

# National Testing Agency

**Question Paper Name :** Applied Arts Eng 06th June 2023 Shift 2  
**Subject Name :** Applied Arts Eng  
**Creation Date :** 2023-06-06 22:22:53  
**Duration :** 120  
**Total Marks :** 400  
**Display Marks:** Yes

## Applied Arts

**Group Number :** 1  
**Group Id :** 92090651  
**Group Maximum Duration :** 0  
**Group Minimum Duration :** 120  
**Show Attended Group? :** No  
**Edit Attended Group? :** No  
**Break time :** 0  
**Group Marks :** 400  
**Is this Group for Examiner? :** No  
**Examiner permission :** Cant View  
**Show Progress Bar? :** No

## Part A

**Section Id :** 920906101  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional :** Mandatory  
**Number of Questions :** 21  
**Number of Questions to be attempted :** 21  
**Section Marks :** 100  
**Enable Mark as Answered Mark for Review and Clear Response :** Yes  
**Maximum Instruction Time :** 0  
**Sub-Section Number :** 1  
**Sub-Section Id :** 920906161  
**Question Shuffling Allowed :** No  
**Is Section Default? :** null

**Question Id : 9209065059 Question Type : COMPREHENSION 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 : (1 to 5)**

Question Label : Comprehension



The SC said, "Postings within the state cadre as well as joint cadre of a constituent state shall be made by the 'government of that state', that is, by the duly elected government. In our case, it shall be the government of NCTD. We, accordingly, hold that references to 'state government' in relevant rules of All India Services or joint cadre services, of which NCTD is a part or which are in relation to NCTD, shall mean the government of NCTD."

CJI Chandrachud said this case dealt with the asymmetric federal model of governance in India involving the contest of power between a Union Territory and the Union government. The issue was who would have control over 'services' in NCTD a government of the NCTD or the LG acting on behalf of the Union government a question which arose subsequent to a May 21, 2015, notification by the Union ministry of home affairs that gave the upper hand to the centre on 'services' in relation to the government of NCTD.

While ruling that Delhi government had legislative and executive power over services except on land, police and public order, the bench, importantly, said GNCTD being one of its kind ("sui generis") Union Territory, parliament would have overriding legislative power over all subjects in list 2 (which are exclusive domains of state legislatures) and List 3 (Concurrent List subjects on which both parliament and assemblies can legislate with primacy given to parliament enacted laws). This means, if the Delhi assembly enacts any law on any subject, parliament can pass a law "adding, amending and repealing" the legislation passed by the Delhi assembly.

Dwelling on federalism and responsibilities of an elected government, the CJI said, "In a democratic form of government, the real power of administration must reside in the elected arm of the state, subject to the confines of the constitution. A constitutionally entrenched and democratically elected government needs to have control over its administration. If a democratically elected government is not provided with the power to control the officers posted within its domain, then the principle underlying the triple chain of collective responsibility would become redundant." It explained the triple chains as civil service officers being accountable to ministers, ministers being accountable to parliament/legislature and parliament/legislature being accountable to the electorate.

"That is to say, if the government is not able to control and hold to account the officers posted in its service, then its responsibility towards the legislature as well as the public is diluted. The principle of collective responsibility extends to the responsibility of officers, who in turn report to the ministers," the SC said.

Taking into account the AAP government's allegation that bureaucrats were not listening to ministers in the elected government because of the centre's interference, the five-judge bench said, "If the officers stop reporting to the ministers or do not abide by their directions, the entire principle of collective responsibility is affected.

"A democratically elected government can perform only when there is an awareness on the part of officers of the consequences which may ensue if they do not perform. If the officers feel that they are insulated from the control of the elected government which they are serving, then they become unaccountable or may not show commitment towards their performance."

Explaining the risks of an unaccountable bureaucracy in a democratic form of governance where accountability is well defined under the triple chain of command, the bench said, "An unaccountable and non-responsive civil service may pose a serious problem of governance in a democracy. It creates a possibility that the permanent executive, consisting of unelected civil service officers, who play a decisive role in implementation of government policy, may act in ways that disregard the will of the electorate."

## Sub questions

**Question Number : 1 Question Id : 9209065060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Responsibility towards public is dituted means:

- (1) Complete failure in taking responsibility for the public.
- (2) The responsibility was not properly taken care of.
- (3) The responsibility became thinner.
- (4) More responsibilities were added to the last meant for public.

### Options :

- 92090620001. 1
- 92090620002. 2
- 92090620003. 3
- 92090620004. 4

**Question Number : 2 Question Id : 9209065061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Posting within the state ladre of a constituent state shall be made by: \_\_\_\_\_

(As per Supreme Court)

- (1) Government of that state.
- (2) Duly elected government of that state.
- (3) By the union Government.
- (4) By both state and union Government.

### Options :

- 92090620005. 1
- 92090620006. 2
- 92090620007. 3
- 92090620008. 4

**Question Number : 3 Question Id : 9209065062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

How the entire principle of collective responsibility will be affected?

- (A) Only when officers stop responding to the ministers.
- (B) Only when officers do not abide by directions of ministries.
- (C) If the officers stop reporting to the ministers.
- (D) If officers do not abide by directions of the ministers.

Choose the correct answer from the options given below :

- (1) A only
- (2) A and B only
- (3) A, B and C, D only
- (4) C and D only

**Options :**

- 92090620009. 1
- 92090620010. 2
- 92090620011. 3
- 92090620012. 4

**Question Number : 4 Question Id : 9209065063 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Triple chain refers to: (The order or sequence)

- (A) Civil service officers being accountable to ministers.
- (B) Ministers being accountable to parliament.
- (C) Parliament being accountable to electrorate.
- (D) Electrorate being accountable to the government.

Choose the correct answer from the options given below :

- (1) A, B, C, D
- (2) A, B, D
- (3) A, B, C
- (4) B, C, D

**Options :**

- 92090620013. 1
- 92090620014. 2
- 92090620015. 3
- 92090620016. 4

**Question Number : 5 Question Id : 9209065064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Synonym of 'accomplish' is:

- |             |               |
|-------------|---------------|
| (1) achieve | (2) relieve   |
| (3) improve | (4) adaptable |

**Options :**

92090620017. 1

92090620018. 2

92090620019. 3

92090620020. 4

**Question Id : 9209065059 Question Type : COMPREHENSION 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 : (1 to 5)**

Question Label : Comprehension





The SC said, "Postings within the state cadre as well as joint cadre of a constituent state shall be made by the 'government of that state', that is, by the duly elected government. In our case, it shall be the government of NCTD. We, accordingly, hold that references to 'state government' in relevant rules of All India Services or joint cadre services, of which NCTD is a part or which are in relation to NCTD, shall mean the government of NCTD."

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Dwelling on federalism and responsibilities of an elected government, the CJI said, "In a democratic form of government, the real power of administration must reside in the elected arm of the state, subject to the confines of the constitution. A constitutionally entrenched and democratically elected government needs to have control over its administration. If a democratically elected government is not provided with the power to control the officers posted within its domain, then the principle underlying the triple chain of collective responsibility would become redundant." It explained the triple chains as civil service officers being accountable to ministers, ministers being accountable to parliament/legislature and parliament/legislature being accountable to the electorate.

"That is to say, if the government is not able to control and hold to account the officers posted in its service, then its responsibility towards the legislature as well as the public is diluted. The principle of collective responsibility extends to the responsibility of officers, who in turn report to the ministers," the SC said.

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"A democratically elected government can perform only when there is an awareness on the part of officers of the consequences which may ensue if they do not perform. If the officers feel that they are insulated from the control of the elected government which they are serving, then they become unaccountable or may not show commitment towards their performance."

Explaining the risks of an unaccountable bureaucracy in a democratic form of governance where accountability is well defined under the triple chain of command, the bench said, "An unaccountable and non-responsive civil service may pose a serious problem of governance in a democracy. It creates a possibility that the permanent executive, consisting of unelected civil service officers, who play a decisive role in implementation of government policy, may act in ways that disregard the will of the electorate."

## Sub questions

**Question Number : 1 Question Id : 9209065060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

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- (2) The responsibility was not properly taken care of.
- (3) The responsibility became thinner.
- (4) More responsibilities were added to the last meant for public.

### Options :

- 92090620001. 1
- 92090620002. 2
- 92090620003. 3
- 92090620004. 4

**Question Number : 2 Question Id : 9209065061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

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(As per Supreme Court)

- (1) Government of that state.
- (2) Duly elected government of that state.
- (3) By the union Government.
- (4) By both state and union Government.

### Options :

- 92090620005. 1
- 92090620006. 2
- 92090620007. 3
- 92090620008. 4

**Question Number : 3 Question Id : 9209065062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

How the entire principle of collective responsibility will be affected?

- (A) Only when officers stop responding to the ministers.
- (B) Only when officers do not abide by directions of ministries.
- (C) If the officers stop reporting to the ministers.
- (D) If officers do not abide by directions of the ministers.

Choose the correct answer from the options given below :

- (1) A only
- (2) A and B only
- (3) A, B and C, D only
- (4) C and D only

**Options :**

- 92090620009. 1
- 92090620010. 2
- 92090620011. 3
- 92090620012. 4

**Question Number : 4 Question Id : 9209065063 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Triple chain refers to: (The order or sequence)

- (A) Civil service officers being accountable to ministers.
- (B) Ministers being accountable to parliament.
- (C) Parliament being accountable to electrorate.
- (D) Electrorate being accountable to the government.

