

Andhra Pradesh State Council of Higher Education

Question Paper Name: Journalism and Mass Communication
Subject Name: Journalism and Mass Communication
Creation Date: 2019-11-08 19:09:51
Duration: 180
Total Marks: 180
Display Marks: Yes
Share Answer Key With Delivery Engine: Yes

Journalism and Mass Communication

Group Number : 1
Group Id : 62321720
Group Maximum Duration : 0
Group Minimum Duration : 180
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 180
Revisit allowed for group Instructions? : Yes
Maximum Instruction Time: 0
Minimum Instruction Time: 0

Teaching and Research Aptitude

Section Id : 62321739
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 82
Number of Questions to be attempted: 82
Section Marks: 90
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 623217115
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 6232173440 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Maximum participation of students is possible in teaching through

Options :

1. discussion method
2. audio-visual aids
3. lecture method
4. textbook method

Question Number : 2 Question Id : 6232173441 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

If some of your students misbehave with you in the class, as a teacher you must

Options :

1. mobilize other teachers against the students
2. report to their parents
3. report to the Principal
4. improve their behaviour by your own character and scholarship

Question Number : 3 Question Id : 6232173442 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

A teacher in the classroom should keep the pitch of his voice will be

Options :

1. sometimes low and sometimes high
2. low
3. moderate
4. high enough

Question Number : 4 Question Id : 6232173443 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

If some students fail in the classroom, it is the fault of

Options :

1. curriculum
2. students themselves
3. the head of the institute
4. the teacher

Question Number : 5 Question Id : 6232173444 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

If a teacher is not able to answer the question of student, he/she should

Options :

1. feel pity of his ignorance
2. say that the question is irrelevant
3. shout at student
4. say that he/she will answer after consultation

Question Number : 6 Question Id : 6232173445 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The main important cause of failure in the beginning for a teacher lies in the area of

Options :

1. verbal ability

2. strict handling of students
3. lack of knowledge on the part of teacher
4. lack of teacher interpersonal relationship

Question Number : 7 Question Id : 6232173446 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Classroom discipline can be maintained effectively by

Options :

1. putting neat dress in the class
2. providing interesting programme
3. knowing the cause and handle with hard
4. sending out students from the class

Question Number : 8 Question Id : 6232173447 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Verbal guidance is least effective in teaching in the following aspects:

Options :

1. Relationship
2. Skills
3. Attitude
4. Concept

Question Number : 9 Question Id : 6232173448 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The most appropriate meaning of teaching is

Options :

1. acquisition of knowledge
2. modification of behaviour
3. acquiring skills
4. personal adjustment

Question Number : 10 Question Id : 6232173449 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Survey research generally studies

Options :

1. circumstances
2. populations
3. processes
4. events

Question Number : 11 Question Id : 6232173450 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Principles of fundamental research are widely used in

Options :

1. empirical research
2. action research

- 3. philosophical research
- 4. applied research

Question Number : 12 Question Id : 6232173451 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A research design is

Options :

- 1. a way of conducting research that is not grounded in theory
- 2. a choice between the use of quantitative and qualitative methods
- 3. a frame work for every stage of the collection and analysis of data
- 4. the method of presenting the research findings

Question Number : 13 Question Id : 6232173452 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A research divides his population into certain groups and fixes the size of sample from each group. This type of sampling is called

Options :

- 1. judgement sampling
- 2. stratified sampling
- 3. cluster sampling
- 4. quota sampling

Question Number : 14 Question Id : 6232173453 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

In which of the following activities, potential for nurturing creative and critical thinking is relatively greater?

Options :

1. Participation in a research seminar
2. Participation in a workshop
3. Presenting a seminar paper
4. Preparing a questionnaire for data collection

Question Number : 15 Question Id : 6232173454 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

By a synopsis of a research project, we mean

Options :

1. the blue print of research
2. a plan of research
3. a summary of the findings of research
4. evidences and extracts of observations

Question Number : 16 Question Id : 6232173455 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Which one of the following is not true in case study research?

Options :

1. Case study research means single and multiple case studies
2. Case study research relies on multiple sources of evidence

3. Case study research benefits from prior development of theoretical propositions
4. Case study research can not include quantitative evidence

Question Number : 17 Question Id : 6232173456 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The process that is not needed in experimental research is

Options :

1. controlling
2. observation
3. manipulation and replication
4. collection of references

Question Number : 18 Question Id : 6232173457 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which of the following is not a component of ethical research?

Options :

1. Competence
2. Consent
3. Voluntariness
4. Suitability

Read the following passage and answer the question

As we have seen, fat is crucial to survival, and there can be little doubt about the evolutionary history of our preference for it in our diet. In addition to fat, are there other substances that are so important to our basic physiology that we must have them? Salt is one of those essential minerals that we require for normal physiological function. The sodium and chloride found in salt along with potassium, are electrolytes, substances that when in the proper solvent will conduct ions. Electrolytes are important in regulation of the body's fluid levels as well as the balance of acids and bases.

Considerable research has been conducted on salt by physiologists as well as ecologists. Physiologists are concerned with the regulation and management of electrolytes, while ecologists are interested in how we acquire our taste for salt. Is our preference for salt learned, and if so, how is it accomplished? Alternatively, is our predilection for salt a consequence of our evolutionary history? Of course, the answer is both, but there are some other interesting answers to the recurring "why" question. Ecologists have noted that one of the consequences of heavy rain fall is the depletion of sources of sodium present in the food of land-dwelling herbivores. This is particularly true for animals that are far from the ocean. Female mammals may have developed a predisposition for salt due to the demands of pregnancy and lactation. Mammals with a highly developed preference for salt would be favoured in an environment where sources of salt were unpredictable. When salt was encountered, consumption of substantial quantities could have provided a reserve on which an individual might draw.

Sub questions

What is our preference in our diet as per the evolutionary history?

Options :

1. Fruit
2. Root
3. Fat
4. Protein

Question Number : 20 Question Id : 6232173460 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

What is one of the essential minerals we require for physiological function?

Options :

1. Salt
2. Fluorite
3. Sugar
4. Magnetite

Question Number : 21 Question Id : 6232173461 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

What are the electrolytes that conduct ions?

Options :

1. Sodium
2. Potassium
3. Chloride

4. All of the other options

Question Number : 22 Question Id : 6232173462 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Who conducted research on salt?

Options :

1. Historians and Ecologists
2. Psychologists and Physiologists
3. Ecologists and Psychologists
4. Physiologists and Ecologists

Question Number : 23 Question Id : 6232173463 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

What is the concern of Physiologists?

Options :

1. Regulation of electrolytes
2. Human acquisition of taste for salt
3. False history of evolution
4. Harmful effects of consuming salt

Question Number : 24 Question Id : 6232173464 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

What has been the finding of Ecologists?

