



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Re-accredited B+ by NAAC
P-88, MIDC Residential Area Dombivli Gymkhana Road,
Near Balaji Mandir, Dombivli (East), 421203.

Question Bank

2022-23



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Bsc (IT)
Question Bank
2022-23

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DEPARTMENT OF INFORMATION TECHNOLOGY
BSC IT
SECOND YEAR THIRD SEMESTER
PYTHON PROGRAMMING
QUESTION BANK

Unit 1

1. Write notes on features of python
2. Brief on control statements
3. Write a program to print numbers from 100 to 1
4. Explain while loop in python
5. Write a program get a number and check whether it is odd or even.
6. Explain membership, identity and relation operators in python with example
7. Write notes on type conversion
8. What is debugging? Explain the types of errors
9. Write a program to get a no and check positive or negative
10. Explain the various brackets used in python

Unit 2

1. What are functions? Write a program to find the square of the number using functions.
2. Explain math module.
3. Write a program to check whether the given string is a palindrome or not
4. Write a program to check 'B' is there in the String "Being Human"
5. Write a program to print Fibonacci using recursion
6. Write a program to print factorial of a number using recursion.
7. Write notes on string functions
8. How to create user defined function using example.
9. Write a program to implement Boolean function
10. What is void and fruitful function?

Unit 3

1. Explain positive and negative indexing of a tuple?
2. Write a program to raise a user defined exception if the entered age is below 18.
3. Write a program to implement try, except, else and finally clause.
4. Brief on various read, write, seek and tell methods of a file with proper examples.
5. Explain the properties of a dictionary with example and also operations of a dictionary
6. What is exception? What are the various built in exceptions with description?
7. Brief on various file modes with description.
8. Explain variable length argument tuples and various tuple operations



Unit 4

1. What is constructor? Write a program to create parameterized constructor
2. Write a program to implement single inheritance.
3. Write a program to implement multiple inheritance
4. Write a program to implement method overriding.
5. Write notes on built in class attributes with example program.
6. What are static methods? Explain with an example program.
7. Define thread. Write a program to implement thread using `_thread` module.
8. Write a program to implement public and private access specifiers while creating a class and accessing it using objects.
9. What are the various ways of import statements? Explain with example.
10. Explain any 8 math module functions with example.

Unit 5

1. Explain RadionButton widget with example program
2. Brief on at least 3 of the standard attributes in Dimension, colors, Fonts and anchor.
3. Write short notes on database exception handling in python.
4. Write short notes on `tkMessageBox` module.
5. Write notes on `place` module with example.
6. Explain the various relief styles with an example program.
7. Explain Checkbutton widget with example program
8. Brief on Menu widget with proper example.
9. Write notes on `pack` layout with example
10. Write notes on database exception handling in python.





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DEPARTMENT OF INFORMATION TECHNOLOGY
TY BSC IT SEMESTER V
NEXT GENERATION TECHNOLOGY
QUESTION BANK

Unit 1

1. Compare ACID vs BASE
2. What is Big Data? What are the sources of Big Data?
3. With a neat diagram, explain CAP theorem
4. What are the advantages and disadvantages of NoSQL Database?
5. What are the different categories of NoSQL database? Explain with an example
6. What are the different challenges of Big Data?
7. Explain the aspects of data. 1. data at rest, 2. Data at motion 3. Data in many forms
8. How consistency can be implemented in read and write operation levels.

Unit 2

1. Write notes on capped collection
2. What are the various conditional operators in MongoDB
3. Explain the 2 ways MongoDB enables distribution of data in sharding
4. Write MongoDB Command for creating the following
 - a. Database
 - b. Collection
 - c. inserting Document
 - d. Create index
 - e. dropping Database
5. Brief on replication log.
6. Explain `_id`, capped id and BSON
7. What is polymorphic schema? How it can be used.
8. What is `findOne()` function?
9. Brief on `explain()` function.
10. Explain master slave replication.

Unit 3

1. What is journaling? Explain it with neat diagram
2. What is Data storage Engine? Write notes on Wired Tiger
3. Explain 'GridFS-The MongoDB File system' with neat diagram
4. List and explain the limitations of sharding
5. What are the different types of indexes in MongoDB?
6. Write and explain any 2 usecases regarding mongos, mongod and server.
7. Brief on the sharding keys
8. Write notes on deployment of MongoDB
9. What are the limitations of MongoDB with security perspective?
10. Brief on read and write limitations.

11. Brief on the concerns when coding with MongoDB Database.

Unit 4

1. Explain TimesTen with neat diagram
2. Brief on SSD
3. What is Oracle 12c In-memory Architecture? Explain with diagram
4. What is JQuery? Explain class selector, id selector and element selector.
5. What is an event? Explain Fade events.
6. What are the features supported by JQuery?
7. Explain the Redis database with neat diagram
8. Write a JQuery code to change text contents on button click
9. Explain traversing in JQuery
10. Explain how to add and remove elements to DOM in JQuery with example
11. What is Ajax? What are its uses? How to use it with JQuery?

Unit 5

1. Write notes on JSON Arrays
2. Explain how JSON is better than XML
3. Brief on stringify and parse function with example
4. List and explain any 5 XMLHttpRequest Event Handlers
5. Explain the use of json_encode and json_decode function with an example
6. List and explain the different methods of cradle wrapper.
7. Explain JSON Grammer
8. Give overview of JSON tokens.
9. Specify the structure of HTTPRequest.
10. Explain the members of web storage interface.





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9. Write notes on `pack` layout with example
10. Write notes on database exception handling in python.



FDBMS

- Unit-I
- i) Explain the concept of DBMS?
 - ii) Explain the concept of Data Abstraction?
 - iii) What are the advantages and disadvantages of database?
 - iv) Who is Database Administrator? Explain the different duties of DBA.
 - v) Explain the concept of Hierarchical model.
 - vi) Explain the advantages and disadvantages of Relation model.
 - vii) Explain the importance of keys?
 - viii) Explain how primary key is different from foreign key?
- 1) Explain the significance of constraints in database?
 - 2) Explain check constraint?
 - 3) Explain Entity Integrity constraint?
 - 4) Explain set operators with example?
 - 5) Write short note on Cartesian product?

Unit-II

- 1) Explain ER diagram.
- 2) Explain different types of attributes.
- 3) Explain weak entity.
- 4) Explain the phases of database application system life cycle?
- 5) Explain the phases of database application design and implementation process?
- 6) Explain the role of information system in an organization?

Unit-III

Unit-IV

- 1) Write in brief about SQL.
- 2) Explain the working of the SQL Query with the illustration of an example?
- 3) What are the different basic of the table?
- 4) List and Explain different components of SQL?
- 5) Explain the DML functions. (DDL, DQL, DCL)!
- 6) Explain the following with example and syntax:
 - a) order By clause.
 - b) GROUP By clause.
- 7) Explain aggregate functions with example!
- 8) Explain the difference between Equi join and inner join!
- 9) Explain outer join with its types?
- 10) State the difference between view and a table?
- 11) List and explain various advantages and disadvantages of a view.
- 12) What are the triggers? Explain with example?
- 13) List the various benefits of triggers?
- 14) Explain the concept of Query optimization?
- 15) Explain the different steps in query processing?

Unit - V

- i) Explain the Properties of Transaction?
- ii) Explain the state of transaction?
- iii) Explain Recovery techniques in database?
- iv) Explain Serializability?
- v) TMS
 - i) view serializability.
 - ii) Conflict serializability.



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DEPARTMENT OF INFORMATION TECHNOLOGY
AND MATHEMATICS

Academic Year: 2022-23

Question Bank

Class:S.Y.BSc.I.T.

Sem :III

Subject: Computer Networks

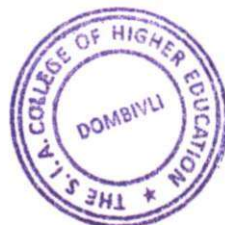
Date: 20/1/2023

Unit I

1. What is data communication? Explain its various components
2. What are the characteristics of data communication?
3. What do you mean by transmission impairment? Explain its causes.
4. Describe TCP/IP suite with neat diagram
5. Describe OSI model with neat diagram
6. What is Shanon capacity of noisy channel? Mathematical sum
7. What are the types of networks?
8. Write short note on bandwidth.
9. Explain following terms in relation to data communication:
 - i. Half duplex system
 - ii. Full duplex system
10. Explain in detail levels of addressing in TCP/IP.

Unit 2

1. Define Error under the scope of networking and explain its types.
2. Explain optical fiber cable with advantages and disadvantages.
3. What are different types of transmission media, explain each type
4. What is virtual circuit network? What are its characteristics?
5. Explain the three phases of communication in circuit switched network.
6. Write a short note on Spread Spectrum modulation techniques along with its applications.
7. What is multiplexing? Which are the 3 multiplexing techniques.
8. Differentiate between frequency division multiplexing and time division multiplexing
9. List and explain services provided by data link layer



10. Explain the following terms

- i. Forward Error Correction(FEC)
- ii. Automatic Request for Retransmission(ARQ)

Unit 3

1. Explain the working of stop-and-wait protocol.
2. Explain the concept of sliding window in Go-Back-N ARQ/ Selective Repeat ARQ.
3. Write a short note on persistent methods.
4. What is Fast Ethernet. Explain any one implementation .
5. What is Standard Ethernet. Explain any one implementation.
6. Explain ALOHA system with its two versions.
7. Explain PPP protocol with its framing format.
8. Explain HDLC in detail.
9. Explain in detail CSMA/CD.

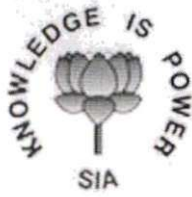
Unit 4:

1. Explain the services of network layer
2. Explain the term:
 - i. Connection oriented network services
 - ii. Connectionless network services
3. Describe an IPV4 datagram header format.
4. What are the different RIP times? Explain the purpose of RIP timers.
5. What is congestion control? Explain various congestion prevention policies
6. What are the types of ICMP error messages? Explain.
7. What are types of links in OSPF? Explain each in details.
8. Describe the problem of counting infinity or instability in RIP distance vector routing.
9. Explain the options in IPv4.

Unit 5:

1. What is the concept of 3-way handshaking in TCP Connection establishment? Explain.
2. Explain TCP connection termination by 3 way handshaking concept.
3. Compare TCP with UDP.
4. What is a resolution in DNS? Explain.
5. Describe the DHCP client server operations in the different network.
6. Explain the DHCP client transitions with the help of a diagram.
7. What are the types of TCP timers? Explain the purpose of each one.
8. Explain the services provided by UDP.
9. Explain the components of UDP package.
10. Define Error under the scope of networking and explain its types.





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DEPARTMENT OF INFORMATION TECHNOLOGY

CLASS: FYIT

SUBJECT: Green IT

SEM: II

QUESTION BANK

1. How can telecommuting be achieved by outsourcing?
2. Which things are needed to go paperless in organization?
3. Brief on paperless billing.
4. Brief on unified communication.
5. What are the components required for building intranet?
6. Write short notes on Electronic Data Interchange
7. What are toxins? What are the various toxins found in computers?
8. Explain carbon foot print in detail
9. What are the various ways to reduce cost?
10. Brief on strategizing green initiative.
11. Explain how to implement Green IT.
12. Brief on WEEE and ROHS
13. What are the directives taken by the following countries?
 - e. France
 - f. Switzerland
 - g. Germany
 - h. Italy
14. Write notes on non-regulatory Government initiatives
15. Brief on
 - c. FICCI
 - d. CII
16. What are the objectives of Greenpeace movement?
17. Explain Green Data Centre.
18. Write notes on monitoring power usage and low cost usage.
19. Brief on reducing power usage.
20. How to involve utility company in reducing cost?
21. Explain RAID & MAID.
22. List and explain various wireless connections.
23. How to calculate cooling needs?
24. What are the ways to reduce cooling cost?
25. Write notes on humidity.
26. Explain system design.
27. Write a short note on 1. Storage Utilization 2. CPU utilization.
28. Explain the CRM Components?



29. Explain various Business Intelligence (BI) tools can be used to measure and track the data.
30. Write a short note power usage effectiveness and data center efficiency?
31. Explain Green Supply chain and Green Procurement?
32. What are the difference between Application Service Providers and software as a service?
33. Write short note on chief green officer?
34. Write a short note on transition from compliance to sustainability?
35. What do you understand by SMART goals?
36. Write a short note on gather data with respect to equipment check-ups?
37. Mention some helpful organizations that are helping to achieve green goals?
38. What are the problem related to E-waste?
39. Write short note on refurbishing?
40. How you select a good recycler?
41. What are the different ways to clean the hard drive?
42. What are the points one has to keep in mind while designing system?
43. What are the pros and cons for buying the Equipment?
44. What are the different types of certification program?
45. Write short note on server.
46. Why remote desktop is used? How you used it?
47. What is thin client / write down its advantages ?
48. Write a short note about Good and Bad about CD ?
49. Describe the term Cradle to Grave .



SYIT-Sem 3

DBMS Question Bank

Unit 1

- What is the database system? Explain it with its advantages and disadvantages
- Define the following terms
Tuple b. Attribute c. Domain d. Primary Key e. Foreign Key
- What is E-R Model?
- Define Unified Modeling Language and its categories.
- Explain Codd's 12 rule.
- Explain the merit and demerits of Relational model.
- Explain the history of Database system.
- Compare between File systems and database systems.
- What is SQL? Explain the various advantages of SQL.
- Explain Use case diagram with suitable example.
- Explain Codd's rules in detail.
- Explain the merit and demerits of hierarchical model.

Unit 2

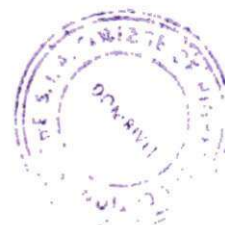
- Explain Entity Integrity and its rules.
- What is Normalization? Explain First Normal Form (1NF) with suitable example.
- Explain Relational Algebra in detail.
- Explain Join and its types.
- Explain Domain Relational Calculus in Detail With Example
- Explain Cartesian Product operation with Example.
- Explain Referential Integrity and its rules.
- What is Normalization? Explain Second Normal Form (2NF) with suitable example.
- Explain Relational Calculus in detail.
- Explain EQUI-JOIN and Natural join with example.
- Explain Domain Relational Calculus in Detail With Example
- Differentiate Relational Algebra and Relational Calculus.

