communication	Written	Oral	Gestures	Body Language

News articles are forms of ___ communication	Written	Oral	Gestures	Body Language
Auditory communication is dependant on ___	Gestures	Ideas	Hearing	Tasting
Vocabulary, grammar, style and format are elements of ___	Oral	Verbal	Body Language	Written
In a news agency the ___ dept is responsible for fact checking	PR	Marketing	Editorial	IT
Media is the plural of _____	Medi	Medium	Medias	Mass media
Media is derived from the _____ word medium	Latin	Greek	English	French
Which of the following theories stress that mass media in a society is controlled by the state	Normative	Authoritarian	Social Responsibility	Liberty
Which is of the following theories focusses on freedom of speech & expression?	Libertarian	Authoritarian	Social Responsibility	Normative
What acts in a dual manner between govts and people	Judiciary	Executive	Media	Legislative
Media acts in a dual manner between ___ and people	Government	Executive	Judiciary	Legislative
Media acts in a dual manner between Governements and _____	Advertisers	People	Judiciary	Executive
The current CEO of Twitter is _____	Steve Jobs	Sunder Pichai	Jack Dorsey	Mark Zuckerberg
Sunder Pichai is the CEO of _____	Google	Facebook	Microsoft	LinkedIn
_____ is the largest news agency of India	HT	TOI	Samachar Bharati	Press Trust Of India
What is the full form of PTI	Print Trust of India	Press Trust Of India	Press Tabloid of India	Press Times of India
What is the most effective way of brand promotion?	Sales	Advertising	Marketing	PR
_____ is the oldest form of Mass Media	Internet	Radio	Television	Print
Timeline is associated with _____	Snapchat	Facebook	Instagram	Pintrest
The reading of the script to check the errors is called:	Proof-reading	Composing	Editing	Embargo
A brief introduction of a photograph is called:	Caption	Embargo	Credit line	Composing
What are people who are employed full time by newspaper, TV or radio channels to gather news called?	Reporter	Doctor	Engineer	Pilot
'PTI' is the news agency of:	India	Nepal	Russia	Pakistan
Who chooses which stories will be published in the newspaper?	Editor	Reporter	Owner	Watchman
At the prewriting stage, the reporters should	identify a central point and prepare a brief outline.	identify a central point and have a good kicker in mind.	prepare a brief outline and select the quotations to use.	have the story completely drafted in their head.
The central point of a news story is	a one- or two-sentence summary of what the story is about and why it is newsworthy.	a justification for running the story on the front page or the beginning of a news broadcast.	the identity of the most important figure of the story.	to get readers to read the rest of the newspaper or viewers to watch the rest of the news broadcast.

The reason for constructing a brief outline for a news story is to	help decide where the various pieces of information the reporter has collected belong in the story.	enable the reporter to guess how long the finished story will be.	enable the layout editor to guess how long the finished story will be.	let the managing editor know that the reporter has a story in progress.
Reporters strive to	combine short and long sentences in a manner that would be pleasing if read aloud.	keep all sentences to 10 words or fewer.	keep all sentences to 15 words or more.	eliminate all long sentences from their writing.
To portray issues and events in a neutral and unbiased manner is	Subjective Reporting	Objective Reporting	Page 3 news	Sensationalising news
Reporting opinions expressed by your sources correctly is	Accuracy in Reporting	Bias in reporting	Entertainment stories	Hard news
Protecting and enhancing the reputation of an organization is the basic task in	Advertising	Journalism	Public Relations	Marketing
An article that presents the newspaper's opinion on an issue is the	Feature story	First lead	Anchor story	Editorial
Editorials are meant to influence	The politicians and the government	No one , as people hardly read them	Public opinion, promote critical thinking, and sometimes cause people to take action on an issue	The newspaper owners
Feature stories are defined more by	The style of writing rather than the subject matter	The page where it appears in a newspaper	The photographs accompanying it	The celebrities the feature is about
The first paragraph in hard news reports is called the	Introduction	Mast Head	Lead/ lede	Gutter space
_____ is based upon public citizens "playing an active role in the process of collecting, reporting, analysing, and disseminating news and information."	Yellow Journalism	Parachute Journalism	Black Journalism	Citizen journalism
_____ is an American term for journalism and associated newspapers that present little or no legitimate, well-researched news while instead using eye-catching headlines for increased sales.	Black journalism	Yellow journalism	white journalism	Brown journalism
The _____ of a news or feature story is the story's point or theme, most often expressed in the lead of the article	essence	colour	flavour	angle



