

MASS MEDIA & COMMUNICATION

I.C.S.E. - CLASS X

QUESTION BANK

(MULTIPLE CHOICE QUESTIONS)

AS PER THE LATEST
REDUCED AND BIFURCATED SYLLABUS
FOR ACADEMIC YEAR 2021-22
FOR FIRST SEMESTER EXAMINATION
TO BE HELD IN NOVEMBER 2021

A PART OF THE TEXTBOOK OF MASS MEDIA AND
COMMUNICATION BY SHANTANU JOSHI



CHILDREN'S MEDIA
AND COMMUNICATION
LITERACY COUNCIL
CMCLCOUNCIL.ORG



Chapter 1. Communication

QUESTION BANK - ICSE SEMESTER 1 EXAMINATION

SUBJECT - MASS MEDIA & COMMUNICATION

CHAPTER 1. COMMUNICATION

Select the correct option for each of the following questions.

Answer key is given at the end of the question bank.

Section A (Each question in this section carries 1 mark)

Section B (Each question carries 2 marks)

Section A

(Each question carries 1 mark)

Question 1

Communication includes verbal, _____ and electronic means of communication.

- a) Hypothetical
- b) Symbolic
- c) non-verbal
- d) Written

Question 2

The word Communication comes from Latin term 'Communis' which means _____.

- a) To share
- b) To speak

- c) To listen
- d) To write

Question 3

The backbone of any communication is _____, without which communication cannot be completed.

- a) Language
- b) Noise
- c) Telephone
- d) Feedback

Question 4

Communication is _____ and hence leads to exchange of ideas.

- a) Interactive
- b) Exciting
- c) Semantic
- d) Problematic

Question 5

In communication all elements are equally important like sender, receiver, and _____.

- a) Message
- b) Logic
- c) Emotional state
- d) Barriers

Question 6

One cannot repeat exactly same what is said or cannot undo what is said because communication is _____.

- a) Full of barriers

- b) It is irreversible and unrepeatable
- c) It is purposeful
- d) Both b and c

Question 7

Communication involves our whole body, mind, facial expression, and gestures, as communication is _____.

- a) Irreversible
- b) Dramatic
- c) Multi-purpose
- d) Interactive

Question 8

A _____ in communication is blockage or hindrance.

- a) Clarity
- b) Coherence
- c) Barrier
- d) Concreteness

Question 9

The Physical noise is also known as _____

- a) Psychological noise
- b) Environmental noise
- c) Semantic barrier
- d) Organizational barrier

Question 10

This barrier creates obstacles in the flow of information in the workplace

- a) Psychological barrier
- b) Physical barrier

- c) Semantic barrier
- d) Organizational barrier

Question 11

To overcome this barrier, it is vital to make use of appropriate grammar, spelling and words.

- a) Psychological
- b) Physical
- c) Semantic
- d) Organizational

Question 12

If a person has disinterest in the conversation, and hence the process of communication cannot be completed, can be referred to as _____

- a) Psychological barrier
- b) Physical barrier
- c) Semantic barrier
- d) Organizational barrier

Question 13

In Greece, showing a palm, or feet to someone is an insult. It can be referred to as _____

- a) Cultural barrier
- b) Physical barrier
- c) Semantic barrier
- d) Organizational barrier

Question 14

At work place a lot of hierarchies, rules and regulation can lead to _____ barrier.

- a) Cultural barrier
- b) Physical barrier
- c) Psychological barrier
- d) Organizational barrier

Question 15

A complex communication should be delivered face-to-face, in written format or in email than telephonic. It refer to -

- a) Good manners
- b) Selection of proper media
- c) Use of simple language
- d) Avoidance of information overload

Question 16

This establishes the setting and influences the meaning to what is said and how it is said.

- a) Context
- b) Selection of proper media
- c) Use of simple language
- d) Know your audience

Question 17

Semantic barrier in communication occurs due to _____

- a) Frustration
- b) Selection of improper media
- c) Different meanings of a message
- d) Information overload

Question 18

_____ is the reverse exercise of feedback.

- a) Repeated reaction

- b) Feedforward
- c) Communication
- d) Discussion

Question 19

After the delivery of communication from the sender to the receiver, receiver provides sender this. This confirms that the receiver has understood the message.

