

GMCET

Global Media Common Entrance Test

MODEL QUESTION PAPER

A. General knowledge of News & Current Affairs: 25

1. Covid-19 was first detected in
 - a. Wuhan, Japan
 - b. Wuhan China**
 - c. Beijing, China
 - d. USA
2. A complete lockdown during the Coronavirus Pandemic of 2020 was announced by P.M Modi first on
 - a. 1st March
 - b. 25th February
 - c. 25th March**
 - d. 1st April
3. What is the theme of the International Day of Yoga 2021?
 - a. Yoga and Humanity
 - b. Yoga in Covid
 - c. Yoga For Wellness**
 - d. Yoga for Health
4. Which one is not the name of a vaccine against Coronavirus?
 - a. Pfizer-BioNTech,
 - b. Sputnik V
 - c. Oxford-AstraZeneca
 - d. Harvard-Cova-T**
5. Where are the headquarters World Health Organization (WHO/OMS) situated
 - a. Geneva**
 - b. Hague
 - c. New York
 - d. Mumbai

6. Where is the National Stock Exchange
 - a. Chennai
 - b. New Delhi
 - c. Mumbai**
 - d. Bangalore

7. What does GST stand for?
 - a. Goods and Sales Tax
 - b. Goods and Services Tax**
 - c. General Sales Transaction
 - d. Goods sold tax

8. Which period is would be regarded as a financial year?
 - a. March 31, 2020 to March 30, 2021
 - b. January 1, 2021 to December 31, 2021
 - c. March 1, 2020- March 1, 2021
 - d. April 1, 2020 to March 31, 2021**

9. Union Budget is always presented first in
 - a. The Lok Sabha**
 - b. The Rajya Sabha
 - c. Joint session of the Parliament
 - d. Meeting of the Union Cabinet

10. Which Indian state announced that it would be the first to implement the National Education Policy (NEP) 2020?
 - a. Madhya Pradesh
 - b. Karnataka**
 - c. Gujarat
 - d. Uttar Pradesh

11. Who was the first woman President of Indian National Congress?
 - a. Annie Besant**
 - b. Kamala Nehru
 - c. Sarojini Naidu
 - d. Indira Gandhi

12. What is the currency of France?
 - a. French Dollar
 - b. Euro**
 - c. French Pound
 - d. Franc

13. Where is Burj-Al-Khalifah Located
 - a. Saudi Arabia
 - b. Bahrain
 - c. Palestine
 - d. United Arab Emirates**

14. Which Indian Athlete has been known as the 'Flying Sikh'?
- Harbhajan Singh
 - Dalip Singh
 - Milkha Singh**
 - PV Sindhu
15. Who has written 'Anandmath'?
- Rabindranath Tagore
 - Sarat Chandra Chattopadhyay
 - Swami Vivekananda
 - Bankim Chandra Chattopadhyay**
16. What is the name of Barak Obama's book?
- Inside the White House
 - A Promised Land**
 - I was the President
 - Becoming
17. Which Viceroy passed the Vernacular Press Act and the Arms Act of 1878?
- Lord Mayo
 - Lord Dalhousie
 - Lord Hardinge
 - Lord Lytton**
18. When was the Non-Cooperation Movement got momentum under the leadership of Mahatma Gandhi and the Indian National Congress?
- 1920-1922**
 - 1922-1924
 - 1987-1989
 - 1990-1992
19. Khilafat Movement was organised by
- Jinnah
 - Maulana Abul Kalam Azad
 - C. Ali Brothers**
 - D. Agha Khan
20. Who is the President of Bharatiya Janata Party (BJP)?
- Rajnath Singh
 - Jagat Prakash Nadda**
 - Narendra Modi
 - Amit Shah
21. Which Chief Minister took oath for the third time on 5 May, 2021?
- Arvind Kejriwal
 - M.K Stalin
 - Himanta Biswa Sarma
 - Mamata Banerjee**

