Class : TYBMM (Journalism) Marks : 20

Sub : Journalism and Public Opinion   **Duration : 30 Min**

N.B. 1. All questions are compulsory

    2. All questions are carry 1 marks

1. The revolutionary 2014 general elections in India saw _____ as a newcombat zone and Narendra Modi emerged as India's Obama
A).traditional media

B).social media

C).radio

D).TV

Ans : B

2. ____ and INC are two most important national rival parties in India
A).RJD

B).BJP

C).ShivSena

D).MNS

Ans : B

3. Media coverage of _____ evaluates how well the media hasperformed their task in regards to the issue of weapons of mass destruction.
A).Political Parties

B).Foreign Policy

C).War

D).Weapons of Mass Destruction

Ans : D

4. _____ doesn't just mean "replacing government with genericscientists", it means more generally, to have technical experts in the fieldmake decisions for that field.
A).Technocracy

B).Think Tanks

C).Development

D).Technology

Ans : A

5. The Indo-Pak war of _____ resulted in the creation of Bangladesh.
A).1970

B).1971

C).1972

D).1973

Ans : B

6. The two-step flow model was formulated in _____
A).1945

B).1946

C).1947

D).1948

Ans : D

7. Which of the following is the role played by the media during elections?

A).Covering results and monitoring vote counting

B).Influencing public opinion

C).Creating communal tension

D).Biased reporting

Ans : A

8. What lead to America's defeat in Vietnam War?
A).Media Distortion

B).Yellow Journalism

C).Lack of Ammunition

D).Lack of Confidence

Ans : A

9. _____ is the second oldest English newspaper to be printed inIndia.
A).The Hindu

B).The Statesman

C).The Pioneer

D).Kesari

Ans :C

10._____ was a significant American writer, journalist andpolitical commentator.
A).Paul Lazersfeld

B).Noam Chomsky

C).Walter Lippmann

D).Albert Einstein

Ans : C

11. Bangladesh's independence of proclaimed on
A).March 26, 1971

B).March 27, 1971

C).March 28, 1971

D).March 29, 1971

Ans :A

12. _____, oftensimply referred to as a poll or a survey,
is a humanresearch survey ofpublic opinion from a particular sample.
A).Exit polls

B).Results

C).Attitudes

D).Opinion Poll

Ans : D

13. Kargil War took place in the year _____
A).1996

B).1997

C).1998

D).1999

Ans : D

14. _____ are highly precise because they remove main basics of potential survey research error problems by accounting for who actually votes and avoiding undecided voters
A).Entry Polls

B).Opinion Polls

C).Exit Polls

D).Surveys

Ans : C

15. _____ was the daughter of Jawaharlal Nehru, the first prime minister of India. She served as prime minister from January 1966 to March 1977 and again from January 1980 until her assassination in October 1984, making her the second longest-serving Indian prime minister after her father.
A).Sonia Gandhi

B).Mayawati

C).Indira Gandhi

D).Priyanka Gandhi

Ans : C

16. NDTV is funded by Gospels of Charity in Spain and supports _____
A).socialism

B).democracy

C).communism

D).fascism

Ans : C

17. _____ is significant in a democracy because the people are crucial source of power.
A).Public opinion

B).Public choice

C).Public's mindset

D).People's attitude

Ans : A

18. GST stands for?
A).Goods and Security Tax

B).Government and Service Tax

C).Goods and Service Tax

D).Goods and Selling Tax

Ans : C

19. _____ was formulated by Paul Lazerfeld, Bernard BerelsonandHazel Gaudet in the book "The People's Selection"
A).Gatekeeping model

B).The two- step flow model

C).Propaganda model

D).Agenda setting theory

Ans : B

20. The Ministry of _____ looks after the foreign policy of India.
A).Finance

B).Home Affairs

C).Information & Broadcasting

D).External Affairs

Ans : D