

Section I : Media Concepts, Terminology & Trends

1. Who invented Printing Press:
A. John Milton B. Samuel Morse
C. Johann Gutenberg D. None of these
2. In Indian Constitution, Freedom of Expression is guaranteed under:
A. Article 19(1) (a) B. Article 19 (2)
C. Article 21 D. None of these
3. Noted Kashmiri journalist Shujaat Bukhari was the founder of:
A. Buland Kashmir B. Rising Kashmir
C. Sangarmal D. All of these
4. Balanced journalism implies:
A. Biased journalism
B. Unbiased journalism
C. Both a & b
D. Neither a nor b
5. Yellow Journalism is synonymous with:
A. Professionalism B. Ethical Journalism
C. Sensationalism D. All of these
6. Which of the following is not a type of news:
A. Brittle News B. Soft News
C. Hard News D. None of these
7. Inverted Pyramid structure of news stories includes:
A. Body with details in ascending order of importance
B. Body with details in descending order of importance
C. Body with details in random order of importance
D. None of the Above
8. Byline refers to:
A. Name of Newspaper B. Name of Reporter
C. Name of Editor D. None of these
9. Plagiarism is:
A. Following principles of journalism in letter and spirit
B. Presenting information in professional manner
C. Passing off someone else's work as one's own
D. None of the Above
10. Which of the following is a form of communication:
A. Verbal Communication
B. Non-Verbal Communication
C. Written Communication
D. All of the Above
11. Gandhiji was the editor of:
A. Indian Opinion B. Young India
C. Harijan D. All of these
12. Short piece of text used with photographs is called:
A. Dateline B. Punchline
C. Baseline D. Caption
13. Mirat-ul-Akbar was a Persian language journal founded and edited by:
A. Sir Syed Ahmad Khan
B. Abul Kalam Azad
C. Raja Rammohan Roy
D. Munshi Prem Chand
14. May 3 is observed as:
A. Human Rights Day
B. Environment Day
C. Press Freedom Day
D. Teachers Day
15. Who is the cartoonist at *Greater Kashmir*:
A. Bashir Ahmad Bashir
B. Suhail Naqsbandhi
C. Mir Suhail
D. Suhail Makhdoomi
16. Colour television was introduced in India in:
A. 1958 B. 1982
C. 1960 D. 1961
17. The first radio programme was broadcast in India in:
A. 1947 B. 1923
C. 1932 D. 1927
18. First English newspaper of India 'Bengal Gazette' was started by:
A. James Augustus Hicky
B. Warren Hastings
D. Samuel S. McClure
D. Benjamin Harris
19. 'The Times of India' started in:
A. 1825 B. 1892
C. 1838 D. 1857

20. Which Saudi journalist's death triggered worldwide condemnation in 2018:

- A. Mehdi Hassan
- B. Jamal Khashoggi
- C. Fareed Zakaria
- D. None of the Above

21. Match the following:

- | | |
|----------------------|------------------|
| I. Rahul Shivshankar | I. Ndtv |
| II. Rajdeep Sardesai | II. Aaj Tak |
| III. Shweta Singh | III. India Today |
| IV. Sreenivasan Jain | IV. Times Now |

Answers:

- | | | | | |
|----|----|-----|-----|----|
| | I | II | III | IV |
| A. | iv | iii | i | ii |
| B. | ii | iv | ii | i |
| C. | iv | iii | ii | i |
| D. | i | ii | iii | iv |

22. Match the following channels with the country of their origin

- | | |
|-----------|--------------------|
| I. Fox | i. China |
| II. DW | ii. Japan |
| III. CCTV | iii. United States |
| IV. NHK | iv. Germany |

Answers:

- | | | | | |
|----|-----|-----|-----|-----|
| | I | II | III | IV |
| A. | iv | i | iii | ii |
| B. | iv | iii | ii | i |
| C. | iii | iv | i | ii |
| D. | i | ii | iv | iii |

23. DTH stands for:

- A. Deliver to Home
- B. Direct to Home
- C. Doordarshan to Home
- D. None of the above

24. Deadline refers to:

- A. Time at which a newspaper staff reports to office
- B. Time by which the reporter must submit his/her news story
- C. Time at which the reporter leaves the office
- D. None of the Above