Unit 3

- What is constraint? What are types of constraints?
- Explain what use of view is and how to create view.
- Explain Data Definition language.
- Explain how to insert and delete a record in a view with proper example.
- Explain nested subqueries with proper example.
- What is trigger? Explain with syntax.
- Explain Primary Key and Foreign key constraint with example.
- Explain what use of view is and how to create view.
- Explain Data Manipulation language.
- Define classification of views.
- Differentiate between table and views.
- What is trigger? Explain with syntax.

Unit 4

- Define Transaction management in DBMS. Explain transaction states.
- Explain ACID properties of transaction.



- Explain Two-Phase Locking (2PL) mechanism of transaction Management in detail.
- Explain the following terms of Database recovery management: Remote back-up, Disk failure, Transaction Failure, Crash Recovery
- Explain optimistic method of transaction Management in detail.
- Explain serializability and its types.
- Explain ACID properties of Transaction.
- Define deadlock of DBMS? Explain necessary conditions for deadlock and methods for handling it.
- Explain optimistic method of transaction Management in detail.
- Write short note on the following:
 - a) Isolation
 - b) Durability
- What are different locking mechanism in transaction Management?
- Explain view serializability in detail.

Unit 5

- What is PL/SQL? Explain 3 sections of PL/SQL script.
- Explain different types of operators are supported by PL/SQL.
- What is Function in PL/SQL? Explain with Example.
- What is Trigger? Explain syntax of Trigger with example.
- Write a short note on PL/SQL exception handling feature.
- Explain OUT parameter of PL/SQL with proper example.
- What is PL/SQL? State advantages of PL/SQL
- Explain IN parameter of PL/SQL with proper example
- What is Procedure in PL/SQL? Explain with Example.
- What is Trigger? Explain syntax of Trigger with example.
- What is explicit cursor? Explain.
- State advantage of WITH clause over subqueries.





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BAMMC
Question Bank
2022-23

FYBMM
FUNDAMENTALS OF MASS COMMUNICATION

(8 marks questions)

1. Is there any impact of Mass Media on Women & Culture? How
2. Describe the impact of Mass Media on Youth & Development.
3. Differentiate between mass communication and the mass media.
4. Explain in detail Laswell model of communication.
5. Which medium according to you is the most impactful and why?
6. Write a short history of "Films in India" and explain any two decades of Hindi Cinema.
7. Public Relation is all about public and communication. Explain with reference to PR in India
8. Who according to you is a good social communicator? Explain by giving instances in which s/he connected with the masses
9. What is convergence of media? Explain cultural convergence with reference to any one channel providing space to the audience to create content.
10. What has been the impact of media on our culture?
11. What is the code of broadcast for AIR and Doordarshan?
12. What is convergence of Media? Explain Cultural Convergence with reference to any one channel providing space to the audience to create content.
13. What has been the impact of media on our culture?
14. Explain the code of conduct for advertisers in India.



15. What is the impact of mass media on Indian Society?
16. Discuss the impact of mass media with reference to any recent event
17. where media intervention changed the situation.
18. List the advantages of social media and give examples for the same
19. Explain the linear model of communication
20. Discuss the positive and negative impact of mass media on Education
21. What is information super high way and information economy?
22. Explain the HUB Model in detail
23. Differentiate between mass communication and the mass media.
24. What is the impact of mass media on our culture? Explain with examples
25. What is communication? Explain its process with diagrams.
26. Explain the barriers of communication with examples.



FYBMM
FUNDAMENTALS OF MASS COMMUNICATION
(7 marks questions)

1. What is the impact of Mass Media on Education & Children?
2. What was the role of Sant Gadge Maharaj as a mass communicator?
3. Discuss the role of Narendra Modi as a mass communicator
4. Write a short note on any one model of Communication
5. Write short note of various barriers to communication
6. Write short note on various types and importance of Traditional & Folk Media
7. Write short note on the impact of social media on Mass Communication
8. Differentiate between group communication and public communication.
9. How is broadcasting different from print as a mass medium.
10. Discuss the undesirable effects of mass media on children.
11. What is nonverbal communication? Explain its relevance with the help of examples. What is the significance of Gate Keeping model of communication?
12. Explain the evolution of Television in India with specific reference to Doordarshan.
13. List the advantages of social media and give examples for the same.
14. Do you think mass media only creates negative impact on children and youth? Discuss with reference to media consumption of children.



15. Write a brief note of Traditional & Folk Media.
16. Advertising and Public relations as a tools and means of mass communication.
17. How Mass Media contribute in social development? Give some suitable examples
18. Discuss with examples how newspapers serve the functions of mass communication. Discuss benefits and drawbacks
19. Discuss the objectives/ functions of Mass Communication.
20. Discuss the growth and evolution of radio as a mass medium in India.
21. What effect did the Gutenberg printing press have on society and communication?
22. Discuss the difference between magazines and newspapers
23. Discuss the elements of the communication process using examples from either radio or television
24. Explain the importance of the Internet as an interactive medium
25. What is the nature of Mass Communication and state its difference from Mass Media
26. What is Laswell's formula of communication?
27. Explain Gerbner's model
28. Differentiate between group communication and public communication.
29. How is broadcasting different from print as a mass medium.
30. Explain traditional and folk media in detail with examples.
31. State the barriers to effective listening.
32. How newspaper played an important role in Mass Communication
33. Explain the functions of Mass Communication in detail.



FYBMM

FUNDAMENTALS OF MASS COMMUNICATION

(5 marks questions)

1. Write short note on the impact of mass media on any one of the following
Children
Education
Development
Youth
Culture

Write a short note on the importance of feedback in communication.

2. Explain the terms Information Economy and Information Society.
3. Write short notes on
 - i. Verbal Communication
 - ii. b) Hub Model
 - iii. c) Broadcast code of Doordarshan
4. Explain Digital Media.
5. What is the importance of folk media in the present times?
6. Explain Gerber's model in detail
7. Discuss Mass Media and Education
8. Explain growth of Cultural and economic development and impact on Mass communication
9. Short note on any one of the following
 - a. Media and role of Culture



FYBMM

FUNDAMENTALS OF MASS COMMUNICATION

(5 marks questions)

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6. Explain Gerber's model in detail
7. Discuss Mass Media and Education
8. Explain growth of Cultural and economic development and impact on Mass communication
9. Short note on any one of the following
 - a. Media and role of Culture

- b. Information Super Highway
- c. Social Media and Mass Communication
- d. Types of Newspapers
- e. Broadcast Media
- f. Internet as media
 - i. Media and Development”
 - ii. Media and culture



FYBMM
FUNDAMENTALS OF MASS COMMUNICATION
(15 marks questions)

1. Write with examples the difference between Mass Communication & Mass Media?
2. Describe the barriers in communication with suitable examples
3. Discuss the tools of mass communication.
4. What is the contribution of electronic media in mass communication?
5. Explain with Diagram the process of communication and its various elements.
6. Explain with examples various forms of Communications.
7. Discuss the scope of any two of the following tools of mass communication :
 - (a) Books, Newspapers, Magazines
 - (b) Radio
 - (c) Television
 - (d) Films
 - (e) Internet
8. What is Media Convergence? Explain with examples its technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.
9. With specific example explain Portrayal of women in Indian Cinema
10. How is Mass Communication different from other forms of communication? Explain in detail with the help of examples.
11. Explain the term 'Gatekeeping'? Explain the Gatekeeping Model.
12. With the help of a case study, explain how mass communication can be used for social and political causes.
13. Explain the term Convergence. In what ways do you think convergence is going to impact the traditional mass media?

14. Critically examine mass media's portrayal of women. How can such portrayal impact women?
15. Explain the Laswell Model of Communication with diagram.
16. What is the code of broadcast for AIR and Doordarshan.
17. Write a short history of 'Films in India' and explain any two decades of Hindi cinema.
18. Public Relation is all about public and communication. Explain with reference to PR in India.
19. Who according to you is a good social communicator? Explain by giving instances in which s/he connected with the masses
20. Describe various tools of Traditional & Folk Media with suitable examples
21. Elaborate the concept of communication with various definitions and explain various forms of communication.
22. Discuss the use of television as a means of mass communication in India. Describe its advantages and disadvantages, uses and potential with examples.
23. Discuss with examples how newspapers serve the functions of mass communication. Discuss benefits and drawbacks
24. Discuss the objectives/ functions of Mass Communication.
25. Discuss barriers to mass communication with examples.
26. Discuss the growth and evolution of radio as a mass medium in India.



27. Define Barriers to Communication with special reference to Socio-Psychological barrier and Cultural barriers.
28. Write a short history of 'Films in India' and explain any two decades of Hindi cinema.
29. Discuss the process of communication with reference to any mass medium
30. What do you mean by 'barriers to communication'? Do you agree that barriers are created by the media?
31. Do political communicator's speech style create an impact? Explain it with reference to your favourite political communicator
32. Do you think that mass media only creates negative impact on children and youth? Discuss.
33. What has been the impact of media on our culture? Discuss with relevant examples.
34. Comment on 'Media Convergence and its technological dimension with impact on mass Communication'.
35. Elaborate on Group Communication using Traditional and Folk Media
36. Impact of New Media on Women and Children and their development.
37. Communication is a process whereby reality is produced, maintained, repaired and transformed. Explain the concept with the help Gerber's model and the barriers involved in the process of mass communication.
38. Describe Interpersonal, Public, Satellite and Interactive forms of communication and role of culture in mass communication with suitable examples.
39. Communication used to inform, to build an image and to influence public opinion. Explain the nature of mass media with role of Advertising and Public relations.



40. Outline the difference between Traditional Folk media and Modern mass or Electronic media.
41. Elaborate the conceptual framework of Media Convergence and its implications to mass communication.
42. Explain the significance of Gatekeeping model of Communication
43. Write a short history of films in India and explain any two decades of Hindi Cinema.
44. What is Mass Media? What are the different types of Mass Media? List and explain the merits and demerits of each medium.
45. Explain and illustrate two communication models
46. What is traditional and folk media? Name and explain some of the traditional media.
47. What is the purpose of using traditional media in mass communication?
48. Analyse the impact of media on youth and children. Justify giving examples.
49. How is Mass Communication different from other forms of communication?
Explain in detail with the help of examples.
50. With the help of a case study, explain how mass communication can be used for social and political causes.
51. Public Relation is all about Public and Communication. Explain with reference to PR in India.
52. Explain the different types of appeals in advertising. Give example of one product which uses advertising and how it has changed over the years.
53. What is 'Convergence of Media'? Explain the impact of New Media convergence and Socio - Cultural dimension of convergence.
54. What are different types of Communication? Explain each with importance.
55. What are different types of Mass Communication Media? Explain its importance in today's World?
56. Discuss the impact of new technology on mass media with reference to media convergence and information super highway.



Mass Media Research QUESTION BANK

Q.1. (a) Explain the central tendency of data. Calculate mode, median, and range of the following

5	4	9	15	25	8	9	6	10
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What is standard deviation, skewness, and kurtosis?

What is quantitative and qualitative research? Explain with examples.

What is research? Why is research important in mass media?

What are the different types of primary data collection methods? Explain

What is sampling? Explain probability and non-probability sampling

What are the different types of secondary data collection? Explain.

Explain the process of interview in data collection method.

What are the different types of secondary data collection? Explain

What are the points to remember when making a questionnaire?

What are the different types of research design? Explain

Explain the concept of semiology. Give examples relevant to media

What is tabulation? What are the steps in tabulation?

What are the steps involved in research? Explain

Explain Barthes primary and secondary level of signification

What is research design? Explain its importance in research

Explain the steps in content analysis

What are surveys? Explain its various types

Explain what are independent and dependent variables with suitable examples

Explain the observation method of data collection

What are different types of attitude measurement scales

What is data tabulation. Explain its importance?

Explain various types of probability methods of sampling



What is the difference between qualitative and quantitative method?
Explain the semiotic approach to the construction of meaning?
Explain the qualitative and quantitative approach to content analysis?
When is exploratory research conducted?
Explain various methods for secondary data collection
What is descriptive and causal research. Explain with examples
Explain various types of attitude measurement scales
Explain different types of primary data collection
What are projective techniques? Explain its types
What is literature review ? How it is conducted ?
What is a focus group interview ? Explain its characteristics
Explain the various methods of non-probability sampling
Explain the types and basics of a questionnaire
Explain the content analysis and its uses in research?
Explain the structure of research report in brief



PRINT PRODUCTION & PHOTOGRAPHY QUESTION BANK

Write in brief about zoom lens

Explain parameters of light

What is focusing?

What is image capturing

Compare Camera with Human eye

What is bokeh? How to get nice bokeh?

What is motion blur?

Discuss lens basics

Explain ISO

Explain Shallow DoF

Explain Degree of blur with diagram

How shutter speed and Aperture correlate?

Define 'Depth-of-Field'. Use Diagram to Explain

What are the essential parts of camera ?

What is Motion Blur? Explain creative aspects

Explain lens basics in brief

Explain Compressed Perspective

Discuss CTP technology

What is Enhanced Perspective ?

Define 'One Point Perspective' with the help of diagram

Discuss Journalism & Forced Perspective

The factors that affect perspective in brief

What is photography? Explain its elements & describe various types of photography.



What are the essential components of a camera? Write in details any 2 types of camera highlighting these essentials.

Describe major landmark in history of printing technology.

Explain " Three Lighting Principle & concept."

What is white balance? Explain its need.

What are the parameters of light. Explain each in details?

What are the different types of lenses? Describe with examples.

Explain the process of plate making in screen printing.

Explain in detail process of offset printing & letter press.

Describe digital printing in detail.

What is depth of field? How does it work?



