

SYBAMMC ELECTRONIC MEDIA II SEM IV REGULAR EXAM

All Questions are Compulsory

Total Marks : 50

Time : 1 hr

* Required

1. Email *

2. Student Full Name (Surname-First name- Last Name) *

3. Student Roll Number *

4. Student ID number *

5. Student PRN

MCQs

6. U.S. Federal Communication Commission (FCC) allocated a _____ for nationwide broadcasting of satellite-based *

Mark only one oval.

- ☐ spectrum in the "A" band
- ☐ spectrum in the "F" band
- ☐ spectrum in the "C" band
- ☐ spectrum in the "S" band

7. Four companies applied for a license to broadcast. But FCC gave licenses to only _____ of these companies *

Mark only one oval.

- ☐ Three
- ☐ One
- ☐ Two
- ☐ All

8. WorldSpace has put two its _____ satellites, in geostationary orbit *

Mark only one oval.

- ☐ AfriStar and AsiaStar
- ☐ AfricanStar and AsianStar
- ☐ WorldStar and SpaceStar
- ☐ Rock and Roll

9. _____ is concentrating on the car radio market *

Mark only one oval.

- ☐ Sirius
- ☐ WorldStar
- ☐ XMA Mobile
- ☐ XM satellite

10. The decade of 1990s brought a big challenge for Doordarshan and the reasons are:
*

Mark only one oval.

- ☐ FDI
- ☐ No investment for DD metro
- ☐ Conflict with Prasar Bharti
- ☐ Conflict with AIR

11. Gyan Vani is *

Mark only one oval.

- ☐ advice of Consultative Panels for School Broadcast.
- ☐ a collaborative initiative by Human Resource Development Information and Broadcasting ministries.
- ☐ a initiative of Ministry of Health & Family Welfare.
- ☐ raise social awareness on the issues of persons with disabilities

12. The _____ covered Gulf War through satellite and telecast it in national channels of most of the western and Asian countries *

Mark only one oval.

- ☐ CNN
- ☐ CNBC
- ☐ BBC
- ☐ STAR PLUS

13. The first DTH provider to offer high- definition channels *

Mark only one oval.

- ☐ Airtel Digital Tv
- ☐ Sun Direct
- ☐ Videocon d2h
- ☐ Reliance Big TV

14. The pact signed between _____ was to augment television broadcasting in India and deliver higher quality of programming content *

Mark only one oval.

- ☐ Option 1
- ☐ Zee and Sony Entertainment
- ☐ Star and CNBC
- ☐ Zee and Star
- ☐ Viacom 18 and Siticable

15. The correct sequence of TV networks *

Mark only one oval.

- ☐ Star, Zee, Sony, Doordarshan
- ☐ Doordarshan, Star, Zee, Sony
- ☐ Sony, Zee, Doordarshan, Star
- ☐ Zee, Star, Doordarshan, Sony

16. Zee DTH service in its initial launching focused on: *

Mark only one oval.

- ☐ metros and large cities
- ☐ rural areas and regions not serviced by cable television.
- ☐ only free -to-air channels.
- ☐ high- definition (HD) channels

17. One main reason in increase in viewership of regional channel can be: *

Mark only one oval.

- ☐ Big national networks presence has led to more innovation , more investments
- ☐ International content format
- ☐ Regional language
- ☐ Southern market

18. The era of mass is over, now People think global, _____ *

Mark only one oval.

- ☐ Smashed by digitization
- ☐ Live local, and consume content in their own dialect
- ☐ Smashed by digitalization
- ☐ Live social, and consume social

19. The increase in 20 to 30 % of IPL viewership is because of: *

Mark only one oval.

- ☐ IPL commentary in every Language
- ☐ Telecasted on all sports Channels
- ☐ Due to popularity
- ☐ Craze among youngsters

20. Match the Regional Language and Host *

Check all that apply.

	Kichcha Sudeep	Nagarjuna Akkineni	Jeet	Kamal Hassan
Bigg Boss Telugu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bigg Boss Tamil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bigg Boss Kannada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bigg Boss Bangala	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Why TRP is so important for TV channels? *

Mark only one oval.

- ☐ It brings popularity and Fame
- ☐ It pulls the advertisers to the channels
- ☐ It motivates the channel actors
- ☐ New stories add up the spice

22. These all are handles of creating sensationalism a way of hampering the actual news *

Mark only one oval.

- ☐ Option 1
- ☐ Paid news
- ☐ Sting operations
- ☐ Loss of viewership
- ☐ Doctored videos

23. In this style the interviewer supplies facts and ask the interviewee to comment. *

Mark only one oval.

- ☐ Informational
- ☐ Emotional
- ☐ Documentation
- ☐ Interpretative

24. .Following are the Do's of the Anchor *

Mark only one oval.

- ☐ Customize your pitch.
- ☐ Fully describe your segment idea
- ☐ Smile or Laugh at Inappropriate Times
- ☐ Praise the audience

25. The essential ingredients of a good voice are: *

Mark only one oval.

- ☐ Clarity of your voice
- ☐ Effective And Efficient use of speech
- ☐ Muffled Voice
- ☐ Good Tone

26. Radio stories must be written bearing the following conditions in mind *

Mark only one oval.

- ☐ The use of abbreviations
- ☐ Personal address makes it more emotional
- ☐ Avoid the use of layman's language
- ☐ Use Long sentences

27. Radio drama is referred to as 'Theatre of the mind'. *

Mark only one oval.

- ☐ Actions and facial expressions dominate in radio dramas.
- ☐ Characters, background or atmospheric beauty is conveying only through visuals.
- ☐ It presents word pictures. Dialogues, instruments and background sound effects keep a harmony to make pictures in hearer's mind
- ☐ Simple dramatic sets , language and visual imagery are used in a radio drama

28. Script for documentaries should be _____. *

Mark only one oval.