Options :

1. Consequences of drought
2. Depletion of Ozone layer
3. Soil erosion
4. Depletion of sodium in plants

Question Number : 25 Question Id : 6232173465 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Why do female mammals require more salt?

Options :

1. To satisfy hunger and thirst
2. To meet the demands of pregnancy and lactation
3. To acquire agility in running away
4. To combat other animals

Question Number : 26 Question Id : 6232173466 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Where the salt supply is unpredictable?

Options :

1. Mammals that live far from the ocean survive
2. Mammals that consume more water survive
3. Mammals with salt reserves survive

4. Mammals cannot survive

Question Number : 27 Question Id : 6232173467 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

What is the central argument of the passage?

Options :

1. Salt is essential for our basic physiology
2. There is natural carving for fat
3. Not all mammals are herbivores
4. Electrolytes regulate body's fluid levels

Sub-Section Number:	3
Sub-Section Id:	623217117
Question Shuffling Allowed :	Yes

Question Number : 28 Question Id : 6232173468 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

When verbal and non-verbal messages are contradictory, most of the people believe it as _____

Options :

1. intermittent messages
2. verbal messages
3. aggressive messages
4. non-verbal messages

Question Number : 29 Question Id : 6232173469 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The typical feature of information-rich classroom lecture is in the nature of being

Options :

1. factual
2. staggered
3. sectional
4. sedentary

Question Number : 30 Question Id : 6232173470 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Positive classroom communication leads to

Options :

1. submission
2. coercive
3. persuasion
4. biased passivity confrontation

Question Number : 31 Question Id : 6232173471 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The bias in classroom communication leads to

Options :

1. group argument
2. external stimulus

- 3. social identity
- 4. biased passivity

Question Number : 32 Question Id : 6232173472 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

If majority students in your classroom are weak, then you should

Options :

- 1. keep your teaching slow
- 2. keep your teaching slow along with some extra guidance to bright pupils
- 3. do not care about the intelligent students
- 4. keep your speed of teaching fast so that students increase comprehension

Question Number : 33 Question Id : 6232173473 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A teacher who is not able to draw the attention of his students should

Options :

- 1. start dictating
- 2. resign from the post
- 3. evaluate his teaching method and improve it
- 4. find fault with students

Question Number : 34 Question Id : 6232173474 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Arrange the following teaching process in order

- i) Relating the present knowledge with previous knowledge.
- ii) Presentation of material.
- iii) Evaluate the lesson taught.
- iv) Formulating objects of the lesson.

Options :

- 1. (iv), (ii), (i), (iii)
- 2. (i), (ii), (iii), (iv)
- 3. (ii), (i), (iii), (iv)
- 4. (iii), (ii), (iv), (i)

Question Number : 35 Question Id : 6232173475 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which of the following is most important factors for success in the classroom?

Options :

- 1. Communicative ability
- 2. Organizational ability
- 3. Personality of the teacher
- 4. Scholarship

Question Number : 36 Question Id : 6232173476 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

When is the communication process is complete, when

Options :

1. the sender transmits the message
2. the receiver understands the message
3. the message leaves the channel
4. the message enters the channel

Question Number : 37 Question Id : 6232173477 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In the series, there is a pattern. Identify the pattern and fill the blank.

2, 5, 9, 19, 37, _____.

Options :

1. 73
2. 74
3. 75
4. 76

Question Number : 38 Question Id : 6232173478 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In the series, there is a pattern. Identify the pattern and fill the blank.

$\frac{1}{81}$, $\frac{1}{54}$, $\frac{1}{36}$, $\frac{1}{24}$, _____.

Options :

1. $\frac{1}{32}$

2. $\frac{1}{16}$

3. $\frac{1}{15}$

4. $\frac{1}{9}$

Question Number : 39 Question Id : 6232173479 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In the series, there is a pattern. Identify the pattern and fill the blank.

ABD, DGK, HMS, MTB, SBL, _____.

Options :

1. ZAB

2. XKW

3. ZKU

4. ZKW

Question Number : 40 Question Id : 6232173480 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In the series, there is a pattern. Identify the pattern and fill the blank.

SCD, TEF, UGH, _____, WKF.

Options :

1. CMN

2. UJI

3. VII

4. IJT

Question Number : 41 Question Id : 6232173481 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

If a man covers a certain distance between his house and office on scooter with an average speed of 30 km/hour, he is late by 10 minutes. However, with a speed of 40 km/hour, he reaches his office 5 minutes earlier. The distance between his house and office is

Options :

1. 50 km

2. 45 km

3. 40 km

4. 30 km

Question Number : 42 Question Id : 6232173482 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

An amount of ₹1,980 is divided among 7 men, 11 women and 5 boys such that each woman may have 3 times as much as a boy and a man as much as a woman and a boy together. Then one woman's share is

Options :

1. ₹ 75

2. ₹ 80

3. ₹ 90

4. ₹ 60

Question Number : 43 Question Id : 6232173483 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

In an examination, A got 10% marks less than B, B got 25% marks more than C and C got 20% less than D. If A got 360 marks out of 500, the difference in percentage of C and D is

Options :

1. 15%
2. 16%
3. 18%
4. 22%

Question Number : 44 Question Id : 6232173484 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A person bought an article and sold it at a loss of 10%. If he had bought it for 20% less and sold it for ₹ 55 more, he would have made a profit of 40%. Then the cost price of that article is

Options :

1. ₹ 260
2. ₹ 250
3. ₹ 240
4. ₹ 220

Question Number : 45 Question Id : 6232173485 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The banker's discount on ₹ 1,600 at 15% simple interest per annum is the same as the true discount on ₹ 1,680 for the same time and at the same rate. Then the time period in months, is

Options :

1. $4\frac{1}{2}$
2. 4
3. $3\frac{1}{2}$
4. 3

Sub-Section Number:	4
Sub-Section Id:	623217118
Question Shuffling Allowed :	No

Question Number : 46 Question Id : 6232173486 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In the context of deductive argument with two premises, which one of the following is not correct?

Options :

1. An argument with one true premise, one false premise and a false conclusion may be valid
2. An argument with two true premises and a false conclusion may be valid
3. An argument with one true premise, one false premise and a true conclusion may be valid.
4. An argument with two false premises and a false conclusion may be valid

Wrong Marks : 0

Two statements, Assertion and Reasoning are given, based on the two statements give the correct answer.

Assertion (A) : Sustainable development is critical to the well-being of human society.

Reason (R) : Environmental friendly policies do not harm the environment or deplete the natural resources.

Options :

1. Both (A) and (B) are true and (R) is the correct explanation of (A)
2. Both (A) and (B) are true but (R) is not the correct explanation of (A)
3. (A) is true but (R) is false
4. (A) is false but (R) is true

Wrong Marks : 0

The premises and four conclusions drawn from them (taking singly or together) are given below. Select the code that states the conclusions validly drawn.

