

## PROVISIONAL ANSWER KEY

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Question1:-

In the context of news values, the term 'prominence' refers to

A:-the degree to which a news event impacts a large audience

B:-the presence of a main or central figure in the story

C:-the level of public recognition of the individuals involved

D:-the placement of the story within a newspaper or broadcast

Correct Answer:- Option-C

Question2:-In a feature story that begins with an anecdotal lead, the 'nut graph' is most likely to:

A:-introduce additional characters to build narrative depth

B:-provide background statistics to support the story

C:-clarify the central theme and establish the broader context of the story

D:-conclude the article with a summary of key points

Correct Answer:- Option-C

Question3:-Which of the following best describes Gonzo journalism ?

A:-a highly objective style focusing strictly on verified facts.

B:-a writing style that entirely abandons traditional journalism rules and places the reporter at the centre of the story.

C:-a form of investigative reporting that relies heavily on third-party interviews.

D:-a neutral approach to reporting daily news.

Correct Answer:- Option-B

Question4:-A 'news rundown' is

A:-a compilation of viewer feedback on news programmes

B:-a scheduled list outlining the sequence and timing of news stories in a bulletin

C:-the time slot for a news bulletin

D:- the anchor links for a news bulletin

Correct Answer:- Option-B

Question5:-Which of the following is not a principle of page make-up ?

A:-balance

B:-contrast

C:-rhythm

D:-accuracy

Correct Answer:- Option-D

Question6:-

What is the use of 'chroma key' in television production ?

A:-add subtitles

B:-adjust colour grading

C:-replace a background with a different visual image

D:-enhance audio quality in video production

Correct Answer:- Option-C

Question7:-Which female cartoonist in India gained recognition for her satirical cartoons on social and political themes ?

A:-Maya Kamath

B:-Homai Vyrawalla

C:-Madhu Trehan

D:-Mrinal Pande

Correct Answer:- Option-A

Question8:-

Which of the following statements is/ are correct about Photojournalism ?

- I. Photojournalism prioritises factual accuracy over aesthetic enhancement.
- II. Post-processing that alters the meaning of an image violates ethical standards.
- III. Staging a photograph is acceptable if it reflects a broader social truth.
- IV. Ethical dilemmas often arise in conflict and disaster coverage.

A:-Only (I, II & IV)

B:-Only (II & IV)

C:-All of the above (I, II, III & IV)

D:-Only ( I & IV)

Correct Answer:- Option-A

Question9:-

Match the following :

**List – I**

- a. Gestalt Theory
- b. Cognitive Load Theory
- c. Dual Coding Theory
- d. Semiotics

**List – II**

- 1. Verbal & visual processing
- 2. Perceptual organisation
- 3. Limited working memory
- 4. Ferdinand de Saussure

A:-a-3, b-2, c-1, d-4

B:-a-4, b-1, c-3, d-2

C:-a-2, b-3, c-1, d-4

D:-a-3, b-4, c-2, d-1

Correct Answer:- Option-C

Question10:-In communication studies, a model is best understood as

A:-A moral guideline for media conduct

B:-A simplified representation of a process

C:-A statistical test of audience behavior

D:-A legal rule for information flow

Correct Answer:- Option-B

Question11:-Which statement best distinguishes a theory from a model in Communication ?

