

# Andhra Pradesh State Council of Higher Education

## Notations :

- 1.Options shown in green color and with ✓ icon are correct.
- 2.Options shown in red color and with ✗ icon are incorrect.

<b>Question Paper Name :</b>	Journalism and Mass Communication 18th Oct 2022 Shift 2
<b>Duration :</b>	120
<b>Total Marks :</b>	140
<b>Display Marks:</b>	No
<b>Share Answer Key With Delivery Engine :</b>	Yes
<b>Calculator :</b>	None
<b>Magnifying Glass Required? :</b>	No
<b>Ruler Required? :</b>	No
<b>Eraser Required? :</b>	No
<b>Scratch Pad Required? :</b>	No
<b>Rough Sketch/Notepad Required? :</b>	No
<b>Protractor Required? :</b>	No
<b>Show Watermark on Console? :</b>	Yes
<b>Highlighter :</b>	No
<b>Auto Save on Console?</b>	Yes
<b>Change Font Color :</b>	No
<b>Change Background Color :</b>	No
<b>Change Theme :</b>	No
<b>Help Button :</b>	No
<b>Show Reports :</b>	No
<b>Show Progress Bar :</b>	No
<b>Is this Group for Examiner? :</b>	No
<b>Examiner permission :</b>	Cant View
<b>Show Progress Bar? :</b>	No

## Research Methodology

Section Id :	549470368
Section Number :	1
Mandatory or Optional :	Mandatory
Number of Questions :	59
Section Marks :	70
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Is Section Default? :	null

Question Number : 1 Question Id : 54947026175 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The most expected immediate outcome of teaching is

Options :

1. ✓ Changes in the behaviour of students in desirable direction
2. ✘ Development of total personality of students
3. ✘ Building characters of the students

Getting selected for a suitable job

4. ✖

**Question Number : 2 Question Id : 54947026176 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Good teaching is best reflected by

**Options :**

Attendance of students

1. ✖

Number of distinctions

2. ✖

Meaningful questions asked by students

3. ✔

Pin-drop silence in the class

4. ✖

**Question Number : 3 Question Id : 54947026177 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Listening to a lecture is basically

**Options :**

Informational listening

1. ✘

Evaluative listening

2. ✔

Emphatic listening

3. ✘

Dynamic Listening

4. ✘

**Question Number : 4 Question Id : 54947026178 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following is not a characteristic of a slow learner?

**Options :**

Limited vocabulary

1. ✘

Short span of attention

2. ✘

Abstract thinking

3. ✓

Limited range of interests

4. ✘

**Question Number : 5 Question Id : 54947026179 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Dynamic approach to teaching means

**Options :**

Teaching should be forceful and effective

1. ✘

Teachers should be energetic and dynamic

2. ✘

The topics of teaching should not be static, but dynamic

3. ✘

The students should be required to learn through activities

4. ✓

Question Number : 6 Question Id : 54947026180 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

For an efficient and durable learning, learner should have

Options :

Ability to learn only

1. ✘

Requisite level of motivation only

2. ✘

Opportunities to learn only

3. ✘

Desired level of ability and motivation

4. ✔

Question Number : 7 Question Id : 54947026181 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

National Literacy Mission was established in

Options :

1996

1. ✘

2. ✓  
1988

3. ✘  
1999

4. ✘  
2000

**Question Number : 8 Question Id : 54947026182 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Research can be conducted by a person who

**Options :**

1. ✘  
Has studied research methodology

2. ✘  
Holds a postgraduate degree

3. ✓  
Possesses thinking and reasoning ability

Is a hard worker

4. ✘

**Question Number : 9 Question Id : 54947026183 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following research specifically requires objectivity to discover facts and causes from the data gathered for the purpose?

**Options :**

Quantitative research

1. ✔

Fundamental research

2. ✘

Qualitative research

3. ✘

Action research

4. ✘

**Question Number : 10 Question Id : 54947026184 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**



The classification of studies into exploratory, descriptive, analytical, or predictive research is based on

Options :

1. ✘ Logic of the research
2. ✘ Outcome of the research
3. ✘ Process of the research
4. ✔ Purpose of the research

**Question Number : 11 Question Id : 54947026185 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which type of study will be preferred by a researcher to estimate the degree of relationship between the level of education and achievement motivation?

Options :

1. ✘ Naturalistic
2. ✘ Inventory
3. ✔ Correlational
4. ✘ Experimental

**Question Number : 12 Question Id : 54947026186 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Good research ethics means

**Options :**

1. ✘ Not disclosing the holdings of shares or stocks in a company that sponsors your research
2. ✔ Assigning a particular research problem to one PhD or research student only

Discussing with your colleagues confidential data from a research paper that you are reviewing for an academic journal

3. ✘

Submitting the same research manuscript for publishing in more than one journal

4. ✘

**Question Number : 13 Question Id : 54947026187 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

A research paper

**Options :**

is a compilation of information on a topic

1. ✘

contains original research as deemed by the author

2. ✘

contains peer-reviewed original research or the evaluation of research conducted by others.

3. ✔

can be published in more than one journal.

4. ✘

**Question Number : 14 Question Id : 54947026188 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Manipulation is always a part of

**Options :**

Historical research

1. ✘

Fundamental research

2. ✘

Descriptive research

3. ✘

Experimental research

4. ✔

**Is Section Default? :** null

**Question Id : 54947026189 Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Question Numbers : (15 to 21)**

**Read the following passage carefully and answer the questions from 15 to 21:**

Ecosystems provide people with a variety of goods and services, food, clean water, clean air, flood control, soil stabilization, pollination, climate regulation, spiritual fulfilment, and aesthetic enjoyment, to name just a few. Most of these benefits are either irreplaceable or the technology necessary to replace them is prohibitively expensive. For example, potable freshwater can be provided by desalinating sea water, but only at great cost.