Choose the correct answer from the options given below :

- (1) A, B, C, D
- (2) A, B, D
- (3) A, B, C
- (4) B, C, D

**Options :**

- 92090620013. 1
- 92090620014. 2
- 92090620015. 3
- 92090620016. 4

**Question Number : 5 Question Id : 9209065064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Synonym of 'accomplish' is:

- |             |               |
|-------------|---------------|
| (1) achieve | (2) relieve   |
| (3) improve | (4) adaptable |

**Options :**

- 92090620017. 1
- 92090620018. 2
- 92090620019. 3
- 92090620020. 4

<b>Sub-Section Number :</b>	2
<b>Sub-Section Id :</b>	920906162
<b>Question Shuffling Allowed :</b>	Yes
<b>Is Section Default? :</b>	null

**Question Number : 6 Question Id : 9209065065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

To make a meaningful paragraph:

- (A) Modern scientific techniques have greatly extended the range of cloning. Now, even animals can be cloned.
- (B) Cuttings may be taken from roots or shoots, and inserted into soil or compost where they develop into a new plant.
- (C) Gardeners have been making clones of plants for centuries. Every time they take a cutting of a geranium, a rose or any other plant, they are producing a genetically identical copy a clone.
- (D) Ultimately, Hence seems to be no biological reason why human beings should not be cloned too.

Choose the correct answer from the options given below :

- (1) C, B, A, D
- (2) A, C, B, D
- (3) C, A, B, D
- (4) A, D, C, B

**Options :**

- 92090620021. 1
- 92090620022. 2
- 92090620023. 3

92090620024. 4

**Question Number : 6 Question Id : 9209065065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

To make a meaningful paragraph:

- (A) Modern scientific techniques have greatly extended the range of cloning. Now, even animals can be cloned.
- (B) Cuttings may be taken from roots or shoots, and inserted into soil or compost where they develop into a new plant.
- (C) Gardeners have been making clones of plants for centuries. Every time they take a cutting of a geranium, a rose or any other plant, they are producing a genetically identical copy a clone.
- (D) Ultimately, Hence seems to be no biological reason why human beings should not be cloned too.

Choose the correct answer from the options given below :

- (1) C, B, A, D
- (2) A, C, B, D
- (3) C, A, B, D
- (4) A, D, C, B

**Options :**

- 92090620021. 1
- 92090620022. 2
- 92090620023. 3
- 92090620024. 4

**Question Number : 7 Question Id : 9209065066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correctly spelt word from the given option?

- (1) Triboluminescence
- (2) Tribaleminescence
- (3) Triboluminescenca
- (4) Tribulominescence

**Options :**

- 92090620025. 1
- 92090620026. 2
- 92090620027. 3
- 92090620028. 4

**Question Number : 7 Question Id : 9209065066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correctly spelt word from the given option?

- |                       |                       |
|-----------------------|-----------------------|
| (1) Triboluminescence | (2) Tribaleminescence |
| (3) Triboluminescenca | (4) Tribulominescence |

**Options :**

- 92090620025. 1
- 92090620026. 2
- 92090620027. 3
- 92090620028. 4

**Question Number : 8 Question Id : 9209065067 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct option to replace the underlined part into make a grammatically correct sentence.

Had he realized how close he was to failing, he would not have gone to the party.

- (1) If he would have realised how close he was to failing, he would not have gone to the party.
- (2) Had he had realised how close he was to failing, he would not have gone to the party.
- (3) When he realized how close he was to failing, he would not have gone to the party.
- (4) Had he realised how close he was to failing, he would not have gone to the party.

**Options :**

- 92090620029. 1
- 92090620030. 2
- 92090620031. 3
- 92090620032. 4

**Question Number : 8 Question Id : 9209065067 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct option to replace the underlined part into make a grammatically correct sentence.

Had he realized how close he was to failing, he would not have gone to the party.

- (1) If he would have realised how close he was to failing, he would not have gone to the party.
- (2) Had he had realised how close he was to failing, he would not have gone to the party.
- (3) When he realized how close he was to failing, he would not have gone to the party.
- (4) Had he realised how close he was to failing, he would not have gone to the party.

**Options :**

- 92090620029. 1
- 92090620030. 2
- 92090620031. 3
- 92090620032. 4

**Question Number : 9 Question Id : 9209065068 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The belief that one is more important than one really is:

- |            |                 |
|------------|-----------------|
| (1) Mascot | (2) Megalomania |
| (3) Mirage | (4) Moccasin    |

**Options :**

- 92090620033. 1
- 92090620034. 2
- 92090620035. 3
- 92090620036. 4

**Question Number : 9 Question Id : 9209065068 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The belief that one is more important than one really is:

- |            |                 |
|------------|-----------------|
| (1) Mascot | (2) Megalomania |
| (3) Mirage | (4) Moccasin    |

**Options :**

- 92090620033. 1
- 92090620034. 2
- 92090620035. 3

92090620036. 4

**Question Number : 10 Question Id : 9209065069 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The most suitable antonym of the given word "INTRICACY" of:

- |                |                |
|----------------|----------------|
| (1) Extricate  | (2) Cordiality |
| (3) Simplicity | (4) Distance   |

**Options :**

92090620037. 1

92090620038. 2

92090620039. 3

92090620040. 4

**Question Number : 10 Question Id : 9209065069 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The most suitable antonym of the given word "INTRICACY" of:

- |                |                |
|----------------|----------------|
| (1) Extricate  | (2) Cordiality |
| (3) Simplicity | (4) Distance   |

**Options :**

92090620037. 1

92090620038. 2

92090620039. 3

92090620040. 4

**Question Number : 11 Question Id : 9209065070 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In how many years will a sum of money desbled itself at  $6\frac{1}{4}\%$  per annum simple intrest?

- |        |        |
|--------|--------|
| (1) 8  | (2) 16 |
| (3) 20 | (4) 5  |

**Options :**

92090620041. 1

92090620042. 2



92090620043. 3

92090620044. 4

**Question Number : 11 Question Id : 9209065070 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In how many years will a sum of money desbled itself at  $6\frac{1}{4}\%$  per annum simple intrest?

- (1) 8 (2) 16  
(3) 20 (4) 5

**Options :**

92090620041. 1

92090620042. 2

92090620043. 3

92090620044. 4

**Question Number : 12 Question Id : 9209065071 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

If  $3 \cot \theta = 4$ , the value of then h  $\sin^2 \theta - \cos^2 \theta + \tan \theta$  is

- (1)  $\frac{57}{100}$  (2)  $\frac{47}{100}$   
(3)  $\frac{16}{25}$  (4)  $\frac{9}{25}$

**Options :**

92090620045. 1

92090620046. 2

92090620047. 3

92090620048. 4

**Question Number : 12 Question Id : 9209065071 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

If  $3 \cot \theta = 4$ , the value of then  $\sin^2 \theta - \cos^2 \theta + \tan \theta$  is

(1)  $\frac{57}{100}$

(2)  $\frac{47}{100}$

(3)  $\frac{16}{25}$

(4)  $\frac{9}{25}$

**Options :**

92090620045. 1

92090620046. 2

92090620047. 3

92090620048. 4

**Question Number : 13 Question Id : 9209065072 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Amar sold a ratio for Rs.1100 with 10% profit and a television for Rs.11500 with 15% profit. His overall profit percentage is:

(1)  $12\frac{5}{11}\%$

(2)  $13\frac{7}{11}\%$

(3)  $14\frac{6}{11}\%$

(4)  $13\frac{5}{12}\%$

**Options :**

92090620049. 1

92090620050. 2

92090620051. 3

92090620052. 4

**Question Number : 13 Question Id : 9209065072 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

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(1)  $12\frac{5}{11}\%$

(2)  $13\frac{7}{11}\%$

(3)  $14\frac{6}{11}\%$

(4)  $13\frac{5}{12}\%$

**Options :**

92090620049. 1  
92090620050. 2  
92090620051. 3  
92090620052. 4

**Question Number : 14 Question Id : 9209065073 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A solid metallic hemisphese having radius R is melted and recasted as a cone with the same base radius R. If H is the height of the cone so formed, then the relation between H and R is:

- (1)  $H=2R$  (2)  $H=\frac{2}{3}R$   
(3)  $H=\sqrt{3}R$  (4)  $H=3R$

**Options :**

92090620053. 1  
92090620054. 2  
92090620055. 3  
92090620056. 4

**Question Number : 14 Question Id : 9209065073 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

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- (1)  $H=2R$  (2)  $H=\frac{2}{3}R$   
(3)  $H=\sqrt{3}R$  (4)  $H=3R$

**Options :**

92090620053. 1  
92090620054. 2  
92090620055. 3  
92090620056. 4

**Question Number : 15 Question Id : 9209065074 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Ten men working 8 hours a day can do a work in 15 days. How many more men need to be employed to do the same work in 10 days. If everyone works 10 hours per day?

- (1) 1 (2) 2  
(3) 3 (4) 4

**Options :**

92090620057. 1  
92090620058. 2  
92090620059. 3  
92090620060. 4

**Question Number : 15 Question Id : 9209065074 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Ten men working 8 hours a day can do a work in 15 days. How many more men need to be employed to do the same work in 10 days. If everyone works 10 hours per day?