_____ is an emerging form of new media storytelling where reporters use portable electronic devices with network connectivity to gather, edit and distribute news from his or her community.	parachute Journalism	Mobile journalism	Yellow Journalism	Wifi Journalism
The term _____ is basically meant to define journalism that addresses issues in the rural pockets of India.	Yellow journalism	Parachute journalism	Real time journalism	Rural Journalism
What to avoid in the news?	True	Flare	Information	Photograph
What is the main component of readable news?	Human interest	Intro	Headline	Byline
What should a journalist be able to do according to the importance of news?	Review	Vaccination	Evaluation	Conclusion
What precautions should be taken while taking news from social media?	Direct reporting	Do not verify	Checking the veracity of the news	Break the news
<b>Subject -Effective communication skills II</b>				
<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
_____ is a diagram consisting of (curved) lines to show the variation of two quantities.	Map	Graph	Modal	Diagram
graphs are not used to show	Profit of companies	A price index	Variation of temperature	Borders of various states
_____ is a drawing on paper that shows the position and size of countries, towns, rivers, mountains, etc	Charts	Graphs	Maps	Diagrams
Other than position and size of various places maps are used to show.....	Position of troops in war time	Depict Stories	Distribution of rainfall in several years	explanation of a passage
Which of the following technical data can be used as best to describe stories,	Text	Maps	Graphs	Pictograms
Which of the following can be avoided while preparing maps and graphs	the proper scale	date on which the information is gathered is provided	a key is given to explain all the signs, symbols and abbreviations.	Shades and Colors
_____ are used to make comparisons between objects, targets projections and output figures with the help of pictures.	Maps	Graphs	Charts	Pictograms
Which of the following data is more attractive, eye-catching and easy to grasp as they show pictures of the products, raw materials, etc. and not only give figures.	Maps	Graphs	Pictograms	Charts
Mr. Langton Gould Marks, in his excellent book on _____, has formulated the general principles of layout.	Audio- Visual Aids	Visual aids	Interpretation of technical Data	Audio aids

According to Mr. Langton Gould Marks' book, material starting at the bottom left-hand corner and going up diagonally towards the top right-hand corner, suggests	Beautiful layout	a complete lay out	progress or development	not effective
Which of the following, layout according to Langton Gould Mark shows impression of failure	Material starting at the top left and going downwards towards the right	starting at the bottom left-hand corner and going up diagonally	Material starting at the top right and going downwards towards the left	directions don't matters
The elements are arranged in a _____, they suggest continuity.	Circle	square	triangle	any layout
The elements that are arranged in formal balance suggest _____	Distribution	scattered information	formal information	static state or equal arguments of both sides
Which of the following is not the advantage of using posters	they do not cost much	a message if properly presented can reach illiterate and semi-literate workers	if bright colours and pictures are used they attract immediate attention	they are easily defaced, torn or written upon
A pictogram is	a way of measuring the impact of data presentation techniques.	a line drawing.	a photograph.	an illustration where each bar is replaced by a picture or series of pictures chosen to represent the data.
A pie chart is	a chart demonstrating the increasing incidence of obesity in society.	an illustration where the data are divided into proportional segments according to the share each has of the total value of the data.	any form of pictorial representation of data.	only used in catering management research.
_____ and analysis are fast becoming more valuable with the prominence of digital communication, which is responsible for a large amount of data being churned out daily.	Data interpretation	Research	Development	Data
Data analysis is the process of ordering, categorizing, manipulating, and _____ data to obtain answers to research questions.	analyzing	understanding	summarizing	differentiating
_____ data type contains numbers and is therefore analyzed with the use of numbers or diagrams and not texts.	Qualitative	Quantitative	Analytical	Homogeneous