A:-A theory only describes, while a model only predicts

B:-A model explains reality more fully than a theory

C:-

A theory explains relationships, while a model represents them schematically

D:-There is no difference between the two

Correct Answer:- Option-C

Question12:-Aristotle's model of communication primarily focuses on

A:-Machine noise in transmission

B:-Public speaking and persuasion

C:-Interpersonal feedback loops

D:-Digital convergence

Correct Answer:- Option-B

Question13:-

The Shannon and Weaver model is especially noted for introducing the concept of

A:-Cultivation

B:-Selective exposure

C:- Noise

D:-Gratification

Correct Answer:- Option-C

Question14:-Gerbner's model is especially useful for understanding

A:-The linear structure of public speaking

B:-Communication as perception and reaction to events

C:-Newspaper ownership laws

D:-Psychological imbalance only

Correct Answer:- Option-B

Question15:-The two-step flow of communication emphasizes the role of

A:-Satellite channels

B:-Opinion leaders

C:-Algorithms

D:-Noise barriers

Correct Answer:- Option-B

Question16:-The Uses and Gratifications approach views audiences as

A:-Passive victims of propaganda

B:-Active users who choose media for specific needs

C:-Technically powerless receivers

D:-Socially isolated units

Correct Answer:- Option-B

Question17:-Cultivation Theory is most closely associated with the idea that

A:-Heavy media exposure shapes long-term social perceptions

B:-Audiences choose media only for entertainment

C:-Messages travel without channels

D:-Innovations spread through farmers first

Correct Answer:- Option-A

Question18:-Technological Determinism is the view that

A:-Society completely controls technology at all times

B:-Technology plays a decisive role in shaping society and culture

C:-Media have no effect on social change

D:-Only print media matter in development

Correct Answer:- Option-B

Question19:-What was the primary significance of the introduction of community radio in India in the early 21<sup>st</sup> century ?

A:-It replaced national broadcasting networks entirely

B:-

It enabled grassroots participation and localized communication for development

C:-It centralized content production under federal control

D:-It focused only on entertainment and advertising revenue

Correct Answer:- Option-B

Question20:-

Analyse the Assertion and Reason to find out the correct answer given below.

**Assertion (A):** The nationalization of radio broadcasting in India strengthened its role in nation-building.

**Reason (R):** State control enabled uniform dissemination of developmental and cultural content across regions.

A:-Both (A) and (R) are true, and (R) is the correct explanation of (A)

B:-Both (A) and (R) are true, but (R) is not the correct explanation of (A)

C:- (A) is true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-A

Question21:-Which among the following is not included in the major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act, 1990 ?

A:-To promote national integration

B:-

To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.

C:-

To promote the restoration, digitization and enhance public access to broadcasting.

D:-

To promote research and expand broadcasting faculties & development in broadcast technology

Correct Answer:- Option-C

Question22:-

Which technology enables multiple radio stations to share the same frequency band without mutual interference in digital broadcasting ?

- A:-Frequency Division Multiplexing (FDM)
- B:-Time Division Multiplexing (TDM)
- C:-Orthogonal Frequency Division Multiplexing (OFDM)
- D:-Pulse Code Modulation (PCM)

Correct Answer:- Option-C

Question23:-

Why are Medium Wave (MW) broadcasts more effective for long-distance nighttime transmission ?

- A:-Higher modulation index at night.
- B:- Increased transmitter power at night.
- C:-Reflection from the ionospheric D-layer.
- D:-Reduced absorption due to disappearance of the D-layer.

Correct Answer:- Option-D

Question24:-

In long-form radio features, which scripting technique most effectively enhances listener retention ?

- A:- Strategic signposting and periodic summarization
- B:-Dense paragraphs with minimal repetition
- C:-Linear narration without recaps
- D:-Exclusive reliance on background music

Correct Answer:- Option-A

Question25:-

Direct address forms such as “you” in radio scripting function primarily to

- A:-Replace factual reporting with opinion
- B:-Simulate interpersonal communication and increase listener engagement

C:-Reduce the need for verification

D:-Simplify translation into other languages

Correct Answer:- Option-B

Question26:-

Which sequence best represents the evolution of dominant radio programme genres in India ?

A:-FM infotainment → Rural programmes → Classical music → Radio drama

B:-News bulletins → FM infotainment → Radio drama → Rural broadcasting

C:-Community radio → Vividh Bharati → AIR rural programmes → Private FM

D:-

Radio drama → Development programmes → Film music shows → FM infotainment formats

Correct Answer:- Option-D

Question27:-

What technological feature enables podcasts to be consumed offline, unlike traditional internet radio streams ?

A:-Frequency modulation

B:-RSS feed-based distribution and file downloading

C:-Satellite transmission

D:-Analog signal processing

Correct Answer:- Option-B

Question28:-

Who is regarded as India's first AI news anchor and with which news channel is it associated ?

A:-Sana – India Today Group

B:-Lisa – Odisha TV

C:-Soundarya – TV9 Network

D:-Ananya – Republic TV

Correct Answer:- Option-A

Question29:-

In Direct-to-Home (DTH) technology, what does the Low Noise Block-down Converter (LNB) do?

A:-It modulates the digital audio signal.

B:-It passes the amplified, filtered signal to the satellite receiver inside the consumer's house.

C:-It encrypts the signal to prevent piracy.

D:-It acts as the geostationary satellite's main transmitter.