FYBAMMC – SEM II JOURNALISM QUESTION BANK

Discuss growth and contribution of Indian Press in freedom movement.

Explain Citizen Journalism

Explain the elements of news.

What is inverted pyramid? How it is useful while writing a news?

Explain scope and limitations of blogs.

What are the responsibilities of an Editor in Chief?

Explain the types of lead in detail.

Explain the principles of Journalism

What are the objectives of Press Council of India?

Explain difference between Newspaper and Magazine

Explain Investigative Journalism.

Explain impact of technology on Journalism.

Explain the impact of Printing Press on the reformation in Europe.

Explain the effect of emergency on Indian Press.

Distinguish between Mainstream Media and Citizen Journalism.

Explain the various sources of news.

Explain the types of lead in detail.

Describe Code of Ethics for journalists.

Explain in detail the types of news.

Write advantages and disadvantages of Inverted Pyramid.

Write a note on Crime Beat and Business Beat.

Explain the significance of Data Journalism.

Explain different departments of News Organisation.



Explain the various types of career in Journalism.

What is the impact of technology on Print Media?

What are the tools that are used for News gathering?

Write about the various stages of Indian Media.

Is Social Media a blessing or a curse?

How has technology impacted the Media?

What are the traits of a good Journalist?

Write a note on General Beat and Crime Beat.

What is Data Journalism and why is it important in today's times?

What is News? What is the importance of News?

What makes a good story?

What are the different types of News Stories?

What are the key elements of a News Story?

Examine the Delhi Assembly Elections.

Examine the Union Budget 2020

Explain the concepts

Journalism

Electronic Media

Media Conglomerate

Editorials

Feature

Indian Press

Magazine Boom

Photo journalism



Reporting

Public Relations

AFP

Murdochism

Dainik Bhaskar

Digital Media

Internet Publishing

Photography

Reporting

Digital Media

New Media

Feature Writers

News Story

SHORT ANSWERS

Johannes Gutenberg

Indian Express

Dainik Jagran

E – Newspapers

Amrit Bazar Patrika

Reuters

Associated Press

Print Journalism

Print Media



Wireless Sound Transmission

Broadcast Radio

Print Journalism

Data Journalism.

Lok Satta

OP-ED



Media Gender & Culture SEM II QUESTION BANK

What is Feminism? Explain the Waves of Feminism in detail.

Explain the Features of Culture Studies.

Discuss Ulrich Beck's Theory of Technoculture and Risk.

Explain Stuart Hall's theory of Circuit of Culture in detail.

Discuss the Social Construction of Culture with suitable examples.

What is Economic Construction of Culture? Discuss with examples.

Discuss the growth of Popular Culture with examples.

What is Commodification of Culture?

What is Media Imperialism?

Explain the Impact of Globalization on Culture.

Discuss the Evolution and Need of Culture Studies in detail.

What is Acculturation? Explain the stages of Acculturation with examples.

What is Cultural Shock? Explain with examples.

Discuss John Fiske's theory of Culture and Industry.

Discuss Political Construction of Culture with suitable examples.

Explain Religious Construction of Culture with examples.

Write a note on Meme Culture.

Discuss the Impact of Popular Culture on mainstream media.

Explain the depiction of Gender in Indian Cinema and Advertisements.

Discuss the recent trends of Digital Media Culture.

Discuss the "Black is Beautiful" Campaign.

Explain features of cultural studies

How media is playing an effective role for developing Indian culture



What do you mean by Cyber culture?

Explain the role of media in political construction of culture

How Globalization affected on culture? Explain.

What is media commodification?

Explain stereotypical representation of women in Indian cinema.

Explain #Me Too Movement.

Explain impact of global culture and its relevance in media.

Discuss the concept of media imperialism

SHORT NOTES:

Culture

Culture and Power

Corporatization

Patriarchy

Cultural Relativism

Conglomerates

Gender Equality

Encoding and Decoding

Acculturation

Women in Indian Cinema

Memes

Technoculture and Risk

Enculturation

Cyber Culture

Social Constructs

Circuit of Culture



Political Culture

Gaze Theory

Professionalization

Culture

Localization

Post Feminism

Yellow Journalism

Creolization

Technoculture.

Gender Discrimination

Media Globalization.

Popular culture

Acculturation

Privatization

Ethnocentrism

Feminism

Political culture

Masculinity

Memes

Gender Stereotyping



ADVERTISING QUESTION BANK

What are the unethical forms of advertising? Elaborate any 3 with the help of examples.

Explain what are the various functions of Advertising?

Explain the importance of pretesting. What are the methods of pretesting the advertisements.

Explain the key elements of Creative Brief.

Describe what is advertising and elaborate on the growth and development of advertising in India?

Explain the characteristics of advertising?

What is concept testing? Explain the key elements of Concept Testing

Describe in detail the Evolution of Advertising in India with Examples

Describe in Detail the Structure of an Advertising Agency?

List Down 6 Different forms of media with examples

What are the steps of an advertising strategy?

What is IMC? Define 4 Key tools of IMC used by brands with examples?

Discuss the Communication Process with a diagram

Describe how do you write a Copy for TV media

Explain the importance of pretesting. What are the methods of pretesting the advertisements

Explain the key elements of a marketing brief?

Elaborate on the following departments of an ad agency:

Account Planning and Account Management

Creative team

Media team

Outline the steps in making an advertising strategy

Define what is IMC and list down the key tools of IMC with Examples

List Down 6 Different forms of media with examples

Explain the objectives of Advertising.

Explain the criticism of advertising.



State the structure of AD Agency.

Explain the essentials of a good copy.

Describe the role of advertising in marketing mix elements.

What are the Principles of effective Layout.





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Advertising Question Bank

1. Evolution of Advertising,
2. Importance of advertising
3. Scope of advertising
4. Features of advertising
5. Benefits of advertising
6. Five M's of Advertising
7. Types of Advertising
8. Stimulus Theory
9. AIDA
10. Hierarchy Effects Model
11. Means – End Theory,
12. Social, cultural and Economic Impact of Advertising,
13. the impact of ads on Kids,
14. Women and Advertising
15. Ethics and Laws in Advertising
16. Public Service Advertising,
17. Corporate Advertising,
18. Advocacy Advertising
19. Evolution of IMC, Reasons for Growth of IMC.
20. Promotional Tools for IMC
21. IMC planning process
22. Types of newspaper advertising
23. Advantages and disadvantages of magazine advertising
24. Out-of-home Advertising
25. On- premise advertising
26. Transit advertising
27. Radio advertising Advantages and Disadvantages of Radio advertising
28. Television advertising **and its** Advantages and Disadvantages
29. Film advertising and Product placement - Advantages and Disadvantages
30. Types of public relations
31. Difference between public relations and advertising
32. Difference between Publicity and Advertising
33. Advantages and Disadvantages of Public Relations
34. Advantages and Disadvantages of Publicity
35. Growth and Types of Sales promotion, Advantages and Disadvantages
36. Growth of Direct marketing and its tools Advantages and disadvantages
37. Departments of Advertising Agencies
38. Types of Advertising Agencies
39. Selection criteria for Advertising agency
40. Maintaining Agency–client relationship
41. Agency Compensation.



42. definition and importance of creativity
43. creative process ,
44. execution styles of presenting ads.
45. Role of different elements of ads
46. Elements of Advertisement copy
47. Principles of Copywriting for print,
48. essentials of good copy,
49. Types of Copy,
50. Rural and Urban Advertising,
51. Digital Advertising,
52. Content Marketing (Advertorials),
53. retail advertising,
54. Lifestyle advertising,
55. Ambush Advertising,
56. Global Advertising





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Visual Communication Question Bank

1. History and development of Visuals
2. Need and importance of visual communication
3. Visual Communication as a process
4. Visible concepts
5. Invisible concepts
6. Gestalt
7. Constructivism
8. Ecological
9. Sensual Theories
10. Semiotics
11. Cognitive
12. Perceptual Theories
13. Color theory
14. Psychological implications of color
15. Colors and visual pleasure
16. Elements of Design
17. Principles of design
18. Painting
19. Photography
20. Film & Television
21. Documentaries
22. Script writing & visualization
23. Comics & Cartoons
24. Digital Images, Animation & VFX
25. News Papers
26. Advertisements
27. Photo Journalism
28. Folk & Performing Arts , Theatre
29. Ethics
30. Impact of Language and culture
31. Images and messages
32. Signs & Symbols (GIF, etc.)
33. Audience Behavior
34. Citizen Journalism
35. Going Viral
36. Visual stereotyping in social media





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Media Studies Question bank

1. Media Participant theory
2. Social Responsibility theory
3. Era of Mass Society and Culture
4. Development media theory
5. **Propaganda and propaganda theory**
6. **Hypodermic needle theory**
7. **Harold Lasswell theory**
8. Scientific perspectives to limited perspectives
9. Paul Lazarsfeld-Two step flow theory
10. Carl Hovland and Attitude Change theory
11. Toronto school (McLuhan)
12. Schools- Birmingham(Stuart Hall)
13. Frankfurt- Theodor Adorno and Max Horkheimer
14. Raymond Williams- Technological Determinism
15. Harold Innis- Bias of Communication
16. **Media and Identity** (India examples)
17. Media effect theories
18. Agenda Setting Theory
19. Cultivation Theory
20. Politics and Media studies-media bias
21. Media decency
22. Media consolidation
23. Spiral of Silence
24. Meaning making perspectives
25. Cultural Perspective
26. New media
27. Henry Jenkins-Participatory culture
28. Internet as Public sphere-Habermas to Twitter
29. McLuhan 's concept of Global village in the age of Netflix
30. Uses and Gratification in the age of Internet





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Electronic Media II Question Bank

1. Evolution and growth of Radio:
2. Satellite Radio – The Evolution and Growth
3. AIR and Community Radio- Developmental and Educational Role
4. Internet Radio and Private FM Channels broadcast on Internet.
5. Evolution and growth of Television
6. Evolution and growth of Private and Satellite channels:
7. Growth of Private International, National and Regional TV Networks and fierce.
8. Competition for ratings.
9. Satellite television broadcast-Television channels for niche audiences — entertainment, news, sports, science, health and life style. HDTV telecast
10. Proliferation of DTH services
11. Rise of regional channels and Importance of Regional Channels in India and Globally
12. Trends in regional radio and Television channels.
13. Breaking news on television and the TRP race:
14. How panel discussions can make the public opinion
15. Radio and Television Interview techniques
16. Qualities of a good anchor
17. Voice modulation
18. Characteristics of Radio Jockey
19. Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio and TV.
20. Preparing Audio and Video briefs
21. 24/7 news broadcast
22. Convergence and Multi-media
23. Emerging Trends in Electronic media
24. Digital storytelling /Features





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Agency Management Question Bank

- a. Agencies role
- b. Functions
- c. Organization and Importance
- d. Different types of ad agencies
- e. Role of account planning in advertising
- f. Role of Account Planner
- g. Account Planning Process
- h. The Client – Agency Relationship
- i. The Gaps Model of service Quality
- j. Stages in the client-agency relationship
- k. How Agencies Gain Clients
- l. Why Agencies Lose Clients
- m. Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation
- n. Entrepreneurship Functions,
- o. Need and Importance.
- p. b. Entrepreneurship-As Innovation, risk taking and problem solving.
- q. c. Social Entrepreneurship
- r. Sources of capital for startup Company
- s. Creating and Starting the Venture
- t. Various Stages in setting up a new Agency
- u. Various stages of marketing plan
- v. Traditional Response Hierarchy Models: AIDA
- w. Communications Objectives
- x. DAGMAR:
- y. Various methods of Agency Remunerations
- z. The Scope and Role of Sales Promotion
- aa. Reasons for the Increase in Sales Promotion
- bb. Types of sales promotion





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Social Media Marketing

1. What is the E-marketing? The changing marketing landscape.
2. E- marketing strength and application,
3. Communication modes
4. Emarketing and Consumer segmentation
5. E- marketing and Sales and Trade promotions
6. types of Digital Marketing
7. Types E- mail marketing,
8. Types Internet marketing
9. Types of Mobile marketing
10. Generation Y Expectation and influence
11. Implication of Digital change ,
12. Emerging consumer segmentation in India
13. Meaning , Importance ,
14. Myths about Social media marketing,
15. Brief History Characteristics of Social
16. Media marketer and Careers in Social media marketing
17. .Content Strategy For Social Media Marketing
18. 10- step framework for creating successful SMM strategy,
19. Creating content for Multiple platforms Marketing
20. What is Face book marketing ? Facebook page best practices,
21. Face book ad campaign Objectives and targeting and Content creation and sharing .
22. Optimizing Instagram profile,
23. Creating content strategy,
24. Influencer marketing and Instagram Ads
25. LinkedIn for personal branding,
26. Brand marketing for LinkedIn,
27. Ads on LinkedIn
28. 7.Pinterest Marketing
29. Leveraging Rich Pins
30. How to build foundation for your Youtube channel,
31. Usage of free resource ,
32. Optimize organic traffic by selecting key words for videos
33. Optimization of advertisements
34. Social Media Marketing Plan
35. What is SMM plan?
36. Social Media Marketing cycle,
37. 5 stages, Setting Social Media Marketing goals and objectives (Exposure,
38. Engagement, Influence , Impact and advocacy) ,
39. Eight C's of strategy development Uses of
40. keywords, hashtags, and emoji in targeting Branded posts ,
41. Evaluating Social media marketing success



42. What is campaign management?
43. How to use campaign management for Facebook, Twitter etc, Sentiment mining,
44. Using Corporate blog as a
45. CRM tool.
46. How Companies use blogs for effective
47. campaign management?
48. Ethics Code of ethics ,
49. 9 Rules of engagement for Social Media Marketing
50. Careers in Social media marketing





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Department of Management Studies