- (1) 1 (2) 2  
(3) 3 (4) 4

**Options :**

92090620057. 1  
92090620058. 2  
92090620059. 3  
92090620060. 4

**Question Number : 16 Question Id : 9209065075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Pointing to a woman, sunil said, "She is the daughter of the only child of my grandmother."  
How is the woman related to sunil?

- (1) Mother-in-law (2) Aunt  
(3) Daughter (4) Sister

**Options :**

92090620061. 1  
92090620062. 2  
92090620063. 3  
92090620064. 4

**Question Number : 16 Question Id : 9209065075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Pointing to a woman, sunil said, "She is the daughter of the only child of my grandmother."  
How is the woman related to sunil?

- |                   |            |
|-------------------|------------|
| (1) Mother-in-law | (2) Aunt   |
| (3) Daughter      | (4) Sister |

**Options :**

- 92090620061. 1
- 92090620062. 2
- 92090620063. 3
- 92090620064. 4

**Question Number : 17 Question Id : 9209065076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In a certain code, MOTHER is written as QDGSNL, then how is TIGER written in that code?

- |           |           |
|-----------|-----------|
| (1) SHFDQ | (2) HFDSQ |
| (3) QDFHS | (4) PQRST |

**Options :**

- 92090620065. 1
- 92090620066. 2
- 92090620067. 3
- 92090620068. 4

**Question Number : 17 Question Id : 9209065076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In a certain code, MOTHER is written as QDGSNL, then how is TIGER written in that code?

- |           |           |
|-----------|-----------|
| (1) SHFDQ | (2) HFDSQ |
| (3) QDFHS | (4) PQRST |

**Options :**

- 92090620065. 1
- 92090620066. 2

92090620067. 3

92090620068. 4

**Question Number : 18 Question Id : 9209065077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The positions of how many digits in the number 6912345 will remain unchanged after the digits are rearranged in ascending order within the number?

- (1) Zero (2) One  
(3) Two (4) Three

**Options :**

92090620069. 1

92090620070. 2

92090620071. 3

92090620072. 4

**Question Number : 18 Question Id : 9209065077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The positions of how many digits in the number 6912345 will remain unchanged after the digits are rearranged in ascending order within the number?

- (1) Zero (2) One  
(3) Two (4) Three

**Options :**

92090620069. 1

92090620070. 2

92090620071. 3

92090620072. 4

**Question Number : 19 Question Id : 9209065078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Decide which of the arguments is a 'strong argument' and which is a 'weak argument'.

Statement : Should India support all the international policies of Russia?

Arguments :

- (I) Yes, This is the only way to gain access to Russia developmental funds.
- (II) No, Many other powerful countries do not support the same.

In the light of the above statement, choose the correct answer from the options given below :

- (1) Only argument I is strong.
- (2) Only argument II is strong.
- (3) Either I or II is strong.
- (4) Neither I or II is strong.

**Options :**

- 92090620073. 1
- 92090620074. 2
- 92090620075. 3
- 92090620076. 4

**Question Number : 19 Question Id : 9209065078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Decide which of the arguments is a 'strong argument' and which is a 'weak argument'.

Statement : Should India support all the international policies of Russia?

Arguments :

- (I) Yes, This is the only way to gain access to Russia developmental funds.
- (II) No, Many other powerful countries do not support the same.

In the light of the above statement, choose the correct answer from the options given below :

- (1) Only argument I is strong.
- (2) Only argument II is strong.
- (3) Either I or II is strong.
- (4) Neither I or II is strong.

**Options :**

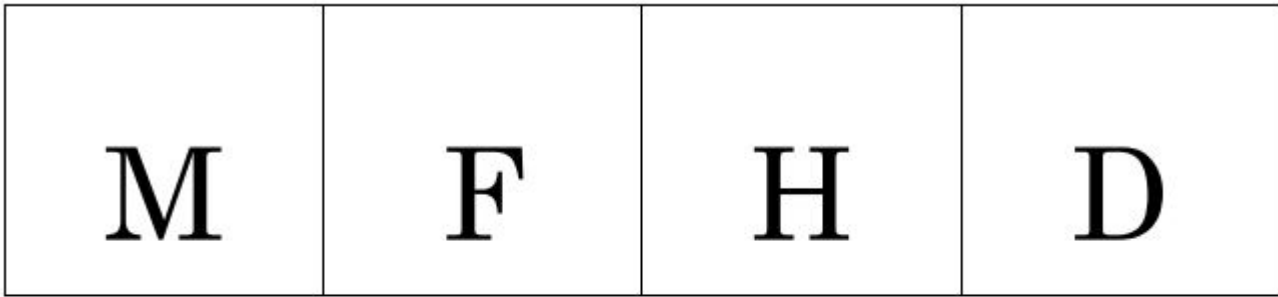
- 92090620073. 1
- 92090620074. 2
- 92090620075. 3
- 92090620076. 4

**Question Number : 20 Question Id : 9209065079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



Choose the figure which is different from others



(a)

(b)

(c)

(d)

(1) (a)

(2) (b)

(3) (c)

(4) (d)

**Options :**

92090620077. 1

92090620078. 2

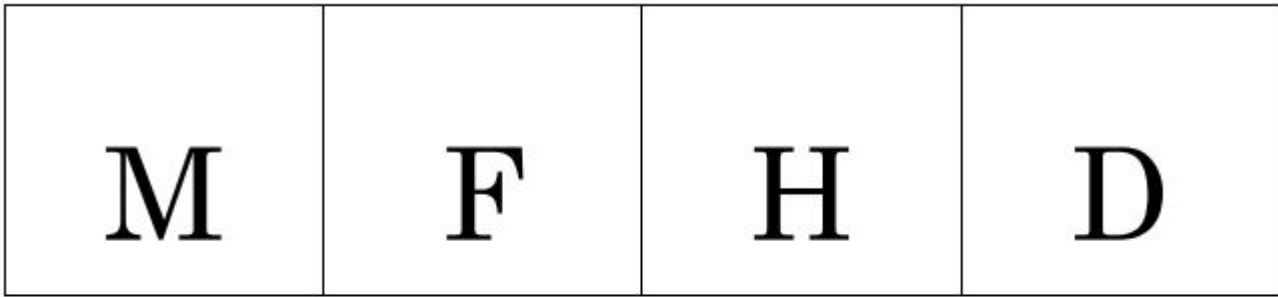
92090620079. 3

92090620080. 4

**Question Number : 20 Question Id : 9209065079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the figure which is different from others



(a)

(b)

(c)

(d)

(1) (a)

(2) (b)

(3) (c)

(4) (d)

**Options :**

92090620077. 1

92090620078. 2

92090620079. 3

92090620080. 4

**Question Number : 21 Question Id : 9209065080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which hydropower plant in bhutan was inaugurated recently by Indian prime minister Narendra Modi?

(1) Chhukha power plant

(2) Daughter power plant

(3) Kurichha power plant

(4) Mangdechha power plant

**Options :**

92090620081. 1

92090620082. 2

92090620083. 3

92090620084. 4

**Question Number : 21 Question Id : 9209065080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which hydropower plant in bhutan was inaugurated recently by Indian prime minister Narendra Modi?

- (1) Chhukha power plant (2) Daughter power plant  
(3) Kurichha power plant (4) Mangdechha power plant

**Options :**

92090620081. 1  
92090620082. 2  
92090620083. 3  
92090620084. 4

**Question Number : 22 Question Id : 9209065081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

List I (Term)	List II (Explanation)
(A) Fiscal Deficit	(I) Excess of total expenditure over total receipts, less borrowing
(B) Budget Deficit	(II) Excess of total expenditure over total receipts
(C) Revenue Deficit	(III) Excess of revenue expenditure over revenue receipts
(D) Primary Deficit	(IV) Excess of total expenditure over total receipts, less borrowings and interest payment.

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)  
(2) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)  
(3) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)  
(4) (A)-(IV), (B)-(III), (C)-(I), (D)-(II)

**Options :**

92090620085. 1  
92090620086. 2  
92090620087. 3  
92090620088. 4

**Question Number : 22 Question Id : 9209065081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

List I (Term)	List II (Explanation)
(A) Fiscal Deficit	(I) Excess of total expenditure over total receipts, less borrowing
(B) Budget Deficit	(II) Excess of total expenditure over total receipts
(C) Revenue Deficit	(III) Excess of revenue expenditure over revenue receipts
(D) Primary Deficit	(IV) Excess of total expenditure over total receipts, less borrowings and interest payment.

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (2) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
- (3) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
- (4) (A)-(IV), (B)-(III), (C)-(I), (D)-(II)

**Options :**

92090620085. 1
92090620086. 2
92090620087. 3
92090620088. 4

**Question Number : 23 Question Id : 9209065082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The second round table conference at landen was held in the backdrop of\_\_\_\_\_.

- |                         |                        |
|-------------------------|------------------------|
| (1) Emerson-gandhi pact | (2) Hailey-Gandhi pact |
| (3) Gandhi-Irwin pact   | (4) Gandhi-Simon pact  |

**Options :**

92090620089. 1
92090620090. 2
92090620091. 3
92090620092. 4

**Question Number : 23 Question Id : 9209065082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The second round table conference at landen was held in the backdrop of\_\_\_\_\_.