Correct Answer:- Option-B

Question30:-

What is B-roll in video production ?

A:-The primary footage that carries the main narrative of the scene

B:-Supplementary footage used to support or visually enhance the main shot

C:-Raw unedited footage captured before scripting the scene

D:-Background audio recorded separately from the visuals

Correct Answer:- Option-B

Question31:-

What is the technical difference between a J-cut and an L-cut in television news editing ?

A:-A J-cut is used for commercials, while an L-cut is for breaking news.

B:-A J-cut involves an iris wipe, while an L-cut uses a cross-dissolve.

C:-A L-cut is a "jump cut" within the same shot, while a J-cut matches the action.

D:-In a J-cut, the audio of the next scene starts before the video; in an L-cut, the audio from the previous scene continues under the next video.

Correct Answer:- Option-D

Question32:-

With reference to Prasar Bharati, consider the following statements.

1. It was constituted as an autonomous statutory body under the Prasar Bharati (Broadcasting Corporation of India) Act, 1990.
2. It functions as the public service broadcaster of India through Doordarshan and All India Radio.

3. Its Chairman is appointed by the President of India on the recommendation of a committee headed by the Prime Minister.
4. It operates directly under the regulatory supervision of the Telecom Regulatory Authority of India (TRAI).

Which of the statements given above is/are correct ?

A:-1 and 2 only

B:-1, 2 and 3 only

C:-2 and 4 only

D:-1, 3 and 4 only

Correct Answer:- Option-A

Question33:-

In a newsroom workflow, who is responsible for selecting stories, writing the anchor's script, and managing the "rundown" of the bulletin ?

A:-The Technical Director (TD)

B:-The Assignment Editor (AE)

C:-The News Producer/Show Producer (SP)

D:-The Graphics Operator

Correct Answer:- Option-C

Question34:-

A television newsroom produces a long-form special report tracing discrepancies between officially released environmental compliance data and independently obtained field evidence, including satellite imagery, expert testimony, and internal communications, thereby revealing systematic concealment of regulatory violations. This form of journalistic practice is most accurately categorized as

A:-Precision journalism, due to reliance on data-driven verification techniques

B:-Investigative journalism, owing to its sustained effort to uncover deliberately obscured information of public interest

C:-  
Interpretative journalism, as it explains policy implications through expert analysis

D:-Advocacy journalism, as it implicitly promotes environmental reform

Correct Answer:- Option-B

Question35:-

In journalistic practice, doorstep most accurately refers to

A:-Seeking an on-record response by confronting a subject without prior appointment, typically at a location linked to their private or professional routine

B:-

Conducting a doorstep survey to obtain vox-pop opinions from members of the public near institutional premises

C:-

Gaining access to restricted premises through formal permission in order to ensure balanced representation of viewpoints

D:-Waiting outside a public venue to capture ambient visuals that establish context for a developing news story

Correct Answer:- Option-A

Question36:-

What is an Anchor Link in television news scripting?

A:-A pre-recorded interview segment inserted between two news packages

B:-A short scripted line delivered by the news anchor to introduce, connect, or conclude a news story

C:-A technical instruction given to the camera operator regarding shot composition

D:-A graphic element displayed on screen to highlight key headlines

Correct Answer:- Option-B

Question37:-

**Assertion (A):** The Soviet film masters, led by Sergei Eisenstein, believed that “montage” was the most critical element of cinema.

**Reasoning (R):** They argued that the collision of two independent shots creates a new, psychological meaning in the mind of the viewer that neither shot possesses on its own.

A:- Both (A) and (R) are true, and (R) is the correct explanation of (A)

B:-Both (A) and (R) are true, but (R) is not the correct explanation of (A)

C:- (A) is true, but (R) is false

D:- (A) is false, but (R) is true

Correct Answer:- Option-A

Question38:-

**Assertion (A):** Italian Neorealism emerged as a dominant movement immediately following World War II, often using non-professional actors and real locations.

**Reasoning (R):** The movement was a response to the economic devastation and moral collapse of post-war Italy, seeking to portray the raw “truth” of the working class.

A:-Both (A) and (R) are true, and (R) is the correct explanation of (A).

B:-Both (A) and (R) are true, but (R) is not the correct explanation of (A).

C:- (A) is true, but (R) is false.

D:- (A) is false, but (R) is true.