Premises:

I) All religious persons are emotional

II) Sunil is a religious person

Conclusions:

A) Sunil is emotional

B) All emotional persons are religious

C) Sunil is not a non-religious person

D) Some religious persons are not emotional

Options :

1. Only A

2. A and C
3. B and C
4. A, B and C

Question Number : 49 Question Id : 6232173489 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

You are given a statement followed by three assumptions numbered I, II, III. You have to consider the statement and the following assumptions, decide which assumption(s) is/are implicit in the statement and choose your answer accordingly.

Statement: Quality of life of a person is not dependent only in his wealth.

Assumptions: I) The aim of most people is just to acquire more wealth.

II) There are some factors other than wealth which contribute to the quality of life.

III) Wealth does not contribute to the quality of life at all.

Options :

1. Only (I) is implicit
2. Only (I) and (II) are implicit
3. Only (II) is implicit
4. Only (II) and (III) are implicit

Question Number : 50 Question Id : 6232173490 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The two words have some relation. Identify the relationship from the following options and fill the blanks.

Studious : Erudite : : _____ : _____.

Options :

1. Ignorance : Illiterate
2. Virtuous : Judge
3. Enterprising : Rich
4. Cupidity : Poor

Question Number : 51 Question Id : 6232173491 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The two words have some relation. Identify the relationship from the following options and fill the blanks.

Aluminium : Bauxite : : Iron : _____.

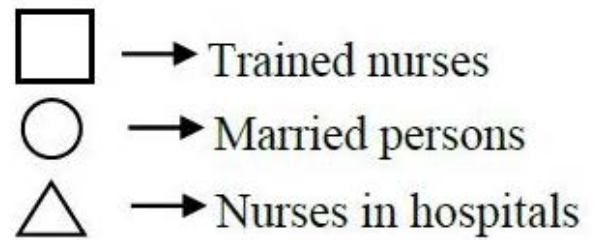
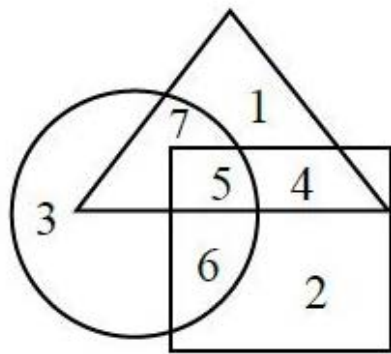
Options :

1. Pyrite
2. Magnesite
3. Haematite
4. Pyrdusite

Question Number : 52 Question Id : 6232173492 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Study the following figure and answer the question given below.



Married but unmarried nurses in the hospitals are represented by the number

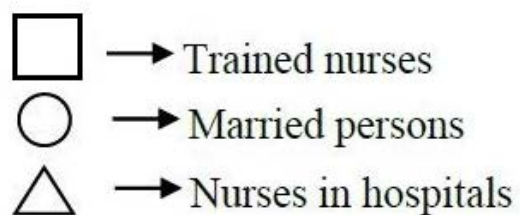
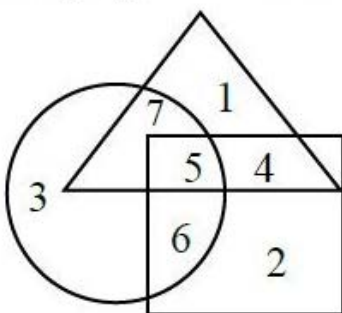
Options :

1. 4
2. 5
3. 6
4. 7

Question Number : 53 Question Id : 6232173493 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Study the following figure and answer the question given below.



If hospital management requires only married trained nurses, which part of the diagram is to be chosen?

Options :

1. 4
2. 5

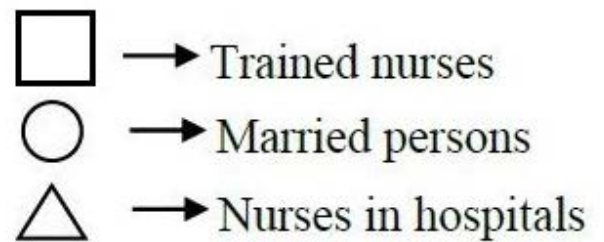
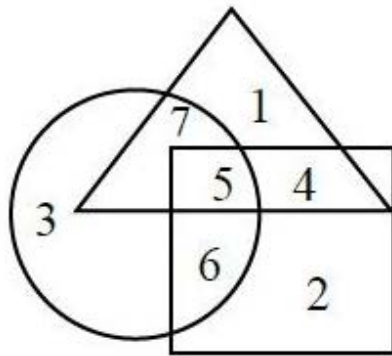
3. 6

4. 7

Question Number : 54 Question Id : 6232173494 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Study the following figure and answer the question given below.



What is represented by the number 7?

Options :

1. Married nurses in the hospital
2. Trained nurses
3. Unmarried trained nurses
4. Married trained nurses

Question Number : 55 Question Id : 6232173495 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The following table gives the semester-fees (in thousand ₹) for five courses in different years in a university. Study the following table carefully and answer the question given below it.

<div>Course</div> <div>Year</div>	B.Tech	B.Ed	B.Pharm	M.B.A.	M.Sc
2001	10.5	5.4	7.0	4.5	1.5
2002	13.5	5.5	10.5	4.8	3.5
2003	15.0	12.01	12.9	7.5	4.0
2004	20.5	12.6	14.3	9.2	9.5
2005	30.35	16.5	16.5	18.5	10.5
2006	54.0	18.5	20.6	16.9	12.9

What was the approximate percentage increase in the semester fees of B.Pharm in the year 2003 compared to the previous year?

Options :

1. 22
2. 23
3. 25
4. 28

Question Number : 56 Question Id : 6232173496 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The following table gives the semester-fees (in thousand ₹) for five courses in different years in a university. Study the following table carefully and answer the question given below it.

<div>Course</div> <div>Year</div>	B.Tech	B.Ed	B.Pharm	M.B.A.	M.Sc
2001	10.5	5.4	7.0	4.5	1.5
2002	13.5	5.5	10.5	4.8	3.5
2003	15.0	12.01	12.9	7.5	4.0
2004	20.5	12.6	14.3	9.2	9.5
2005	30.35	16.5	16.5	18.5	10.5
2006	54.0	18.5	20.6	16.9	12.9

The semester fees charged for MBA course in the year 2003 was approximately what percent of the semester fees charged for B.Ed in the year 2005?

Options :

1. 42%

2. 43%

3. 45%

4. 48%

Question Number : 57 Question Id : 6232173497 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The following table gives the semester-fees (in thousand ₹) for five courses in different years in a university. Study the following table carefully and answer the question given below it.

Course Year	B.Tech	B.Ed	B.Pharm	M.B.A.	M.Sc
2001	10.5	5.4	7.0	4.5	1.5
2002	13.5	5.5	10.5	4.8	3.5
2003	15.0	12.01	12.9	7.5	4.0
2004	20.5	12.6	14.3	9.2	9.5
2005	30.35	16.5	16.5	18.5	10.5
2006	54.0	18.5	20.6	16.9	12.9

What was the difference between the total semester fees charged for M.Sc over all the years together and the fees charged for all the courses in the year 2005?