- ☐ Documented
- ☐ Factual
- ☐ Unfamiliar
- ☐ Scripted

29. Shooting script is *

Mark only one oval.

- ☐ Spec script
- ☐ Overview
- ☐ The version of screenplay
- ☐ Well defined procedures

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30. This is not raising Ethical Questions *

Mark only one oval.

- ☐ Advertorial
- ☐ Presentation of Facts
- ☐ Paid News
- ☐ Media Partnership

31. _____ refers to a genuine or honest mistake which leads to errors or gaps in information whereas _____ is a planned activity where a person or a team spread false information to achieve an ulterior motive *

Mark only one oval.

- ☐ Bias information and Misinformation
- ☐ False information and Misleading Information
- ☐ Misinformation and Disinformation
- ☐ False information and Misinformation

32. Following are the Suggestions for the production of documentaries: *

Mark only one oval.

- ☐ Prepare as detailed an advance script as possible.
- ☐ Write narration involving the audience.
- ☐ Use long lists, necessary statistics and jargons
- ☐ Divide programme elements into those that are under your control and those that are not

33. .A list in numerical order of all the scenes without dialogues or elaborate descriptions *

Mark only one oval.

- ☐ Scene Outline
- ☐ Master Scene Script
- ☐ SCRIPT WRITING
- ☐ Dialogue Writing

34. We _____ at movie screen but we _____ at TV screen *

Mark only one oval.

- ☐ Gaze and Glance
- ☐ See and View
- ☐ Watch and View
- ☐ Glance and Gaze

35. In Three Act Structure, Location and Characters comes under: *

Mark only one oval.

- ☐ ACT I
- ☐ ACT II
- ☐ ACT III
- ☐ ACT II and III

36. The graph of action increases at this stage of the script *

Mark only one oval.

- ☐ Beginning
- ☐ Introduction
- ☐ Middle
- ☐ End

37. Without Conflict-No action-No Characters-No Story-No screenplay . This belongs to : *

Mark only one oval.

- ☐ ACT I
- ☐ ACT II
- ☐ ACT III
- ☐ ACT II and III

38. Plot point in a story can be created by *

Mark only one oval.

- ☐ Introduction of a characters in the beginning of the show
- ☐ Create twist in the story by a incident
- ☐ Give a dialogue to say in the scene
- ☐ Resolve the problems in the end of the story

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39. “Int. Reshma’s Dining room . Day”. This is called as *

Mark only one oval.

- ☐ Logline
- ☐ Slug line
- ☐ Teaser
- ☐ Script Writing

40. This cannot be the positive impact of news channel *

Mark only one oval.

- ☐ News channels make routine news look interesting
- ☐ News channels keep people updated about new ways of crimes, which help criminals much more than they help common people.
- ☐ News channels help people in staying aware of the happenings around the world
- ☐ Taking responsibility to question the government on behalf of people

41. This can act as an obstacle for marketer and media planners *

Mark only one oval.

- ☐ People watch Television
- ☐ People now watch television and video content on multiple devices, wherever and whenever they want.
- ☐ No change in viewing pattern
- ☐ Listen to Radio

42. This social media promotional technique is not used by TV networks *

Mark only one oval.

- ☐ Giving power to the audience of live-tweeting
- ☐ Networks create their own hashtags and overlay them while the episode is on air
- ☐ Give the audience the opportunity to talk with to their favourite actor on toll free number
- ☐ Networks promote their shows on facebook because when someone likes a page on Facebook, all the friends in his or her network are notified

43. These are some of the OTT platforms *

Mark only one oval.

- ☐ Sun NXT
- ☐ VOOT
- ☐ AB Times
- ☐ Planet Marathi

44. Disney+ Hotstar is an Indian streaming service a subsidiary of _____ *

Mark only one oval.

- ☐ STAR WARS
- ☐ Disney's Star India.
- ☐ Toons of Disney
- ☐ Marvels India

45. Voot stream all the contents of _____ *

Mark only one oval.

- ☐ Television channels
- ☐ Star Plus
- ☐ Viacom18
- ☐ Sony Entertainment

46. A very short, condensed version of the story that describes the essence of the movie. *

Mark only one oval.

- ☐ Summary
- ☐ Logline
- ☐ Narration
- ☐ Synopsis

47. Action tells the story whereas _____ reveals the character *

Mark only one oval.

- ☐ Plot
- ☐ Dialogue
- ☐ Scene
- ☐ Actor

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48. The sequence of writing a Web series a. Create a Logline b. Polish your Script c. Define Characters d. Developing an idea e. Create a Story *

Mark only one oval.

- ☐ (d,e,c,a,b)
- ☐ (d,c,a,e,b)
- ☐ (d, a,c,e,b)
- ☐ (a,d,e,c,b)

49. News channels follow this, to avoid negative effects on public. *

Mark only one oval.

- ☐ Objectivity
- ☐ Professional Competence
- ☐ Confidentiality
- ☐ Biasness

50. Media service that provides streaming of video content like TV shows and movies via app or website over the internet *

Mark only one oval.

- ☐ DTH
- ☐ Scree Mirroring
- ☐ Cable TV
- ☐ Over the top

51. Netflix is an example of *

Mark only one oval.

- ☐ Broadcast
- ☐ Non Broadcast
- ☐ Mobile
- ☐ Streams

52. Social platform that enables you to chat with friends by using pictures *

Mark only one oval.

- ☐ Instagram
- ☐ SnapChat
- ☐ Viber
- ☐ Sena Weibo

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