

Indian Institute of **Creative** Skills

Sample Entrance Exam Paper

Course: Digital Content Creation & Media Management

Total Marks: 50

Section A: Multiple Choice Questions (30 Marks)

1. What is the primary goal of media management?

- A. Create sculptures
- B. Manage media content and operations
- C. Act in films
- D. Conduct dance classes

Answer: B. Manage media content and operations

2. Which of the following is a performing art?

- A. Photography
- B. Journalism
- C. Singing
- D. Graphic Design

Answer: C. Singing

3. Who is responsible for promoting films and shows in media companies?

- A. Actor
- B. Dancer
- C. Marketing Manager
- D. Makeup Artist

Answer: C. Marketing Manager

4. What does a stage director do?

- A. Operates the camera
- B. Sells tickets
- C. Guides actors and plans scenes
- D. Writes songs

Answer: C. Guides actors and plans scenes

5. Which platform is used for digital media promotion?

- A. Blackboard
- B. Whiteboard
- C. Instagram

D. Palette

Answer: C. Instagram

6. Which of the following is NOT part of media management?

A. Content creation

B. Budget planning

C. Painting

D. Audience analysis

Answer: C. Painting

7. What is the main element of a theatre performance?

A. Sketches

B. Dialogue

C. Photos

D. Posters

Answer: B. Dialogue

8. A person managing social media for a film production house is called a:

A. Dancer

B. Sound engineer

C. Social Media Manager

D. Art director

Answer: C. Social Media Manager

9. In performing arts, what is 'improvisation'?

A. Editing a photo

B. Performing without a script

C. Making a movie

D. Writing a blog

Answer: B. Performing without a script

10. What is a press release?

A. A film script

B. A media announcement shared with journalists

C. A costume list

D. A lighting setup

Answer: B. A media announcement shared with journalists

11. Which dance form originated in Tamil Nadu?

A. Kathak

B. Bharatnatyam

- C. Odissi
- D. Manipuri

Answer: B. Bharatnatyam

12. What is a TRP in media?

- A. Technical Recording Point
- B. Total Reach Program
- C. Television Rating Point
- D. Time Recording Plot

Answer: C. Television Rating Point

13. What do performing artists use to enhance storytelling on stage?

- A. Lights and costumes
- B. Blog posts
- C. Flyers
- D. Audio ads

Answer: A. Lights and costumes

14. Who manages the business side of a media production?

- A. Performer
- B. Editor
- C. Media Manager
- D. Choreographer

Answer: C. Media Manager

15. A live performance of a music band is an example of:

- A. Static media
- B. Performing art
- C. Digital media
- D. Still art

Answer: B. Performing art

16. What is digital content?

- A. Paint on canvas
- B. Physical books
- C. Videos, images, blogs, and audio shared online
- D. Sculptures

Answer: C. Videos, images, blogs, and audio shared online

17. Which platform is commonly used to upload video content?

- A. Excel
- B. YouTube
- C. Word
- D. Notepad

Answer: B. YouTube

18. What software is used for editing photos?

- A. Microsoft Word
- B. Adobe Photoshop
- C. Google Chrome
- D. VLC Player

Answer: B. Adobe Photoshop

19. What does a content creator do?

- A. Builds roads
- B. Writes government reports
- C. Produces and shares creative content online
- D. Cuts hair

Answer: C. Produces and shares creative content online

20. What is a vlog?

- A. A written novel
- B. A video blog
- C. A newspaper
- D. A dance performance

Answer: B. A video blog

21. Which of the following is a short-form video platform?

- A. Wikipedia
- B. WhatsApp
- C. TikTok
- D. Outlook

Answer: C. TikTok

22. What is the purpose of a “thumbnail” in video content?

- A. It's a caption
- B. It's an image that represents the video
- C. It's a sound effect
- D. It's the end screen

Answer: B. It's an image that represents the video

23. What tool is commonly used for video editing?

- A. Google Docs
- B. Final Cut Pro
- C. Microsoft Excel
- D. Notepad

Answer: B. Final Cut Pro

24. What is a podcast?

- A. A cooking video
- B. An audio program available online
- C. A live dance show
- D. A poster design

Answer: B. An audio program available online

25. What is the best video resolution for YouTube HD uploads?

- A. 144p
- B. 240p
- C. 720p or above
- D. 100p

Answer: C. 720p or above

26. What does SEO stand for in content creation?

- A. Sound Editing Output
- B. Special Effects Operation
- C. Search Engine Optimization
- D. Script Editing Option