Options :

1. ₹ 46,900

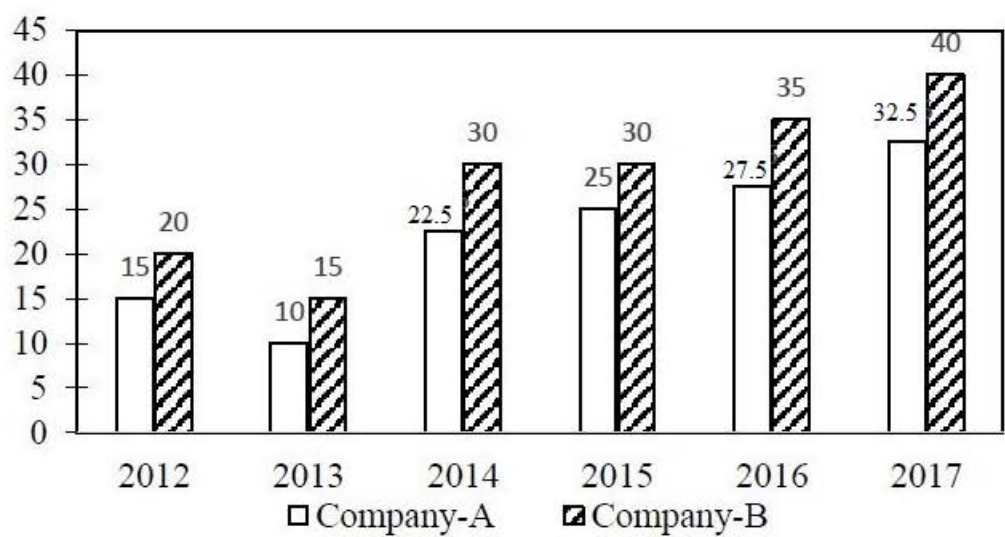
2. ₹ 47,800

3. ₹ 48,400

4. ₹ 50,600

Question Number : 58 Question Id : 6232173498 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The graph given below gives the number of employees in company A and company B during 2012 to 2017. Study this graph carefully to answer the question given below.

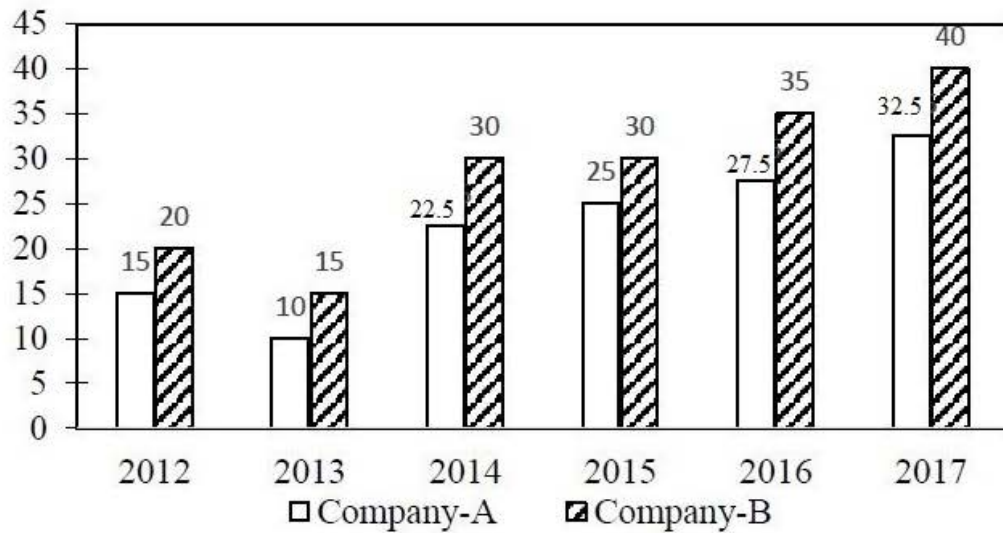


The number of employees of company B in 2016 is approximately what percentage of the total number of employees in company B in all the years together?

Options :

- 1. 19%
- 2. 21%
- 3. 18%
- 4. 24%

The graph given below gives the number of employees in company A and company B during 2012 to 2017. Study this graph carefully to answer the question given below.



What is the percentage increase in the number of employees in company B from 2013 to 2014?

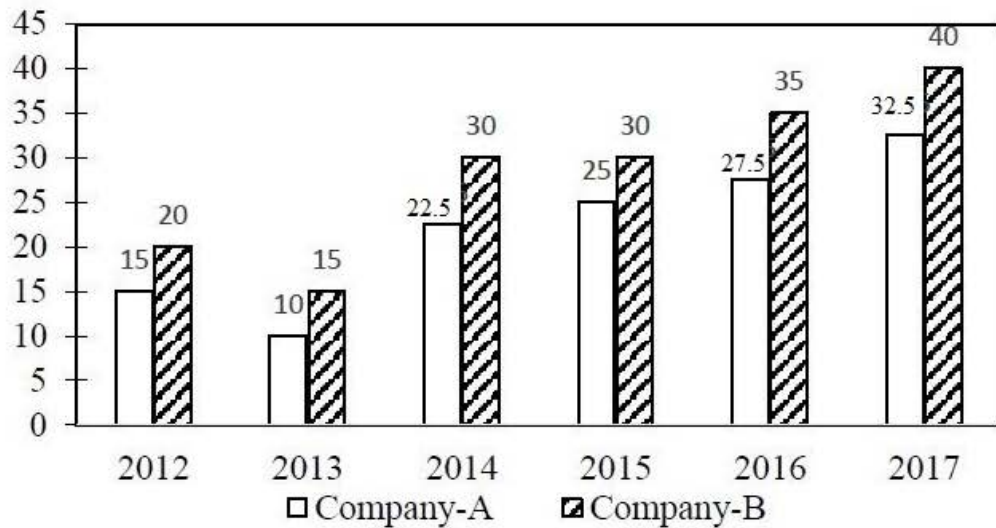
Options :

1. 100%
2. 98%
3. 95%
4. 87%

Question Number : 60 Question Id : 6232173500 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The graph given below gives the number of employees in company A and company B during 2012 to 2017. Study this graph carefully to answer the question given below.



If 25% employees of company B in 2017 are females and 20% employees of company A in 2015 are males then what is the ratio of the number of male employees of company B in 2017 to that of female employees of company A in 2015?