Correct Answer:- Option-A

Question39:-

“Mise-en-scène” is a French term that literally translates to what in the context of film?

A:-Rapid editing

B:-Placing on stage

C:-Directing actors

D:-Sound synchronization

Correct Answer:- Option-B

Question40:-

Which 1960 Alfred Hitchcock film is often cited as the first “modern horror” and a pioneer of the slasher genre?

A:-The Birds

B:-Vertigo

C:-Psycho

D:-Rear Window

Correct Answer:- Option-C

Question41:-

In Soviet film theory, what is the “Kuleshov Effect” ?

A:-A type of lens flare

B:-A lighting technique

C:-A mental phenomenon where viewers derive more meaning from the interaction of two sequential shots than from a single shot in isolation

D:-A method of directing non-professional actors

Correct Answer:- Option-C

Question42:-

Which government body was established in India in 1975 to encourage the production of “quality films with a social purpose”?

A:-FTII

B:-NFAI

C:-NFDC

D:-CBFC

Correct Answer:- Option-C

Question43:-

Who is widely known as the “Father of Indian Cinema” ?

A:-Satyajit Ray

B:-Raj Kapoor

C:-Dadasaheb Phalke

D:-Mani Ratnam

Correct Answer:- Option-C

Question44:-

Which of these is not a standard type of lighting used in the “Three-Point Lighting” technique ?

A:-Key Light

B:-Fill Light

C:-Back Light

D:-Omni-directional Light

Correct Answer:- Option-D

Question45:-

What is the name of the first Indian film to win an Oscar for Best Picture?

A:-Mother India

B:-Lagaan

C:-Slumdog Millionaire

D:-None of the above

Correct Answer:- Option-D

Question46:-

Which award is considered the “Oscars of the advertising world” ?

A:- Cannes Lions International Festival of Creativity

B:-Effie Awards

C:-Clio Awards

D:-D&AD Awards

Correct Answer:- Option-A

Question47:-

What is the full form of ASCI?

A:-Advertising Standard Council of India

B:-Association of Sales and Communication in India

C:-Advertising Services Council of India

D:-All Standards Council of India

Correct Answer:- Option-A

Question48:-

What does Point-of-Purchase (POP) advertising refer to ?

A:-Advertising done through television and radio before consumers visit stores

B:-Promotional activities conducted in a specific city to attract customers

C:-Advertising that targets consumers at the place where they make purchase decisions, such as in-store displays, shopping carts, live demonstrations, and sampling

D:-Online advertisements shown to consumers after they make a purchase

Correct Answer:- Option-C

Question49:-

What is the full form of AMUL?

A:-Anand Milk Union Limited

B:-Association of Milk Users Limited

C:-All India Milk Union Limited

D:-Anand Marketing Union Limited

Correct Answer:- Option-A

Question50:-

Advertising is best defined as which of the following ?

A:-Any unpaid communication about products or services by consumers

B:-Any presentation and promotion of ideas, goods, services, and brands by an identified sponsor using paid media

C:-Personal selling conducted directly between buyer and seller

D:-Public relations activities aimed at building goodwill with payment

Correct Answer:- Option-B

Question51:-

Marketers often pay large sums of money for their products to appear briefly in movies and television shows. What is this advertising approach called ?

A:-Surrogate Advertising

B:-Product Placement

C:-Personal Selling

D:-Sales Promotion

Correct Answer:- Option-B

Question52:-

An important component of online marketing involves driving traffic to a company's own media. Which of the following approaches are commonly used for this purpose ?

A:-Personal selling and direct mail

B:-Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

C:-Public relations and event sponsorship

D:-Telemarketing and word-of-mouth

Correct Answer:- Option-B

Question53:-

What is the primary purpose of a brand audit, and when should a marketer conduct it ?

A:-To measure sales performance and should be conducted only after product launch

B:-To assess the health of the brand, uncover sources of brand equity, and should be conducted while setting marketing plans and considering strategic shifts

C:-To evaluate employee performance and should be conducted annually

D:-To analyze competitor pricing and should be conducted before advertising campaigns

Correct Answer:- Option-B

Question54:-

What does the term brand equity refer to ?