Subject: ~~Retailing~~ and Merchandising

Semester: VI

SNO	Question	Option 1	Option 2	option 3	Option 4	Correct Option
1	Retail is the end or final stage of any _____. _____ is a process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company.	Economic activity	Trading Design Management	Manufacturing Location Management	Wholesaler Retail Management	Answer1
2	A major _____ activity performed by retailers is holding inventory so that the products will be available when consumers want them.	Time consuming	Place utility leased department	Value-providing independent retailer	Design Consumer Co-operatives	Answer3
3	When a part of a department in a retail store is leased or rented to an outside party, it is termed as a _____.	Chain Retailer	independent	Chain Retailer	Consumer Co-operatives	Answer2
4	A _____ refers to a store that stocks a particular type of merchandise or a single product of durable goods like furniture, In this method, unique _____ is given to every product to give identification along with the human readable numbers.	specialty store	independent	Chain Retailer	Consumer Co-operatives	Answer1
5	_____ is a technology that allows an object or person to be identified at a distance by means of radio waves.	bar code	RFID	EDI	CCTV	Answer1
6	_____ is transforming the way business is conducted and monitored across supply chain	bar code	RFID	EDI	CCTV	Answer2
7	_____ is a non-store format in which products or services are stored in a machine & dispensed to customer.	Radio frequency Identification	Electronic label	Surveillance	bar code	Answer1
8	_____ is the use of electronic and digital equipment for monitoring retail stores in the form of CCTV equipment.	Kiosks	Catalogue	Internet	Vending Machine	Answer4
9	_____ store is a large retail store offering wide variety of products under one roof separated by different departments.	Electronic Surveillance	Radio tags	Bar coding	Frisking	Answer1
10	_____ is a large self service retail food store.	Speciality kirana	Departmental	Convenience supermarket	fair price hypermarket	Answer2
11	_____ is a large self service retail food store.	kirana	ntal	supermarket	hypermarket	Answer3





13	Big Bazaar has used 15th August & _____ as days for giant sale.	1st May	January	2nd November	1st January	Answer2
14	Hyper Market	Stocks only a particular type of overall look up store	Combination of a placement of	Sahakari bhandar differentiate themselves	Sales person interacts with Insurance of products	Answer2
15	visual merchandising is not associated with					Answer4
16	Organized retail in India stands at around _____ out of the total retail market	3%	4%	5%	6%	Answer1
17	_____ impact how consumers shop and what goods they purchased.	Store locations	Social factors	Personal factors	Cultural characteristics	Answer4
18	Prior goal of CRM was to establish _____ and perfect relationships.	Customer preference	Customer experience	Customer loyalty	Customer reaction	Answer3
19	The acquisition of a new customer costs _____ times more than maintaining an existing customer.	10 to 20 times	20 to 25 times	5 to 10 times	30 to 40 times	Answer3
20	_____ means a retailer builds customer loyalty by developing a clear and distinctive image of its retail offering and consistently reinforcing _____ are coupons that can be printed on a customer's home computer and printer and taken to a brick and mortar store.	Retail brands	Positioning	Loyalty program	Retail program	Answer2
21	A _____ is a refund of part of an items purchase price. _____ are retail outlets that are owned and operated by a consumer for their mutual benefit.	Coupon code	Promotion code	Printable coupons	Discount code	Answer3
22	_____ is a refund of part of an items purchase price. _____ are retail outlets that are owned and operated by a consumer for their mutual benefit.	Cash back	Discount	Coupons	Rebate	Answer4
23	_____ are small selling spaces located in malls offices airports etc. _____ is not a psychological element which influence a consumer buying behaviour	Franchise organisation	Service retailing	Consumer cooperative	Self selection retailing	Answer3
24	_____ includes the activities associated with receiving storing and discriminating inputs to the product	shopping center	kiosks	location	vending machines	Answer2
25	_____ offer various incentives and rewards to consumers on the basis of cumulative purchases from a given provider, be it store , a _____ provide the ways to gather lead contact information, house it, use it communication purposes and run reports on the data _____ is the growth that the retailer seeks by developing new products for new markets.	gender	perception	belief	learning	Answer1
26	_____ offer various incentives and rewards to consumers on the basis of cumulative purchases from a given provider, be it store , a _____ provide the ways to gather lead contact information, house it, use it communication purposes and run reports on the data _____ is the growth that the retailer seeks by developing new products for new markets.	inbound logistics	outbound logistics	operations	call center	Answer1
27	_____ is the growth that the retailer seeks by developing new products for new markets.	Point Of Sale	Frequent Shopper	Product	Customer Retention	Answer2
28	_____ is the growth that the retailer seeks by developing new products for new markets.	Point Of Sale	Customer Analytics	Campaign market penetration	inventory product development	Answer2
29	_____ is the growth that the retailer seeks by developing new products for new markets.	diversification	market development	store	Seasonal demand	Answer1
30	Central business districts	traffic during the	malls	store	Seasonal demand	Answer1
31	Destination Location	Seasonal demand	within a	necessities	Shopping malls	Answer4
32	Free standing stores refers to _____	shopping mall	store	isolated stores	malls	Answer3
33	Freeform layout	Shopping malls	is is	Innecity	Operations	Answer2
34	Primary activities of value chain are _____	procurement	y	logistics	firm infrastructure	Answer3

35	The _____ shift in population have an implication for retailers	artificial	hic	geographic	real	Answer2
36	There should be _____ and convenient parking place for customer.	Sufficient	Narrow	Congested	broad	Answer1
37	_____ measures how well the brand is regarded and respected.	Knowledge	Esteem	Relevance	Differentiation	Answer2
38	in Freight on Board origin of geographical strategy.	Purchaser	ent	Supplier	Manufacturer	Answer1
39	_____ usually offers discounts in the form of a percentage or certain amount off a certain item.	Coupons	Rebates	Results	Tickets	Answer1
40	_____ pricing uses high prices to convey a distinct image for the products.	Reference	Prestige	Mark-up	Skimming	Answer2
41	_____ is always illegal since it suppresses competition and often raises the cost to the customers.	Horizontal Price Fixing	Predatory Pricing	Discount Pricing	Vertical Price Fixing	Answer1
42	_____ enjoy popularity for a limited period of time and usually generate a high level of sales for a short time	Fads	Staples	necessities	fashion	Answer1
43	_____ is the smallest unit available for inventory control	assortment	category	unit	specialty	Answer3
44	_____ is the combination of all products made available in a store and a set of products offered within a product category.	Merchandise	Category	Stock keeping unit	Assortment	Answer4
45	Basing point pricing is _____ strategy.	Promotional	d	Geographical	Psychological	Answer3
46	In Young and Rubicam Brand Asset Valuator Model _____ measures the breadth of a brands appeal.	Differentiation	Esteem	Knowledge	Relevance	Answer4
47	Private labeling is not applicable to _____ categories.	Vegetables	items	Cosmetics	Beverages	Answer1
48	_____ them for their overall development .	acquaint	train	motivate	authorise	Answer2
49	The exterior store design is a function of the location of the _____.	building	store site	campaign	layout	Answer2
50	An example of Graphics is _____.	photo panel	signboard	digital signage	posters	Answer1





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Agency Management – Question Bank

1. AAAA defines as ____
 - a) Association of advertising agencies of America
 - b) Association of agency agencies of America
 - c) Association of account of America
 - d) Association of analysis of America

2. ____ is a service organization comprising of the team of experts, who create, plan & handle advertising
 - a) Client
 - b) Ad agency
 - c) Aviation
 - d) Research department

3. IMC means ____
 - a) Integrated marketing communication
 - b) Internal marketing communication
 - c) Individual marketing communication
 - d) Independent marketing communication

4. Areas of Agency evaluation ____
 - a) Expertise /objectivity / dedication / staffing & management
 - b) Expertise / staffing & management
 - c) Expertise /objectivity
 - d) Expertise / dedication / staffing & management

5. Marketing strategy is the long term plan designed to achieve ____ objectives of client's firm
 - a) Advertising
 - b) Marketing
 - c) Communication
 - d) Financial

6. Three stages of buyer behavior ____
 - a) Cognitive /Affective / Conviction
 - b) Motivate/ affective/buying
 - c) Awareness/desire/buying
 - d) Cognitive/desire/conviction

7. ____ is implemented when there is relatively low demand & low brand loyalty
 - a) Pull strategy
 - b) Push strategy
 - c) Pull + push strategy



d) Communication strategy

8. _____ is a process that involves research and information gathering about the client's products and services

- a) Account Planning
- b) Planning
- c) Creating an image
- d) Public Relations

9. _____ can be a job, process, or a way of approaching business planning.

- a) Account Planning
- b) Creativity
- c) Designing
- d) Marketing

10. What does the creative process involve the development of?

- a) Central theme
- b) Finance
- c) Public relation
- d) Marketing

11. _____ influences the entire creative development process except for production.

- a) Public relation
- b) Business planning
- c) Account planning
- d) Research

12. Budget for a communication campaign is decided by

- a) The marketer
- b) The agency
- c) The consumer
- d) The retailer

13. Segmentation on the basis of lifestyle would NOT include:

- a) Hobbies,
- b) Recreational pursuits,
- c) Entertainment, vacations
- d) Climate

14. VALS is a segmentation

- a) Values & lifestyle
- b) Demographics & psychographics
Geography & lifestyle
- d) Life stages & behavior

15. -----starts with identifying opportunity and scope of business.

- a) The process of concept development
- b) The process of growth and development
- c) The participation of business parties
- d) The process of building a team

16. The internal environment consists of any two of the following.

- a) Management Philosophy and Human Resource.



- b) Management Members and Client Members.
- c) Management and Entrepreneurs
- d) Management and External Resource.

17. The study of internal environment helps to find out the _____ within the firm.

- a) Loopholes.
- b) Weakness.
- c) Strength
- d) Co – operation.

18. _____ should deal with optimal visibility of the business and marketing goals.

- a) Marketing Plan.
- b) Commercial Plan
- c) Logistic Plan.
- d) Progressive Plan.

19. Which of the following are important aspects of sales promotion?

- a) Extra incentives
- b) Likelihood of product
- c) Cost effective
- d) Creating desire

20. Use of _____ techniques help to differentiate your products from those of your competitors.

- a) Sales promotion
- b) AIDA
- c) DAGMAR
- d) Advertising

21. One of the major objectives of consumer franchise building is _____.

- a) Increased shelf life of products
- b) Sudden acceleration of sales
- c) Contests and sweepstakes
- d) communicate distinctive brand attributes

22. POP is known as _____.

- a) Pay of point
- b) Point of purchase
Popular of products
- d) Purchase of products

23. Which was the first agency in the USA, with a status for creative work in Advertising?

- a) Lord & Thomas
- b) Maccann Erickson
- c) Rediffussion
- d) Mudra Communication

24. _____ provides incentive reactions by stimulating customers to submit entries into draws of chance that are tied to product or service awareness wherein the featured prizes are given away by client companies.

- a) Coupons
- b) Premiums
- c) Sweepstakes
- d) Contest



25. Which one is not a Consumer – Oriented Sales Promotion Vehicle.
- a) Samples
 - b) Refunds
 - c) Price – off Deals
 - d) Trade Shows
26. Advertising agencies provide a valuable resource for any enterprise seeking to ____
- a) Increase its customer base or its sales
 - b) Increase its manpower
 - c) Increase assests
 - d) Increase wealth
27. Promotional services include ____
- a) Consumer demand analysis
 - b) Sales promotion / PR activities
 - c) Sales forecasting
 - d) Media buying
28. Market research service include ____
- a) Consumer demand analysis
 - b) Content for tvc
 - c) Caltalogue
 - d) Brand audit
29. Stages in Client –Agency relationship ____
- a) Pre-relationship stage / developing stage/maintenance stage/termination stage
 - b) Pre-relationship stage / maintenance stage/termination stage
 - Pre-relationship stage / termination stage
 - d) Pre-relationship stage / developing stage
30. Means-End Value chain ____
- a) Attribute – functional consequences - psychosocial consequences – values
 - b) Attribute – psychosocial consequences – values
 - c) Functional consequences – psychosocial consequences – values
 - d) functional consequences – psychosocial consequences
31. A ____ is a written document that summarizes what marketer has learned about the market place & indicates how the firms plan to reach its marketing objectives
- a) Marketing plan
 - b) Advertising plan
 - c) Copy plan
 - d) Media planning plan
32. Product objectives ____
- a) To grow the company
 - b) To increase market share
 - c) To launch a new product
 - d) To increase brand awareness
33. STP stands for ____
- a) Segmenting – targeting – placing
 - b) Segmenting – targeting – positioning
 - c) Segmenting – targeting – pricing



d) Segmenting – targeting – product

34. DAGMAR is defined as ____

- a) Defining advertising goals measured advertising results
- b) Defining advertising gains measured advertising results
- c) Defining accounting goals measured advertising results
- d) Defining action goals measured advertising results

35. ____ is a comprehensive document prepared by entrepreneur that consists of the vital information in regards of internal & external factors required to be considered, while starting new venture

- a) Business plan
- b) Marketing plan
- c) Copy plan
- d) Ad plan

36. ____ is the method where agency is paid a fixed commission by media on media bill for media space bought by agency

- a) Fee system
- b) Agency commission
- c) Service charge
- d) Aor

37. Consumer sales promotion includes ____

- a) Sampling /coupons etc
- b) Pop
- c) Trade allowance
- d) Trade shows

38. ____ is based on lucky draw concept

- a) Sweepstakes
- b) Premiums
- c) Bonus
- d) Pop

39. _____ have to work with the clients and the creative teams within the agency.