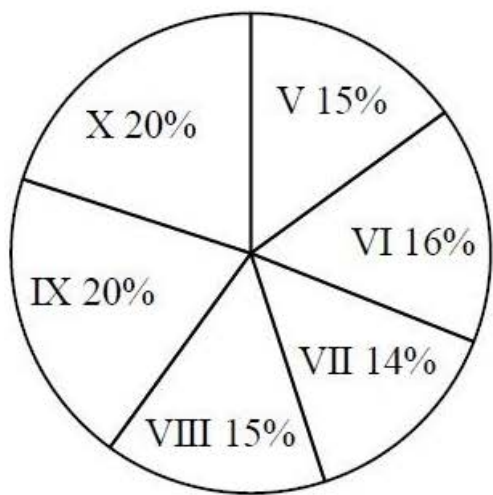
Options :

1. 4:3
2. 2:3
3. 3:2
4. 4:7

Question Number : 61 Question Id : 6232173501 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Study the following pie-chart and table carefully to answer the question given below. Total number of students in different standards = 5,500.



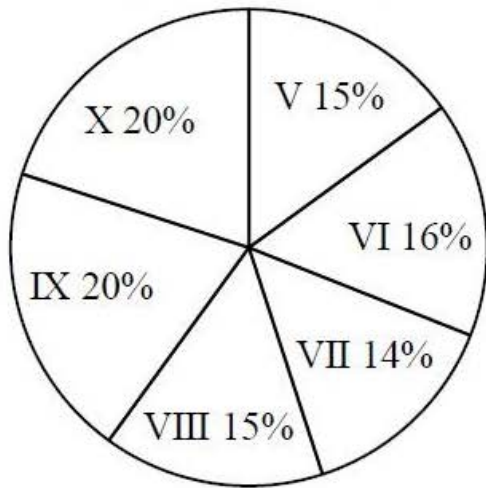
Ratio of the number of boys to that of girls	
Standard	Boys : Girls
V	3:2
VI	3:1
VII	4:3
VIII	2:3
IX	7:3
X	2:3

What is the difference between the total number of boys and the total number of girls studying in all the standards together?

Options :

1. 835
2. 795
3. 770
4. 650

Study the following pie-chart and table carefully to answer the question given below. Total number of students in different standards = 5,500.



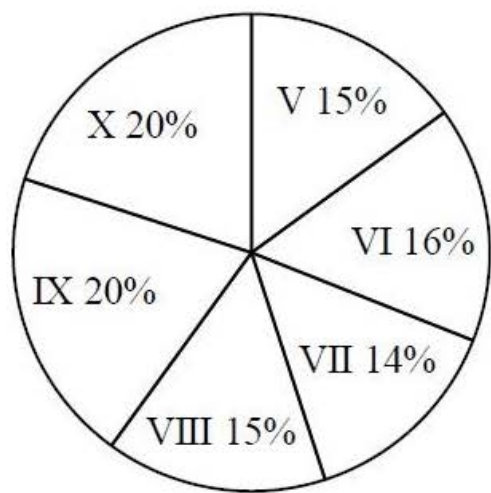
Ratio of the number of boys to that of girls	
Standard	Boys : Girls
V	3:2
VI	3:1
VII	4:3
VIII	2:3
IX	7:3
X	2:3

The total number of boys in standard VI and VII together is approximately what percent of the total number of boys in all the standards together?

Options :

- 47%
- 42%
- 38%
- 35%

Study the following pie-chart and table carefully to answer the question given below. Total number of students in different standards = 5,500.



Ratio of the number of boys to that of girls	
Standard	Boys : Girls
V	3:2
VI	3:1
VII	4:3
VIII	2:3
IX	7:3
X	2:3

What is the difference between the total number of boys in standard VII and IX together and the total number of girls in standards V and VI together?

Options :

1. 660
2. 640
3. 580
4. 550

Sub-Section Number:

Sub-Section Id:

Question Shuffling Allowed :

5

623217119

Yes

Question Number : 64 Question Id : 6232173504 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The letter that normally represents the floppy disc in an operating system is

Options :

1. A
2. C

3. D

4. E

Question Number : 65 Question Id : 6232173505 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A temporary storage area that is attached to the CPU for I/O operations, is a

Options :

1. Channel

2. Buffer

3. Register

4. Core

Question Number : 66 Question Id : 6232173506 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

When an image is copied, it first goes to the

Options :

1. Clipboard

2. My document

3. Recycle bin

4. Clip art

Question Number : 67 Question Id : 6232173507 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

What is the name for a webpage address?

Options :

1. Directory
2. Protocol
3. URL
4. Domain

Question Number : 68 Question Id : 6232173508 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The command that enables the user to save a previously saved document under a new name is

Options :

1. rename
2. save
3. save as
4. new

Question Number : 69 Question Id : 6232173509 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which of the following is an example of an optical disc?

Options :

1. Magnetic disc
2. Memory disc

3. Data bus disc

4. Digital versatile disc

Question Number : 70 Question Id : 6232173510 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The software used to enhance teaching and learning through the use of pictures, video and sound is

Options :

1. network software

2. utility software

3. programming software

4. multimedia software

Question Number : 71 Question Id : 6232173511 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A parallel port is most often used by a

Options :

1. Mouse

2. Monitor

3. Printer

4. External storage device

Question Number : 72 Question Id : 6232173512 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which one of the following devices has the largest storage capacity?

Options :

1. Compact disc
2. Hard disk
3. Floppy disk
4. Digital versatile disk

Question Number : 73 Question Id : 6232173513 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

For maintenance of ecological balance, what percentage of land area should remain covered by forest?

Options :

1. 33%
2. 5%
3. 10%
4. 30%

Question Number : 74 Question Id : 6232173514 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The full form of BOD is

Options :

1. Biological Oxygen Demand
2. Bacterial Oxygen Demand

3. Botanical Oxygen Demand

4. Biodiversity Oxide Demand

Question Number : 75 Question Id : 6232173515 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which of the following is a radioactive element?

Options :

1. Argon

2. Cobalt

3. Uranium

4. Platinum

Question Number : 76 Question Id : 6232173516 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

In which month the world environmental day is celebrated every year?

Options :

1. August

2. September

3. June

4. July

Question Number : 77 Question Id : 6232173517 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The following is decreased by deforestation.

Options :

1. Global warming
2. Rainfall
3. Soil erosion
4. Draught

Question Number : 78 Question Id : 6232173518 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The units used for measuring the thickness of stratospheric ozone layer are

Options :

1. Candella units
2. Molson units
3. Sieverts units
4. Donson units

Question Number : 79 Question Id : 6232173519 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Kanha National Park is located at

Options :

1. Bihar
2. Uttal Pradesh
3. Madhya Pradesh

4. Uttara Kand

Question Number : 80 Question Id : 6232173520 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Biogas generation is mainly based on the principle of

Options :

1. Fermentation

2. Degradation

3. Purification

4. Sedimentation

Question Number : 81 Question Id : 6232173521 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Incineration of Municipal waste involves

Options :

1. Deduction

2. Redox action

3. Oxidation

4. Polarisation

Question Number : 82 Question Id : 6232173522 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The education cess introduced in the year 2000 will be collected from

Options :

1. Proper tax
2. Commercial tax
3. Sales tax
4. Income tax

Question Number : 83 Question Id : 6232173523 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The concept of “Westernization” brought out in sociology of education by M.N. Srinivas in the year

Options :

1. 1966
2. 1957
3. 1952
4. 1962

Question Number : 84 Question Id : 6232173524 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The World Bank has provided six indicators to measure empowerment in which one among them is related to education in terms of

Options :

1. Commerce assets
2. Human assets

3. Management assets

4. Benefit-cost assets

Question Number : 85 Question Id : 6232173525 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Which of the following committee viewed education is a profitable market?