A _____ is a type of graph that represents the data in the circular graph.	bar diagram	graph	cube	pie chart
The "pie chart" also is known as " _____ ", that divides the circular statistical graphic into sectors or slices in order to illustrate the numerical problems.	lie chart	circle chart	five chart	round chart
The pie chart is an important mode of data _____.	representation	analysis	differentiating	understanding
A bar graph also known as a bar chart is a chart that presents data that is grouped into with _____ bars.	circular	rectangular	cubical	random
A vertical bar graph is known as a _____.	Column Bar Graph	Row Bar Graph	Long Bar Graph	Short Bar Graph
Since one bar graph can be used to display multiple groups of data on the same graph, bar graphs can also be used as _____ tools where the length of the rectangular bar represents the value of each category.	competetive	comparative	communication	commuting
A _____ needs to have a uniform scale.	bar graph	map	cube	pie chart
A _____ is the representation of numbers using bars of uniform width and length dependant on the number.	bar graph	map	cube	pie chart
_____ is the act of interpreting or understanding the geographic information portrayed on a map.	Mapping	Map reading	Graph reading	Map drawing
A _____ is a symbolic depiction emphasizing relationships between elements of some space, such as objects, regions, or themes.	map	bar	pie chart	cube
A _____ is a drawing or graphical representation of the land, as viewed from the air from a great height.	map	bar	pie chart	cube
_____ is an extremely useful skill for just about everybody, especially for data interpreters and analysts.	Mapping	Map reading	Graph reading	Map drawing
Through map reading, the reader should be able to develop a mental map of the real-world information by _____ the symbolized information shown on the map.	analyzing	understanding	summarizing	differentiating
_____ refers to the implementation of processes through which data is reviewed for the purpose of arriving at an informed conclusion.	Data development	Data interpretation	Data implementation	Data research
The data analysis process helps in _____ a large chunk of data into smaller fragments, which makes sense.	increasing	reducing	elaborating	equalizing
A pie chart is best used when trying to work out the _____ of something.	gist	addition	subtraction	composition
A pie chart's segments represent each category's contribution to display parts of a _____.	whole	part	section	area

The horizontal axis of bar graph is also known as _____.	y-axis	x-axis	v-axis	h-axis
A circle in which sectors represents various quantities is called _____.	pie-chart	histogram	line graph	frequency polygon
The vertical axis of bar graph is also known as _____.	y-axis	x-axis	v-axis	h-axis
The graph which shows the changes over a specific time period is called _____ graph.	meridian	line	bar	pie
Graphic techniques help to understand _____.	business reports	friendly letters	notices	classified advertisements
Which of these graphic aid can be dependent or independent?	Tables	Graphs	Figures	Charts
Which among the following does not include a figure?	Graphs	Tables	Charts	Drawings
For a yearly average temperature data, the most effective graphical display is _____.	Histogram	Ogive	line chart	pie chart
The process of systematic arrangement of data in rows and columns is called _____.	Array	arrangement	classification	tabulation
Total angles in Pie chart are _____.	180	270	300	360
_____ are individual pieces of factual information recorded and used for the purpose of analysis.	Sample	Data	Statistics	Numbers
_____ is the raw information from which statistics are created.	Sample	Data	Graphs	Numbers
A diagram in which the numerical values of variables are represented by the height of lines or rectangles of equal width is known as _____.	Histogram	Circle Graph	Bar Graph	Dot Plot
A type of graph in which a circle is divided into sectors that each represent a proportion of the whole is known as _____.	Histogram	Pie Chart	Bar Graph	Dot Plot
<b>Subject- Media, Gender and Culture</b>				
<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
According to the Center for American Women and Politics in 2006 women had ----- out of 535 seats	82	92	72	62
Reservation for women in Gram Panchayat is made as per Article -----	73rd	74th	75th	76th
Women contributing to Femina is -----	80%	70%	90.60%	100%
In ----- globalisation began in India	1991	1981	1971	2001
DD ----- channel is in Karnataka state.	Manorama	Chandana	Nobel	DD Uday
Newspapers and magazines of ----- are defaming their own governmental institutions	India	Bangladesh	Sri Lanka	pakistan
Which is Disney's first film?	snow white	incredibles	minions	pokemon
What is the name of the coffee shop in the sitcom Friends?	hide park	joggers park	central park	theme park