- a) Feedback
- b) Feedforward
- c) Remuneration
- d) Blessings

Question 20

This refers to precise meaning and exactness of the message in a communication.

- a) Clarity
- b) Confusion
- c) Courtesy
- d) Conciseness

Question 21

Communication that is specific, meaningful, and clear with specific use of facts and figures adds to the authenticity of the message. Vague messages generate no response. It is -

- a) Courteousness
- b) Concreteness
- c) Courtesy
- d) Both a and c

Question 22

Following one is not 7Cs of Communication.

- a) Clarity
- b) Concreteness
- c) Collectiveness
- d) Conciseness

Question 23

Organisational barrier leads to _____

- a) Bonding
- b) Growth
- c) Friendly office environment
- d) Serious loss

Question 24

Communication takes place in various forms; it is oral, written, audio, video. It is termed as _____

- a) Medium
- b) Message
- c) Sender
- d) Receiver

Question 25

It is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour.

- a) Communication
- b) Telecommunication
- c) Language
- d) Dance

Section B

(Each question in this section carries 2 marks)

Question 26

Which of the following is semantic barrier?

- a) It occurs when misunderstanding happens due to misinterpretations of words, information, signs, and symbols.
- b) When there is a delay in receiving message
- c) someone is communicating with the other individual or a group of individuals with an attitude of disinterest or unwillingness
- d) This includes barriers like noise, closed doors, faulty equipment used for communication, closed cabins.

Question 27

What is context?

- a) It is noise in the communication process.
- b) It is the setting or the environment in which communication takes place.
- c) It is face-to-face or telephonic conversation that takes place between sender and receiver.
- d) It means use of simple language, words that are simple to understand.

Question 28

What do we mean by feedforward?

- a) Providing for a reply to the communication
- b) Complete understanding of receiver and ideas enhances the meaning of message.

- c) Provision of context of what one wants to communicate prior to that communication.
- d) A medium through which message can be delivered prior to actual communication.

Question 29

Which of the following can cause physical barrier?

- a) Understanding nature, culture, religion as well as emotions and sentiments.
- b) High temperature, humidity, loud noise, vehicle sounds distort communication.
- c) Different meanings of the message between sender and receiver.
- d) Stereotypes, unwillingness, biases, assumptions can cause hindrance in the communication.

Question 30

In effective communication what is the role of conciseness?

- a) In writing one needs to be clear about message and writing it very specifically, to achieve the objective of communication.
- b) The follow of the message must be logical; one paragraph must convey one idea.
- c) It means to avoid wordiness, to be able to communicate with minimum words and convey the message accurately.
- d) It should convey all the facts, correct grammar, respecting the receivers without biases.

Question 31

What does it mean by communication is interactive?

- a) Communication is exchange of ideas, thoughts, and can have effect on others.

- b) It is an on-going activity; all the elements in communication do constantly change.
- c) We communicate to learn, to relate and to influence or to get influence.
- d) It is something that cannot be taken back or repeated exactly.

Question 32

If you are working in an organization and internet connectivity is lost, also you have meeting with your colleague who is in the USA. The above situation highlights which type of barrier?

- a) Psychological barrier
- b) Organizational barrier
- c) Cultural barrier
- d) Physical barrier

Question 33

The Japanese word 'Hai' is literally translated as "yes." To Americans, that would imply "Yes, I agree." To the Japanese speaker, however, the word may mean "Yes, I hear what you are saying" this can cause misunderstanding between American and Japanese person. This can cause _____ barrier.