Options :

1. Sam Pretroda Committee

2. Ambani-Birla Committee

3. Rama Murthy Committee

4. Janarthana Reddy Committee

Question Number : 86 Question Id : 6232173526 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

‘Vinaya’ in Vedic education means

Options :

1. Knowledge

2. Action

3. Revelation

4. Promotion

Question Number : 87 Question Id : 6232173527 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

One of the following teaching method 'Nidhidhyasana' means

Options :

1. Thinking
2. Hearing
3. Revelation
4. Promotion

Question Number : 88 Question Id : 6232173528 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The Wardha Conference held in 1937 to provide free and compulsory education up to _____.

Options :

1. 8 years
2. 7 years
3. 12 years
4. 14 years

Question Number : 89 Question Id : 6232173529 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

In medieval India the schools meant for girls are called

Options :

1. Zenanas
2. Tols

3. Pathasalas

4. Ashramas

Question Number : 90 Question Id : 6232173530 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In Ancient Education the learning of a student is based on

Options :

1. Learning by doing

2. Learning by observation

3. Learning by self

4. Learning by mistakes

Journalism and Mass Communication

Section Id :	62321740
Section Number :	2
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	90
Number of Questions to be attempted:	90
Section Marks:	90
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	623217120
Question Shuffling Allowed :	Yes

Question Number : 91 Question Id : 6232173531 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Identify the distinct phases of social change:

Options :

1. Awareness – Interest – Trial – Evaluation – Adoption or Rejection
2. Awareness – Interest – Evaluation – Trial – Adoption or Rejection
3. Awareness – Evaluation – Trial – Interest – Adoption or Rejection
4. Awareness – Evaluation – Interest – Trial – Adoption or Rejection

Question Number : 92 Question Id : 6232173532 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Using a combination of mass, group and interpersonal communication in any campaign is:

Options :

1. Most cost-effective
2. Appreciated by commercial media
3. Supported by government agencies
4. Evaluated by NGO's

Question Number : 93 Question Id : 6232173533 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The first broadcasting service in India was started at:

Options :

1. Kolkata

2. Mumbai

3. Chennai

4. New Delhi

Question Number : 94 Question Id : 6232173534 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Leonole Fielden has made significant contribution in the field of:

Options :

1. Cinema

2. Field Publicity

3. War propaganda

4. Radio

Question Number : 95 Question Id : 6232173535 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The first person to provide conclusive proof about the existence of electromagnetic waves:

Options :

1. Nikola Tesla

2. Thomas Alva Edison

3. James Maxwell

4. Heinrich Rudolf Hertz

Question Number : 96 Question Id : 6232173536 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The demographic characteristics of the listeners:

Options :

1. Audience Turnover

2. Audience Composition

3. Audience Duplications

4. Audience Format

Question Number : 97 Question Id : 6232173537 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The planned movement of the performers or the camera:

Options :

1. Blocking

2. Blink

3. Bleeder

4. Bump

Question Number : 98 Question Id : 6232173538 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Chroma key refers to

Options :

1. Merging different audio-visual elements
2. Colouring the visual elements
3. Replacing foreground images
4. Altering the background scene without affecting the foreground

Question Number : 99 Question Id : 6232173539 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

A wide or long distance view to establish a location:

Options :

1. Mug shot
2. Cover shot
3. Mid shot
4. Extreme close-up shot

Question Number : 100 Question Id : 6232173540 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Shyam Parmar excelled in the field of:

Options :

1. Cinema
2. Radio
3. Folk Media
4. Documentary production

Question Number : 101 Question Id : 6232173541 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The process of preparing the copy vis-a-vis technological parameters before it is ready for printing:

Options :

1. Pictographs
2. Graphics
3. Visual aesthetics
4. Prepress

Question Number : 102 Question Id : 6232173542 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Typography refers to:

Options :

1. Drawings
2. Pictures
3. Standardized letter form
4. Graphics

Question Number : 103 Question Id : 6232173543 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The process of putting together various elements of a newspaper page:

Options :

1. Make-up
2. Mock-up
3. Galley
4. Art work

Question Number : 104 Question Id : 6232173544 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The most popular format used by mainstream newspapers:

Options :

1. Tabloid
2. Broadsheet

3. Paperback

4. Berliner

Question Number : 105 Question Id : 6232173545 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A short phrase serving as an introduction to a headline:

Options :

1. Lead

2. Kicker

3. Gutter

4. Deck

Question Number : 106 Question Id : 6232173546 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Encompassing all decisions related to the timing and placement of ads:

Options :

1. Visualization

2. Brainstorming

3. Media planning

4. Media mix

Wrong Marks : 0

A brief paragraph highlighting the essence of an article:

Options :

1. **Blurb**
2. **Credit line**
3. **Header**
4. **Imprint**

Wrong Marks : 0

Market research that emphasizes understanding of attitudes, values and interests etc.:

Options :

1. **Demographics**
2. **Psychographics**
3. **Packaging**
4. **Classification**

Wrong Marks : 0

Identify the correct group of folk forms with their respective states:

Options :

1. Maharashtra- Theru Koothu : Odisha- Jatra : Tamilnadu- Powda: Gujarath- Bhavai

2. Maharashtra- Powada : Odisha- Bhavai: Tamilnadu- Theru Koothu: Gujarath- Jatra

3. Maharashtra- Bhavai : Odisha- Jatra : Tamilnadu- Theru Koothu: Gujarath- Powada

4. Maharashtra- Powada : Odisa - Jatra : Tamilnadu- Theru Koothu: Gujarath- Bhavai

Question Number : 110 Question Id : 6232173550 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

A storyboard is a:

Options :

1. A guideline for Camera man

2. Broad instructions to the Editor

3. Censorship procedure

4. A shot-by-shot graphic illustrations of a script

Question Number : 111 Question Id : 6232173551 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

YouTube has pioneered in sharing:

Options :

1. Stories

2. Jokes

3. Videos

4. Novels

Question Number : 112 Question Id : 6232173552 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The ‘Indian Opinion’ edited by Mahatma Gandhiji was started in:

Options :

1. India

2. South Africa

3. England

4. Burma

Question Number : 113 Question Id : 6232173553 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

A hypothesis is a:

Options :