- a) Copywriter
- b) Designer
- c) Business Development Manager
- d) Account planner

40. Distribution objectives ____

- a. Availability of the products in the market
- b. Making product available at cheaper rate
- c. To grow the company
- d. To design logo

41. ____ comprises of free gifts, prizes, etc

- a. Premiums
- b. Pop
- c. Frequency programs
- d. Trade allowances



42. Advertising account planning is about keeping the _____ at the centre of the marketing.
- a. Customers
 - b. Sales
 - c. Public relations
 - d. Selling
43. _____ is one of the most important skill an account planner must possess.
- a. A good tie
 - b. Punctuality
 - c. Communication skills
 - d. A college degree
44. The _____ may be based on the resources available to the company.
- a. Advertising objectives
 - b. Hiring of employees
 - c. Budget
 - d. Research
45. What is the last stage in the account planning process?
- a. Evaluation
 - b. Creation
 - c. Execution
 - d. Designing
46. Account planners are part of the account-management team and work as equal partners with _____.
- a. Account executives
 - b. Business development manager
 - c. Copywriter
 - d. Retailers
47. The following is not a P of marketing
- a. Product
 - b. Price
 - c. Promotion
 - d. Pace
48. The product does not include one element listed in the following, identify the same
- a. Logo & branding
 - b. Packing & packaging
 - c. Quality & variety
 - d. Payment & credit terms
49. Price would not include:
- a. Payment terms
 - b. Credit period
 - c. Margins of retailer
 - d. Quality



50. Meeting with others and participating in organized group and considering each and every idea in the group and discussing together can lead to -----

- a. Full fledged agency
- b. Calculating ideas
- c. Relation building
- d. Brain storming ideas

51. _____ provides actual sales results which indicate the acceptance level of consumers.

- a. Test Marketing Stage.
- b. Sales Marketing Stage.
- c. Product Demographic Analysis.
- d. Product Marketing Stage

52. _____ is the prerequisite to establish connection between entrepreneurs, Labour & machine.

- a. Finance
- b. Business.
- c. Organizations.

Establishments

53. Managing the manpower planning, recruitment policies, training & development of the agencies is looked by _____

- a. Human Resource Plan.
- b. Administrative Plan.
- c. Receptionist Plan.

Executive Plan

54. Which of the following is an important use of sales promotion for new brand introduction?

- a. Obtaining trial and repurchase
- b. Increase consumption
- c. Increase Loyalty
- d. Incentive

55. ____ are responsible for body copy of the ad or slogan, etc

- a) Art directors
- b) Media planners
- c) Copywriters
- d) Accountants

56. ____ is the type of agency completely owned by advertiser with the aim to secure complete control over advertising

- a) In-house agency
- b) Full service agency
- c) Modular agency
- d) Mega agency

57. Awareness – knowledge – liking – preferences – conviction – purchase defines ____ model



- a) Aida
- b) Hierarchy
- c) Innovative
- d) Adoption

58. ____ is the method where agency appoints a single agency to buy a space & time for all their brands

- a) Agency on record (AOR)
- b) Fee system
- c) Agency commission
- d) Service charge

59. According to Philip Kotler, ____ consists of a diverse collection of incentive tools to stimulate purchase of goods/service

- a) Sales promotion
- b) Public relation
- c) Logo designing
- d) Copywriting

60. CFB stands for ____

- a) Consumer franchisee building
- b) Customer franchisee building
- c) Consumer franchisee brand
- d) Customer franchisee brand

61. ____ means repayment of a part of money paid for the purchase

- a) Refund
- b) Rebate
- c) Sweepstake
- d) Coupons

62. Account planning includes gathering information about the client's products, services, brand, and _____.

- a) TV commercial
- b) Consumers
- c) Marketing
- d) Employees of the company

63. What has increased the need for research?

- a) Planning
- b) Account planning
- c) Lower sales
- d) The rise of the information age

64. An _____ works with the clients to establish their aims and objectives.

- a) Copywriter
- b) Account planner
- c) Designer
- d) Writer



65. _____ is the first step in the account planning process.

- a) Creating designs
- b) Defining the product or service
- c) Creating the copy
- d) Going in the market

66. The planner's primary role is to champion the _____ point of view.

- a) Consumer's
- b) Copywriter's
- c) Marketer's
- d) Advertiser's

67. The IMC (integrated marketing communication) is also the P of marketing

- a) Product
- b) Price
- c) Promotion
- d) Place

68. Place does not include one element listed in the following, identify the same

- a) Location
- b) Coverage
- c) Logistics
- d) Sales promotion

69. SWOT stands for

- a) Strengths/ weakness/ opportunity/ threats
- b) Strengths/ weakness/ others/ tiers
- c) Strengths/ weakness/ opponent/ trial
- d) Speakers/ witnesses / occurrences/ triggers

70. An _____ is a kind of a service organization that is committed to planning, creating, designing and executing advertising for its client.

- A. Account planner
- B. marketing department
- C. Communication department
- D. advertising agencies





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Media Planning and Buying Question Bank

1. Meaning of Media & Features of Media,
2. Meaning of Media Planning ,
3. Scope of Media planning ,
4. Media Planning Elements,
5. Role of Media in Business,
6. Media Planning Process,
7. Impact of Marketing Objectives on Media Planning,
8. Factors Influencing Media Planning Decisions,
9. Role and Importance of Media in Consumer Buying Decision,
10. Role of Media Planner,
11. Challenges of Media Planning,
12. Organization Structure of Media Company,
13. Regulatory Framework and Legal Aspects in Media Planning
14. Meaning, Role and Importance
15. Sources of Media Research
16. Need for Media Mix,
17. Identifying Audience for Mass Media ,
18. Factors Affecting Media Mix Decision,
19. Types of Media Mix Decisions
20. Factors Affecting Selection of Print Media Decisions ,
21. Types of Print Media, Advantages and Limitations
22. Factors Affecting Selection of Television Media Decisions, Advantages and Limitations
23. Factors Affecting Selection of Radio Media Decision, Advantages and Limitations
24. Types of OOH, Advantages and Limitations
25. Factors Affecting OOH Planning Decision,
26. Online, Mobile, Gaming, In flight, In Store, Interactive Media
27. Need for Media Strategy, Situation Analysis for Media Strategy and its Component
28. Steps in Formulating Media Strategies:
29. Factors to be considered while Framing a Budget
30. Importance of Media Budget.
31. Methods of Setting Media
32. Role of Media Buyer,
33. Objectives of Media Buying,
34. Media Buying Process
35. Concept & Elements of Buying Brief,
36. Art of Media Buying



37. Negotiation in Media Buying,
38. Criteria in Media Buying
39. Factors Affecting Scheduling:
40. Scheduling Patterns
41. Scheduling Strategies for Creating Impact
42. Reach, Cumulative/Frequency Reach,
43. Discrete & Cumulative distribution,
44. Average Opportunity to See (AOTS),
45. Effective frequency/Reach
46. Dairy v/s Peoplemeter,
47. TRP,/TVR, Program Reach & Time Spent,
48. Stickiness Index, Ad Viewership
49. Arbitron Radio Rating
50. Circulation,
51. Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader.
52. Traffic Audit Bureau (TAB)
53. Gross Rating Points (GRP), Gross Impressions (GI),
54. Share of Voice (SOV).
55. Cost Per Rating Point(CPRP),
56. Reach Delivered by the Buy,
57. Visibility Spots,
58. Bonus Percentage,
59. Upgrades and Spot Fixing,
60. Sponsorships
61. Discount on Rate Card, Negotiated Rate,
62. Cost Per Thousand (CPT),
63. Market Share Incentives,
64. Readership v/s Circulation Track,





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Media Planning and Buying

1. Media literacy means the ability to
 - a. Read and write
 - b. Create professional media
 - c. Understand and use media
 - d. Prepare for a career in media
2. Good media criticism should always
 - a. Reveal negative aspects of media
 - b. Offer analysis based on reason
 - c. Warn us that ads sell us things we don't need
 - d. Condemn our emotional reactions to media
3. In media studies "converging" refers to the coming together of
 - a. Two or more people, in public
 - b. Different professional ideas about media
 - c. Computer, telephone, and mass media technologies
 - d. Mass media and mass communication
4. Economies of scale save a company money because they enable the company to
 - a. Make a large variety of products
 - b. Make many copies of a product
 - c. Scale down the size of their products
 - d. Charge higher prices than their competitors
5. In terms of media/government relationships in the world today, the media in most countries are
 - a. Government owned and operated
 - b. Privately owned and government controlled
 - c. Privately owned and free from government control
 - d. Mixed in terms of government and private ownership and control
6. What is ABC?
 - a. American business circle
 - b. American business corporation
 - c. Audit Bureau of circulation
 - d. None

Question Bank On Media Planning and Management with Answers

Prepared by : Darshana Bande from various sources available online

7. A person (or group) who has control over what information is disseminated to the audience is known as:
 - a. Newscaster
 - b. Reporter
 - c. Regulator
 - d. Gatekeeper
8. The news of important public events appearing in the front sections of a newspaper, is called:
 - a. Soft-news
 - b. Hard-news
 - c. Feature News
 - d. Investigative news
9. The famous communication Model SMCRE was devised by:
 - a. Schramm



- b. Roger
 - c. Lasswell
 - d. Osgood
10. The communication based on purchased time or space is called:

- a. Propaganda
- b. Publicity
- c. Advertising
- d. None of these

11. UPI is the abbreviation of:

- a. United Press of India
- b. United Press of Indonesia
- c. United Press International
- d. None of these

12. Communication without words:

- a. Mass communication
- b. Visual Communication
- c. Non-Verbal communication
- d. None of these

13. OB stands for:

- a. Outside Broadcast
- b. Outdoor Broadcast
- c. Official Beat
- d. None of these

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

14. The Internet is:

- a. An integral part of the Information Superhighway
- b. An indirect product of the Cold War
- c. A global network of interconnected computers
- d. All of the above

15. ----- in advertising. is a series of decisions involvin g the delivery of message to the targeted audience.

- a. Market Analysis
- b. Media Objective
- c. Media Planning
- d. Media Strategy

ANSWER: C

16. Every media plan begins with the-----

- a. media objective
- b. market analysis
- c. mediamix
- d. media strategy

ANSWER: B

17. The ----- of target audience help s media planner to understand the media consumption habbits, and accordingly choose the most appropriate media mix.

- A) analysis
- B) identification
- C) selection
- D) classification

ANSWER: D

18. ----- describes what you want the media plan to accomplish.

- A) Media Objective
- B) Media analysis
- C) Mediamix
- D) Media strategy

ANSWER: A



19. ----- refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.

- A) Frequency
- B) Reach
- C) CPM
- D) CPP

ANSWER: B

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

20. -----refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.

- A. Frequency
- B. Reach
- C. Continuity
- D. CPM

ANSWER :A

21. An effective media strategy requires a degree of ----- _

- A. continuity
- B. mediamix
- C. flexibility
- D. discontinuous

ANSWER: C

22. -----covers two broad decisions selectionof media class, and selection of media vehicle with in media class.

- A. Media mix
- B. Media strategy
- C. Media objective
- D. Media selection

ANSWER: D

23. The implementation of media plan requires ----- _

- A. Media slot
- B. Mediamix
- C. Media buying
- D. Media selection

ANSWER C

24. Media Buying refers to buying ----- in the selected media.

- A. slot
- B. space
- C. vehicle
- D. time and space

ANSWER: D

25.is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psycho graphic
- C. Socio-economic
- D. infographics

answer a

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

26. ----- is away of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psycho graphics
- C. Socio-economic



D. Infographics

ANSWER B

27. Media----- is a primary goal of advertising media planning and media buying.

- A. frequency
- B. efficiency
- C. flexibility
- D. reach

ANSWER: B

28. Scheduling in ----- can help avoid the irritation factor and can keep an advertising campaign fresher for a longer time.

- A. continuity
- B. random
- C. waves
- D. avails

ANSWER: C

29. A magazine ----- starts with its circulation and grows as original readers pass an issue along to other readers.

- A. sub scribe
- B. reader
- C. audience
- D. publisher

ANSWER: C

30. The average magazine draws half of its revenue from ----- and half from circulation.

- A. marketing
- B. audience
- C. subscribers
- D. advertising

ANSWER: D

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

31. ----- is a highly negotiable medium when it comes to pricing.

- A. News paper
- B. Radio
- C. Television
- D. Internet

ANSWER: B

32. A large amount of ----- advertising is for retailers, local businesses used for promotions.

- A. newspaper
- B. magazines
- C. radio
- D. television

ANSWER: C

33. The ----- should be the formal summation of the advertising task that the media planner will take on to a solution.

- A. media brief
- B. media expansion
- C. media buying
- D. media selling



ANSWER A

34. Companies are exploring the ----- for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper
- C. radio
- D. new media

ANSWER D

35. The advertising industry is passing through a transition phase with the emergence of the----- media.

- A. television

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- B. online
- C. interactive
- D. information

ANSWER B

36. New media is very cost-effective when compared to the traditional media and is highly-----

- A. reliable
- B. requited
- C. resourceful
- D. result-oriented

ANSWER D

37. The ----- is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio
- D. outdoor

ANSWER A

40. Digital technology is changing the way----- relate to products and markets.

- A. manufactures
- B. consumer
- C. dealers
- D. industry

ANSWER B

41. Cyber consumers are not ----- _

- A. active
- B. passive
- C. homogeneous
- D. heterogeneous

ANSWER C

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

42. Media ----- is a primary goal of advertising media planning and buying.

- A. flexibility
- B. expansion
- C. frequency
- D. efficiency



ANSWER D

43. Frequency of describes the number of times that your advertisement appears in the media.

- A. continuity
- B. exposure
- C. repetition
- D. insertion

ANSWER D

44. . Advertising media do not operate in a vacuum: they must be part of the overall and advertising plans.