- |                         |                        |
|-------------------------|------------------------|
| (1) Emerson-gandhi pact | (2) Hailey-Gandhi pact |
| (3) Gandhi-Irwin pact   | (4) Gandhi-Simon pact  |

**Options :**

- 92090620089. 1
- 92090620090. 2
- 92090620091. 3
- 92090620092. 4

**Question Number : 24 Question Id : 9209065083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements : One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A) : The velocity of sound in air increases due to the presence of moisture in air.

Reasons (R) : The pressure of moisture in air increases the density of air.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is not correct but (R) is correct

**Options :**

- 92090620093. 1
- 92090620094. 2
- 92090620095. 3
- 92090620096. 4

**Question Number : 24 Question Id : 9209065083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements : One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A) : The velocity of sound in air increases due to the presence of moisture in air.

Reasons (R) : The pressure of moisture in air increases the density of air.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is not correct but (R) is correct

**Options :**

- 92090620093. 1
- 92090620094. 2
- 92090620095. 3
- 92090620096. 4

**Question Number : 25 Question Id : 9209065084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : The constitution of India is a liberal Constitution.

Statement II : It provides fundamental rights to individual.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

92090620097. 1  
92090620098. 2  
92090620099. 3  
92090620100. 4

**Question Number : 25 Question Id : 9209065084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : The constitution of India is a liberal Constitution.

Statement II : It provides fundamental rights to individual.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

92090620097. 1  
92090620098. 2  
92090620099. 3  
92090620100. 4

## **Part B: Applied Arts**

<b>Section Id :</b>	920906102
<b>Section Number :</b>	2
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	75
<b>Number of Questions to be attempted :</b>	75
<b>Section Marks :</b>	300
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0

**Sub-Section Number :** 1  
**Sub-Section Id :** 920906163  
**Question Shuffling Allowed :** Yes  
**Is Section Default? :** null

**Question Number : 26 Question Id : 9209065085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**  
**Correct Marks : 4 Wrong Marks : 1**

Following one of the process of creating a TV Commercial (Ads) Advertisement

- (A) Client briefs the Agency's accounts people
- (B) Script / Story board
- (C) Agency's strategy Review board
- (D) Client Approval
- (E) Creative Strategy

Choose the correct answer from the options given below :

- (1) D, E, B, C, A
- (2) A, C, D, B, E
- (3) A, C, E, B, D
- (4) E, A, B, C, D

**Options :**

- 92090620101. 1
- 92090620102. 2
- 92090620103. 3
- 92090620104. 4

**Question Number : 26 Question Id : 9209065085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**  
**Correct Marks : 4 Wrong Marks : 1**



टीवी पर दिखाये जाने वाले व्यावसायिक विज्ञापन तैयार करने की निम्नलिखित प्रक्रिया है। इन्हें सही क्रम में व्यवस्थित कीजिए:

- A. ग्राहक एजेंसी के लेखा विभाग के कर्मचारियों को सारांश देता है।
- B. पर कथा/कहानी बोर्ड
- C. एजेंसी का कार्यनीति समीक्षा मंडल (बोर्ड)
- D. ग्राहक का अनुमोदन
- E. रचनात्मक कार्यनीति

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- |                   |                   |
|-------------------|-------------------|
| (1) D, E, B, C, A | (2) A, C, D, B, E |
| (3) A, C, E, B, D | (4) E, A, B, C, D |

**Options :**

- 92090620101. 1
- 92090620102. 2
- 92090620103. 3
- 92090620104. 4

**Question Number : 27 Question Id : 9209065086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Following are the steps of creating an advertisement in manual mode. Arrange in correct sequence:

- (A) Thumbnails or First Rough
- (B) Visualisation
- (C) Large size roughs
- (D) Stereas, plates etc. Depending on printing process
- (E) Cut and paste lettered compansines

Choose the correct answer from the options given below :

- (1) A, B, C, D, E
- (2) B, A, C, E, D
- (3) C, E, B, A, D
- (4) E, C, B, D, A

**Options :**

- 92090620105. 1

92090620106. 2

92090620107. 3

92090620108. 4

**Question Number : 27 Question Id : 9209065086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

हस्तचालित तरीके से विज्ञापन तैयार करने के लिए निम्नलिखित चरण हैं।

- A. तम्बनैल्स या प्रथम मोटी मोटी रूपरेखा (राफ)
- B. मानस-दर्शन
- C. बड़े आकार की मोटी रूपरेखाएं
- D. मुद्रण प्रक्रिया के आधार पर, स्टीरियो, प्लेट्स आदि
- E. 'कट' और 'पेस्ट' लेटर्ड कमप्रेसिंग

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

(1) A, B, C, D, E

(2) B, A, C, E, D

(3) C, E, B, A, D

(4) E, C, B, D, A

**Options :**

92090620105. 1

92090620106. 2

92090620107. 3

92090620108. 4

**Question Number : 28 Question Id : 9209065087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct sequence of the following inventions / development, of era wise

- (A) Movable Type
- (B) Lithography
- (C) Hieroglyphs
- (D) Paper
- (E) Adobe post script

Choose the correct answer from the options given below :

- (1) D, A, C, B, E
- (2) C, D, A, B, E
- (3) C, A, D, B, E
- (4) D, C, A, B, E

**Options :**

- 92090620109. 1
- 92090620110. 2
- 92090620111. 3
- 92090620112. 4

**Question Number : 28 Question Id : 9209065087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित अविष्कारों को, युगवार सही क्रम में व्यवस्थित कीजिए:

- A. मूवेबल (चल) टाइप
- B. शिलामुद्रण कला (लिथोग्राफी)
- C. हार्डराफिक्सा
- D. कागज़
- E. आडोब पोस्ट स्क्रिप्ट

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) D, A, C, B, E
- (2) C, D, A, B, E
- (3) C, A, D, B, E
- (4) D, C, A, B, E

**Options :**

- 92090620109. 1
- 92090620110. 2
- 92090620111. 3
- 92090620112. 4

**Question Number : 29 Question Id : 9209065088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct sequence of the Traditional paper on the basis of their size in ascending order.

- (A) Royal
- (B) Crown
- (C) Imperial
- (D) Elephant
- (E) Emperor

Choose the correct answer from the options given below :

- (1) B, C, A, E, D
- (2) C, B, A, E, D
- (3) A, B, D, E, C
- (4) E, C, D, A, B

**Options :**

- 92090620113. 1
- 92090620114. 2
- 92090620115. 3
- 92090620116. 4

**Question Number : 29 Question Id : 9209065088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

परम्परागत कागज़ के, उनके आकार के आधार पर, आवरोही क्रम में सही क्रम का चयन किजिए

- A. रायल
- B. क्राउन
- C. इपिरियल
- D. एलिफेंट
- E. एम्परर

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) B, C, A, E, D
- (2) C, B, A, E, D
- (3) A, B, D, E, C
- (4) E, C, D, A, B

**Options :**

- 92090620113. 1

92090620114. 2

92090620115. 3

92090620116. 4

**Question Number : 30 Question Id : 9209065089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct chronological sequence of the Design movement

- (A) Art Nouveau
- (B) Post modernism
- (C) Industrial Revolution
- (D) Constructivism
- (E) Digital Revolution

Choose the correct answer from the options given below :

- (1) A, C, B, D, E
- (2) C, A, D, B, E
- (3) B, C, A, D, E
- (4) A, D, B, C, E

**Options :**

92090620117. 1

92090620118. 2

92090620119. 3

92090620120. 4

**Question Number : 30 Question Id : 9209065089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

डिजायन आंदोलन के सही कालक्रम का चयन कीजिए:

- A. आर्ट नाउवीयू
- B. परवर्ती आधुनिकतावाद
- C. औद्योगिक क्रांती
- D. राचनावाद
- E. डिजिटल क्रान्ति

(1) A, C, B, D, E

(2) C, A, D, B, E

(3) B, C, A, D, E

(4) A, D, B, C, E

**Options :**

92090620117. 1

92090620118. 2

92090620119. 3

92090620120. 4

**Question Number : 31 Question Id : 9209065090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In contest to Typography, choose the correct chronology standing from the earliest

- (A) Black letter
- (B) Bauhaus / swiss modern
- (C) Classical / Humanist
- (D) Transitional Typeface
- (E) Modern / Didone

Choose the correct answer from the options given below :

(1) A, E, D, C, B

(2) A, B, D, C, E

(3) A, D, B, E, C

(4) A, C, D, E, B

**Options :**

92090620121. 1

92090620122. 2

92090620123. 3

92090620124. 4

**Question Number : 31 Question Id : 9209065090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

टंकणलेखनाकाल के संदर्भ में प्राचीनतम से लेकर सही कालक्रम का चयन कीजिए

- A. ब्लेक लेटर
- B. बाउहौस/स्वीस मॉडर्न
- C. क्लासिकल/ह्यूमैनिस्ट
- D. टॉजिसनल टाइपफैस
- E. मॉडर्न/डाइडन

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- |                   |                   |
|-------------------|-------------------|
| (1) A, E, D, C, B | (2) A, B, D, C, E |
| (3) A, D, B, E, C | (4) A, C, D, E, B |

**Options :**

- 92090620121. 1
- 92090620122. 2
- 92090620123. 3
- 92090620124. 4

**Question Number : 32 Question Id : 9209065091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

In contest to photography, choose the correct chronology, starting from the earliest invention.