1. Conclusion

2. Reasonable guess

3. Proposal

4. Finale

Question Number : 114 Question Id : 6232173554 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Bibliography presents:

Options :

1. Name of the author

2. Name of the publisher

3. Place of publication

4. Key information of a publication

Question Number : 115 Question Id : 6232173555 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Edward Louis Berneys excelled in the field of:

Options :

1. Public Relations

2. Advertising

3. War propaganda

4. International PR

Question Number : 116 Question Id : 6232173556 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Among the major industrial houses which set up a PR department for the first time in India was:

Options :

1. Birlas

2. Raymond

3. Tata

4. MRF

Question Number : 117 Question Id : 6232173557 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Robert Knight was associated with:

Options :

1. The Pioneer

2. Times of India

3. Hindustan Times

4. The Tribune

Question Number : 118 Question Id : 6232173558 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Identify the right five- step process for implementing a communication programme:

Options :

1. Planning- Assessment- Material Development & Pretesting- Implementation- Monitoring & Evaluation
2. Monitoring & Evaluation- Planning-Assessment-Material Development & Pretesting- Implementation
3. Assessment-Planning-Material Development & Pretesting- Implementation- Monitoring & Evaluation
4. Material Development & Pretesting - Planning- Assessment- Implementation- Monitoring & Evaluation

Question Number : 119 Question Id : 6232173559 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Reach, Frequency, Cost are some of the major factors while selecting:

Options :

1. Communication channels
2. Messages
3. Media Agents
4. Ad agencies

Question Number : 120 Question Id : 6232173560 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

‘Kesari’ was English daily started by:

Options :

1. Gopalakrishna Gokhale
2. Firozeshaw Mehta
3. Balagangadharanath Tilak
4. Raja ram Mohan Roy

Question Number : 121 Question Id : 6232173561 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Time code is prearranged in the following way

Options :

1. Hours:Minutes:Seconds:Frames
2. Frames: Hours:Minutes:Seconds
3. Seconds:Hours:Minutes:Frames
4. Minutes:Seconds:Hours:Frames

Question Number : 122 Question Id : 6232173562 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A lighting technique that utilizes key, fill and back lights is called:

Options :

1. Multi-light panel

2.

Three-point lighting

3.

Ambience lighting

4.

Mood lighting

Question Number : 123 Question Id : 6232173563 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The text that acknowledges those appearing in and contributing to a TV program:

Options :

1.

Scroll

2.

Roll

3.

Credits

4.

Crawl

Question Number : 124 Question Id : 6232173564 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Depth of field refers to:

Options :

1.

Objects in the same distance

2.

Nearest and farthest objects in focus

Longest subject

3.

Nearest object

4.

Question Number : 125 Question Id : 6232173565 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Dissolves and cuts are:

Options :

Transitions

1.

Timelines

2.

Promos

3.

Sequences

4.

Question Number : 126 Question Id : 6232173566 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Full details of the production treatment which includes the shot numbers, cameras used, basic shot details, camera moves etc is known as:

Options :

Synopsis

1.

Camera Script

2.

Screenplay

3.

Summary

4.

Question Number : 127 Question Id : 6232173567 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A device that projects computer-generated text on a reflective glass over the lens of the camera is called:

Options :

1. Projector
2. Teleprompter
3. Switcher
4. Viewfinder

Question Number : 128 Question Id : 6232173568 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Paid advertising in the form of an article:

Options :

1. Feature
2. Publicity
3. Advetorial
4. Backgrounder

Question Number : 129 Question Id : 6232173569 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

FAANG stands for:

Options :

1. Flipkart, Apple, Amazon, Netflix, Google
2. Franchise, Amplitude, Amazon, Netflix, Google
3. Facebook, Apple, Amazon, Netflix, Google
4. Fancy, Aristo, Amazon, Netview, Groundforce

Question Number : 130 Question Id : 6232173570 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

In advertising, frequency refers to:

Options :

1. The number of times target audience to be exposed to an ad message.
2. Number of major markets
3. Units of retailers
4. Quality of target audience

Question Number : 131 Question Id : 6232173571 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The first Indian news agency –Free Press of India- was established in:

Options :

1. 1921

2. 1927

3. 1931

4. 1945

Question Number : 132 Question Id : 6232173572 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Factors such as age, gender, occupation, education, income are included in:

Options :

1. Psychographics

2. Demographics

3. Sample

4. Segmentation

Question Number : 133 Question Id : 6232173573 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The largest social networking site in the world:

Options :

1. LinkedIn

2. Skype

3. Instagram

4.

Facebook

Question Number : 134 Question Id : 6232173574 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A loss of balance and accuracy in the use of research methods is called

Options :

1.

Bias

2.

Inaccuracy

3.

Aggregate

4.

Attrition

Question Number : 135 Question Id : 6232173575 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The systematic, objective and quantitative description of media content:

Options :

1.

Construct

2.

Deviance

3.

Content Analysis

4.

Phenomenology

Question Number : 136 Question Id : 6232173576 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A form of reasoning in which conclusions are formulated from general or universal premises:

Options :

1. Deductive
2. Inductive
3. Replication
4. Sampling Frame

Question Number : 137 Question Id : 6232173577 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Structured sets of questions on specified subjects aimed to gather required information:

Options :

1. Reader profile
2. Codebook
3. Questionnaire
4. Communication audit

Question Number : 138 Question Id : 6232173578 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A form of in-depth interviewing:

Options :

1. Participant observation
2. Focus group method
3. Secondary analysis
4. Recall study

Question Number : 139 Question Id : 6232173579 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

A summary of what is currently known on the basis of research evidence:

Options :

1. Deception
2. Research supplier
3. Literature review
4. Proposition

Question Number : 140 Question Id : 6232173580 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

Protecting the creative work from any unauthorized use:

Options :

1. Corporate privileges
2. Copyright

3. Cooperation

4. Malicious intention

Question Number : 141 Question Id : 6232173581 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The informal channels of communication:

Options :

1. Grapevine

2. Notice Board

3. House Journal

4. Press release

Question Number : 142 Question Id : 6232173582 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The front welcoming page, which normally features information about the website:

Options :

1. Welcome page

2. Centre page

3. Home page

Back page

4.

Question Number : 143 Question Id : 6232173583 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The theory which advocates that more the media fulfils one's needs, the more importance its gains in one's life:

Options :

Information Theory

1.

Communication Theory

2.

Media Dependency Theory

3.

Agenda setting Theory

4.

Question Number : 144 Question Id : 6232173584 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Emotionally charged plots that contain elements of tragedy and romance in films:

Options :

Romantic films

1.

Historical films

2.

Comedy films

3.

Melodrama

4.