25. India's largest news agency is:

- A. ANI
- B. PTI
- C. UNI
- D. IANS

Section II : Current Affairs / General Knowledge

1. Dada Saheb Phalke Award is given for outstanding contribution in the field of:

- A. Literature
- B. Cinema
- C. Sports
- D. Politics

2. In which field Booker Prize is given:

- A. Fiction writing
- B. Journalism
- C. Medicine
- D. Economics

3. Kader Khan was:

- A. Scriptwriter
- B. Actor
- C. Dialogue Writer
- D. All of these

4. Which of the following college is not affiliated with Cluster University Srinagar:

- A. Govt. College of Education
- B. Govt. Degree College Bemina
- C. Islamia College of Science and Commerce
- D. None of the Above

5. Harmanpreet Kaur is a renowned:

- A. Cricketer
- B. Hockey player
- C. Wrestler
- D. Tennis player

6. Allahabad has been renamed as:

- A. Ramrajya
- B. Dharamraj
- C. Prayagraj
- D. None of these

7. Who is the Governor of J&K:

- A. Surya Prakash Malik
- B. Satya Pal Malik
- C. Surjit Prakash Malik
- D. Shesh Pal Malik

8. In which of these movies is media central to the storyline:

- A. Page 3
- B. Rann
- C. No One Killed Jessica
- D. All of the Above

9. Which country is hosting 2019 Cricket World Cup:

- A. India
- B. Australia
- C. England
- D. South Africa

10. Match the following:

Book	Author
I. The Valley of Kashmir	i. Charles Dickens
II. 1984	ii. Tyndale Biscoe
III. Kashmir in Sunlight & Shade	iii. George Orwell
IV. Tale of Two Cities	iv. Walter R Lawrence

Answers:

	I	II	III	IV
A.	i	ii	iii	iv
B.	iv	iii	ii	i
C.	ii	iv	iii	i
D.	iv	iii	i	ii

11. Match the following

I. Zomato	i. Banking app
II. Trivago	ii. Cab app
III. YONO	iii. Travel app
IV. Ola	iv. Food app

Answers:

	I	II	III	IV
A.	i	ii	iii	iv
B.	iv	iii	ii	i
C.	iv	iii	i	ii
D.	i	ii	iv	iii

12. The statue dedicated to Sardar Vallabhbhai Patel, unveiled in 2018, is known as:

- A. Statue of Freedom B. Statue of Liberty
C. Statue of Unity D. None of these

13. Jammu and Kashmir is divided into how many districts:

- A. 22 B. 18
C. 13 D. 26

14. Which of these Bollywood films was extensively shot in Kashmir:

- A. Raid B. Hichki
C. Fannee Khan D. Raazi

15. The term used for press:

- A. Fourth Estate B. Third Estate
C. Second Estate D. None of these

16. UNMOGIP stands for:

- A. United Nations Military Observer Group in Israel and Palestine
B. United Nations Military Observer Group in India and Pakistan
C. United Nations Mission Observer Group for International Peace
D. None of the Above

17. Which of the following is not an infotainment channel:

- A. National Geographic
B. Sony BBC Earth
C. Discovery
D. TRT World

18. Which two countries announced withdrawal from UNESCO:

- A. Saudi Arabia and Syria
B. China and Russia
C. US and Israel
D. Pakistan and Iran

19. Persian couplet 'If there is a heaven on earth, it's here, it's here' is attributed to:

- A. Mehjoor B. Iqbal
C. Amir Khusrau D. Akbar

20. With reference to emails and messages, what does ASAP stand for?

- A. As straightforward as possible
B. As simple as possible
C. As soon as possible
D. As short as possible

21. Shutter, lens and aperture are all parts of which of these devices?

- A. Laptop B. Camera
C. Smart Watch D. Microphone

22. Imran Khan belongs to which political party:

- A. Pakistan People's Party
B. Pakistan Muslim League
C. Pakistan Tehreek-e-Insaf
D. None of the Above

23. Where was Men's Hockey World Cup 2018 played:

- A. Kuala Lumpur B. Berlin
C. Odisha D. Johannesburg

24. Which veteran Indian journalist passed away in 2018:

- A. Saeed Naqvi B. Sudhir Chaudhary
C. Rajat Sharma D. Kuldip Nayar

25. The #MeToo movement is a campaign against:

- A. Corruption B. Sexual Harassment
C. Crime D. None of these