The rapidly expanding human population has greatly modified the earth's ecosystem to meet their increased requirements of some of the goods and services, particularly food, freshwater, timber, fibre, and fuel. These modifications have contributed substantially to human well being and economic development. However, the benefits have not been equally distributed. Some people have actually been harmed by these changes. Moreover, short-term increases in some ecosystems' goods and services have come at the cost of long-term degradation of others. For example, efforts to increase the production of food and fibre have decreased the ability of some ecosystems to provide clean water, regulate flooding, and support biodiversity.

**Sub questions**

**Question Number : 15 Question Id : 54947026190 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Expanding human population has an adverse effect on

- (A) Spiritual fulfilment
- (B) Availability of potable freshwater
- (C) Employment
- (D) Biodiversity

Which of the statements given above are correct?

Options :

(A), (B), and (C)

1. ✘

(B), (C), and (D)

2. ✘

(B) and (D)

3. ✔

All of the above

4. ✘

Question Number : 16 Question Id : 54947026191 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The passage mentions that 'some people have actually been harmed by these changes'. It indicates towards

Options :

Inequitable distribution of benefit

1. ✘

Decrease in the ability of some ecosystems to provide clean water, regulate flooding, and support biodiversity

2. ✘

Both (1) and (2)

3. ✔

Neither (1) nor (2)

4. ✘

Question Number : 17 Question Id : 54947026192 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following is correct in the context of the passage?

Options :

1. ✓ The rapid expansion of population has adversely affected some people

2. ✘ Sufficient efforts have not been made to increase the production of food and fibre

3. ✘ In short term, some people may be harmed, but in long term, everyone will benefit from modifications in earth's ecosystem

4. ✘ No answer

**Question Number : 18 Question Id : 54947026193 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

With reference to the passage, consider the following statements:

(A) It is imperative to modify the earth's eco-system for the well-being of mankind

(B) Technology can never replace all the goods and services provided by ecosystems

Which of the statements given above is/are correct?

**Options :**



1. ✘ Only (A)

2. ✔ Only (B)

3. ✘ Both (A) and (B)

4. ✘ Neither (A) nor (B)

**Question Number : 19 Question Id : 54947026194 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

According to the passage, which of the following can be taken as the main reason for modification of earth's ecosystem?

**Options :**

1. ✘ Technology

2. ✔ Increasing population

Lack of an integrated approach

3. ✖

No answer

4. ✖

**Question Number : 20 Question Id : 54947026195 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following can be considered as the most suitable title for the passage?

Options :

Modification of our ecosystem

1. ✔

Our natural resources

2. ✖

Harmful effect of increase in human population

3. ✖

Human interference in our ecosystem

4. ✖

**Question Number : 21 Question Id : 54947026196 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

With reference to the passage, consider the following statements:

(A) Technology driven ecosystems are alternate means of future needs

(B) Technology helps in improving ecosystems on short term basis but at the cost of long term eco-degradation

Which of the statements given above is/are correct?

Options :

Only (A)

1. ✘

Only (B)

2. ✘

Both (A) and (B)

3. ✔

Neither (A) nor (B)

4. ✘

Is Section Default? :

null

Question Number : 22 Question Id : 54947026197 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The essential components of communication are

Options :

1. ✓ Source, message, interference, channel, receiver, feedback, and context

2. ✘ Sign, source, destination, interaction, and correlation

3. ✘ Signs, symbols, understanding, communication, and communicant

4. ✘ Symbols, understanding, purpose, ideas, opinions, non-verbal, and reaction

Question Number : 23 Question Id : 54947026198 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Another term used for interpersonal communication is

Options :

1. ✘ Group communication

Face-to-face public communication

2. ✘

Dyadic communication

3. ✔

Traditional communication

4. ✘

**Question Number : 24 Question Id : 54947026199 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Communication in the class fails because

**Options :**

The students are inattentive

1. ✘

The teacher is monotonous in delivering the message

2. ✔

The students have no interest in the lesson being taught

3. ✘

There is very much noise in and around the classroom

4. ✖

**Question Number : 25 Question Id : 54947026200 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The ability to understand, communicate with, motivate, and support other people, both individually and in groups, define which of the following organizational skills?

**Options :**

Hard skills

1. ✖

Soft skills

2. ✔

Conceptual skills

3. ✖

Political skills

4. ✖

**Question Number : 26 Question Id : 54947026201 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

In India for broadcasting TV programmes which system is followed?

Options :

1. ✘ NTCS

2. ✔ PAL

3. ✘ NTSE

4. ✘ SECAM

Question Number : 27 Question Id : 54947026202 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In the process of communication, which one of the following is in the chronological order?

Options :

1. ✘ Communication, medium, receiver, effect message

Medium, communicator, message, receiver, effect

2. ✘

Communicator, message, medium, receiver, effect

3. ✔

Message, communicator, medium, receiver, effect

4. ✘

**Question Number : 28 Question Id : 54947026203 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Communication between two or more people is called

**Options :**

Organizational communication

1. ✘

Interpersonal communication

2. ✔

Extrapersonal communication

3. ✘



## Intrapersonal communication

4. ✘

**Question Number : 29 Question Id : 54947026204 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

1, 8, 27, 64, 125, 216, ...