- (A) Camera Obscura
- (B) Modern Flash Bulb
- (C) Polaroid Camera
- (D) Kodak Roll Film Camera
- (E) Digital still camera

Choose the correct answer from the options given below :

- (1) A, D, B, C, E
- (2) A, C, D, B, E
- (3) A, C, B, D, E
- (4) A, D, C, B, E

**Options :**

92090620125. 1  
92090620126. 2  
92090620127. 3  
92090620128. 4

**Question Number : 32 Question Id : 9209065091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

फोटोग्राफी के संदर्भ में, प्राचीन आविष्कार से लेकर सही कालक्रम का चयन किजिए:

- A. कैमेरा ओब्स्क्युरा
- B. आधुनिक फ्लैश बल्ब
- C. पोलारोइड कैमरा
- D. कोडक रोल फ़िल्म कैमरा
- E. डिजिटल स्टिल कैमरा

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- |                   |                   |
|-------------------|-------------------|
| (1) A, D, B, C, E | (2) A, C, D, B, E |
| (3) A, C, B, D, E | (4) A, D, C, B, E |

**Options :**

92090620125. 1  
92090620126. 2  
92090620127. 3  
92090620128. 4

**Question Number : 33 Question Id : 9209065092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



Among the following option selected the appropriate commandments of outdoor creative are:

- (A) Body copy is provided to describe the product features
- (B) The key word or phrase are highlighted
- (C) The message in outdoor media should be brief consising 3-5 words.
- (D) The message should be longlife.
- (E) Contrasting colours are used to attract attention.

Choose the correct answer from the options given below :

- (1) B, C, D only
- (2) B, C, D, E only
- (3) A, C, D, E only
- (4) A, B, C, D only

**Options :**

- 92090620129. 1
- 92090620130. 2
- 92090620131. 3
- 92090620132. 4

**Question Number : 33 Question Id : 9209065092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित विकल्पों में से आउटडोर क्रियेटिव के उपयुक्त कम्पांडमेन्ट्स का चयन किजिए:

- A. उत्पाद की विशेषताओं का उचित करने के लिए बॉडी कॉपी मुहैया करायी जाती है
- B. मुख्य शब्दों / पदबंधो को उजागर किया जाता है
- C. आउटडोर मीडिया में सन्देश ३-५ शब्दों तक ही सीमित होने चाहिए
- D. सन्देश सुपाठय होना चाहिए
- E. ध्यानाकर्षण के लिए शैली, रंग, रूप आदि में भिन्न कॉलमस् का प्रयोग किया जाता है

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) B, C, D
- (2) B, C, D और E
- (3) A, C, D और E
- (4) A, B, C, D

**Options :**

- 92090620129. 1
- 92090620130. 2
- 92090620131. 3
- 92090620132. 4

**Question Number : 34 Question Id : 9209065093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which among the following options are the advantages of News paper Advertising

- (A) They offer wide variety of sizes & positions for ads
- (B) Newspaper advertisements are easy to prepare and is one relatively expensive medium
- (C) Newspapers have short life span
- (D) Local advertising is possible only in newspapers
- (E) Newspapers have wide reach.

Choose the correct answer from the options given below :

- (1) A, C, D only
- (2) B, C, D only
- (3) A, B, C only
- (4) A, D, E only

**Options :**

- 92090620133. 1
- 92090620134. 2
- 92090620135. 3
- 92090620136. 4

**Question Number : 34 Question Id : 9209065093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित विकल्पों में से अखबारों में विज्ञापन देने के क्या-क्या फायदे हैं

- A. उनमें विज्ञापनों के लिए आकार और स्थान के व्यापक विविधता होते हैं
- B. आखबारी विज्ञापन तैयार करने में आसान होते हैं और सापेक्षरूप में महंगा माध्यम हैं
- C. अखबार अल्पकाल के उपयोग के होते हैं
- D. स्थानीय विज्ञापन केवल अखबारों में होते हैं
- E. अखबारों की व्यापक पहुँच होती है

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) A, C, D
- (2) B, C, D
- (3) A, B, C
- (4) A, D, E

**Options :**

- 92090620133. 1

92090620134. 2

92090620135. 3

92090620136. 4

**Question Number : 35 Question Id : 9209065094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which among the following are related to camera.

- (A) Hotshoe, flash button, Zooming, focal length
- (B) View finder, focus length, LCD screen, Image playback.
- (C) Portrait, Landscape, Pararoma, Sports, Archival
- (D) Sutter speed, Aperture, Focal length, Focusing distance
- (E) Wide angle, Prime lense, Zoom lens, AI lense

Choose the correct answer from the options given below :

- (1) A, B, C only
- (2) C, B, E only
- (3) A, B, D only
- (4) C, A, E only

**Options :**

92090620137. 1

92090620138. 2

92090620139. 3

92090620140. 4

**Question Number : 35 Question Id : 9209065094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित में से किसका संबंध कैमरे से है?

- A. होरशू, फ्लैश बटन, जूमींग रिंग, फोकस लेंथ
- B. व्यू फाइंडर, फोकस लेंथ, एलसीडी स्क्रीन, इमेज प्लेबैक
- C. पोट्रेट, लैंडस्केप, पैनोरमा सपोर्ट, आर्काइवल
- D. शटर स्पीड, अपरचर, फोकस लेंथ, पोकसिंग दूरी
- E. वाइड एंगल, प्राइम लेंस, एआई लेन्स

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- |             |             |
|-------------|-------------|
| (1) A, B, C | (2) C, B, E |
| (3) A, B, D | (4) C, A, E |

**Options :**

- 92090620137. 1
- 92090620138. 2
- 92090620139. 3
- 92090620140. 4

**Question Number : 36 Question Id : 9209065095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Among the following option, choose the important function of Advertising

- (A) Provides reminders & reinforcement
- (B) Provides product for sales on the Retail shelves
- (C) Provides product & Brand information
- (D) Provides incentives to take action
- (E) Provides feedback to the customers

Choose the correct answer from the options given below :

- (1) A, B, C only
- (2) A, C, D, E only
- (3) A, C, E only
- (4) A, C, D only

**Options :**

- 92090620141. 1
- 92090620142. 2
- 92090620143. 3
- 92090620144. 4

**Question Number : 36 Question Id : 9209065095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित विकल्पों में से विज्ञापन देने के महत्वपूर्ण कार्य का चयन करें

- A. अनुस्मारक और मनभूती प्रदान करता है
- B. रिटेल शोल्फ पर बिक्री प्रदान करता है
- C. उत्पाद और ब्रांड्स संबंधी सूचनाएं प्रदान करता है
- D. करवाई करने के लिए प्रोत्साहन प्रदान करता है
- E. ग्राहकों को फीडबैक प्रदान करता है

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- |             |                |
|-------------|----------------|
| (1) A, B, C | (2) A, C, D, E |
| (3) A, C, E | (4) A, C, D    |

**Options :**

- 92090620141. 1
- 92090620142. 2
- 92090620143. 3
- 92090620144. 4

**Question Number : 37 Question Id : 9209065096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Identify the correct combination of grids used in the Layout of magazine publication.

- (A) Column grids
- (B) Symmetrical grids
- (C) Selective grids
- (D) Article grids
- (E) Compound grids

Choose the correct answer from the options given below :

- (1) A, B, C only
- (2) A, B, D only
- (3) A, B, E only
- (4) A, C, D only

**Options :**

92090620145. 1  
92090620146. 2  
92090620147. 3  
92090620148. 4

**Question Number : 37 Question Id : 9209065096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**  
**Correct Marks : 4 Wrong Marks : 1**

पत्रिका प्रकाशन के लेआउट में प्रायुक्त ग्रिड्स के सही संयोजन की पहचान कीजिए:

- A. कॉलम ग्रिड्स  
B. सिमेट्रिकल ग्रिड्स  
C. सिलेक्टिव ग्रिड्स  
D. आर्टिकल ग्रिड्स  
E. कंपाउंड ग्रिड्स

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) A, B, C (2) A, B, D  
(3) A, B, E (4) A, C, D

**Options :**

92090620145. 1  
92090620146. 2  
92090620147. 3  
92090620148. 4

**Question Number : 38 Question Id : 9209065097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**  
**Correct Marks : 4 Wrong Marks : 1**

In photography, the depth of field is dependent on which of the following options

- (A) Focal length of the lens
- (B) The shutter speed
- (C) The aperture used
- (D) The white Balance
- (E) The distance at which the lens is focussed

Choose the correct answer from the options given below :

- (1) A, B, C only
- (2) A, C, E only
- (3) A, D, E only
- (4) A, B, D only

**Options :**

- 92090620149. 1
- 92090620150. 2
- 92090620151. 3
- 92090620152. 4

**Question Number : 38 Question Id : 9209065097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

फोटोग्राफी में फील्ड की गहाराई निम्नलिखित में से किस विकल्प पर निर्भर होती है:

- A. लेंस की फोकस लम्बाई
- B. शटर फोकल लम्बाई
- C. प्रायुक्त प्रकाश छिद्र
- D. वाइट बैलेंस
- E. वह दूरी जिस पर लेंस को केन्द्रित किया गया है

नीचे दिए गए विकल्पों में से सही उत्तरका चयन कीजिए:

- (1) केवल A, B, C
- (2) केवल A, C, E
- (3) केवल A, D, E
- (4) केवल A, B, D

**Options :**

- 92090620149. 1
- 92090620150. 2
- 92090620151. 3
- 92090620152. 4

**Question Number : 39 Question Id : 9209065098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which among the following are considered as good quality of a copywriter.