What was Pixar's first feature-length movie?	toy story	snow white	incredibles	boss baby
Hindu philosopher Manu said that " women should be ----- as Goddess Adishakti	obeyed	worshipped	cared	respected
A beautiful woman with bad character is ----- to men.	unattractive	good	charmful	attractive
----- suggests women are more emotional.	TV	Media	drama	novel
Media is promoting lifestyle of women, glorifying good and obedient, bad and -----	miserable	disobedient	sad	unattractive
The terminology ---- refers to the tendency of people believing that their race, cultural or ethnic groups are better than all the others	ethnocentrism	enculturation	acculturation	visual communication
Ethnocentrism hinders individuals from ---- to individuals of other cultures.	thinking	communicating	attitude	ethnocentrism
Cultural ---- promotes an individualistic perspective which governs how a person acts, thinks, and responds.	relativism	relatable	enculturation	acculturation
Each ---- can be treated as an individual under the theory of cultural relativism.	medium	information	culture	words
Which of the following is the most viral section of the internet?	chat rooms	chat messenger	social networking sites	tutorial sites
----is a popular tool to block social-media websites to track your browsing activities	fader	blur	ad blocker	telegram
Which social network is considered the most popular for social media marketing platform?	facebook	instagram	whatsapp	snapchat
In finishing Obama Bin Laden ----- media played in significant role.	Indian	Pakistan	American	British
In Iraq War, the US specifically destroyed -----	milk powder factories	villages	rice factories	oil factories
Peter Anett of ----- reports from Baghdad, gave the Iraqi regime a powerful instrument of propaganda	BBC	Zee News	CNN	Times News
Capitalist nations ruled by ----- interests	economic & commercial	social & religious	science and technology	educational and cultural
Drinking coffee leisurely found in ----- restaurants	Italian	UK	USA	France
There are many folktales in ----- country	UK	Germany	Pakistan	India
George Ritzer coined the term -----	McDonaldization	fast food	packed food	desi food
In Asia more than ----- population is using Facebook	10%	15%	20%	25%
Katha Pollitt wrote an essay -----	The Smurfette Principle	Gender Equality	Female Sexuality	The Essence of Women
Male voice is more ----- than women's	strong	rough	soft	authoritative
The Me too controversy was initiated by ----	tanushree dutta	alia bhatt	ananya pandey	rakhi sawant

In recent times , who is being called the queen of controversy in India	kangana ranaut	veena malik	alia bhatt	tara sutaria
What eminent scientist hosted the television show Cosmos?	carl sagan	koffee with karan	kapil sharma	indian idol
Which of these films parodied the Cold War?	transformers	dr strange love	pink	english vinglish
When was Netflix founded?	2021	1997	2020	2019
What was the most-watched series on Netflix in 2019?	stranger things	game of thrones	friends	big bang theory
Name the best-selling book series of the 21st century?	rebecca	scam 1992	hungry tide	Harry Potter, J. K. Rowling
Which journalist found out the Scam 1992	arnab goswami	sucheta dalal	barkha dutt	karan thapar
Which film won the Oscar for Best Picture this year?	moonlight	la la land	Terminal	Shutter land
Who starred as Belle in Disney's live action Beauty and the Beast?	jennifer aniston	angelina jolie	emma watson	scarlett johansson
What TV character is singer Miley Cyrus most famous for playing?	hannah montana	rachael	joe	chandler
What was Michael Jackson known as?	king of pop	king of acting	king of dance	king of mine
Who became the first symbol for non-violent protests?	mahatma gandhi	lady in white	sarojini naidu	indira gandhi
What modern-day item made a cameo in the final season of Game of Thrones?	café coffee day machine	ccd cup	a starbucks cup	appl e phone
What does the acronym "smh" stand for?	shaking my head	shake hand	joining hand	touching feet
What movie in 2019 topped Avatar as the highest-grossing film of all time?	Avengers: Endgame	Queen	Pink	english vinglish
Richard Gere was invited on which indian television talk show?	koffee with karan	kapil sharma	Love school	Satyamev jayate
For what movie did Steven Spielberg win his first Oscar for Best Director?	Schindler's List	parasite	band of brothers	pursuit of happiness
#ShelsCompleteInHerself is the campaign of ----	prega	maggi	zara	pepsi
With over 9 million views, personal care brand ---- out unfair beauty standards for women and encourages people to "look for the beauty, not the flaws!"	Dove	ponds	liril	nivea
<b>Subject- Content Writing</b>				
<b>Question</b>	<b>Option 1</b>	<b>Option 2</b>	<b>Option 3</b>	<b>Option 4</b>
Which of the following section does not exist in a slide layout	Titles	Lists	Charts	Animations
_____It is a cloud based presentation tool which allows you to create highly visual presentation.	Vism	Haiku Deck	Pitcherific	Microsoft Power Point
_____tool that helps you to write your speech in every slide with particular time spam for each slide.	Vism	Pitcherific	Canva	Slide Camp