A:-The cost incurred in promoting a brand in the market

B:-The monetary value of a brand, reflecting the premium added to a company's valuation due to brand ownership and the net present value of its future returns

C:-The number of products sold under a brand name

D:-The visual identity and logo design of a brand

Correct Answer:- Option-B

Question55:-The theory which states that the media highlight certain aspects of a topic that they want the audience and the stakeholder to know about, or to reinforce certain perceptions of a topic

A:-  
Stakeholder theory

B:-  
Framing theory

C:-Legitimacy theory

D:-Attribution theory

Correct Answer:- Option-B

Question56:-

Most Public relations research builds on the excellence theory was developed by

A:- Benoit

B:-Brain McNair

C:-J. Grunig and Hunt

D:-Carl Hovland

Correct Answer:- Option-C

Question57:-

A deliberate and systematic attempt to shape perceptions, manipulate cognitions and direct behavior to achieve a response that furthers the desired intent is

A:-Publicity

B:-Testimonial

C:- Press Agency

D:- Propaganda

Correct Answer:- Option-D

Question58:-

Giving and seeking donations to support an organizational cause is

A:-Lobbying

B:-Pitching

C:-Philanthropy

D:-Public Relations

Correct Answer:- Option-C

Question59:-

The person who conceptualized a new model of PR that emphasized the application of social science research that behavioural psychology to formulate campaigns and messages that could change people's perceptions was

A:-Sigmund Freud

B:-Edward Bernays

C:- Ivy Lee

D:-George Creel

Correct Answer:- Option-B

Question60:-

The process of presenting a communication programme to an audience, which includes taking a brief which is the summary of the communication issues an organization faces ?

A:- Spin

B:-Briefing

C:-Dialogue

D:- Pitching

Correct Answer:- Option-D

Question61:-

Strain, Mobilisation, confrontation, Negotiation and Resolution are the stages involved in the process of \_\_\_\_\_ to produce a planned outcome.

A:-Advertising

B:-Campaign

C:-Event Management

D:-Marketing

Correct Answer:- Option-B

Question62:-

An analysis of a company's strengths, weaknesses and opportunities open to it and

identifiable threats that might be posed can be assessed through

A:-PEST analysis

B:-RACE analysis

C:-PESO analysis

D:-SWOT analysis

Correct Answer:- Option-D

Question63:-

Awareness, interest, trial, evaluation and adoption is associated with the theory of

A:- Excellence Theory

B:-Diffusion of Innovation

C:-Crisis Communication Theory

D:-Relationship Management Theory

Correct Answer:- Option-B

Question64:-

The study of language as part of a larger science devoted to the study of the life of signs within society was located by

A:- Goffman

B:-Karl Mannheim

C:-Ferdinand Saussure

D:-Roland Barthes

Correct Answer:- Option-C

Question65:-

The notion of the 'Organic Intellectual' – everyone who used ideas was an intellectual and that these thinkers and their ideas were organically tied to particular class interests was the argument of

A:-Antonio Gramsci

B:-Jacques Derrida

C:- Julia Kristeva

D:-Jean Baudrillard

Correct Answer:- Option-A

Question66:-

'Power is everywhere, not because it embraces everything, but because it comes from everywhere' – One of the theorists responsible for extending the use of ideas of power says – was

A:-Max Weber

B:- Karl Marx

C:-Michel Foucault

D:-E. P. Thompson

Correct Answer:- Option-C

Question67:-

It is impossible to divorce the meaning of a text from the cultural context of its interpreter, in order to interpret any text the interpreter necessarily and unavoidably brings to the text certain prior understandings or fore understandings from their own culture is

A:-Hermeneutics

B:-Representation

C:-Realism

D:-Cultural Diffusion

Correct Answer:- Option-A

Question68:-

A way of thinking about the relationship between power, knowledge and language is

A:- Stratification

B:- Ideology

C:- Discourse

D:- Semiotics

Correct Answer:- Option-C

Question69:-

Subordination and patriarchy is associated with

A:-Marxist theory

B:-Feminist theory

C:-Theory of psychoanalysis

D:-Class theory

Correct Answer:- Option-B

Question70:-

A phenomenon under study should be seen as consisting of a system of structures. This system and the relationship between the different elements are more important than the individual elements that make up the system is

A:-Modernism

B:-Structuralism

C:-Post Structuralism

D:-Imperialism

Correct Answer:- Option-B

Question71:-

The doctrine that ascribes a fixed property or 'essence' as universal to a particular category of people is

A:-Symbolism

B:-Globalisation

C:-Feminism

D:-Essentialism

Correct Answer:- Option-D

Question72:-

The argument that the patterning of meaning is a crucial starting point for cultural analysis was put forward by

A:-Raymond Williams

B:-Richard Hoggart

C:-Marshal Berman

D:-Stuart Hall

Correct Answer:- Option-A

Question73:-

The Press and Registration of Books Act was enacted in which year ?