Answer: C. Search Engine Optimization

27. What type of content is usually shared on Instagram?

- A. Essays
- B. Textbooks
- C. Images, Reels, and Stories
- D. Audio CDs

Answer: C. Images, Reels, and Stories

28. Which tool helps schedule social media posts?

- A. Premiere Pro
- B. Hootsuite
- C. VLC Media Player
- D. Notepad++

Answer: B. Hootsuite

29. What is a “hashtag” used for?

- A. To sign a contract
- B. To count followers
- C. To categorize content and increase visibility
- D. To unlock phones

Answer: C. To categorize content and increase visibility

30. Which file format is commonly used for videos?

- A. .docx
- B. .pdf
- C. .mp4
- D. .xls

Answer: C. .mp4

Section B: Short Answer Questions (10 Marks)

Instructions: Answer any 2 questions (5 marks each, approx. 150 words per answer)

1. What is digital content creation? Describe the types of digital content and explain why it is important in today’s digital age.

Guidelines for students: Explain the meaning of digital content creation, list different types (videos, blogs, podcasts, infographics, etc.), and discuss its importance for communication, marketing, education, and entertainment in the digital era.

2. Explain the role and responsibilities of a media manager in an organization. How do they contribute to the success of media projects?

Guidelines for students: Detail the planning, production, budgeting, promotion, and coordination responsibilities of media managers; include their role in content strategy, team leadership, and working with digital platforms.

3. Define performing arts. Discuss its various forms and explain how performing arts contribute to culture and society.

Guidelines for students: Define performing arts (live artistic expression like dance, drama, music), describe various forms (classical, folk, modern), and highlight its role in cultural preservation, education, and entertainment.

4. What are the key skills required for a digital content creator? How can one build a successful career in this field?

Guidelines for students: Mention skills like creativity, communication, technical knowledge

(editing tools, SEO), consistency, storytelling, and platform knowledge. Explain career-building strategies such as personal branding, regular content posting, and analytics.

5. Describe the process of planning and promoting a media campaign. What factors must be considered to reach the right audience effectively?

Guidelines for students: Discuss campaign goals, audience research, content creation, platform selection, scheduling, budgeting, and promotion strategy. Emphasize importance of timing, platform algorithms, and message clarity.

6. How has digital technology changed the way performing artists reach their audiences? Give examples of digital tools used in modern performances.

Guidelines for students: Discuss how social media, YouTube, live streaming, and online ticketing have transformed audience reach. Mention tools like OBS Studio, Instagram Live, Zoom theatre, and digital music platforms.

Section C: Long Answer Questions (10 Marks)

Instructions: Answer 1 question only (300 words)

1. Describe the process of creating digital content from idea to publication. What are the different stages involved, and what tools and skills are necessary at each stage?

Guidelines for students:

- Begin with the ideation process (brainstorming topics, researching trends, identifying target audience).
- Move to content planning (storyboarding, scripting, choosing format—video, blog, audio, etc.).
- Explain content production (recording, filming, writing, designing).
- Describe post-production (editing, proofreading, using tools like Adobe Premiere Pro, Canva, Audacity, etc.).
- Conclude with publishing and promotion (uploading, SEO, social media sharing, engaging with the audience).
- Mention necessary skills like creativity, basic design and editing, content writing, and time management.

2. What is media management? Discuss its importance in the entertainment and communication industries. How do media managers help in planning, organizing, and

promoting content effectively?

Guidelines for students:

- Define media management in your own words.
- Talk about the scope of media management in TV, radio, film, OTT, print, and digital.
- Explain how media managers handle scheduling, budgeting, team coordination, and audience targeting.
- Discuss their role in content marketing, branding, and analytics.
- Include examples like how a media manager might organize a film release or digital campaign.
- Highlight the importance of soft skills, tech skills, and strategic thinking.

3. How do performing arts contribute to cultural development and personal growth?

Explain with examples from Indian and global performing arts traditions.

Guidelines for students:

- Start by explaining what performing arts are (music, dance, drama, etc.).
- Talk about how performing arts reflect history, values, and diversity.
- Discuss Indian classical dance, theatre, folk art, and how they preserve heritage.
- Mention modern forms like stage shows, musicals, and digital performances.
- Explain how performing arts build confidence, communication, creativity, and emotional intelligence in individuals.
- Provide examples of artists or performances that have inspired you or society.