22. How many seats does BJP have in the 17th Lok Sabha
- 310
 - 350
 - 303**
 - 313
23. Who is the current Chief Justice of India?
- Nuthalapati Venkata Ramana
 - Sharad Arvind Bobde
 - Ranjan Gogoi
 - None of these
24. Which Indian cricketers did not announce their retirement in 2020
- MS Dhoni
 - Suresh Raina
 - Irfan Pathan
 - Yuvraj Singh**
25. Who is the President of the USA?
- Donald Trump
 - Joe Biden**
 - Barak Obama
 - Boris Johnson

B. Brands & Brand Communications Basic Knowledge: 25

1. “Jod jo tootega nahin” tagline is related with _____
- M-Seal
 - Fevikwik
 - Fevicol**
 - Ambuja cement
2. Which company is represented by this logo?



- Volkswagen
 - BMW**
 - Mercedes Benz
 - Chevrolet
3. What is the tagline of Nike?
- Just Do It**
 - Think Different
 - Because You're Worth It
 - Impossible is Nothing

4. Which one is not a Japanese brand?
- a. Samsung
 - b. Hyundai
 - c. Toyota
 - d. Lego
5. Which of these represents the logo of WHO?



a.



b.



c.



d.

6. Which brand does not have red in its Logo colour scheme?
- a. Bharti Airtel
 - b. Jio
 - c. CocaCola
 - d. **Samsung**
7. With which company is Sundar Pichai associated?
- a. Amazon
 - b. Microsoft
 - c. **Google**
 - d. Yahoo
8. Lava International is a mobile phone company based in -
- a. China
 - b. South Korea
 - c. Taiwan
 - d. **India**
9.is a paid form of mass media communication that attempts to promote sales, persuade audiences and build a positive attitude towards a product or company.

- a. **Advertising**
 - b. News bulletin
 - c. Facebook Message
 - d. Blogs
10. Which one is not an airlines company?
- a. Spicejet
 - b. Vistara
 - c. Indigo
 - d. **Purple**
11. Advertising is the most expensive form of advertising.
- a. Radio
 - b. Newspaper
 - c. Digital
 - d. **Television**
 - e.
12. Which social network is considered the most popular for social media marketing?
- a. Twitter
 - b. **Facebook**
 - c. Linkedin
 - d. Whatsapp
13. Which of the following is an important aspect of creating blogs and posting content on social media?
- a. Using a witty user name
 - b. Posting regular content
 - c. Socialmedia Optimization
 - d. **All of the above**
14. Which celebrity has the most followers on Instagram?
- a. **Cristiano Ronaldo**
 - b. Dwayne 'The Rock' Johnson
 - c. Kylie Jenner
 - d. Lionel Messi
15. What are some examples of digital marketing?
- a. Social Media Marketing
 - b. Search Engine Marketing
 - c. Search Engine Optimisation
 - d. **All of the above**
16. Which Ministry is associated with the new Social Media Rules notified in 2021?
- a. Ministry of Home Affairs
 - b. **Ministry of Electronics & Information Technology**
 - c. Ministry of External Affairs
 - d. Ministry of Science and Technology

17. Which social media giant has delayed the implementation of a new privacy policy by 3 months?
- TikTok
 - WhatsApp**
 - Instagram
 - Twitter
18. Which Bollywood personality has launched an online platform called 'Pravasi Rojgar' to help migrants find job opportunities?
- Nana Patekar
 - Nawazuddin Siddiqui
 - Sonu Sood**
 - Amitabh Bachchan
19. Which online multi-media content and events company that produces news as well is led by journalist Barkha Dutt?
- Mojo Story**
 - Alt News
 - The Quint
 - The Wire
20. Who plays the lead protagonist in Aarya, an Indian Hindi-language crime drama web series
- Sushmita Sen**
 - Manoj Bajpayee
 - Pankaj Mishra
 - Ali Fazal
21. Which Social media platform started 'Hashtags'?
- Twitter**
 - Facebook
 - Whatsapp
 - Youtube
22. You are writing a message on Twitter; What is the maximum number of characters you can use?
- 120**
 - 80
 - 250
 - 350
23. Who is Mark Zuckerberg?
- Founder of Youtube
 - Founder of Instagram
 - Founder of Facebook**
 - Founder of Social Media