**Options :**

1. ✘ 256

2. ✔ 343

3. ✘ 365

4. ✘ 400

**Question Number : 30 Question Id : 54947026205 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

ABD, CDF, ..., GHJ, IJL

**Options :**

1. ✓ EFH

2. ✘ IJL

3. ✘ HIJ

4. ✘ HIK

**Question Number : 31 Question Id : 54947026206 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

If 'SELDOM' is coded as '1 2 4 3 6 5', how will you code 'MODE'?

**Options :**

1. ✘ 3 6 2 1

2. ✘ 6 2 3 1

3. ✓ 5 6 3 2

6 2 1 3

4. ✖

**Question Number : 32 Question Id : 54947026207 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

E is the son of A; D is the son of B, E is married to C, C is the daughter of B. How is D related to E?

**Options :**

Brother

1. ✖

Uncle

2. ✖

Father-in-law

3. ✖

Brother-in-law

4. ✔

**Question Number : 33 Question Id : 54947026208 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Raman travels a distance of 5 km in south direction. He turns to his right. After walking 3 km, he turns to the left and walks 5 km. Now in which direction is he from the starting place?

Options :

- 1. ✘ West
- 2. ✘ South
- 3. ✔ South-west
- 4. ✘ North-east

Question Number : 34 Question Id : 54947026209 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

P, Q, R, S, and T are sitting in a straight line facing north. P sits next to S but not to T. Q is sitting next to R, who sits on the extreme left corner. T does not sit next to Q. Who sits to the left of S?

Options :

1. ✓ P

2. ✘ Q

3. ✘ R

4. ✘ S

**Question Number : 35 Question Id : 54947026210 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The year next to 1991 will have the same calendar as that of the year 1991.

**Options :**

1. ✘ 1992

2. ✘ 1995

3. ✘ 1996

1997

4. ✓

**Question Number : 36 Question Id : 54947026211 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

A disjunctive proposition is a type of

**Options :**

Conditional proposition

1. ✓

Unconditional proposition

2. ✘

Categorical proposition

3. ✘

Imperative proposition

4. ✘

**Question Number : 37 Question Id : 54947026212 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

‘Honesty is the best policy’ because

**Options :**

1. ✘ God rewards those who follow this maxim
2. ✘ It leads to recognition in the society
3. ✔ It facilitates cohesiveness in society
4. ✘ It leads to material prosperity and spiritual awakening

**Question Number : 38 Question Id : 54947026213 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Given below are two statements followed by four conclusions numbered I, II, III, and IV. You have to take the given statements to be true even if they seem to be at variance with commonly known facts and then decide which of the given conclusions logically follow from the given statements.

**Statements:**

Some tables are TVs.

Some TVs are radios.

**Conclusions:**

I. Some tables are radios.

II. Some radios are tables.

III. All radios are TVs.

IV. All TVs are tables.

**Options :**

Only I and III follow

1. ✘

Only II and IV follow

2. ✘



3. ✘ All follow

4. ✔ None follows

**Question Number : 39 Question Id : 54947026214 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Given below are two statements followed by four conclusions numbered I, II, III, and IV. You have to take the given statements to be true even if they seem to be at variance with commonly known facts and then decide which of the given conclusions logically follow from the given statements.

**Statements:**

All branches are flowers

All flowers are trees.

**Conclusions:**

I. All branches are trees.

II. All trees are branches.

III. All flowers are branches.

IV. Some trees are branches.

**Options :**

Only I and IV follow

1. ✓

Only II and III follow

2. ✘

All follow

3. ✖

None follows

4. ✖

**Question Number : 40 Question Id : 54947026215 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following are voluntary provisions in the 73rd Constitutional Amendment Act (1992)?

- I. Minimum age of 21 for contesting elections to Panchayats
- II. Indirect elections to the post of Chairperson Panchayats at the intermediate and district levels.
- III. Representation of Members of Parliament and State Legislature on Panchayati Raj institutions
- IV. Reservation of seats for backward classes.

Select the correct answer from the code given below.

**Options :**

I, II, and IV

1. ✖

II, III, and IV

2. ✘

I, II, and III

3. ✘

III and IV

4. ✔

**Question Number : 41 Question Id : 54947026216 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

If the statement 'some men are honest' is false, which among the following statements will be true? Choose the correct code given below.

(i) All men are honest.

(ii) No men are honest.

(iii) Some men are not honest.

(iv) All men are dishonest.

**Options :**

(i), (ii) and (iii)

1. ✔

(ii), (iii) and (iv)

2. ✖

(i), (iii) and (iv)

3. ✖

(ii), (i) and (iv)

4. ✖

**Question Number : 42 Question Id : 54947026217 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Given below are two premises.

**Premises:**

(i) All saints are religious. (major)

(ii) Some honest persons are saints. (minor)

Four conclusions are drawn from those two premises in four codes. Select the code that states the conclusion validly drawn.

**Options :**

All saints are honest.

1. ✖

Some saints are honest.

2. ✖

Some honest persons are religious.

3. ✔

All religious persons are honest.