- (A) He must come out with the 'Big Idea'
- (B) He shows a prolific sence of humour
- (C) He should not read other ad copies, especially those written by masters.
- (D) He should socialize & observe life around him
- (E) He has to think laterally and connect the visuals

Choose the correct answer from the options given below :

- (1) A, B, C, D
- (2) A, B, D
- (3) B, C, D, E
- (4) A, B, D, E

**Options :**

- 92090620153. 1
- 92090620154. 2
- 92090620155. 3
- 92090620156. 4

**Question Number : 39 Question Id : 9209065098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित में से किसे कॉपीराइट की उत्तम विशेषता मानीजाती है

- A. उसके पास प्रभावशाली विचार होने चाहिए
- B. विनोदी स्वभाव का होना चाहिए
- C. उसे विशेषज्ञों द्वारा लिखित अन्य विज्ञपनो की प्रतियां नहीं पढ़नी चाहिए
- D. उसे मिलजुलकर रहना चाहिए और अपने आसपास के जीवन पर गौर करना चाहिए
- E. उसे संपार्श्विक ढंगसे सोचना और दृश्यों को सुरुचिपूर्ण दंग से जोड़ना चाहिए

नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए:

- (1) केवल A, B, C, D
- (2) केवल A, B, D
- (3) केवल B, C, D, E
- (4) केवल A, B, D, E



**Options :**

- 92090620153. 1
- 92090620154. 2
- 92090620155. 3
- 92090620156. 4

**Question Number : 40 Question Id : 9209065099 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : In marketing communication, there is a transmission of a message from sender to the receiver.

Statement II : Marketing communication mix consists of 4 major tools i.e. Advertising, sales promotion, publicity, personal selling & public Relation.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

- 92090620157. 1
- 92090620158. 2
- 92090620159. 3
- 92090620160. 4

**Question Number : 40 Question Id : 9209065099 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : बाज़ारू संचार में प्रेषक और प्राप्तकर्ता के बीच संदेश का संचरण होता है

कथन II : बाज़ारू संचार में ४ बड़े टूल्स होते हैं अर्थात विज्ञापन देना, बिक्री संवर्धन, प्रकार, व्यक्तिगत बिक्री और जनसम्पर्क

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

92090620157. 1  
92090620158. 2  
92090620159. 3  
92090620160. 4

**Question Number : 41 Question Id : 9209065100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : An advertising campaign is an organized series of advertisements having the same theme over a period of Time.

Statement II : An Advertising campaign may be multi-media & may not have a united approach.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

- 92090620161. 1
- 92090620162. 2
- 92090620163. 3
- 92090620164. 4

**Question Number : 41 Question Id : 9209065100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : विज्ञापन अभियान विज्ञापनों की एक व्यवस्थित श्रृंखला है जिसका विषय निश्चित समय सीमा के भीतर एक जैसा रहता है।

कथन II : विज्ञापन अभियान में मल्टीमीडिया प्रयोग हो सकता है लेकिन उनकी संयुक्त अवधारणा हो, यह आवश्यक नहीं है।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

- 92090620161. 1
- 92090620162. 2
- 92090620163. 3
- 92090620164. 4

**Question Number : 42 Question Id : 9209065101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : Gutenberg developed the process of setting the image in relief around 1450. He is credited with the creation of modern civilization.

Statement II : The credit of developing the first paper-making machine to an American, Chester.F. Carlson in 1938.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

92090620165. 1  
92090620166. 2  
92090620167. 3  
92090620168. 4

**Question Number : 42 Question Id : 9209065101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : गुटेन बर्ग ने 1450 के आसपास 'इमेज इन रिलीफ' निर्धारित करने की प्रक्रिया विकसित की। उन्हें आधुनिक सभ्यता के सृजन का श्रेय दिया जाता है।

कथन II : 1938 में प्रथम कागज़ निर्मात्री मशीन विकसित करने का श्रेय एक अमरीकी, चेस्टर एक कार्लसन को जाता है

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

- 92090620165. 1
- 92090620166. 2
- 92090620167. 3
- 92090620168. 4

**Question Number : 43 Question Id : 9209065102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : All bridge, hybrid or prosumer cameras have resemblance with DSLRs in several respects. They 'bridge' the wide gap between compacts and in terms of shape, they can easily be mistaken for a DSLR.

Statement II : Most bridge cameras offers a good level of manual control, from manual focusing to complete manual exposure. Bridge cameras respond almost as quickly as DSLRs.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

- 92090620169. 1
- 92090620170. 2
- 92090620171. 3
- 92090620172. 4

**Question Number : 43 Question Id : 9209065102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : सभी ब्रिज, हाईब्रिड या प्रोजूमर कैमरों की अनेक अर्थों में डी एस एल आर के साथ समानता होती है। वे आकृति जे लिहाज से कांपैक्ट्स के बीच के व्यापक अंतराल को 'पटते' हैं; इन्हें सहज रूप से डीएसएलआर मानने की भूल हो सकती है।

कथन II : अधिकांश ब्रिज कैमरों में मैनुअल फोकसिंग से लेकर पूर्ण मैनुअल कंट्रोल तक उनके स्तर का मनुअल कंट्रोल होता है। ब्रिज कैमरे लगभग डी एस एल आर जितनी ही त्वरितता से प्रतिउत्तर देते हैं।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

92090620169. 1

92090620170. 2

92090620171. 3

92090620172. 4

**Question Number : 44 Question Id : 9209065103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : Newspapers typically are available in two sizes. The first, called the Tabloid consists of 8 to 10 columns.

Statement II : The standard size, or broadsheet newspaper is thrice as large as the Tabloid size, usually 4 columns wide.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are true
- (2) Both Statement I and Statement II are false
- (3) Statement I is true but Statement II is false
- (4) Statement I is false but Statement II is true

**Options :**

92090620173. 1

92090620174. 2

92090620175. 3

92090620176. 4

**Question Number : 44 Question Id : 9209065103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : अखबार दो आकार के होते हैं। पहला, जिसे टैबलॉइड कहा जाता है, उसमें 8 से 10 कॉलम होते हैं।

कथन II : साधारण आकार, या ब्रोडशीट अखबार का आकार टैबलॉइड आकार से तीन गुणा होता है जिसमें साधारण 4 कॉलम अधिक होते हैं।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

- 92090620173. 1
- 92090620174. 2
- 92090620175. 3
- 92090620176. 4

**Question Number : 45 Question Id : 9209065104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : Graphic design is a profession, an applied and practical visual art form. It is a process of visualising and communicating concepts, ideas and messages through the effective combination of text and image.

Statement II : Graphic Design is the arranging and creating of a new image by using various materials. It was used in China upon the invention of paper.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are correct
- (2) Both Statement I and Statement II are incorrect
- (3) Statement I is correct but Statement II is incorrect
- (4) Statement I is incorrect but Statement II is correct

**Options :**

- 92090620177. 1
- 92090620178. 2
- 92090620179. 3
- 92090620180. 4

**Question Number : 45 Question Id : 9209065104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



नीचे दो कथन दिए गए हैं:

कथन I : ग्राफिक डिजाइन एक व्यावसाय है, और प्रयुक्त तथा व्यवहारिक दृश्य कला स्वरूप है। यह टेक्स्ट और चित्रों के प्रभावी संयोजन से अवधारणाओं, विचारों एवं संदेशों का मानस दर्शन और संप्रेषण करने की प्रक्रिया है।

कथन II : ग्राफिक डिजाइन द्वारा विभिन्न सामग्रियों की सहायता के एक नई छवि का सृजन किया जाता है।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य हैं
- (2) कथन I और II दोनों असत्य हैं
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

92090620177. 1  
92090620178. 2  
92090620179. 3  
92090620180. 4

**Question Number : 46 Question Id : 9209065105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements :

Statement I : Signage systems make implicit use of conventions, repetition and consistency to ensure that symbols and colour become familiar, and people do not have to reinterpret an image each time it is seen.

Statement II : Signage is one aspect of wayfinding, the process by which people orient themselves within a physical space and navigate to different places.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both Statement I and Statement II are correct
- (2) Both Statement I and Statement II are incorrect
- (3) Statement I is correct but Statement II is incorrect
- (4) Statement I is incorrect but Statement II is correct

**Options :**

- 92090620181. 1
- 92090620182. 2
- 92090620183. 3
- 92090620184. 4

**Question Number : 46 Question Id : 9209065105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

नीचे दो कथन दिए गए हैं:

कथन I : संकेतक प्रणालियों में परंपराओं, पुनरावृत्ति और सामंजस्य का अव्यक्त प्रयोग कर यह सुनिश्चित किया जाता है कि प्रतीकों और रंगों का प्रयोग सुपरिचित होजाए और - लोग जब किसी जीज को हर बार देखें तब उसकी नये ढंग से व्याख्या न करें ।

कथन II : संकेतक रास्ते खोजने का एक पहलु है, यह प्रक्रिया है जिसके द्वारा लोग भौतिक धरातल के भीतर खुद को तैयार करते हैं और अलग-अलग स्थानों की खोज करते हैं।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सही उत्तर का चयन कीजिए :

- (1) कथन I और II दोनों सत्य है
- (2) कथन I और II दोनों असत्य है
- (3) कथन I सत्य है, लेकिन कथन II असत्य है
- (4) कथन I असत्य है, लेकिन कथन II सत्य है

**Options :**

92090620181. 1
92090620182. 2
92090620183. 3
92090620184. 4

**Question Number : 47 Question Id : 9209065106 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): Direct mail is a form of marketing that attempts to present potential consumers with a message regarding a specific product or service.