24. Internet memes are?
- an idea, behavior, style, or usage that spreads from person to person within a culture
 - unit of cultural information spread by imitation
 - a cultural item that is transmitted by repetition and replication in a manner analogous to the biological transmission of genes
 - all of these**
25. Resolution of an image describes:
- The Quality of the image
 - The clarity of an image
 - The size of the image in pixels**
 - Color and Contrast of the image

C. Entertainment Media Knowledge: 25

- Which films won the National Award in Best Hindi Film category for 2020?
 - Chhichhore
 - Thappad
 - Tanhaji
 - Manikarnika
- What is the meaning of Prime Time TV?
 - Evening Time slot**
 - Morning Time slot
 - Mid-day Time slot
 - Weekend slots
- National Geographic TV Channel is a/an:
 - National channel
 - Infotainment Channel**
 - News Channel
 - Sports Channel
- Government control over the media is known as:
 - Media Trial
 - Censorship**
 - Independence
 - Emergency
- Who directed the film Sholay?
 - Anubhav Sinha
 - Sanjeev Kumar
 - Ramesh Sippy**
 - Sanjay Leela Bansali

6. The late Bollywood actor Irrfan Khan, had won National award for which movie?
 - a. Lunch Box
 - b. Paan Singh Tomar**
 - c. Life of Pi
 - d. Haidar

7. Which celebrity has been the brand ambassador for India's Polio Eradication Campaign since 2002?
 - a. Sachin Tendulkar
 - b. Amitabh Bachchan**
 - c. Priyanka Chopra
 - d. Shahrukh Khan

8. Which of the following cities was not the name of the characters in the famous Spanish crime drama series
 - a. Sydney**
 - b. Tokyo
 - c. Berlin
 - d. Nairobi

9. The newspaper advertising has a life span of:
 - a. One day**
 - b. 10 days
 - c. Two months
 - d. One year

10. Which actor was known as 'Virus' in a famous Rajkumar Hirani film?
 - a. Paresh Rawal
 - b. Nawazuddin Siddiqi
 - c. R. Madhavan
 - d. Boman Irani

11. Which biopic film is not based on sports
 - a. Shahid**
 - b. Budhia Singh Born to Run
 - c. Dangal
 - d. Paan Singh Tomar

12. Where was the first cinema demonstrated in India?
 - a. Hindi Theatre at Kolkata
 - b. Bombay (Now Mumbai) at Watkins Hotel**
 - c. New Delhi
 - d. Bangalore

13. Radio was devised by an Italian inventor named as?
 - a. Sir Josip Belusic
 - b. Sir Benjamin Franklin
 - c. Sir Martin Cooper

d. Sir Guglielmo Marconi

14. Which traditional medium do people prefer to listen to during driving?
- a. Radio**
 - b. TV
 - c. Magazine
 - d. Newspaper
15. Which one is not a Sports TV channel?
- a. Ten
 - b. ESPN
 - c. Sky
 - d. Boomerang**
16. Which film was selected as India's official entry to Oscars 2021?
- a. Jallikattu**
 - b. Shakuntala Devi
 - c. Chhapaak
 - d. Chhalaang
17. La Tomatina, a Spanish festival was recently seen in which film?
- a. Gully Cricket
 - b. Race 3
 - c. Zero
 - d. Zindagi Na Milegi Dobara**
18. Which film was the latest in the Avengers series?
- a. Age of Ultron
 - b. Endgame**
 - c. Game over
 - d. Infinity War
19. TRP is related to:
- a. Television**
 - b. Radio
 - c. Magazine
 - d. Press
20. What does AIR stand for?
- a. All India Radio
 - b. All Indian Radio
 - c. Audio in Radio
 - d. None of these
21. Which one is not the name of a newspaper?
- a. The Telegraph
 - b. Asian Age
 - c. Indian Age Times**