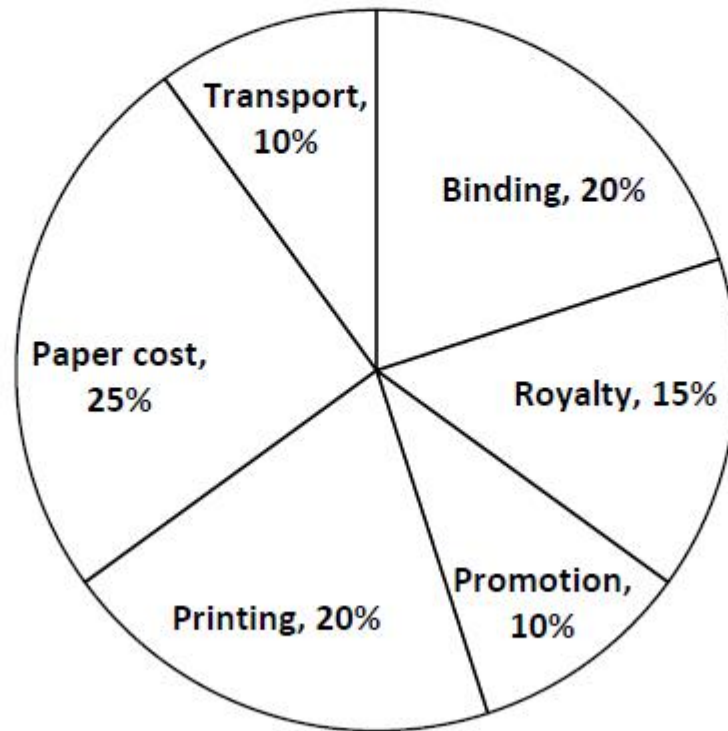
4. ✖

Is Section Default? : null

**Question Id : 54947026218 Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Question Numbers : (43 to 45)**

**Note:**

Study the pie chart given below and answer questions 43, 44 and 45. It gives the breakup of expenses incurred in publishing a book.



**Sub questions**

Question Number : 43 Question Id : 54947026219 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

If the cost price of the book is Rs.150, then what is the combined printing and binding cost for a single copy of the book?

Options :

1. ✓ 60
2. ✘ 75
3. ✘ 80
4. ✘ 85

Question Number : 44 Question Id : 54947026220 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the central angle of the sector corresponding to the expenditure incurred on royalty?

Options :

1. ✘  $48^\circ$



2. ✓ 54°

3. ✘ 60°

4. ✘ 72°

Question Number : 45 Question Id : 54947026221 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the difference between promotion and printing cost in rupees if we assume that total cost is Rs.200

Options :

1. ✘ 10

2. ✓ 20

3. ✘ 30

4. ✘ 40

Is Section Default? :

null

Question Id : 54947026222 Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0  
Question Numbers : (46 to 49)

**Note:**

**Study the following table carefully and answer questions 46–49. It consists of data on the number of candidates who appeared from five schools in the board exams over 2004–2008.**

Year	Schools				
	A	B	C	D	E
2004	650	760	820	800	780
2005	700	740	860	780	740
2006	800	820	940	750	730
2007	750	880	920	840	790
2008	850	840	900	860	770

**Sub questions**

Question Number : 46 Question Id : 54947026223 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the average number of students who appeared from School B for all the years?

Options :

1. ✘ 676

2. ✘ 787

3. ✔ 808

4. ✘ 818

Question Number : 47 Question Id : 54947026224 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The number of students who appeared in 2006 from School A is what percent of the total number of students who appeared from School A for all the years together?

Options :

1. ✘ 25.25

2. ✔ 21.33

3. ✖ 22.45

4. ✖ 23.45

**Question Number : 48 Question Id : 54947026225 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

What is the ratio between the total numbers of students who appeared in 2004 and 2005 from Schools C and D, respectively?

**Options :**

1. ✔ 84 : 79

2. ✖ 79 : 84

3. ✖ 84 : 89

4. ✖ 89 : 84

**Question Number : 49 Question Id : 54947026226 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

What is the average number of students who appeared from the given schools in 2007?

Options :

825

1. ✘

836

2. ✔

845

3. ✘

863

4. ✘

Is Section Default? : null

Question Number : 50 Question Id : 54947026227 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The concept of connect intelligence is derived from

Options :

Virtual reality

1. ✘

Fuzzy logic

2. ✘

Bluetooth technology

3. ✘

Value-added networks

4. ✔

**Question Number : 51 Question Id : 54947026228 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Programs designed to perform specific tasks are known as

**Options :**

System software

1. ✘

Application software

2. ✔

Utility programs

3. ✘

## Operating system

4. ✘

**Question Number : 52 Question Id : 54947026229 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following is not a network device?

Options :

1. ✘ Router

2. ✘ Switch

3. ✘ Hub

4. ✔ CPU

**Question Number : 53 Question Id : 54947026230 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which one of the following is a search engine?

Options :

Macromedia Flash

1. ✘

Google

2. ✔

Netscape

3. ✘

Librarians' Index to the Internet

4. ✘

**Question Number : 54 Question Id : 54947026231 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

FTP stands for

**Options :**

Full Text Processing

1. ✘

File Transfer Program

2. ✘



File Transfer Process

3. ✘

File Transfer Protocol

4. ✔

**Question Number : 55 Question Id : 54947026232 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Wired Ethernet is basically

**Options :**

ADSL

1. ✘

ISDN

2. ✔

Broadband

3. ✘

The Internet

4. ✘

**Question Number : 56 Question Id : 54947026233 Display Question Number : Yes Is Question Mandatory : No Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Eklavya Technology channel, started in 2003, is a distant-learning joint initiative between

**Options :**

1. ✓ IIT and IGNOU
2. ✘ IIIT and IGNOU
3. ✘ UGC and AICTE
4. ✘ IIT and AICTE

**Question Number : 57 Question Id : 54947026234 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following gas affects human health by reducing blood's ability to carry oxygen to different parts of the body?