- A. marketing
- B. media
- C. corporate
- D. campaign

ANSWER A

45. Advertisers use many factors other than the-----in their media analyses and plans.

- A. activities
- B. audience
- C. attributes
- D. influential

ANSWER B

46. ----- technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

Question Bank On Media Planning and Management with Answers
Prepared by : Darshana Bande from various sources available online

ANSWER: C

47. Cyber consumers are not _

- A. Heterogeneous
- B. segmented
- C. mass
- D. homogeneous

ANSWER: D

48. e-Tailing will have to co-exist with ----- retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

49. ----- the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

ANSWER: C

50. Creating and securing a brand name in the physical world requires



extensive marketing.-----

A. Research

B. strategy

C. effort

D. media

ANWWER: A





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Advertising MCQS

1. **Advertising** is paid form of providing information through media.
(Advertising, Publicity, Salesmanship, Sponsorship)
2. Positioning is an element of **IMC**. (IMC, Selling, Distribution, Demand)
3. Just dial services is a form of **direct** marketing.(direct, Indirect, Personal, Non personal)
4. Advertising helps to develop Brand **Image** (Image, Fatigue, Disrespect, Respect)
5. Trade mark was a form of advertising in **preprinting** stage.(preprinting, post printing, global, digital)
6. 1st American Ad. Agency was started by **Volney Palmer** (Volney Palmer, Philip Kotler, George O'Well, Peter Drucker)
7. 1st Indian Ad. Agency was **B. Dattaram** (S. Ayyangar, B. Dattaram, K. Mathur, H. Balsunder)
8. Printing Press was invented by **Gutenberg** (Gutenberg, Marconi, Baired, Kotler)
9. 1st Indian Newspaper was. **Bengal gazette** (Bengal gazette, Shimla Gazette, Darpan, Mashal)
10. 1st radio commercial was published in the year **1992**.
11. ABC was set up in India in the year, **1961** (1948. 1957, 1955, 1961)
12. **ASCI** is a self-regulatory body.(ABC, INS, IMRB,ASCI)
13. **Product** is not an active participant in Advertising. (Media, Advertiser, Government, Product)
14. **introductory** stage is second stage in PLC .(Introductory, Growth, Maturity, decline)
15. **decline** stage is 4th stage in PLC(Introductory, Growth, maturity, decline)



16. Retentive advertising is released during **decline** stage PLC(*Introductory, Growth, maturity, decline*)
17. Primary advertising is for **Branded** product. (Branded, Unbranded, Fake, Harmful)
18. Buy today n save Rs. 200/ is an example of **Direct action** advertising.
(Direct action, indirect action, Primary, Secondary)
19. Car cards is **printed** form of advertising. (Indoor, outdoor, printed)
20. Electronic advertising is also called **digital** advertising.(Broadcasting, digital, Audio, Conventional)
21. 1st Handbill was brought out by, **William Caxton** .(William Caxton, Gutenberg, Baired, Taylor)
22. Advertising is an element of **Promotion**, mix(Promotion, Product, Price, Place)
23. **Town criers** is ancient form of advertising.
(Town criers, Radio, Newspaper, TV)
24. **Brand Image** is the perception of the product in the mindset of customers.(Brand Image, Brand Positioning, Brand Equity, Brand Fatigue)
25. , **Institutional** advertising is done by trade associations or cooperative groups.
(Primary, Secondary, Institutional, Service)
26. Advertising is an element of **Promotion** -mix.(Promotion, Price, Place, Product)
27. **Advertising** refers to the paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. (Advertising, Publicity, Sponsorship, Personal selling)
28. Audience are **Buyers** (Sellers, Vendors, Buyers,Manufacturers)
29. **B. Dattaram & Company** is the oldest ad agency in India.
B. Dattaram & Company, S Minakshi & Co., P. Sawlaram & Co., ABC Co. ltd.)
30. **Bengal Gazette** is the first newspaper in India.(Bengal Gazette, Mumbai Gazette, Chennai Gazette, Gujarat Gazette)
31. Brand image is the **Perception** of the brand in the minds of target customers.(Perception, Goodwill, Look out, knowledge)



32. **Creativity** is the foundation of advertising. (Creativity, Media, Photographer, Art director)
33. Detailed information about the product can be given in **print** advertising. (print, TV, Radio, Poster)
34. **Direct-action** Advertising is undertaken to obtain immediate response of the target audience. (Direct-action, In direct action, Service, Product)
35. Antidrug campaign as an example of **Social** advertising. (Social, Product, Service, Institutional)
36. **Government** maintains transparency and keeps companies free from disputes. (IMC, Product, Service, **Government**)
37. IMC unifies all **marketing** communication tools. (marketing, personal, non-personal, mass)
38. Ad. Agency works on behalf of advertiser. (Ad. Agency, Media, Govt., Company)
39. **Media** relations is the jest of Ad. Agency. (Media relations, Creativity, Productivity, Punctuality)
40. Art director is the head of **Creative**, department. (Creative, Media, Administrations, Contact)
41. Traffic dept. of Ad agency looks after **Schedule** .(Schedule, road traffic, signal system, creative work)
42. **Modular** agency provides services on piece meal basis. (Full service, Modular, Creative Boutique, Global)
43. Creative Boutique provides **Specialized** services. (Specialized, General, Normal, All)
44. **In house**, agency is a part of Advertiser's Organization. (In house, creative boutique, Local ,Mega)
45. Ad. Agency is the **Intermediary** ,between client and the media. (Intermediary, Client, Rival, Friend)
46. Mega agency is the result of **Global** of many agencies. (Mega, Local, Specialist, Global)
47. **In house** is the combination of Ad. agency and Ad. department (In house, Media buying, Creative boutique, Global agency)



48. **Client turnover** means no. of clients who leaves an agency. And join another.
(Client turnover, Labour turnover, Creditor turnover, Debt. Turnover)
49. **A Full service** agency provides all services including marketing services(A Full service, Modular, specialist, Mega)
50. **B2B** agency is a type of agency working along with e commerce.
(Full service, B2B, In house, Mega)
51. **Commission** is a traditional method of paying compensation to Ad. agency.
(Commission, Charges, Cost plus system, Fees)
52. **Mutual trust** is the base of agency client relationship.(Mutual trust, Non transparency, Informal relations, Friendship)
53. Dissatisfaction is the main reason for **Client turnover**, .
(Getting Client , Client payment, Client turnover, Client relations)
54. **Referrals** is a mean of getting clients. (Referrals, Turnover, Budget, Investments)
55. **Creative pitch** is the presentation by Ad. Agency to a client.
(Creative pitch, Creative Brief, Creative Copy, Creative Layout)
56. Copy writers and Art directors should have mainly **conceptual** skills.
(Conceptual, Operative, Communication, Sress releasing)
57. **Visualization** refers to imaginative power advertiser.
(Client relations, Visualization, media connection, controlling Ad. agency)
58. **Production house** undertakes the job of editing, recording, dubbing etc.
(Production house, Ad. agency, Camera man, Art director, Copy writer)
59. **Animation** refers to computerized games, video technology etc.
(Animation, printing, Market research, Modelling)60. **Free lancing** refers to self-employment.(Free lancing, Copy writing, Creativity, managing Ad. agency)





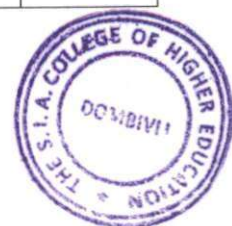
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	Social Media Marketing					
1	To develop a brand that is focused on genuine business, you should (i) be thinking about the messages you want to send and naturally what you want to accomplish (ii) target your audience by interacting with them (iii) use lens of your organization or the brand you are aiming to promote (iv) learn from your consumers	3	i and ii	ii and iii	i and iii	i and iv
2	The best way to learn about your audience is to spend some time _____	1	listenin g	interacti ng	impres sing	filtering
3	The rule of thirds states (i) sharing-offering expert advices, guidance and suggestions (ii) make yourself visible (iii) conversing and interacting (iv) service promotion	2	i,ii,iii	i,iii,iv	i,ii,iv	ii,iii,iv
4	To appear as genuine person for your audience, you should _____	4	sociabl e	does not sound like robots	be yoursel f	all of the above
5	Make yourself visible to you audience means to	1	make the process as simple as possibl e for your audien ce to find them	ask question s	initiate conver sations	caring about the custome rs



6	_____ is a prerequisite and crucial to achieve your business goals	3	engage ment	being sociable	consist ency	promoti on
7	_____ can be a source of inspiration and gives an opportunity to learn from your consumers	2	Listeni ng	Criticis m	Caring	Consiste ncy
8	_____ helps in building communities	1	Sharin g	Transpa rency	Social respon sibility	Analysis
9	By implementing the _____ into your social media strategy you will be able to produce content that is relevant, timely and engaging for your audience	2	Campa ign manag ement	Rule of thirds	Organi zation roles	None of the above
10	Service promotion includes _____	4	Blogs	Press coverage and Career resource s	Testim onials	all of the above
11	_____ reviews, analyses and contributes to activities on websites like Facebook, Twitter, YouTube, Flickr, Google plus, Pinterest and Instagram on a daily basis	1	Social Media Market ing Manag er	Social Media Market ing Executiv e	Social Media Market ing Analys t	Social Media Market ing Speciali st
12	The _____ needs to create, edit, publish and share the content daily that helps in building meaningful connections and encourages the managers to take action	2	Social Media Market ing Manag er	Social Media Market ing Executiv e	Social Media Market ing Analys t	Social Media Market ing Speciali st
13	The planning, execution, tracking, and analysis of a marketing project, often centered around a new product launch or an event is known as _____	2	social media market ing	campa ign manag ement	B2B market ing	digital marketi ng
14	Even the most innovative and well thought out marketing efforts can _____ if they are not properly implemented and analysed.	1	fail	succeed	reduce	none of the above



15	Managing all deliverables within the digital marketing campaign, from strategy development through implementation, is critical to the initiative's overall success is normally the responsibility of the _____	3	digital marketing manager	social media manager	campaign manager	none of the above
16	Communication is one of the most important aspects of every effective digital marketing campaign; _____ communication with the whole team responsible for the campaign's implementation is critical	1	internal	external	stakeholders	none of the above
17	The campaign manager, often known as the _____ is both sides accountability partner	2	social media manager	account manager	digital marketing manager	none of the above
18	Laying out all the duties at the start of the campaign is a significant step towards _____; that could prevent the campaign from being completed on time	3	minimizing risk and awareness	minimizing profits and success	minimizing confusion and delays	none of the above
19	A _____ is contract between service provider and service user/ a customer.	1	service level agreement (SLA)	goal	objectives	none of the above
20	The service provider and the service user _____ on specific characteristics of the service, such as quantity, quality, availability and responsibility	3	comment	disagree	agree	none of the above
21	SLA sets tone for the business relationship and acts _____ in the event something goes wrong throughout the campaign	1	documentation	map	source	none of the above
22	Slack, Teamwork and Trello are _____ application	2	profit mechanism	project management	portfolio management	none of the above



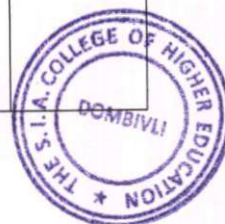
23	Which of the following best describes LinkedIn?	1	A professional networking site	A social network used for connecting with family and friends	A website to share videos of any length	A photo-sharing app
24	On LinkedIn, your profile most closely resembles a _____.	2	photo gallery	resume	digital scrapbook	dating profile
25	Which of the following is not a way to build a personal brand on LinkedIn?	4	Building a community	Connecting with potential clients	Reaching out to Journalist and Editors	Having anonymous identity
26	Which of the following is a way to build a personal brand on LinkedIn?	3	Having an anonymous identity	Withholding your skills and work experience	Connecting with potential clients	Verified accounts
27	How can LinkedIn serve the company aside from social network marketing?	1	Job openings can easily be dispersed to qualified candidates on LinkedIn	Company pictures can be posted to the profile	Negative press about the competition can be easily spread	Pricing lists can be posted (check)
28	_____ is an online tool that lets you visualize and analyze LinkedIn network	4	Cytoscape	Gephi	Commatrix	Socilab
29	Social networks are organized primarily around _____.	2	brands	people	discussions	interest
30	Which social network is considered the most popular for business to business marketing?	4	Facebook	Orkut	Ryze	LinkedIn



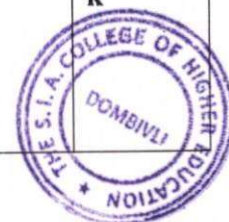
31	Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for _____.	4	customer feedback	viral content	exclusive coupons	marketing messages
32	What feature does LinkedIn offer for pay accounts?	1	Increased abilities to connect directly and send messages to people	Ability to post pictures	Ability to post in Groups and create a Group	Ability to block users
33	Which of the following is most likely to get attention on Facebook?	2	GIFs	Photos	Text pitches	Facebook page shares
34	What symbol allows users to 'tag' other users or companies?	2	Greater than	at the rate of	hashtag	asterix
35	What symbol does Facebook use to mark verified pages?	3	The letters OK	A star	A checkmark	A thumbs-up
36	What is CTR?	2	Cost Through Rate	Click Through Rate	Click Table Rate	Cost Through Rates
37	What is a Call To Action?	1	A line, usually at the end of a content post, asking the reader to take an action (visit a page, submit a comment, etc.)	A global rallying cry, sparked socially online, that can mobilize like-minded individuals to make substantial, real world change	A weekly (or daily) theme or goal a company profile places for itself, achievable via Facebook traffic metrics	When a company sparks an increased focus on social media engagement, starting or cleaning up their image and accessibility on multiple social platforms.



