

LJ Institute of Media & Communications

Sample Paper

Marks: 30

Time: 40 Min

Section A

Please tick mark against the correct options.

1. The key Narrator of a news bulletin is known as
 - Editor
 - Anchor
2. The medium that has the widest reach in India is
 - Print
 - Radio
 - Digital Media
3. Communication without words is called
 - Visual Communication
 - Non- Verbal communication
4. Who was rejected at All India Radio for poor voice quality?
 - Hemant Kumar
 - Amitabh Bachchan
5. 'Incredible India' campaign is related to
 - Ministry of tourism
 - Ministry of external affairs
6. What is the full form of LAN (wrt Computers)?
 - Line area Network
 - Local Area Network
7. Look at this series: 58, 52 46, 40, 34, . . . Which number should come next in the series.
 - 26
 - 28
8. Look at this series: JAK KBL LCM MDN_____what should come next in the series?
 - OEP
 - NEO
9. Which product of Nestle was involved in a controversy?
 - Maggi
 - Cerelac
10. Who is the current President of India?
 - Pranav Mukherjee
 - Mr. Ramnath Kovind
11. Which state Claimed to be the first state in India to go cashless during demonetization?
 - Kerala
 - Goa

12. Which of the following book is an autobiography of Dr. A. P. J Abdul Kalam?
- Wings of Fire
 - Ignited Minds
13. Which of the following does not belong to the same category?
- Snapdeal
 - Big Bazar
 - Flipkart
 - eBay
14. Plagiarism is unauthorized use of another person's copyrighted material without acknowledgement.
- Correct
 - Incorrect
15. International Yoga day has been declared on
- June 01
 - June 21
16. 'Rishtey Banaye...' is the Tagline of which Teabrand?
- Lipton
 - Wagh Bakri
17. What is the tag line of "Pradhan Mantri Jan-Dhan Yojana?"
- Mera Khata Mera Naam
 - Mera Khata Bhagya Vidhata
18. The members of the Lok Sabha are elected by
- The people
 - Loksabha

Section B

1. Analyze a film of your choice, which you have watched in the recent past. (Limit to 100 Words)
2. Write down the positives and negatives of an advertisement you have liked/disliked, mentioning the product name and tagline. (100 words)