**Options :**

1. ✓ Carbon monoxide

2. ✘ Sulphur dioxide

3. ✘ Carbon dioxide

4. ✘ Nitrous dioxide

**Question Number : 58 Question Id : 54947026235 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Acid rain is formed by the

**Options :**

1. ✓ Combination of chemical air pollutants with atmospheric water droplets

2. ✘ Mixing of acid with rain

Release of industrial pollutants in the atmosphere

3. ✘

4. ✘ No answer

**Question Number : 59 Question Id : 54947026236 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Best extinguisher for inflammable materials is

**Options :**

1. ✘ Water

2. ✘ SO<sub>2</sub>

3. ✔ CO<sub>2</sub>

4. ✘ CO

**Question Number : 60 Question Id : 54947026237 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Nuclear fusion reactions happens spontaneously in

Options :

The core of the earth

1. ✘

The commercial nuclear reactor

2. ✘

The atmosphere of the sun

3. ✔

The eruption of a volcano

4. ✘

Question Number : 61 Question Id : 54947026238 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The tallest trees in the world are found in the

Options :

Equatorial region

1. ✔

Temperate region

2. ✖

Monsoon region

3. ✖

Mediterranean region

4. ✖

**Question Number : 62 Question Id : 54947026239 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following element is used in the making of solar cells?

**Options :**

Platinum

1. ✖

Carbon

2. ✖

Silicon

3. ✔

Silver

4. ✖

**Question Number : 63 Question Id : 54947026240 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Organic food is supposed to be better for human health as

**Options :**

It is raised on special chemicals

1. ✖

It is more expensive

2. ✖

It is grown without the use of artificial fertilizers and pesticides

3. ✔

No answer

4. ✖

**Question Number : 64 Question Id : 54947026241 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The Ministry of Human Resource Development was created in the year

**Options :**

1. ✘ 1972

2. ✘ 1980

3. ✔ 1985

4. ✘ 1991

**Question Number : 65 Question Id : 54947026242 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which of the following agency or institution proposed introduction of India Education Index (IEI) for ranking institutes based on academic, research, performance, and other parameters?

**Options :**

1. ✘ AICTE

2. ✔ NAAC



3. ✖ UGC

4. ✖ IIT-Delhi

**Question Number : 66 Question Id : 54947026243 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

India, that is Bharat, shall be a union of states. The states and the territories, thereof, shall be as specified in the

**Options :**

1. ✔ First Schedule

2. ✖ Second Schedule

3. ✖ Third Schedule

4. ✖ No answer

**Question Number : 67 Question Id : 54947026244 Display Question Number : Yes Is Question Mandatory : No Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

How do Directive Principles of State Policy differ from Fundamental Rights?

**Options :**

The former are meant for UTs, whereas the latter are for states.

1. ✘

The former are not enforceable, whereas the latter are enforceable.

2. ✔

The former are not a part of the constitution, whereas the latter are the part of the constitution.

3. ✘

4. ✘ No answer

**Question Number : 68 Question Id : 54947026245 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The maximum strength of Lok Sabha and Rajya Sabha, respectively, is

**Options :**

552 and 250

1. ✘

537 and 275

2. ✘

525 and 238

3. ✘

545 and 250

4. ✔

**Question Number : 69 Question Id : 54947026246 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Which subject was transferred from state list to Concurrent List by the 42nd amendment of the constitution?

**Options :**

Agriculture

1. ✘

Education

2. ✔

Irrigation

3. ✘

## Local self-government

4. ✘

Question Number : 70 Question Id : 54947026247 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Who is the highest Law Officer of a state?

Options :

Attorney General

1. ✘

Advocate General

2. ✔

Solicitor General

3. ✘

Secretary General

4. ✘

## Journalism and Mass Communication

Section Id :	549470369
Section Number :	2
Mandatory or Optional :	Mandatory

<b>Number of Questions :</b>	70
<b>Section Marks :</b>	70
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Is Section Default? :</b>	null

**Question Number : 71 Question Id : 54947026248 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

In modern newspapers, information dominates over \_\_\_\_\_

**Options :**

1. ✘ Advertisements
2. ✔ Opinions
3. ✘ Responses
4. ✘ Features

**Question Number : 72 Question Id : 54947026249 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

China's news media adheres to the principle of \_\_\_\_\_

**Options :**

1. ✔ positive publicity

2. ✘ commodification of news
3. ✘ readers' opinions
4. ✘ polarization of political views

**Question Number : 73 Question Id : 54947026250 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Advertising is considered as a tool of information in \_\_\_\_\_

**Options :**

1. ✘ Cuba
2. ✔ USA
3. ✘ China
4. ✘ Russia

**Question Number : 74 Question Id : 54947026251 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The process of editing a picture is described as \_\_\_\_\_

Options :

1. ✘ Enlargement
2. ✘ Deleting
3. ✔ Cropping
4. ✘ Lay-out

**Question Number : 75 Question Id : 54947026252 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The main feature of socialist advertising is \_\_\_\_\_

Options :

1. ✔ Authenticity
2. ✘ Mass Consumption
3. ✘ Anti-Communist propaganda

## Consumer products' promotion

4. ✘

Question Number : 76 Question Id : 54947026253 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Serious moral imbalance occurred in present day journalism because of \_\_\_\_\_

Options :

1. ✓ prosperous commodity economy
2. ✘ increase in viewership
3. ✘ ethical aspects of newspapers
4. ✘ periodic scrutiny of journalists' performance

Question Number : 77 Question Id : 54947026254 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Defamation stalls the misuse of \_\_\_\_\_

Options :

1. ✘ Circulation strategies of newspapers



2. ✘ Conspiracy theories
3. ✘ Rules of Eviction
4. ✔ Freedom of speech and expression

**Question Number : 78 Question Id : 54947026255 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The Hindu newspaper recently changed its' lay-out and design. Who designed that new version of the newspaper?