Reasons (R): Direct mail can be in print or electronic form & both the sent 'direct' to the advertiser for a response of their product or service.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is not correct but (R) is correct

**Options :**

- 92090620185. 1
- 92090620186. 2
- 92090620187. 3
- 92090620188. 4

**Question Number : 47 Question Id : 9209065106 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : सीधे मेल भेजना मार्केटिंग का एक स्वरूप है जिसमे संभवित उपभोक्ताओं को किसी खास उप उत्पाद या सेवा के बारे में संदेश भेजने का प्रयास किया जाता है।

कारण R : सीधी मेल मुद्रण या इलैक्ट्रानिक स्वरूप में हो सकती है और-दोनों विज्ञापनदाताओं को उनके उत्पाद एवं सेवा के लिए 'सीधे' भेजी जा सकती है।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

- 92090620185. 1

92090620186. 2

92090620187. 3

92090620188. 4

**Question Number : 48 Question Id : 9209065107 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

**Assertion (A):** Macro photography involves being able to project an image onto the sensor the same size as the subject itself. Macro lenses are expensive. Extension tubes are more expensive than a reversing ring.

**Reasons (R):** Reversing ring is a much less expensive to a dedicated macro lense. This device allows you to attach the front of the lens to the camera body, which has to the effect greatly magnifying the subject. This option is good for macro photography.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is not correct but (R) is correct

**Options :**

92090620189. 1

92090620190. 2

92090620191. 3

92090620192. 4

**Question Number : 48 Question Id : 9209065107 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : बृहत फोटोग्राफी में किसी छवि को उपक्ति जितने आकार में सेंसर पर प्रक्षेपित किया जा सकता है। बृहत लेंस महंगे होते हैं। एक्सटेंशन ट्यूब रिवर्सिंग से भी कहीं अधिक महंगी होती है।

कारण R : रिवर्सिंग रिंग बृहत लेंस की तुलना में कहीं कभी महंगी होती हैं। इस उपकरण से आप लेंसों के अग्र भाग को कैमरा बॉडी से अटैच कर सकते हैं। इस में व्यक्ति के आकार को बहुत बड़ा करने का प्रभाव-होता है। यह विकल्प बृहत फोटोग्राफी के लिए उपयोगी है।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

- 92090620189. 1
- 92090620190. 2
- 92090620191. 3
- 92090620192. 4

**Question Number : 49 Question Id : 9209065108 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): Packaging is a substrate that includes a printed communication, which also performs other functions such as holding and protecting its contents from damage, change in temperature or light.

Reasons (R): A range of different materials can be used for packaging, but cheap lightweight materials are the most commonly used to their practicality.

In the light of the above statements, choose the most appropriate answer from the options given below :

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

**Options :**

92090620193. 1

92090620194. 2

92090620195. 3

92090620196. 4

**Question Number : 49 Question Id : 9209065108 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : पैकेजिंग एक आधार है जिसमें मुद्रित संचार शामिल है जो उसकी विषयवस्तु को धारित करने एवं तापमान में परिवर्तन या रोशनी से होनेवाले नुकसान से सुरक्षित रखने का भी कार्य करती है।

कारण R : पैकेजिंग के लिए अलग-अलग सामग्रियों का प्रयोग किया जा सकता है लेकिन व्यवहारिकता की वजह से सस्ती, हल्के वजन वाली सामग्रियों का सामान्य रूप से प्रयोग किया जाता है।

उपरोक्त कथन के आलोक में, नीचे दिए गए विकल्पों में से सबसे उपयुक्त उत्तर का चयन कीजिए:

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

92090620193. 1  
92090620194. 2  
92090620195. 3  
92090620196. 4

**Question Number : 50 Question Id : 9209065109 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): In most advertising the power lies with the visual, and its primary function is to get attention.

Reasons (R): Designers have found that a picture in a print ad captures more than twice as many readers as a headline does.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is not correct but (R) is correct

**Options :**

92090620197. 1  
92090620198. 2  
92090620199. 3  
92090620200. 4

**Question Number : 50 Question Id : 9209065109 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : अधिकांश विज्ञानों में शक्ति दृश्य में होती है, और इसका प्राथमिक कार्य आकर्षिक कार्य आकर्षित करना है।

कारण R : डिजायनरों ने पाया है कि मुद्रित विज्ञापन में छपी तस्वीर मोटे अक्षरों में लिखी पंक्ति दुमुणे पाठकों का ध्यान आकर्षित करती है।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

92090620197. 1  
92090620198. 2  
92090620199. 3  
92090620200. 4

**Question Number : 51 Question Id : 9209065110 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): Black and white images often convey a greater sense of gravitas or austerity than colour.

Reasons (R): Shooting in raw format is the best option to obtain the black and white result, this will retain much more tonal information than shooting JPEG.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct 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

**Options :**

92090620201. 1  
92090620202. 2  
92090620203. 3  
92090620204. 4

**Question Number : 51 Question Id : 9209065110 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

- अभिकथन A : श्याम और श्वेत चित्र प्रायः रंग की अपेक्षा गूढ़ता और सरलता का अधिक बोध करते हैं।
- कारण R : कच्चे प्रारूप में शूटिंग करना श्याम और खेत परिणाम प्राप्त करने का सर्वोत्तम विकल्प है जिसमें JPEG शूटिंग की अपेक्षा रंग विन्यास संबंधी जानकारी अधिक मात्रा में उपलब्ध रहेगी।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या है
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं है
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

92090620201. 1
92090620202. 2
92090620203. 3
92090620204. 4

**Question Number : 52 Question Id : 9209065111 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): The ideas and concepts behind the symmetrical grid, asymmetrical grid and modules can be combined through the use of a compound grid.

Reasons (R): This kind of grid provides a spread in which both pages use the same layout, normally with bias to either the left or right side of the page.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are correct but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is not correct
- (4) (A) is incorrect but (R) is correct

**Options :**

92090620205. 1  
92090620206. 2  
92090620207. 3  
92090620208. 4

**Question Number : 52 Question Id : 9209065111 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : षम, विषय ग्रिड और मॉड्यूलस के पीछे के विचारों और अवधारणाओं को कंपाउण्ड ग्रिड के उपयोग द्वारा आपस में जोड़ा जा सकता है।

कारण R : इस प्रकार की ग्रिड से इतना विस्तार प्राप्त होता है । जिसमें दोनों पृष्ठ जैसी लेआउट होती है, साधारणतः पृष्ठ के या तो दायें या बायें हिस्सो में 'बायस' होता है।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं  
(2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं  
(3) A सही हैं लेकिन R सही नहीं हैं  
(4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

92090620205. 1  
92090620206. 2  
92090620207. 3  
92090620208. 4

**Question Number : 53 Question Id : 9209065112 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Given below are two statements: One is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): There are many photo manipulation packages that help combine two or more pictures to make a composite panoramic image.

Reasons (R): There are some digital cameras even help with the lining up process as you take each image.

In the light of the above statements, choose the most appropriate answer from the options given below :

- (1) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are incorrect but (R) is NOT the correct explanation of (A)
- (3) (A) is correct but (R) is incorrect
- (4) (A) is correct but (R) is correct

**Options :**

- 92090620209. 1
- 92090620210. 2
- 92090620211. 3
- 92090620212. 4

**Question Number : 53 Question Id : 9209065112 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

अभिकथन A : अनेक फोटो मेनिपुलेशन पैकेजों की मदद से दो या दो से अधिक तस्वीरों को मिटाकर एक कंपोजिट बड़ी तस्वीर जा सकती है।

कारण R : कुछ डिजिटल कैमरे ऐसे होते हैं, जब आप एक-एक चित्र खींचते है। तब वे 'लाएनिंग अप' प्रक्रिया में सहायक होते हैं।

- (1) A और R दोनों सही हैं और R, A की सही व्याख्या हैं
- (2) A और R दोनों सही हैं, लेकिन R, A की सही व्याख्या नहीं हैं
- (3) A सही हैं लेकिन R सही नहीं हैं
- (4) A सही नहीं हैं लेकिन R सही हैं

**Options :**

- 92090620209. 1
- 92090620210. 2

92090620211. 3

92090620212. 4

**Question Number : 54 Question Id : 9209065113 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

List I (Size)	List II (Standard use)
(A) A5	(I) Posters & Technical Drawings
(B) A4	(II) Magazines & Leaflets
(C) A6	(III) Notepads, diaries
(D) A1	(IV) Postcards

Choose the correct answer from the options given below:

- (1) (A)-( III ), (B)-( II ), (C)-( IV ), (D)-( I )
- (2) (A)-( III ), (B)-( II ), (C)-( I ), (D)-( IV )
- (3) (A)-( IV ), (B)-( III ), (C)-( I ), (D)-( II )
- (4) (A)-( IV ), (B)-( I ), (C)-( II ), (D)-( III )

**Options :**

92090620213. 1

92090620214. 2

92090620215. 3

92090620216. 4

**Question Number : 54 Question Id : 9209065113 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I आकार

- A. A5
- B. A4
- C. A6
- D. A1

सूची II भानक उपयोग

- I. पोस्टर्स और तकनीकी नक्शे
- II. पत्रिकाएं और पर्चे
- III. नोट पैड और डायरियां
- IV. पोस्टकार्ड

- (1) A – III, B – II, C – IV, D – I
- (2) A – III, B – II, C – I, D – IV
- (3) A – IV, B – III, C – I, D – II
- (4) A – IV, B – I, C – II, D – III

**Options :**

- 92090620213. 1
- 92090620214. 2
- 92090620215. 3
- 92090620216. 4

**Question Number : 55 Question Id : 9209065114 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

List I	List II
(A) Symbols	(I) A shade of colour which dilutes with white.
(B) Photogram	(II) A collection of small scale images the comprise a publication pages.
(C) Thumbnail	(III) It is made by placing an object on light sensitive ne material and then exposed it to light
(D) Tints	(IV) A pictorial elements that communicates a conepts, idea or object.