A:-1860

B:- 1867

C:- 1923

D:-1952

Correct Answer:- Option-B

Question74:-

What is the primary purpose of the Right to Information (RTI) Act?

A:-To protect state secrets

B:-To promote transparency and accountability in public authorities

C:-To regulate digital media content

D:-To define parliamentary privileges

Correct Answer:- Option-B

Question75:-

Which of the following is a quasi-judicial body established to regulate the press in India ?

A:-The Wage Board

B:-The Press Council of India

C:-The Ministry of Information and Broadcasting

D:- The News Broadcasting Standards Authority

Correct Answer:- Option-B

Question76:-

Which section of the Indian Penal Code is traditionally associated with the law of sedition?

A:-Section 124A

B:-Section 153A

C:-Section 499

D:-Section 295A

Correct Answer:- Option-A

Question77:-

The Copyright Act, 1957 protects original works for the lifetime of the author plus

A:- 50 years

B:- 60 years

C:-70 years

D:-100 years

Correct Answer:- Option-B

Question78:-

The concept of 'Parliamentary Privileges' provides members of the legislature with

A:-Immunity from all criminal laws for members of parliament

B:-Freedom of speech within the house and immunity from court proceedings for the same

C:-The right to censor media reports about them

D:-The power to overrule judicial decisions

Correct Answer:- Option-B

Question79:-

The Directive Principles of State Policy (DPSP), unlike Fundamental Rights

A:-Are legally enforceable by courts.

B:-Are non-justiciable but are fundamental in the governance of the country.

C:-Supersede Fundamental Rights in matters of media regulation.

D:-Only apply to the legislative branch of the government.

Correct Answer:- Option-B

Question80:-

Section 66A of the IT Act, which penalised offensive online messages, was struck down by the Supreme Court in

A:-Shreya Singhal v. Union of India (2015)

B:-Justice K.S. Puttaswamy v. Union of India (2017)

C:-Yahoo! Inc. v. Union of India (2009)

D:-Facebook v. Union of India (2020)

Correct Answer:- Option-A

Question81:-

The Fundamental Duties under Article 51A were added to the Constitution by which Amendment ?

A:-42<sup>nd</sup> Amendment

B:-44<sup>th</sup> Amendment

C:-86<sup>th</sup> Amendment

D:-91<sup>st</sup> Amendment

Correct Answer:- Option-A

Question82:-

Which of the following was a key feature of media during the colonial period ?

A:-Complete press freedom

B:-Strict censorship and press regulations

C:- Absence of political content

D:-Focus only on entertainment

Correct Answer:- Option-B

Question83:-

Which Malayalam newspaper published a blank front page on World Press Freedom Day as a protest, demanding press freedom ?

A:-Malayala Manorama

B:-Mathrubhumi

C:-Kerala Kaumudi

D:-Deepika

Correct Answer:- Option-B

Question84:-

Which of the following is correctly matched ?

A:- Malayala Manorama – became a daily in 1928

B:-Deepika – became a daily in 1887

C:-Mathrubhumi – first published in 1925

D:- Kerala Kaumudi – launched as a daily in 1945

Correct Answer:- Option-A

Question85:-

Consider the following statements about missionary press in Kerala.

1. It played a major role in standardizing and printing Malayalam.
2. It was mainly limited to commercial entertainment publications.
3. It helped spread modern prose, translation and education.

Which of the above are correct ?

A:-1 and 2 only

B:-2 and 3 only

C:-1 and 3 only

D:-1, 2 and 3

Correct Answer:- Option-C

Question86:-

Which of the following best describes the little magazine movement in Malayalam ?

A:-Mass- circulation, advertisement-driven journalism

B:-Experimental, small-circulation, often counter-cultural publishing

C:-Government-sponsored official publishing

D:-Children's magazines only

Correct Answer:- Option-B

Question87:-

The Vernacular Press Act of 1878 was enacted to suppress Indian- language newspapers. Who repealed it ?