38	What's 'frequency' a measurement of?	1	The amount of times a Facebook user sees your individual ad	The amount of people your ad reaches	The amount of people that share your ad	Another word for impressions
39	What icon can one attach to in-store flyers, posters, etc. to direct mobile consumers to their Facebook page?	1	QR codes	Instagrams	Hyperlinks	EdgeRank
40	What days of the week are statistically highest for FB engagement?	4	Tuesday & Wednesday	Monday & Friday	Saturday & Sunday	Thursday & Friday
41	Facebook users spend the most time (40%) on which page?	3	Collective Friends Profiles	Chat Windows	News Feed	Own Profile
42	What is the name of Facebook's analytic package?	1	Insights	Discovery	Principles	Glassdoor
43	Social networks are organized primarily around?	Options 2	Interest	People	Discussion	Brands
44	Blogs with limited individual posts, limited by character count typically is called as?	Options 3	Macro Blogging	Post	Micro Blogging	Branding
45	Which social network analytic package is known as 'Insights'?	Options 1	Facebook	Twitter	Flicker	Snapchat
46	The best way to improve search engine ranking_____	Options 4	Power Point	Video	url share	Blog



47	What is social media optimization?	O p t i o n 1	Creating content which easily creates publicity via social networks	Writing clear content	Creating short content which is easily indexed	Hiring people to create content for social networks
48	What is social media marketing?	O p t i o n 2	Hardware	communicate with customers on social media platforms to improve performance	Software	All of the above
49	Which social network is considered most popular for social media marketing?	O p t i o n 4	Instagram	Pinterest	Twitter	Facebook
50	What ways of social media marketing should a company always use?	O p t i o n 3	Blogg ing	Video	Depends on the company, its product and audience	Blogg ing and sharing
51	What are the 4 P's of marketing?	O p t i o n 1	Product, price, place, promotion	People, price, promotion, placement	Price, popularity, people, placement	Popularity, product, price, people
52	Which from the following is most popular for business marketing?	O p t i o n 3	Telegram	Orkut	LinkedIn	Facebook



53	Which of the following is not a facebook campaign objective under consideration category?	A n s w e r 1	Reach	traffic	Engage ment	Message s
54	Which of the following is a facebook campaign objective under awareness?	A n s w e r 3	Traffic	Lead Generati on	Reach	Message s
55	Which of the following is not a facebook campaign under conversion?	A n s w e r 3	Catalo gue Sales	Store Traffic	Engage ment	Convers ions
56	_____ objectives of Facebook are designed for low-intent actions so the percentage of people in your target audience who are likely to take one of these actions will be fairly high.	A n s w e r 1	Consid eration	Convers ion	Aware ness	Reach
57	_____ objective allows you to add a contact form to your Facebook ad	A n s w e r 4	Store Traffic	Catalog ue Sales	Traffic	Lead Generat ion
58	The _____ campaign objective optimizes for impressions.	A n s w e r 2	Consid eration	Brand Aware ness	Conver sions	Lead Generat ion
59	_____ are the number of times a post from your page is displayed.	A n s w e r 1	Impres sions	traffic	Reach	Engage ment



60	Your _____ rate tallies up the total number of likes, reactions, comments and shares on your Facebook post	A n s w e r 1	Engage ment	Impressi ons	traffic	Reach
61	_____ is the number of unique views your post receives.	A n s w e r 3	Impres sions	Engage ment	Reach	Convers ions
62	Which of the following is not an ideal content creation strategy for facebook?	A n s w e r 2	Posting variety of content	Spammi ng	Ending the post with a questio n	Using contests





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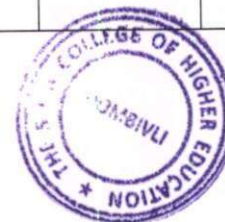
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Electronic Media II

Q.N O.	QUESTION	OPTION 1	OPTION 2	OPTIO N 3	OPTION 4	CORRE CT OPTIO N NUMB ER
1	His equations theorized that electricity, magnetism and even light are all manifestations of the same phenomenon: the electromagnetic field.	James Maxwell	Reginald Fessenden	Heinrich Hertz	Lee De Forest	1
2	He Proved Maxwell's theories, Identified Electromagnetic waves	Reginald Fessenden	Heinrich Hertz	Lee De Forest	James Maxwell	2
3	He invented Wireless telephony: transmitted voice and sound	Heinrich Hertz	Lee De Forest	Reginald Fessenden	James Maxwell	3
4	He invented Wireless telephony: amplified sound	Reginald Fessenden	Heinrich Hertz	James Maxwell	Lee De Forest	4
5	Full form of AIR is	All India Radio	Any Indian Radio	Any internal Radio	All internal Radio	1
6	AIR is officially known as Akashwani since	1985	1965	1975	1995	2
7	In British India broadcasting started in	1946	1956	1936	1996	3
8	Full form of IBS is	Indian broadcasting Company	Internal Broadcasting Company	Indian Big Company	International Broadcasting	1



					ng Company	
9	According to an agreement IBS was authorised to operate two stations in	Bombay & Delhi	Bombay & Madras	Delhi & Calcutta	Bombay & Calcutta	4
10	When India became Independent in 1947 the AIR network had how many stations	1	2	5	6	4
11	The Vividh Bharati service of AIR was conceptualised in	1957	1967	1977	1987	1
12	Prasar Bharati was established on	November 24, 1997	November 25, 1997	November 23, 1997	November 22, 1997	3
13	The parliament of India passed an act to grant the autonomy of Prasar Bharati in	1991	1990	1998	1996	2
14	Full form of CBS is	Complete Broadcasting services	Commercial Bombay Services	Commercial Broadcasting Services	Commercial Broadcasting Sales	3
15	AIR was named as	Akashwani	Prasar Bharati	Vividh Bharati	Air India Radio	1
16	Bombay Radio station of Indian Broadcasting Company started in	Jun-27	Mar-27	Apr-27	Jul-27	4
17	15th July 1927-1st radio programme journal was started named	Radio Station	Radio Times	Regular Radio	Regular Station	2
18	AIR was named Akashwani in	1927	1987	1957	1967	3
19	Madras Radio Station started in	1938	1978	1968	1948	1
20	Akashwani was started in 1935 in	Madras	Mysore	Mumbai	Delhi	2



21	_____ is the Editor of ABP Maza.	Rajiv Khandekar	Mahesh Mhatre	Nikhil Waghale	Uday Nirgudakar	1
22	Ghe Bharari is a popular program of _____	Zee 24 Tas	ABP Maza	Saam TV	News 18 Lokmat	2
23	_____ was launched on 13th April 1993.	Sun TV	ABP Maza	Zee 24 Tas	News 18 Lokmat	1
24	_____ is the first Kannada satellite channel in India.	Gemini	Udaya News Channel	Sun News	Sun Network	2
25	Gemini News is a _____ language News Channel.	Malayalam	Telugu	Tamil	Kannada	2
26	_____ is owned by Shri Adhikari Brothers.	Mi Marathi	Colors Marathi	Saam TV	DD Sahyadri	1
27	In 2015 Viacom 18 rebranded the _____ channel.	Mi Marathi	Zee Yuva	ETV Marathi	Zee Marathi	3
28	Krishidarshan is a popular show telecasted on _____	Star Pravah	Mi Marathi	DD Sahyadri	Zee Marathi	3
29	Saam Marathi owned by _____	Sakal Media Group	Viacom 18	Lokamat	Indian Express	1
30	Asmita Channel is available on _____ KHz frequency.	558	559	1044	7240	1
31	FM Gold and FM RAINBOW transmitters are located in _____ Mumbai	Worli	Fort	Thane	Mahim	1
32	Akashwani Mumbai Gold was launched on 15th August _____	2001	2002	2004	2005	1
33	_____ is a 24 hours Marathi movie channel.	Zee Marathi	Zee Talkies	Sangeet Marathi	9X Zakas	2
34	Surabhi is a 24 hours _____ radio Channel.	Marathi	Telugu	Kannada	Sanskrit	1



35	Which following statement is not correct?	DD Sahyadri's Mission is 'To inform, Educate and Entertain Marathi knowing people in their language, idiom & Culture'	DD Sahyadri was launched as separate channel as RLSS Marathi (DD 10) throughout India	In 1994 a new studio for DD Sahyadri was inaugurated	In 2000 DD 10 was renamed DD Sahyadri	3
36	_____ is an Indian general entertainment pay television channel that was launched on 24 November 2008.	Star Pravah	Zee Marathi	Colors Marathi	Zee Yuva	1
37	_____ launched DD Direct Plus in December 2004 with the modest capacity of 33 channels.	Prasar Bharati	Dish TV	Aircel	DD Sahyadri	1
38	Sahara India pariwar launch a 24 hours national Hindi new channel Sahara Samay in _____	2002	2001	2003	2006	3
39	India Today group launch a 24 hours Hindi new channel _____ in _____ in December 2000	Sahara Samay	Aaj Tak	IBN	Star News	2
40	_____ was the first Hindi satellite channel which started in India.	Zee TV	Zee5	Star TV	Colors TV	1
41	From content to genre, regional channels reaped benefits of _____.	localization	Regionalization	Nationalization	Globalization	1
42	Full form of BARC _____	Bombay Audience Research Centre Ltd.	Broadcast Audio Research Council of India	Broadcast Audience Research	Broadband Audience Research Council of India	3



				Council of India		
43	2018 saw the launch the first regional sports channel _____	Star Sports 1 Kerala	Star Sports 1 Tamil	Star Sports 1 Kannada	Star Sports 1 Telgu	2
44	Among the Hindi Speaking Market - Regional languages, maximum growth has been driven by _____	Odia	Assamese	Marathi	Bhojpuri	4
45	In the regional news space, especially _____, has a plethora of news channels dedicated to their own languages and cultures.	South India	North India	East India	West India	1
46	_____ is the biggest news market among regional sectors.	Karnataka	Kerala	Andhra Pradesh	Tamil Nadu	4
47	As per 2019 Dynamic Pricing & Revenue Managements Trends In Media, _____ has enjoyed a six-fold leap in the past eight years.	Audio Streaming	Video Streaming	Audio Video Streamin g	Live Streaming	1
48	Traditional media sellers should be prepared to sell offers across _____	Single platform	double platform	tripple platform	multiple platforms	4
49	Data privacy issues aside, consumers are increasingly willing to provide _____ information about themselves in exchange for a more personalized content experience.	personal	primary	secondar y	secret	



50	Few of these companies have made the necessary investments in their people, processes and _____ to be able to effectively mine their data at the necessary operational scale	finance	inventory	technology	authority	3
51	Report states that _____ is the next natural frontier for programmatic buying and selling.	audio	video	Audio Video	digital	1
52	Research conducted by Wide Orbit states that of nearly 9,000 _____ industry professionals indicated a threefold rate of growth.	Television	radio	Online	Digital	2
53	Regional audiences are vastly _____ in terms of language, dialects, culture, ethnicity, regional and social affiliations.	homogeneous	heterogeneous	Co-relative	Parallel	2
54	Local Broadcasting platform & attract consumer eyeballs for their locally customized content. Because our population at large 'think in their _____'.	National-tongue	Native-tongue	mother-tongue	Father-tongue	3
55	_____ broadcasters compete with _____ broadcasters at the local level, with localized content that audiences enjoy with the same kind of packaging and quality as the national channels.	Local	State	National	International	1



56	Kalanithi Maran's Sun TV is the most watched channel in India for the last three years. But _____ pushed it down to number two during the lockdown when it aired an old favourite, Ramayana.	DD National	DD Sun	DD Bharati	DD India	1
57	Regional TV channels are growing in India but one category that's shown exceptional growth is regional _____ television.	music	news	movie	comedy	2
58	_____ channels present a 77% share in the overall ad volumes with all top advertisers & brands	local	regional	national	international	2
59	BARC report states that contrary to the popular perception TV viewership is highest among _____ even in the digital age.	kids	youth	middle aged	elderly	2
60	Events such as _____ result in a spike in news television viewership.	elections	riots	calamities	foreign delegates visit	1





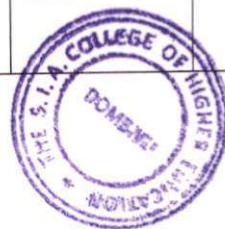
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Media Studies

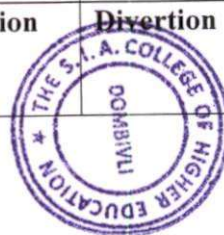
	Question	Option 1	Option 2	Option 3	Option 4	Correct Option
1	_____ means dispersal or scattering of people.	Diaspora	Cross Culturism	Ethic Groups	Discourse	1
2	Media Diaspora can be studied in _____ forms	4	2	3	1	3
3	_____ is also called "social learning", "observational learning", or "modelling"	Hypodermic Needle theory	Magic Bullet Theory	Propaganda Theory	Social Cognitive Theory	4
4	Cognitive, Affective, and Biological events depends comes under which factor?	Social	Personal	Environmental	Behavior	2
5	Children take media at _____	Face Value	Time Value	Market Value	Space Value	1
6	What was the main Focus of Agenda Setting Theory?	Election	Schools	Government	Media Firms	1
7	If we want to measure WHY people use certain media or media tools, we would conduct the following:	Tracking Research	Framing Research	Cultivation Analysis	Uses and Gratification Research	4
8	Paul Lazarsfeld and his researcher colleagues	Activation theory	Two-step flow theory	Crystallization effect	Influencer model	2



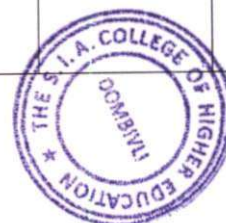
	concluded in the People's Choice Study that content from the mass media moved to opinion leaders and then to those whom the opinion leaders influenced. This phenomenon is known as:					
9	Social Cognitive Theory Depend on _____ Factors.	2	1	4	3	4
10	The famous study having children watch films of adults beating and verbally abusing a "Bobo" doll basically told us that	Bobo dolls are effective research tools	Children have a significant and delayed reaction when observing adult behavior in a non-mediated environment	Children will generally imitate the behavior of adults as seen through a mediated lens	Children are non responsive	3
11	The Medium is the message' and the electronic media have transformed the world into a 'global village' are theories of whom?	Jeffrey Cole	George Gerbner	Max McCombs	Marshall McLuhan	4
12	Which theory says that we use media only to meet personal needs, especially psychological needs?	Reception Analysis	Magic Bullet	Uses and Gratifications	Cognitive Dissonance	3
13	In two-step flow theory, media influence passes from _____	Opinion leaders	Powerful elites	Opinion makers	Media Firms	1



	opinion followers:					
14	Agenda-setting is a theory that argues that:	Media do not tell us what to think, but what to think about	Reality is a social construction	Cultures attribute meaning to symbols which then control behaviour	Media is influencing	1
15	What is one of the big differences between traditional media and social media?	Participatory production.	Social media reaches only a few people at a time.	The management structure of the companies.	Traditional media offers no way for audiences to communicate with media producers.	1
16	Which is the era of Limited effects Perspective?	1850 - 1940	1940 - 1950	1950 - 1960	1960 - 1980	3
17	_____ is a rational explanation of cause-and-effect relationship among a group of observed phenomenon.	Theory	Ideology	Diaspora	Discourse	1
18	_____ is a conscious act to damage a certain group of people.	Inferential Racism	Overt Racism	Ideology	Dissonance	2
19	_____ ownership means ownership of media assets by corporate houses around the world	Ethnic Media	Diasporic Media	Paid Media	Transnational Media	4
20	Social Cognitive Theory Was Developed By whom?	McCombs	Maslow	Albert Bandura	McLuhan	3
21	The oldest theory of the press is the _____.	Soviet	Authoritarian	Libertarian	Social Responsibility	2
22	McLuhan suggests that each medium is	Reflection	Simulation	Extension	Diversion	3