- a) Psychological barrier
 - b) Organizational barrier
 - c) Cultural barrier
 - d) Physical barrier
-

Answer key

Q. 1. – C	Q. 9.- B	Q. 17. – C	Q. 25. - A	Q. 33. – C
Q. 2. – A	Q. 10.- D	Q. 18. – B	Q. 26. – A	
Q. 3. – D	Q. 11.- C	Q. 19. – A	Q. 27. - B	
Q. 4. – A	Q. 12.- A	Q. 20. – A	Q. 28. - C	
Q. 5. – A	Q. 13. -A	Q. 21. – B	Q. 29. - B	
Q. 6. – B	Q. 14. – D	Q. 22. – C	Q. 30. - C	
Q. 7. – D	Q. 15. – B	Q. 23. – D	Q. 31. – A	
Q. 8. – C	Q. 16. – A	Q. 24. – A	Q. 32. – D	

Chapter 2. Print media & design

QUESTION BANK - ICSE SEMESTER 1 EXAMINATION

SUBJECT - MASS MEDIA & COMMUNICATION

CHAPTER 2. PRINT MEDIA & DESIGN

Select the correct option for each of the following questions.

Answer key is given at the end of the question bank.

Section A (Each question in this section carries 1 mark)

Section B (Each question carries 2 marks)

Section A

(Each question carries 1 mark)

Question 1

These are used for earning revenue, can be placed as full page, half-page in the newspaper.

- a) Teasers
- b) Headlines
- c) Banners
- d) Advertisements

Question 2

In the end or beginning of every story credit is given to the journalist who has written the news.

- a) Lead
- b) Caption
- c) Banner
- d) By-line

Question 3

This is the forehead of the newspaper where the title of the newspaper is published.

- a) Lead
- b) Caption
- c) Masthead
- d) By-line

Question 4

This is a headline that runs across all eight columns on the top of the page.

- a) Teaser
- b) Headline
- c) Banner
- d) By-line

Question 5

A _____ supports the headline, grabs attention and gives more information about the headline. It generally takes two-column width.

- a) Banner
- b) By-line
- c) Lead photo
- d) Caption

Question 6

It is the short explanation that describes a photograph.

- a) Banner
- b) By-line
- c) Lead photo

- d) Caption

Question 7

It is also known as cutline.

- a) By-line
- b) Lead photo
- c) Headline
- d) Caption

Question 8

It states the details of the newspaper's ownership, accreditations for key contributors, staff members, place of publication, PNI number and editor details.

- a) Cutline
- b) Caption
- c) Imprint line
- d) Headline

Question 9

These are very brief pieces of visual or textual information that is presented on a front page, below the masthead to inform a reader regarding information on inside pages.

- a) Cutline
- b) Teaser
- c) Imprint line
- d) Caption

Question 10

This section in the newspaper contains news of closer proximity.

- a) Sports section
- b) Entertainment section

- c) Op/Ed
- d) Local section

Question 11

The full form of abbreviations Op/Ed is _____.

- a) Opinions and editorials
- b) Opinions and Edge
- c) Opinions and Edifice
- d) Opportunities and education

Question 12

He ensures the successful outcome of the release of a magazine right from start to finish.

- a) The chief editor
- b) Photo editor
- c) Creative director
- d) Managing director

Question 13

He looks after creating content, editing articles, simplifying, and beautifying content in magazine publications.

- a) Creative director
- b) Executive editor
- c) The chief editor
- d) The photo editor

Question 14

This department chart out trends and do comparative analysis for the brands and plan and execute new ideas to suit current needs.

- a) Advertising department
- b) Marketing department

- c) Circulation department
- d) The publisher

Question 15

In designing this refers to the relative size and scale of the various elements and relationship of two or more elements.

- a) Proportion
- b) Sequence
- c) Unity
- d) Balance

Question 16

This is one of the designing elements that reuses unity, consistency, and cohesiveness in shape, typeface, and colour.

- a) Proportion
- b) Repetition
- c) Balance
- d) Unity

Question 17

This is also called as negative space in print media.

- a) Gutter space
- b) White space
- c) Emphasis
- d) Sequence

Section B

(Each question carries 2 marks)

Question 18

What is newspaper?

- a) It is a periodical publication which contains information about current affairs, pressing matters and articles by regular columnists.
- b) It is a periodical publication of regular schedule of bi-weekly, monthly, yearly.
- c) It is a medium for recording information in the form of writing or images, typically composed of many pages bound together and protected by a cover.
- d) It is a detailed account that records all the financial transactions of a business, to be used for the future reconciling of accounts and the transfer of information to other official accounting records.