_____ is used for creating the templates, where you can adjust the colour schemes, add company logos, insert data and charts, create info graphics and organise presentation into various sections.	Canva	Pitcherific	Slide Camp	Vism
_____ is the modern tool which is introduced to create line and on demand events in Microsoft 365.	Slide Camp	Microsoft Events	Powtoon	Canva
There are _____ types of part of speech.	9	7	5	8
"the story of indians" is an example of _____	Uppercase	Lowercase	Slash	Abbreviation
India is rich in its culture. This is an example of _____	Adverb	Noun	Pronoun	Verb
_____ is a word used for a noun.	Adjective	Interjection	Pronoun	Adverb
He is doing for you. This is an example of _____.	Verb	Preposition	Noun	Pronoun
_____ is the verb which adds something to the meaning of a verb.	Adjective	Preposition	Adverb	Noun
_____ shows the relationship of time between the noun to the other parts of the sentence.	Preposition of time	Preposition of Place	Preposition of agents and things	Phrasal preposition
The boy starts working at 10 AM. This is an example of _____	Preposition of place	Preposition of agents and things	Phrasal Preposition	Preposition of time
_____ shows the relationship of place between the noun to the other parts of a sentence.	Preposition of time	Preposition of agent and things	Preposition of place	Phrasal preposition.
The gentleman came from England. This is an example of _____.	Place	Things	Phrasal	Time.
A _____ is a combination of two or more words which functions as a preposition.	Time	Place	Phrasal	Agent or thing.
He along with his parents went to Australia. This is an example of _____.	Place	Agent or thing	Phrasal	Time
_____ is used to create sense, clarity and stress in a sentence.	Word.	Symbol	Language	Punctuation
There are _____ types of punctuation.	14	17	18	12
The word homo is derived from _____ word.	Latin	China	USA	Greek
_____ words are characterized by verbosity or unnecessary repetition in expressing ideas.	Redundant	Reluctant	Radiant	Wrong
Which one is not the feature of good Headline.	Passive Voice	Simple to Understand	Right Length	Emotionally compelling
_____ are most commonly seen on Television, scrolling near bottom of the screen.	Headlines	Sub Headline	Snippets	News Tickers.
Facebook is a _____ based online social network site	UK	USA	Germany	Russia
_____ is the process of revising and correcting written material, also known as copy.	Offline Editing	Copy Editing	Online Editing	Draft Editing
Which of these steps are not included in the process of copy editing.	Purpose Intended	Tone and style	Use of Relevant Words	Repetitive words.

_____ indicates the relationship between Noun and Pronoun.	Interjection	Preposition	Noun	Pronoun
Mohan has brought a red car. This is an example of _____	Adverb	Adjective	Interjection	Preposition.
A sentence is made up of _____.	Symbol	Writing	Words.	Phonetics
How lucky you are! This is an example of _____.	Quotation mark	Question Mark	Exclamation	Apostrophe
The Jio was launched by _____	Ratan tata	Mukesh Ambani	Mahindra	Anil Ambani
Which type of Media is getting quite popular these days?	Social media	Television	Newspapers	Radio
Instagram was redesigned for windows app in the year between _____	2008- 2010	2005-2007	2015-2017	2000-2002
Full form of NATO is _____	National Agreement Treaty Organization.	The North Atlantic Treaty Organization.	National Antarctic Treasure Organization.	North Antarctic Treaty Organization.
I love ice-cream; it is my favourite food. This is an example of which Punctuation.	Semicolon	Colon	Apostrophe	Exclamation mark
A _____ is a condensed version of the news.	Headline	Subheadings	Copy Editing	News Brief
The news headline comprises of only _____ words.	5 to 10	3 to 10	4 to 12	5 to 15
Which form of media is said to be oldest form of media in India?	Newspaper	Television	Magazine	Social Media
Microsoft _____ is an easy program to use and a powerful tool for giving a presentation.	Outlook	Word	Excel	Power point
_____ Media is composed of all these devices such as mobile phones, Tablets etc.	Print	Electronic	Folk	Digital
_____ educates your audience.	Word	Phrase	Sentence	Content
_____ talks about the stealing various others content	Content Writing	Copy Editing	Briefing	Plagiarism
The _____ within a sentence makes a very pointed pause between two phrases.	Semicolon	Colon	Adverb	Adjective
A log about one's travels is called as _____	Travelogues	Journal	Hard News	Articles
The standard news article of news brief has to be of _____ words.	400-800	300-700	1200-3000	250-300
I ...want...to...dance. This is an example of _____	Slash	Ellipsis	Semicolon	Hyphen
Which of these brands had a polaroid camera as its logo?	Instagram	Facebook	LinkedIn	Pintrest
After choosing a predefine template, ..... option has to be chosen to change a background color	Design template	Color scheme	Animation scheme	Color effects
To insert a new slide in the current presentation, we can choose	Ctrl + M	Ctrl + N	Ctrl + O	Ctrl + F
To change font size of a selected slide title, you:	Click the toolbars Font dropdown arrow and choose the font you prefer	Click Format, Title and choose a font from the font tab	Click the toolbar's Increase Font Size button	Click Title, New Font, OK