

COMUNICACIÓN AUDIOVISUAL

1. Which of the following names is not a currently active film director?
 - a) David O. Russell
 - b) **David Chipperfield**
 - c) James Mangold
 - d) Denis Villeneuve
2. What is the name of the author of The Divine Comedy?
 - a) **Dante Alighieri**
 - b) Miguel de Cervantes
 - c) Geoffrey Chaucer
 - d) William Shakespeare
3. What does the acronym CGI stand for in the audiovisual field?
 - a) Computer Graphic Imaging
 - b) Cinematic Graphic Integration
 - c) **Computer-Generated Imagery**
 - d) Creative Graphics Interface
4. Which of the following film genres usually includes futuristic elements and advanced technology?
 - a) Western
 - b) **Science fiction**
 - c) Historical drama
 - d) Romantic comedy
5. Who composed the soundtrack for the Star Wars saga?
 - a) Hans Zimmer
 - b) **John Williams**
 - c) Howard Shore
 - d) Ennio Morricone
6. How many Spanish actors have won an Academy Award (Oscar)?
 - a) **Two, Penélope Cruz and Javier Bardem**
 - b) None
 - c) Three, José Luis López Vázquez, Carmen Maura, and Penélope Cruz
 - d) Two, José Isbert and Alfredo Landa
7. Which of the following directors is responsible for films such as The Shining, 2001: A Space Odyssey, or A Clockwork Orange?
 - a) Andrei Tarkovsky
 - b) Radu Jude
 - c) Hal Ashby
 - d) **Stanley Kubrick**
8. What was the first sound film in history?
 - a) The Great Dictator (Charlie Chaplin, 1940)
 - b) **The Jazz Singer (Alan Crosland, 1927)**

- c) Sherlock Jr. (Buster Keaton, 1924)
- d) Little Women (George Cukor, 1933)

9. What is a long take in cinema?

- a) **A scene with no apparent cuts**
- b) A shot filmed with a handheld camera
- c) A fast montage of images
- d) A specific type of lighting

10. Who is credited with the invention of the cinematograph, the first movie camera as we know it today?

- a) Thomas Edison
- b) Louis Le Prince
- c) **The Lumière brothers**
- d) Isaac Peral

MARKETING

1. A book costs 32 € after a 20% discount. What was the original price of the book?

- a) **40 €**
- b) 36 €
- c) 24€
- d) 50 €

2. Who is the head of the European Central Bank?

- a) Mario Draghi
- b) **Christine Lagarde**
- c) Jerome Powell
- d) Luis de Guindos

3. Which of the following strategies is based on offering a product or service at a lower price than competitors?

- a) Differentiation
- b) **Cost leadership**
- c) Focus strategy
- d) Relationship marketing

4. In market segmentation, which of these criteria belongs to psychographic segmentation?

- a) Age and gender
- b) Income and education level
- c) **Lifestyle and values**
- d) Geographic location

5. What is the customer journey in marketing?

- a) A customer loyalty program
- b) **The process a customer goes through from brand awareness to purchase**

- c) A market research study based on surveys
- d) The conversion rate of a campaign

6. If 3 t-shirts cost €45, what is the price of 7 t-shirts at the same unit price?

- a) €105
- b) €100
- c) €95
- d) €110

7. A worker earns 1,200 € per month. If they receive a 10% raise, what will their new monthly salary be?

- a) 1,250€
- b) 1,300€
- c) 1,275€
- d) 1,320€

8. Who is the President of France?

- a) Emmanuel Macron
- b) François Bayrou
- c) Sébastien Lecornu
- d) Patrick Mignola

9. Which brand is known for its slogan "I'm lovin' it"?

- a) Coca-Cola
- b) Nike
- c) McDonald's
- d) Kit Kat

10. The Russian Revolution began in the year:

- a) 1923
- b) 1915
- c) 1921
- d) 1917

PERIODISMO

1. La palabra correcta de separar en sílabas la palabra "aerolínea" es:
 - a) Ae-ro-lí-ne-a
 - b) A-e-ro-lí-ne-a
 - c) A-e-ro-lí-ne-a
 - d) Ae-ro-lí-ne-a

2. ¿Cuál de los siguientes géneros periodísticos se enfoca en presentar a fondo un tema o asunto?
 - a) Crónica
 - b) Noticia
 - c) Reportaje
 - d) Entrevista

3. ¿Qué tipo de titular busca atraer la atención del lector de manera sensacionalista?
 - a) Titular informativo
 - b) Titular interpretativo
 - c) Titular clickbait
 - d) Titular explicativo

4. ¿Cómo se llama el secretario general de la ONU?
 - a) Antonio Guterres
 - b) Jens Stoltenberg
 - c) Dag Hammarskjöld
 - d) Samuel Moncada

5. ¿En qué año comenzó la Segunda Guerra Mundial?
 - a) 1941
 - b) 1945
 - c) 1930
 - d) 1939

6. ¿Cuál de estas empresas no se encuentra bajo la estructura de Meta?
 - a) Facebook
 - b) Messenger
 - c) Snapchat
 - d) Whatsapp

7. ¿Cuántos campeonatos de la NBA ganó Earvin "Magic" Johnson?

- a) Cuatro
- b) **Cinco**
- c) Ninguno
- d) Siete

8. ¿Cuál fue la canción más reproducida en Spotify en el año 2024 a nivel mundial?

- a) **"Espresso" de Sabrina Carpenter**
- b) "Not Like Us" de Kendrick Lamar
- c) "Birds of a Feather" de Billie Eilish
- d) "Beautiful Things" de Benson Boone

9. ¿Cuál de los siguientes géneros periodísticos se centra en la narración detallada de un evento en orden cronológico?

- a) Entrevista
- b) Editorial
- c) **Crónica**
- d) Columna

10. El artista responsable del cuadro "El matrimonio Arnolfini" es:

- a) **Jan van Eyck**
- b) André Félibien
- c) El Greco
- d) Dirk Bouts