**Options :**

1. ✘ Christopher Nolan
2. ✘ Ridley Scott
3. ✘ Jeff Orlowski
4. ✔ Mario Garci

Question Number : 79 Question Id : 54947026256 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Section 501 of IPC discusses about

Options :

1. ✘ Printing of advertisements
2. ✘ Printing of magazines
3. ✔ Printing of defamatory news
4. ✘ Printing of imprint

Question Number : 80 Question Id : 54947026257 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Promoting enmity between different groups on the grounds of religion attracts \_\_\_\_\_

Options :

1. ✔ Section 153 A of IPC
2. ✘ Section 154 A of IPC

3. ✘ Section 353 of IPC

4. ✘ Section 294 A of IPC

**Question Number : 81 Question Id : 54947026258 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The aim of public broadcasting is to contribute to \_\_\_\_\_

**Options :**

1. ✔ Societal solidarity

2. ✘ Community disservice

3. ✘ Decay of community values

4. ✘ Segmentation of pressure groups

**Question Number : 82 Question Id : 54947026259 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The concept of vicarious reinforcement was popularized by

Options :

1. ✘ Anne Scott Sorensen
2. ✔ Albert Bandura
3. ✘ Dennis McQuail
4. ✘ James Lacan

Question Number : 83 Question Id : 54947026260 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The link between media portrayal of crime and sex with seeming increase in social and moral disorder is described as \_\_\_\_\_

Options :

1. ✘ Indecent systems
2. ✔ Moral panics
3. ✘ Community needs
4. ✘ Community sentiment

**Question Number : 84 Question Id : 54947026261 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Identify hard news story from the following.

**Options :**

1. ✘ Bright
2. ✔ Crime news
3. ✘ Leader
4. ✘ Structured interview

**Question Number : 85 Question Id : 54947026262 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

What is the important feature of an editorial?

**Options :**

1. ✔ Unsigned by the writer
2. ✘ Sans a newspeg

3. ✘ Concealed from the publisher

4. ✘ Disowned by the chief editor

**Question Number : 86 Question Id : 54947026263 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

An obit must not contain the reports of \_\_\_\_\_ of the deceased.

**Options :**

1. ✔ Diseases

2. ✘ family

3. ✘ controversies

4. ✘ status

**Question Number : 87 Question Id : 54947026264 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

In interviews with dignitaries, an editor must avoid

**Options :**

1. ✓ Close-ended questions
2. ✘ Open-ended questions
3. ✘ Opinionated questions
4. ✘ Ever-lasting questions

**Question Number : 88 Question Id : 54947026265 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

A catch-line of news report is also known as-----

**Options :**

1. ✘ Take 1
2. ✓ Slug
3. ✘ Blurb
4. ✘ Crosshead

Question Number : 89 Question Id : 54947026266 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

If a concept can be defined by other concepts , it is referred as \_\_\_\_\_

Options :

1. ✘ Abstract
2. ✘ Primitive term
3. ✘ Reference
4. ✔ Construct

Question Number : 90 Question Id : 54947026267 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A logical process of reaching a general conclusion on the basis of particular facts is known as \_\_\_\_\_

Options :

1. ✔ Induction
2. ✘ Deduction



3. ✘ Abstraction

4. ✘ Abduction

**Question Number : 91 Question Id : 54947026268 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

A strategy of incentive marketing is to get a favourable image of the product or company. What is the strategy?

**Options :**

1. ✘ Corrupting journalists

2. ✔ Giving free gifts to customers

3. ✘ Large amounts as salary to employees

4. ✘ Employing celebrities

**Question Number : 92 Question Id : 54947026269 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Companies conduct press conferences by following

**Options :**

1. ✖ New theories of media
2. ✖ Social media journalists
3. ✖ Unethical professional codes
4. ✔ Predictable patterns

**Question Number : 93 Question Id : 54947026270 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

A strategy of multimedia advertising campaigns simultaneously for a product or a company to make a strong impact on audiences is known as \_\_\_\_\_

**Options :**

1. ✖ industrial advertising
2. ✔ impact scheduling
3. ✖ agenda advertising

4. ✘ peer-view advertising

**Question Number : 94 Question Id : 54947026271 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Documentary film is also known as

Options :

1. ✘ Factual film
2. ✘ Parallel film
3. ✘ Third Wave film
4. ✔ Cinema verité

**Question Number : 95 Question Id : 54947026272 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Personality journalism is mostly related to

Options :

1. ✘ Folk artiste
2. ✘ Public relations officer

3. ✓ Celebrity

4. ✘ Acrobat

**Question Number : 96 Question Id : 54947026273 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

E F Schumacher in his book, 'Small is Beautiful' proposed

**Options :**

1. ✘ intrusion technology

2. ✘ interception technology

3. ✘ interdiction technology

4. ✓ intermediate technology

**Question Number : 97 Question Id : 54947026274 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Space between two people is described as \_\_\_\_\_

Options :

1. ✘ Emblem
2. ✘ Regulator
3. ✔ Tactile
4. ✘ Kinesics

Question Number : 98 Question Id : 54947026275 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The concept of narrative code was developed by \_\_\_\_\_

Options :

1. ✘ C S Pierce
2. ✘ Elihu Katz
3. ✔ VlamadarPropp
4. ✘ Elizabeth Einstein

**Question Number : 99 Question Id : 54947026276 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Liner process of communication is not accepted in