- d. The Pioneer
22. Pick the odd one out:
- a. Ravish Kumar
 - b. Sudhir Chaudhary
 - c. Sweta Singh
 - d. Rajeev Masand**
23. Which one is not an OTT platform?
- a. Netflix
 - b. Hotstar
 - c. Star
 - d. Amazon Prime Video
24. Name a popular MTV youth show.
- a. Roadies**
 - b. Aspirants
 - c. Tripling
 - d. Little Things
25. Pick the odd one out?
- a. Breathe: Into the Shadows
 - b. Panchayat**
 - c. Sacred Games
 - d. The Family Man

D. English Knowledge & IQ : 25

1. Flow: River; Stagnant:?
- e. Pool**
 - f. Stream
 - g. Rain
 - h. Waterfall
2. If in a certain code, LIMCA is written as 'HJLDZ', Which of the following words would be written as 'IFWJBP'?
- a. Sydney**
 - b. Mexico
 - c. Apricot
 - d. Gelatin
3. QPO, NML, KJI, _____, EDC
- a. HGF**
 - b. CAB
 - c. JKM
 - d. GHD

4. SOUND: CACOPHONY
 - a. speech: oration
 - b. touch: massage
 - c. smell: stench**
 - d. taste: style

5. SCISSORS:CLOTH;
 - a. Axe: Wood**
 - b. Stone: Grinder
 - c. Knife: Stone
 - d. Gun: Hunt

6. Statement 1: John runs faster than George;
Statement 2: Tom runs faster than John
Statement 3: George runs faster than Tom
If statement 1 and statement 2 are true, statement 3 will be -
 - a. true
 - b. false**
 - c. uncertain
 - d. None of the above

7. If CAT is coded as PATC, JOY is coded as POYJ; similarly the word WING will be coded as -
 - a. PIGNW
 - b. PINGW**
 - c. PGNIW
 - d. PIWGN

8. Add one letter (from the choices) to make new word
LEAN
Select appropriate answer from following
 - a. C**
 - b. B
 - c. D
 - d. L

9. Find the answer that best completes the analogy:
Book is to Reading as Fork is to:
 - e. drawing
 - f. writing
 - g. stirring
 - h. eating**

10. What number best completes the analogy:
8:4 as 10:
 - a. 3
 - b. 7

- c. 24
- d. 5

11. Which word does NOT belong with the others?
- a. Index
 - b. **Book**
 - c. Glossary
 - d. Chapter
12. An Informal Gathering occurs when a group of people get together in a casual, relaxed manner. Which situation below is the best example of an Informal Gathering?
- a. A debating club meets on the first Saturday morning of every month.
 - b. **After finding out about his salary raise, Tina and a few colleagues go out for a quick dinner after work.**
 - c. Reena sends out 10 invitations for a pre-wedding party she is giving for her elder sister.
 - d. Whenever she eats at a Chinese restaurant, Maria seems to run into Janvi.
13. Look at this series: 36, 34, 30, 28, 24, ... What number should come next?
- a. **22**
 - b. 26
 - c. 23
 - d. 20
14. Look at this series: 7, 10, 8, 11, 9, 12, ... What number should come next?
- a. 7
 - b. 12
 - c. **10**
 - d. 13
15. The school principal has received complaints from parents about bullying in the schoolyard during recess. He wants to investigate and end this situation as soon as possible, so he has asked the recess aides to watch closely. Which situation should the recess aides report to the principal?
- a. A girl is sitting glumly on a bench reading a book and not interacting with her peers.
 - b. **Four girls are surrounding another girl and seem to have possession of her backpack**
 - c. Two boys are playing a one-on-one game of basketball and are arguing over the last basket scored
 - d. Three boys are huddled over a handheld video game, which isn't supposed to be on school grounds