Question 19

What do we mean by front page of newspaper?

- a) This section generally contains information based on a specific area which is in closer proximity to you.
- b) This is where editors publish their columns and where people can read Letters to the Editor.
- c) This is where the most newsworthy stories are placed. Editors decide if a story is newsworthy based on news determinants.
- d) It talks about movies, sitcoms, recent updates on movie stars, movie reviews, and show timings.

Question 20

What is editorial department?

- a) This includes gathering information, collating it, and segregating it in the right format, chunking the same pieces of information together, editing the information, conducting final checks of the content before releasing it for printing.

- b) This team consists of workers who have the expertise and experience in printing of publications. They are the ones who finally print out the whole bunch of news for the readers.
- c) They are responsible for delivering the newspapers to carriers, homes, third party distributors, vendors, companies etc.
- d) This department looks after taking orders from advertisers which can be published in the newspaper.

Question 21

Which of the following is the correct explanation of symmetrical balance?

- a) The page elements create mirror images. The design can be evenly divided both vertically and horizontally.
- b) There are odd numbers of elements or different sized elements and can be more informal and relaxed.
- c) It is the reusing of the same or similar elements throughout the design by repeating the same colours, typefaces, shapes, for other elements of design.
- d) It is used to create visual interest. It can be created in a variety of ways, through number of colours, typography, different images, and different shapes.

Question 22

What do we mean by gutter space in print media?

- a) It is a negative space or to create balance of two contents
- b) It is repetition of designing elements to strike the balance of page design
- c) The inside margins closest to the spine of a book or the blank space between two facing pages in the centre of a newspaper or magazine

- d) It refers to the relative size and scale of the various elements in a design.

Question 23

What is the work of editorial department in magazine?

- a) They roll up to the publisher and helps in getting new advertisers, creating space for them in the respective sections and training new folks.
- b) This department is the chief of the magazine and takes care of the overall magazine publication including finances.
- c) They take care of the distribution process which entails buyers, subscribers, vendors, companies etc.
- d) They create content, edit it, create visuals for readers, layout is designed by them.

Question 24

What is 'lead' of the news report?

- a) This is to give credit to the writer of the news report; the name appears below or at the beginning of the news report.
- b) It gives detail information of any incident by answering the questions of who, what, why, when, where, and how the key event in the story took place.
- c) It is brief information of the sponsor.
- d) It runs across all eight columns on the top of the page. It is written in bold letters so that it stands out for the readers. It captures the most essential detail in the news.

Question 25

What is emphasis?

- a) It is to make the important information stand out. It could either be with the help of contrasting colours, bold font, or attractive images.

- b) It is created by the leftover area after placing images and text on a page.
- c) It helps ensure concepts are being communicated in a clear, cohesive fashion. It appears to be more organized and of higher quality and authority than designs with poor unity.
- d) A logical sequence enables the viewer to process information in meaningful chunks. It is the following of one thing after another in a particular order.

Question 26

What is Visual weight in designing?

- a) Visual weight is a force that attracts the eye of a viewer.
- b) Visual weight is the leftover area where images and text are placed.
- c) Visual weight helps ensure concepts are being communicated in a clear, cohesive fashion.
- d) Visual weight is the element in a design which has maximum dark colours.

Answer key:

Q. 1. – D	Q. 9. – B	Q. 17. – B	Q. 25. – A
Q. 2. – D	Q. 10. – D	Q. 18. – A	Q. 26 – A
Q. 3. – C	Q. 11. – A	Q. 19. – C	
Q. 4. – C	Q. 12. – A	Q. 20. – A	
Q. 5. – C	Q. 13. – B	Q. 21. – A	
Q. 6. – D	Q. 14. – B	Q. 22. – C	
Q. 7. – D	Q. 15. – A	Q. 23. – D	
Q. 8. – C	Q. 16. – B	Q. 24. – B	

Chapter 3. Photography

QUESTION BANK - ICSE SEMESTER 1 EXAMINATION

SUBJECT - MASS MEDIA & COMMUNICATION

CHAPTER 3. PHOTOGRAPHY

Select the correct option for each of the following questions.