**Options :**

1. ✓ Strategic Communication
2. ✗ International Communication
3. ✗ Intercultural communication
4. ✗ Family Communication

**Question Number : 100 Question Id : 54947026277 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Summary news model emerged because of inventing \_\_\_\_\_

**Options :**

1. ✓ Telegraph
2. ✗ Telephone

3. ✘ Radio

4. ✘ Facsimile

**Question Number : 101 Question Id : 54947026278 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Los Banos College of development communication began first in \_\_\_\_\_

**Options :**

1. ✘ Indonesia

2. ✘ Argentina

3. ✘ Brazil

4. ✔ the Philippines

**Question Number : 102 Question Id : 54947026279 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The International Programme for Development of Communication was the result of

**Options :**

1. ✘ Windhoek Conference
2. ✔ McBride Commission Report
3. ✘ Multi-flow of news
4. ✘ Contra flow

**Question Number : 103 Question Id : 54947026280 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

In development communication, entertainment-education programmes evolved from \_\_\_\_\_

**Options :**

1. ✘ Social psychology theory
2. ✘ Social modeling theory
3. ✔ Social marketing theory
4. ✘ Social media theory



Question Number : 104 Question Id : 54947026281 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A/an \_\_\_\_\_ specifies procedures that allow one to experience or measure a concept.

Options :

1. ✘ Discursive definition
2. ✔ Operational definition
3. ✘ Fallacy
4. ✘ Constitutive definition

Question Number : 105 Question Id : 54947026282 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Secondary analysis can overcome the problem of -----

Options :

1. ✔ Measurement
2. ✘ Ethics

3. ✘ symbolic definitions

4. ✘ Lack of rigour

**Question Number : 106 Question Id : 54947026283 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Basic research is considered to be -----

**Options :**

1. ✘ Mystic

2. ✘ illogical

3. ✔ Academic

4. ✘ outdated

**Question Number : 107 Question Id : 54947026284 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The term 'mass communication' came into existence in 20<sup>th</sup> Century on the basis of

---

Options :

1. ✘ Mass migration
2. ✘ Mass society
3. ✔ Popular democracy
4. ✘ Rapid urbanization

Question Number : 108 Question Id : 54947026285 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The most relevant theory to mass communication research from the following is

---

Options :

1. ✘ Tenacity theory
2. ✘ Mystic concept
3. ✘ Authoritarian mode
4. ✔ Social scientific

Question Number : 109 Question Id : 54947026286 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The media systems in USA and UK believe that the capitalist news media are meant for \_\_\_\_\_

Options :

1. ✘ Enterprise making profits for shareholders
2. ✘ Monopolization of information
3. ✘ Promotion of ethical business
4. ✔ Strengthening of cultural values

Question Number : 110 Question Id : 54947026287 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The UNESCO report 'Many Voices, One world' propagated that the function of mass media is

Options :

1. ✘ Access of information to unprofessional sources

2. ✘ De-socialization
3. ✘ Slanting towards first world news processes
4. ✔ Integration

**Question Number : 111 Question Id : 54947026288 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Normative theories of media are found mostly in \_\_\_\_\_

**Options :**

1. ✔ Media policies
2. ✘ International relations
3. ✘ Intercultural practices
4. ✘ Totalitarian systems

**Question Number : 112 Question Id : 54947026289 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

The notion of mass culture contains \_\_\_\_\_

Options :

1. ✓ Customized content
2. ✘ Limited sex images
3. ✘ Total lies of reality
4. ✘ Inane and irrelevant content

Question Number : 113 Question Id : 54947026290 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Community well-being facilitates

Options :

1. ✓ Fostering civic engagement
2. ✘ De-motivating the people about community life
3. ✘ Solidarity with the earning processes
4. ✘ Non-adherence of community guidelines

Question Number : 114 Question Id : 54947026291 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

One of the techniques of Propaganda is

Options :

1. ✘ Press release
2. ✘ Press conferences
3. ✘ Diplomatic strategies
4. ✔ Testimonials

Question Number : 115 Question Id : 54947026292 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Who was the popular propaganda theorist of 1930s?

Options :

1. ✘ Carl Hovland
2. ✔ Walter Lippman

3. ✖ Upton Sinclair

4. ✖ Ithiel de Solo Pool

Question Number : 116 Question Id : 54947026293 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Cosmopolitanism, according to TerhiRantanen, the globalization media expert results as a consequence of \_\_\_\_\_

Options :

1. ✖ Cloistering oneself in native culture

2. ✖ Reducing foreign visits

3. ✔ Living with another person from other culture

4. ✖ Obtaining a foreign degree from a native country

Question Number : 117 Question Id : 54947026294 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Social change training model has emerged because of exposure to



**Options :**

1. ✘ Indian philosophical perspectives
2. ✔ Latin American educational communication
3. ✘ Western scientific inventions
4. ✘ Gandhain model of development

**Question Number : 118 Question Id : 54947026295 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

If media development initiatives are funded, they focus on \_\_\_\_\_

**Options :**

1. ✘ Importing of Western development models
2. ✘ Social mapping of development areas by experts from abroad
3. ✘ Exposure to foreign funding sources
4. ✔ Capacity building

Question Number : 119 Question Id : 54947026296 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Behavioural change communication emphasizes on \_\_\_\_\_

Options :

1. ✓ Peer education
2. ✘ Rigorous laws for change
3. ✘ Promotion of tool kits to accept the change
4. ✘ Top-down communication

Question Number : 120 Question Id : 54947026297 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Diffusion of innovation model includes the following stages.