Wrong Marks : 0

The branch of knowledge where the signs and symbols employed is studied:

Options :

1. Fiction
2. Narrative
3. Semiotics
4. Creative approach

Wrong Marks : 0

The ability of the media to tell people what and whom to talk and think about:

Options :

1. Media monopoly
2. Media hegemony
3. Agenda-setting
4. Public opinion

Wrong Marks : 0

The process of understanding and using the mass media in an assertive and non-passive way:

Options :

1. Media agenda
2. Media reach
3. Media strategy
4. Media Literacy

Question Number : 148 Question Id : 6232173588 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Any person or group of people who controls what media material eventually reaches the public:

Options :

1. Executive editor
2. Ad executive
3. Business manager
4. Gatekeeper

Question Number : 149 Question Id : 6232173589 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

One of the most basic forms of communication:

Options :

1. Satellite communication
2. Haptics

3. Books

4. Periodicals

Question Number : 150 Question Id : 6232173590 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

SMCR is a:

Options :

1. Two way model

2. One way model

3. Spiral model

4. Interactive model

Question Number : 151 Question Id : 6232173591 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

___ supports sustainable change in advancement operations by engaging key stakeholders.

Options :

1. Development Communication

2. Organisational Communication

3. Corporate Communication

Mutual Communication

4.

Question Number : 152 Question Id : 6232173592 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Outgoing sound in one scene that continues over into a new image or shot – in:

Options :

1.

Dispersion

2.

Clipping

3.

Sync

4.

Audio bridge

Question Number : 153 Question Id : 6232173593 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A comprehensive listing of films featuring the work of an actor/actress, director or other crew member:

Options :

1.

Biography

2.

Filmography

3.

Memoirs

4.

Chronicle

Wrong Marks : 0

The number of sound waves that pass a given point in one second is called:

Options :

1. Phase
2. Reflection
3. Frequency
4. Gain

Wrong Marks : 0

The properties of a room or environment that affect the qualities of sound:

Options :

1. Ducking
2. Acoustics
3. Ambient Noise
4. Equalizer

Wrong Marks : 0

A unit of measure commonly used to describe the sounds around us:

Options :

1. Vibration

2. Noise

3. Decibel

4. Echoes

Question Number : 157 Question Id : 6232173597 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Disregarding a court's orders or in any way interfering with the way the court does its job:

Options :

1. Contempt of legislature

2. Contempt of court

3. Apology

4. Disobedience

Question Number : 158 Question Id : 6232173598 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Curtain raiser is a story written:

Options :

1. At the end of an event

2. In the middle of an event

3. Summary of an event

4. Before the event

Question Number : 159 Question Id : 6232173599 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The editorial page is also called as:

Options :

1. Op ed page

2. Features page

3. Opinion page

4. Advertorial page

Question Number : 160 Question Id : 6232173600 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The world's most used search engine:

Options :

1. Bing

2. Ask.com

3. Yahoo

Question Number : 161 Question Id : 6232173601 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A vox pop is an item consisting of a series of short interviews with:

Options :

1. Ordinary members of the public

2. Lawyers and Judges

3. Politicians

4. Intellectuals

Question Number : 162 Question Id : 6232173602 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A research-based consultative process for addressing knowledge, attitudes and practices:

Options :

1. Attitudinal studies

2. Communicare

3. Social change

4. Behaviour change

Question Number : 163 Question Id : 6232173603 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The theoretical arguments that consider that media can and does have a strong effect on what people think about:

Options :

1. Gratifications
2. Agenda setting
3. Political economy theory
4. Libertarian theory

Question Number : 164 Question Id : 6232173604 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

In a many-to-many scenario, to include the internet and involving a diverse set of participants, potentially everyone:

Options :

1. Fifth Estate
2. Fourth Estate
3. Authoritarian
4. Networked Fourth Estate

Question Number : 165 Question Id : 6232173605 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

When information and entertainment becomes the same thing:

Options :

1. Infotainment

2. Sequence

3. Leisure

4. Reality shows

Question Number : 166 Question Id : 6232173606 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A variety of media effects where the influence is not powerful enough to entirely overturn audience reaction:

Options :

1. Play theory

2. Cognitive Dissonance Theory.

3. Social Exchange Theory

4. Minimal effects model

Question Number : 167 Question Id : 6232173607 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Media texts whose purpose is not to inform rational critical societal debate, but to normalize a particular ideology:

Options :

1. Publicity

2. Advetorial
3. Turncoat journalist
4. Propaganda

Question Number : 168 Question Id : 6232173608 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A world-wide virtual space, different from real space in which citizens and organizations utilize information and communication technology:

Options :

1. Communicology
2. Globalization
3. Cyberspace
4. Cybernetics

Question Number : 169 Question Id : 6232173609 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Online diaries used for the expression of personal views and knowledge:

Options :

1. Webinair
2. Digital Exchanges

3. Newsroom

4. Blogs

Question Number : 170 Question Id : 6232173610 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

According to the IRS Q2 2019 report, the largest read daily in India is:

Options :

1. Times of India

2. Hindustan

3. The Hindu

4. Dainik Jagaran

Question Number : 171 Question Id : 6232173611 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Wrong Marks : 0

The first Indian nominee for an Academy Award in the best foreign language film category was:

Options :

1. Raja Harischandra

2. Do Ankhe Baara Hath

3. Moghul- E -Azam

4. Mother India

Wrong Marks : 0

The Free Press Journal was started by:

Options :

1. Frank Moraes
2. B.G.Tilak
3. Motilal Ghosh
4. S.Sadanand

Wrong Marks : 0

An individual who exerts influence on opinion leaders to adopt an innovation:

Options :

1. Change agent
2. Community leader
3. Extension worker
4. Group mobiliser

Wrong Marks : 0

The only Indian daily devoted to farmers –Agrowon -is published in:

Options :

1. English

2. Hindi

3. Marathi

4. Telugu

Question Number : 175 Question Id : 6232173615 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

World's largest face-to-face multimedia and consumption study- IRS reports are released:

Options :

1. Half-yearly

2. Annually

3. Weekly

4. Quarterly

Question Number : 176 Question Id : 6232173616 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

Tamasha is a popular folk art form of:

Options :

1. Odisha

2. Telangana

3. Maharashtra

4. Kerala

Question Number : 177 Question Id : 6232173617 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

A detailed accounts of how people live in a social setting lead their lives based on systematic and long term observation:

Options :

1. Evaluation research

2. Mixed methods research

3. Quantitative research

4. Ethnography

Question Number : 178 Question Id : 6232173618 Question Type : MCQ Option Shuffling : Yes Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Wrong Marks : 0

The three main measures of central tendency are:

Options :

1. Mean, median and mode

2. Mean, mode and code

3. Mean, cohort and mode

4. Mode, construct and median

Wrong Marks : 0

The observation, measurement, and recording of information in a research study:

Options :

1. Field observation

2. Distribution

3. Data Collection

4. Research design

Wrong Marks : 0

The degree to which the results of a study can be generalized beyond the study sample to a larger population:

Options :

1. Forecasting

2. External validity

3. Face validity

4. Indicator