Answer key is given at the end of the question bank.

Section A (Each question in this section carries 1 mark)

Section B (Each question carries 2 marks)

Section A

(Each question carries 1 mark)

Question 1

Photographic film is used by traditional cameras to record visible light.

- a) Analog photography
- b) Digital photography
- c) Satellite photography
- d) Web-camera photography

Question 2

Printed newspaper images look like tiny dots combined together in quite large numbers.

- a) Sensors
- b) Pixel
- c) Rule of thirds
- d) Leading lines

Question 3

_____ is the most common image file format that compresses the image and so the file takes up less space.

- a) BMP
- b) TIFF
- c) Cropping
- d) JPEG

Question 4

Which of the following is the image file format of photograph?

- a) Rule of thirds
- b) Bitmap Image
- c) Colour grading
- d) Brightness and contrast

Question 5

This means dividing your frame into nine equal rectangles.

- a) Colour grading
- b) Leading lines
- c) Rule of thirds
- d) Pixels

Question 6

This means to draw attention of viewers to a focal point in photography.

- a) Colour grading
- b) Composition
- c) Perspective
- d) Leading lines

Question 7

This is when the camera is placed at a relatively high point, from where the subject below is shot.

- a) Hidden perspective
- b) Low perspective
- c) Top view perspective
- d) Eye level perspective

Question 8

The angle and distance of a shot is collectively referred to as _____ in photography.

- a) Perspective
- b) Leading lines
- c) Brightness
- d) Colour grading

Question 9

This literally means arranging the elements in an image in a way that it fits in to the objective of your work.

- a) Composition
- b) Brightness
- c) Leading lines
- d) Rule of thirds

Question 10

When the subject appears framed by something surrounding it.

- a) Rectilinear Perspective
- b) Framed Perspective
- c) Hidden Perspective
- d) Low and High View Perspective

Question 11

In this case the subject looks bigger and towering, which adds feelings of superiority or command. The camera is set at the base of the subject.

- a) Rectilinear Perspective
- b) Framed Perspective
- c) High view Perspective
- d) Low View Perspective

Question 12

When camera is set at a higher level, pointing down at the subject from above, it makes the subject look smaller and dramatic.

- a) Rectilinear Perspective
- b) Framed Perspective
- c) High view Perspective
- d) Low View Perspective

Question 13

This stage comes once the photography is completed and the best photographs are selected.

- a) Joint Photographic Expert Group
- b) Photo editing
- c) Newspaper Marketing
- d) Magazine Registration

Question 14

This was developed by Microsoft for storing lossless files in a device-independent format.

- a) BMP
- b) JPEG
- c) TIFF
- d) PNG

Question 15

These files are moving images popularly used on internet.

- a) BMP
- b) JPEG
- c) TIFF
- d) GIF

Question 16

What is the correct full form of TIFF?

- a) Tagged Image Frame Format
- b) Tinged Image File Format
- c) Tapped Image File Format
- d) Tagged Image File Format

Section B

(Each question carries 2 marks)

Question 17

What is 'perspective' in photography?

- a) The sense of depth or spatial relationship between objects in a photo, as well as their dimensions regarding what the viewer of the image.
- b) Arranging the elements in an image in a way that it fits in to the objective of your work.
- c) This means dividing your frame into nine equal rectangles
- d) This is a process where adjustments are made to photos using a photo editing program.

Question 18

What is GIF?

- a) It is mostly used for animations like banner ads, and other social media images and can be exported in customizable settings that minimise the use of colours and helps in reducing file size.
- b) It is the oldest format used for high quality printing
- c) These are large file sizes as colour data is saved in each individual pixel in the image without any compression.
- d) These files are compressed quickly in the camera, which could result in some loss and distortion of detail and quality.

Question 19

What is the importance of photography in newspaper?