Options :

1. ✘ Reinforcement and Sleeper effect
2. ✓ Persuasion and Confirmation
3. ✘ Source deviation and harmful practices

4. ✘ Isolation and departure

Question Number : 121 Question Id : 54947026298 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Media convergence takes place because of \_\_\_\_\_

Options :

1. ✔ Digitalization and Changes in user preferences
2. ✘ Regulation of media and communication markets
3. ✘ Decrease in radio audiences and less penetration of Internet
4. ✘ Too much production of TV entertainment programmes

Question Number : 122 Question Id : 54947026299 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Quality in journalistic practices can be derived if these two factors are adopted

Options :

1. ✔ Neutrality and Immediacy

2. ✖ Rigmarole and Discourses
3. ✖ Bias and slanting of news
4. ✖ Spontaneity and questioning the system

**Question Number : 123 Question Id : 54947026300 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

An artifact in research is also known as

**Options :**

1. ✖ Independent variable
2. ✔ Confounding variable
3. ✖ Dependent variable
4. ✖ Continuous variable

**Question Number : 124 Question Id : 54947026301 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

If a respondent's biological and psychological characteristics affect the responses in a study, it is known as

Options :

1. ✓ Maturation
2. ✘ Immorality
3. ✘ Sensitization
4. ✘ Aversion

**Question Number : 125 Question Id : 54947026302 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Identify the vocabulary that is frequently used in public relations.

Options :

1. ✘ Isolation
2. ✘ Voice-over
3. ✘ Playfulness

4. ✓ Stakeholder

**Question Number : 126 Question Id : 54947026303 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Galtung and Ruge's gate-keeping model identified the following news factors in their model. Find them.

Options :

1. ✘ Prominence and gossip
2. ✓ Threshold value and Clarity
3. ✘ Novel and dramatic events
4. ✘ Immediacy and Unexpectedness

**Question Number : 127 Question Id : 54947026304 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Identify the quantitative technique of research from the following.

Options :

1. ✓ Post facto research

2. ✘ Semiotic analysis
3. ✘ Focus group discussion
4. ✘ In-depth interview

**Question Number : 128 Question Id : 54947026305 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Hamid Mowlana is associated with a specialization on

**Options :**

1. ✘ Canadian cultural communication
2. ✔ Global Communication
3. ✘ American health communication
4. ✘ Pop culture

**Question Number : 129 Question Id : 54947026306 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Identify the work of Noam Chomsky.

**Options :**

1. ✘ Language and Gender
2. ✘ Film theory
3. ✘ Development economics
4. ✔ Understanding power

**Question Number : 130 Question Id : 54947026307 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Jan Servaes is an international scholar specialized in

**Options :**

1. ✘ Organizational communication
2. ✘ Corporate communication
3. ✔ Participatory communication
4. ✘ Cultural communication



Question Number : 131 Question Id : 54947026308 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Identify the film directed by Girish Kasaravalli

Options :

1. ✘ Salam Bombay

2. ✘ Dweepa

3. ✘ Ankur

4. ✔ Koormavatara

Question Number : 132 Question Id : 54947026309 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Identify the book authored by Herbert Marshal McLuhan from the following

Options :

1. ✘ Bias in communication

2. ✘ Culture as communication

3. ✘ Mass Media and national development

4. ✓ The Gutenberg Galaxy

Question Number : 133 Question Id : 54947026310 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Indigenous knowledge in development communication is known as

Options :

1. ✓ Citizen science
2. ✘ Situation awareness
3. ✘ Top-down knowledge
4. ✘ Universal indicator

Question Number : 134 Question Id : 54947026311 Display Question Number : Yes Is Question Mandatory : No Calculator : None  
Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In longitudinal studies, cohort analysis is

Options :

1. ✓ flexible
2. ✘ rigid

3. ✘ unidentifiable

4. ✘ unresearchable

**Question Number : 135 Question Id : 54947026312 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Snowball sampling method in private sector research is called as

**Options :**

1. ✘ selectors

2. ✔ referrals

3. ✘ incubators

4. ✘ investigators

**Question Number : 136 Question Id : 54947026313 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Social marketing belongs to \_\_\_\_\_ theory

**Options :**

1. ✔ administrative

2. ✘ affects
3. ✘ impact
4. ✘ dissatisfaction

**Question Number : 137 Question Id : 54947026314 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Fear or anxiety about some threat is used in a variety of advertising contexts. Such ads are humorously known as

**Options :**

1. ✘ Slice of life
2. ✔ Slice of death
3. ✘ Slice of the product
4. ✘ Slice of the price

**Question Number : 138 Question Id : 54947026315 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Bennet, Coleman Company Limited owns the following media outlet. Identify it.

**Options :**

1. ✓ Mirror Now
2. ✘ India Today
3. ✘ CNBC 18
4. ✘ AajTak

**Question Number : 139 Question Id : 54947026316 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

An experiment in development journalism was

**Options :**

1. ✘ Total literacy campaign
2. ✘ Sonagatchi experiment
3. ✘ 'Rural sanitation marts'
4. ✓ 'Project Chattera'

**Question Number : 140 Question Id : 54947026317 Display Question Number : Yes Is Question Mandatory : No Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

Democratic-participant theory of media gives importance to the following. Find them out from the following.

**Options :**

1. ✓ No bureaucratic control of media organizations
2. ✘ Export of media content to other places
3. ✘ Over-all control of media organizations
4. ✘ Promotion of liberal Communist perspectives