A:-Lord Curzon in 1905

B:-Lord Ripon in 1881

C:-Lord Lytton in 1880

D:-Lord Dufferin in 1888

Correct Answer:- Option-B

Question88:-

Arrange the following freedom movement newspapers in chronological order of their founding.

I. Young India

II. Kesari

III. Navajivan

IV. Harijan

A:-II, I, III, IV

B:- II, III, I, IV

C:-I, II, IV, III

D:-III, II, I, IV

Correct Answer:- Option-B

Question89:-

Match the cartoonist with the Malayalam newspaper/publication they were primarily associated with

1. Abu Abraham – P. Sanker's Weekly

2. O.V. Vijayan – Q. Mathrubhumi

3. Yesudasan – R. Malayala Manorama

4. Toms – S. Kerala Kaumudi

A:-1-P, 2-Q, 3-R, 4-S

B:-1-Q, 2-P, 3-S, 4-R

C:-1-P, 2-Q, 3-S, 4-R

D:-1-R, 2-S, 3-Q, 4-P

Correct Answer:- Option-A

Question90:-

Bal Gangadhar Tilak used journalism as a weapon for the freedom struggle through two newspapers. Identify the correct pair.

A:-Kesari (Marathi) and Mahratta (English)

B:-Kesari (Hindi) and Swarajya (English)

C:-Mabratta (Marathi) and Young India (English)

D:-Kesari (Marathi) and Navjivan (Gujarati)

Correct Answer:- Option-A

Question91:-**Swami Vagbhatananda denounced caste barriers and idol worship and exhorted his followers to abjure such practices. He was the founder of**

A:-Sidhasramam

B:-Atma Vidya Sangham

C:-Yogakshema Sabha

D:-Arya Samaj

Correct Answer:- Option-B

Question92:-**The first full fledged Malayalam work printed in the language using Malayalam types was**

A:-Christiya Matatatwam

B:-Samkshepa Vedartham

C:-Vrithamanjari

D:-Malayalavilasam

Correct Answer:- Option-B

Question93:-**The famous Kerala reform leader K. Ayyappan is related with**

**i. Popularised the idea of Misrabhojanam.**

**ii. Promoted women education.**

**iii. Encouraged Gender Equality.**

**iv. Founded Sahodara Sangham.**

A:-i, iii are correct

B:-ii only correct

C:-i and iv are correct

D:-All are correct

Correct Answer:- Option-C

**Question94:-"Enlighten through education and strengthen by union" who said these words ?**

A:-Swami Vivekananda

B:-Sri Narayana Guru

C:-Swami Dayananda Saraswathi

D:-K. Kelappan

Correct Answer:- Option-B

**Question95:-With regard to the incident Gandhiji said, "A miracle of modern times and a smriti which is the people's charter of spiritual emancipation".**

A:-Pandara pattom proclamation

B:-Temple entry proclamation

C:-Kundara proclamation

D:-Tenants Act

Correct Answer:- Option-B

**Question96:-Proclamation of Free Primary Education in 1817 is remarkable in the education sector. The proclamation was during the reign of**

A:-Sri Chithirathirunal Balarama Varma

B:-Marthanda Varma

C:-Gouri Parvathy Bhai

D:-Regent Setu Lakshmi Bai

Correct Answer:- Option-C

**Question97:-Nalappat Narayana Menon has immortalised himself in Malayalam poetry by his beautiful elegy**

A:-Odakuzhal

B:- Kannunirtulli

C:-Duravastha

D:-Vinapuvu

Correct Answer:- Option-B

**Question98:-As a part of the campaign for eradication of untouchability a Satyagraha was organised during the period of December-April 1948 and it evoked the willing participation of princes of Royal families of Cochin. Which Satyagraha was mentioned above ?**

A:-Guruvayoor Satyagraha

B:-Mahad Satyagraha

C:-Paliyam Satyagraha

D:-Vaikom Satyagraha

Correct Answer:- Option-C

**Question99:-The news paper Swadesabhimani, was owned by**

A:-K. Ramakrishna Pillai

B:-Abdul Khadir Maulavi

C:-Sir Syed Ahmed Khan

D:-Sisir Kumar Ghosh

Correct Answer:- Option-B

**Question100:-Royal proclamation of July 26, 1859 is related to**

A:-Mappila Revolt

B:-Vaikom Satyagraha

C:-Shanar Agitation

D:-Paliyam Satyagraha

Correct Answer:- Option-C