- a) It overshadows the article, any mistake in the article can be covered by attention grabbing photograph.
- b) Visuals are more impactful in newspapers hence photos and headlines always get more attention from readers than the whole article
- c) Clicking photographs is very skilful work. It needs a professional platform to share hence, photographs in the newspaper are important.
- d) Photographs divert the attention of readers so to increase the sale of newspaper photographs play a significant role.

Question 20

Which of the following is a photo editing technique?

- a) The sense of depth or spatial relationship between objects in a photo, as well as their dimensions about what the viewer of the image sees.
- b) Dividing your frame into nine equal rectangles by creating two vertical and two horizontal lines. These four lines will

intersect at four points wherein your point of interest will lie.

- c) Colour grading where colours are manipulated in a way so that a different tone and mode is achieved to attain a certain appearance.
- d) Perspective enables the viewer to look at the most important elements of the work in the order that you have set for them.

Question 21

What is eye level perspective in photography?

- a) This is when the camera is placed at a relatively high point, from where the subject below is shot.
- b) It is the level from which you take a picture whilst standing.
- c) This is used to create a curved perspective from a flat space.
- d) This literally means arranging the elements in an image in a way that it fits in to the objective of your work.

Question 22

What is colour correction in photo editing?

- a) Colours are manipulated in a way so that a different tone and mode is achieved to attain a certain appearance.
- b) It is the shade of a picture either dark or light. The images are changed when the brightness is changed.
- c) This is a process where an image is changed in a way that it maintains a consistent standard of appearance. This is done by ensuring that whites appear as whites and black looks like black.
- d) It means stark opposite colours put together in a way that it looks balanced.

Question 23

What is contrast in photo editing?

- a) Colours are manipulated in a way so that a different tone and mode is achieved to attain a certain appearance.
- b) It is the shade of a picture either dark or light. The images are changed when the brightness is changed.
- c) This is a process where an image is changed in a way that it maintains a consistent standard of appearance. This is done by ensuring that whites appear as whites and black looks like black.
- d) Opposite colours put together in a way that it looks balanced. In editing it is important to have a difference between light and dark colours else all would look black or white or maybe grey.

Question 24

What is cropping in photography?

- a) It is the shade of a picture either dark or light. The images are changed when the brightness is changed.
- b) The unwanted subject in this case is removed from a photo or the overall composition is improved.
- c) This is a process where an image is changed in a way that it maintains a consistent standard of appearance. This is done by ensuring that whites appear as whites and black looks like black.
- d) Colours are manipulated in a way so that a different tone and mode is achieved to attain a certain appearance.

Question 25

What is raw image?

- a) This contains the unprocessed data captured by a digital camera or scanner's sensor. You get the highest quality

image in this case since raw images store the processed and unprocessed data into different files.

- b) It is mostly used for animations like banner ads, email images and other social media images and hence is a popularly used web format.
- c) These files allow for partial (effects like drop shadows) or total transparency which is important for overlays or logos.
- d) These are large file sizes as colour data is saved in each individual pixel in the image without any compression.

Question 26

What is the full form of GIF?

- a) Graphics Interchange Format
- b) Geometric Interrelated Format
- c) Graphic Interact Format
- d) Graphic Image Format

Question 27

What are the advantages of photography in newspaper and magazine?

- a) Pictures are better at narrating a story than written text. It enables the reader to grasp the content quickly.
- b) Pictures take a lot of space which saves time for writing articles.
- c) Pictures are just for decoration.
- d) There are hardly any advantages of photography

Answer Key-

Q. 1. – A	Q. 9. – A	Q. 17. – A	Q. 25. – A
Q. 2. – B	Q. 10. – B	Q. 18. – A	Q. 26. – A
Q. 3. – D	Q. 11. – D	Q. 19. – B	Q. 27. – A
Q. 4. – B	Q. 12. – C	Q. 20. – C	
Q. 5. – C	Q. 13. – B	Q. 21. – B	
Q. 6. – D	Q. 14. – A	Q. 22. – C	
Q. 7. – C	Q. 15. – D	Q. 23. – D	
Q. 8. – A	Q. 16. – D	Q. 24. – B	

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