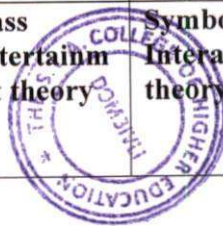
	a(n) _____ of our senses					
2 3	Marshall McLuhan is famous for coining the phrase:	15 minutes of fame	Don't go there	Talk to the hand	Global village	4
2 4	_____ is a discipline and field of study that deals with the content, History and effects of various media; in particular, the mass media.	Media Studies	Media Effects	Media Knowledge	Media Literacy	1
2 5	Which is the era of mass society theory?	1850 - 1940	1940 - 1950	1950 - 1960	1960 - 1980	1
2 6	Who gave the uses and Gratification Theory?	McCombs and Shaw	Katz and Lazarfeld	Blumer and Katz	Foucault	3
2 7	Who gave two step flow theory?	McCombs and Shaw	Katz and Lazarfeld	Blumer and Katz	Foucault	2
1	_____ theories focus on how individuals and social groups use media to create and foster forms of culture that structure everyday life.	Microscopic Interpretative	Macroscopic Structural	Political Economy	Critical Theory	Microscopic Interpretative
2	Microscopic interpretative theories are also referred as _____ theory	Hegemonic Culture	Cultural Studies	Political Economy	Critical Theory	Cultural Studies
3	_____ theories focus on how media institutions are structured within capitalist economies	Microscopic Interpretative	Macroscopic Structural	Political Economy	Critical Theory	Macroscopic Structural



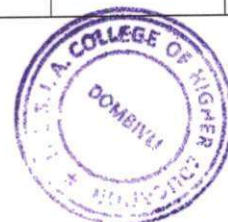
4	Macroscopic structural theories argue that elites use media to propagate _____ as means of maintaining their dominant position in social order.	Hegemonic Culture	Cultural Studies	Political Economy	Critical Theory	Hegemonic Culture
5	_____ theories directly challenge the status quo by exposing elite manipulation of media and criticizing both hegemonic culture and cultural commodities.	Hegemonic Culture	Cultural Studies	Political Economy	Critical Theory	Political Economy
6	_____ raises questions about the way things are and provides alternate ways of interpreting the social role of mass media	Hegemonic Culture	Cultural Studies	Political Economy	Critical Theory	Critical Theory
7	_____ school combined Marxist critical theory with hermeneutic theory.	Frankfurt	Birmingham	Toronto	Harold Innis	Frankfurt
8	Frankfurt school theorists were trained in humanistic disciplines but adopted _____ theories as a basis for analyzing culture and society.	Marxist	Neo marxist	Hegemonic Culture	Cultural Studies	Marxist



9	Frankfurt School writings identified and promoted various forms of _____ such as symphony music, great literature, and art.	high culture	mass culture	culture industries	grand social theories	high culture
10	members of the Frankfurt School viewed high culture as having its own integrity and inherent value and thought that it should not be used by _____ to enhance their personal power.	critics	elites	marxist	mass	elites
1	Which of the theory states society consists of complex set of inter related activities?	Structuralism	Social Cognitive theory	Functionalism	Agenda Setting theory	Functionalism
2	Which among the following is an example of dysfunction for obese children?	Fast food chain Ad	Images	Music	Graphs	Fast food chain Ad
3	Narcotizing Dysfunction cannot be explained by which of following example-	Coronavirus Pandemic	Kangana Ranaut Vs BMC	Economic Fraudulence	Sushant Singh Rajput Case	Economic Fraudulence
4	Which of the following is feature of Functional Analysis?	Value Neutrality	Objectivity	Ethical	Dysfunction	Value Neutrality
5	Which of the following is not an example of Media Effects theory?	Agenda Setting Theory	Cultivation Analysis theory	Mass Entertainment theory	Symbolic Interaction theory	Symbolic Interaction theory



6	Who created misconceptions about television's entertainment function according to Harold Mendelsohn?	Folk Culture theorists	Mass Society theorists	High culture theorists	Pop culture theorists	Mass Society theorists
7	Which is strength of Mass Entertainment theory?	Rejects Catharsis	Dysfunctions balance Functions	Media's pro-social influence	Overly accepting status quo	Media's pro-social influence
8	Which of the following is an example for relaxation and harmless escapism according to Mendelsohn?	Debates	Social Media	Books	Television	Television
9	_____ and studies provides variety of perspectives.	Media theories	Functional theory	Symbols	Ideology	Media theories
10	Newspapers and Broadcast media have been used as mechanism for _____ since World War-I	Imitation	Perspectives	Propaganda	Ideology	Propaganda
11	Who proposed 'paradigm for functional analysis'?	Robert Merton	Harold Mendelsohn	C.H. Cooley	Albert Bandura	Robert Merton
12	_____ is acquiring new patterns of behaviour by simply watching representations.	Reinforcement	Observational learning	Influencing	Cumulation	Observational learning
13	Cultivation occurs through resonance and _____.	Mainstreaming	Bias	Distortion	Propaganda	Mainstreaming
14	Which is the strength of Agenda Setting theory?	Situational specific news	Audience interaction with media	Assumes homogeneity	Roots in mass society theory	Audience interaction with media
15	_____ bias is when stories are selected or deselected sometimes on	Sensationalism	Corporate	Partisan	Gatekeeping	Gatekeeping



	ideological grounds.					
1	Which of them is a proper measure of securing social networking account?	Never keep your password with any relevant names	Keep written records of your passwords	records of your password in audio format in your personal cell-phone	Passwords are kept smaller in size to remember	A
2	_____ an opposing concept to consumer culture	Solicited Culture	Religious Culture	Participatory Culture	Society Culture	C
3	_____ Culture creates strong support for creating and sharing one's creations with others	Solicited Culture	Religious Culture	Participatory Culture	Society Culture	C
4	_____ literacies include the traditional literacy that evolved with print culture	New Media	Television	Radio	Writte	A
5	In participatory culture not every member must contribute, but all must _____ that they are free to contribute	Disagree	Believe	Demotivate	Disbelieve	B
6	An idealized conversational "space" in which people discuss and debate mutual interests and political issues is known as the	Discourse space	Networked society	Debating club	Public sphere	D
7	What well-known company censored itself to gain access to the Chinese market?	Google	New York Times	BBC	Apple	A



8	The disparity that results from one group's access to digital technology and another group's lack of access is known as the	Internet inequality	Web inequity	Technological imbalance	Digital divide	D
9	Which geographic region has the highest number of Internet users?	North America	Europe.	Asia	South America	C
10	Media hegemony refers to which of the following?	Media companies tend to control more and more of the Internet.	Media companies are owned by the ruling class, who propagate their worldviews to the general public.	The media environment accommodates a wide variety of different media types to match everyone's interests.	Media does not simply report on politics, but actually secretly controls politics.	B
11	_____ are the methods of interactive communication that rely upon computer or mobile device with internet access.	New Media	Traditional Media	Letter	Television	A





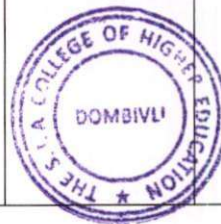
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Visual Communication

1	The feel or shape of a surface or substance is called _____.	texture	Cross-hatching	Value	Key	1
2	Which of these are NOT complementary colours?	red and green	yellow and purple	orange and blue	red and orange	4
3	What color can not be made by mixing any other color?	Yellow	Green	Purple	Grey	1
4	The choice of colors used in a design plan is called a _____.	colour spectrum	colour wheel	colour scheme	colour mix	3
5	Colour different in lightness and darkness are said to be _____.	light in value	dark in value	bright and intense	contrasting	4
6	_____ is another word for brightness of colour.	Value	Hue	Intensity	Complementary	3
7	What are the tertiary colours?	Green, orange, and purple	White, black, gray, and brown	Red, blue, and yellow	Red-orange, red-purple, yellow-orange, yellow-green, blue-green, and blue-purple	4
8	Which colours will you give the greatest contrast?	Red and blue	Blue and Green	Red and Green	Green and Yellow	3
9	Orange, green and violet are _____ colors.	primary	analogous	secondary	complementary	3
10	_____ is the direct, specific or literal meaning we get from a sign.	Connotation	Denotation	Index	Symbol	2
11	Which of these is NOT a secondary colour?	Orange	Violet	Green	Red	4



12	When white is added to a pure colour, you get a _____.	Shade	Tint	Tone	Colour wheel	2
13	When black is added to a pure colour, you get a _____.	Shade	Tint	Tone	White	1
14	_____ is the concept relating to how an object seems smaller the farther away it gets.	Highlight	Transitional light	Linear Perspective	Intensity	3
15	Colour is the result of light _____ from an object to our eyes.	reflecting	refracting	absorption	pigmentation	1
16	_____ are representation Allah objects made through the perspective of one individual depending on their perception.	graphs	objects	models	maps	3
17	_____ pictorial representations of statistics which makes data simple to remember.	graphs	objects	models	maps	1
18	_____ gives us a visual direction to location.	graphs	objects	models	maps	4
19	maps gives us a _____ to location.	visual directions	visual images	visual picture	symbols	1
20	_____ are used a great deal in visual communication due to their potential.	graphs	photograph	models	maps	2
21	In the _____ centuries of mass communication from print to internet 7 areas have been focused besides plans and organisational charts and chronologies.	eight	seven	five	six	2



22	_____ are simply moving images from cartoon 2 cinema	videos	presentati on	photographs	objects	1
23	_____ entel using almost all of the multimedia format accompanied by verbal communication.	photographs	videos	presentation	graphs	3
24	some objects are too _____ for speaker to bring with them.	small	large	tiny	micro	2
25	_____ are used to visualise relationship between different quantities.	graphs	objects	maps	photograph	1
26	_____ are columns and rows that organised word, symbols and data.	diagrams	tables	photographs	objects	2
27	_____ is the science of arranging events in their order of occurrence in time.	events	chronolo gy	planning	visual	2
28	the fundamental problem of chronology is to _____ events	synchronise	asynchro nous	sequence	disorganised	1
29	_____ as and academic subject is a field of study that generally includes some combination of cultural studies.	non visual culture	visual culture	social culture	economic culture	2
30	one of the most important piece of the visual communication puzzle is _____	aesthetics	perspecti ve	interdisciplin ary	scientific	1
31	_____ are good example of the artistic perspective.	drawing	advertise ments	photographs	tables	2



32	"beauty is in the _____ of the" beholder.	eye	nose	movie	heart	1
33	according to professor Albert mehrabian communication model says _____% of meaning is in the words that are spoken.	38	7	55	10	2
34	according to professor Albert mehrabian communication model says _____%of meaning in paralinguistic.	38	7	55	10	1
35	according to professor Albert mehrabian communication model says _____%of meaning is in facial expression.	38	7	55	10	3
36	_____ is an ancient term for what now typically is called communication.	rhetoric	metaphoric	symbolic	juxtaposition	1
37	Ritual rhetoric like all communication is a system of _____	picture	signs	graphs	maps	2
38	The audience need not be _____ to the communicator.	external	internal	mediator	familiar	1
39	Studies of _____ used for rhetorical purposes generally concentrate on advertising.	visual rhetoric	visual metaphors	visual perspective	visual picture	2
40	Types of communication channels are:	formal	informal	unofficial	all of the above	4
41	What is formal communication channel?	transmits information such as goals, policies, and procedures	casual chat with office colleague about recently	rumours spread about the corona	none of the above	1

		of an organization	watched movie			
42	What is informal communication channel?	casual chat with office colleague about recently watched movie	rumours spread about the corona	official meeting with client	none of the above	1
43	Mediums of visual communication that are broadly categorised as follows:	Fine arts	Mass Media	Stage fine art	all of the above	4
44	Script writing, films, television, documentaries supported by digital images, animation and VFX falls, under _____ medium of visual communication	Fine arts	Mass Media	Stage fine art	print media	2
45	Photography and painting, falls under _____ medium of visual communication	Fine arts	Mass Media	Stage fine art	print media	1
46	Newspaper, Photo journalism, advertisements, falls under _____ medium of visual communication	Fine arts	Mass Media	Stage fine art	print media	4
47	Folk & performing arts, conventional theatre, falls under _____ medium of visual communication	Fine arts	Mass Media	Stage fine art	print media	3



48	Special effects and Digital effects are primary division of _____	movies	visual effects	photojournalism	Stage fine art	2
49	_____ is a method in which pictures are manipulated to appear as moving images	Fine arts	Mass Media	animation	print media	3
50	Traditional animation is also called as _____	cel animation	tradigital animation	computerbased animation	none of the above	1
51	Traditional animation is also called as _____	tradigital animation	computer based animation	hand-drawn animation	none of the above	3
52	What is tradigital animation ?	Cel animation uses significantly computer technology	Done by using only computer	Done by using only hand drawings	none of the above	1
53	Who patented the technique of Rotoscoping?	Walt Disney	Max Fleischer	Shyam Benegal	none of the above	2
54	What is Rotoscoping?	The Physical movement of image parts through simple mechanism of like using moving images inmagic lantern show	The technique where animators trace live action movement, frame by frame	Cel animation uses significantly computer technology	none of the above	2
55	Stop-motion animation, Puppet animation, clay animation, strata cut animation, model animation, silhouette animation, etc. are the different types of _____	Fine arts	animation	Stage fine art	all of the above	2