Choose the correct answer from the options given below:

- (1) (A)-(I), (B)-(II), (C)-(IV), (D)-(III)
- (2) (A)-(IV), (B)-(III), (C)-(II), (D)-(I)
- (3) (A)-(IV), (B)-(II), (C)-(I), (D)-(III)
- (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

**Options :**

92090620217. 1  
92090620218. 2  
92090620219. 3  
92090620220. 4

**Question Number : 55 Question Id : 9209065114 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I

- A. प्रतीक  
B. फोटोग्राम  
C. थंबनैल  
D. टिंट्स

सूची II

- I. रंग की आभा जो सफेद मिलाने से हल्की पड़ जाती है  
II. लघु स्तर के चित्रों का संकलन जिसका प्रयोग प्रकाशन पृष्ठों में होते हैं  
III. इसे किसी चीज को उसकी संवेदी सामग्री पर रखकर और फिर इस पर रोशन डालकर बनाया जाता है  
IV. एक चित्रात्मक तत्व जो किसी अवधारण, विचार या वस्तु का आभास करना हैं

- (1) A – I, B – II, C – IV, D – III  
(2) A – III, B – IV, C – II, D – I  
(3) A – IV, B – II, C – I, D – III  
(4) A – III, B – I, C – IV, D – II

**Options :**

92090620217. 1  
92090620218. 2  
92090620219. 3  
92090620220. 4

**Question Number : 56 Question Id : 9209065115 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



Match List I with List II :

List I (Brand Name of Product)	List II (Company)
(A) Raga Range of Titan Watches	(I) Union Carbide
(B) Ariel	(II) Bausch & Lomb & Montain
(C) Red Eveready Batteries	(III) TATA
(D) Ray Ban	(IV) P & G

Choose the correct answer from the options given below:

- (1) (A)-( III ), (B)-( IV ), (C)-( I ), (D)-( II )
- (2) (A)-( III ), (B)-( II ), (C)-( I ), (D)-( IV )
- (3) (A)-( III ), (B)-( I ), (C)-( IV ), (D)-( II )
- (4) (A)-( II ), (B)-( IV ), (C)-( I ), (D)-( III )

**Options :**

92090620221. 1
92090620222. 2
92090620223. 3
92090620224. 4

**Question Number : 56 Question Id : 9209065115 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I उत्पाद के बाँड नाम	सूची II कम्पनी
A. टायटन बड़ियों की रागा रेंज	I. यूनियन कार्बाइड
B. एरियल	II. बुम्च & लोम्ब & मोटनी
C. रेड एवरेडी बैटरीज	III. टाटा
D. रैय बैन	IV. पी & जी

- (1) A – III, B – IV, C – I, D – II
- (2) A – III, B – II, C – I, D – IV
- (3) A – III, B – I, C – IV, D – II
- (4) A – II, B – IV, C – I, D – III

**Options :**

92090620221. 1
92090620222. 2
92090620223. 3

**Question Number : 57 Question Id : 9209065116 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

- | List I   | List II        |
|--|----------------|
| (A) A publication which often published weekly or monthly.             | (I) Retro      |
| (B) To describe fashions, trends and illustrate styles of the past     | (II) Pop – up  |
| (C) The telling of a story or account of event in a coherent sequence. | (III) Magazine |
| (D) Three – dimensional structure that rises when pages formed         | (IV) Narrative |

Choose the correct answer from the options given below:

- (1) (A)-( IV ), (B)-( III ), (C)-( I ), (D)-( II )
- (2) (A)-( III ), (B)-( I ), (C)-( IV ), (D)-( II )
- (3) (A)-( II ), (B)-( IV ), (C)-( I ), (D)-( III )
- (4) (A)-( I ), (B)-( II ), (C)-(III ), (D)-( IV )

**Options :**

92090620225. 1

92090620226. 2

92090620227. 3

92090620228. 4

**Question Number : 57 Question Id : 9209065116 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I

- A. एक प्रकाशन जो प्रायः जो साप्ताहिक या मासिक
- B. फैशन, ट्रेंड का उल्लेख करना और बीते समय की स्टारल को चित्रित करता है।
- C. सुसंग दृंग से कोई कहानी कहना था घटनाओं का वर्णन करना
- D. पृष्ठ पलटने पर दिखने वाला त्रिआयली ढाँचा
- (1) A – IV B – III, C – I, D – II
- (3) A – II, B – IV, C – I, D – III

सूची II

- I. रिट्रो
- II. पोप-अप
- III. पत्रिका
- IV. कथोपकथन
- (2) A – III, B – I C – IV, D – II
- (4) A – I, B – II, C – III, D – IV

**Options :**

92090620225. 1
92090620226. 2
92090620227. 3
92090620228. 4

**Question Number : 58 Question Id : 9209065117 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

- | List I                 | List II                            |
|------------------------|------------------------------------|
| (A) Paul Rand          | (I) British Sculptor & Typographer |
| (B) John Baskerville   | (II) Moveable Type Desigsher       |
| (C) Eric Gill          | (III) Graphic Designer             |
| (D) Johannes Gutenberg | (IV) Printer and Typographer       |

Choose the correct answer from the options given below:

- (1) (A)-( III ), (B)-( IV ), (C)-( I ), (D)-( II )
- (2) (A)-( IV ), (B)-( III ), (C)-( II ), (D)-( I )
- (3) (A)-( II ), (B)-( III ), (C)-( IV ), (D)-( I )
- (4) (A)-( I ), (B)-( II ), (C)-( III ), (D)-( IV )

**Options :**

92090620229. 1

92090620230. 2

92090620231. 3

92090620232. 4

**Question Number : 58 Question Id : 9209065117 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I

- A. पॉल रैड
- B. जॉन बास्करवाटल
- C. एरिक गिल
- D. जोनेस गुटनबर्ग

(1) A – III, B – IV, C – I, D – II

(3) A – II, B – III, C – IV, D – I

सूची II

- I. ब्रिटिश शिल्पकार & टाइपोग्राफर
- II. यूवेबल यइप डिजायनर
- III. ग्राफिक डिजायनर
- IV. प्रिंटर तथा टाइपोग्राफर

(2) A – IV, B – III, C – II, D – I

(4) A – I, B – II, C – III, D – IV

**Options :**

92090620229. 1

92090620230. 2

92090620231. 3

92090620232. 4

**Question Number : 59 Question Id : 9209065118 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Match List I with List II :

List I	List II
(A) Gutter	(I) Help to make a layout clear, unambiguous and easy to digest.
(B) Hang Line	(II) A consistent point on the grid from which to hang text blocks.
(C) Hierarchy	(III) Used in conjunction with letter spacing.
(D) Kerning	(IV) Used to describe the space between adjacent Text columns.

Choose the correct answer from the options given below:

- (1) (A)-( I ), (B)-( III ), (C)-( IV ), (D)-( II )
- (2) (A)-( III ), (B)-( I ), (C)-( IV ), (D)-( II )
- (3) (A)-( III ), (B)-( IV ), (C)-( II ), (D)-( I )
- (4) (A)-( IV ), (B)-( II ), (C)-( I ), (D)-( III )

**Options :**

- 92090620233. 1
- 92090620234. 2
- 92090620235. 3
- 92090620236. 4

**Question Number : 59 Question Id : 9209065118 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I	सूची II
A. गट्टर	I. लेआउट को स्पष्ट, एकार्थी तथा प्रयोग में आसान बनाने में मदद करना
B. हैंग लाइन	II. ग्रिड पर एक स्थिर अंक जहां से हैंग टेक्स्ट ब्लॉक होसकती है
C. हाइराके (पदक्रम)	III. लेटर स्पेसिंग के साथ प्रयुक्त
D. करनिंग	IV. बगल के टेक्स्ट कॉलम्स का उल्लेख करने के लिए प्रयुक्त

(1) A – I, B – III, C – IV, D – II

(2) A – III, B – I, C – IV, D – II

(3) A – III, B – IV, C – II, D – I

(4) A – IV, B – II, C – I, D – III

**Options :**

92090620233. 1

92090620234. 2

92090620235. 3

92090620236. 4

**Question Number : 60 Question Id : 9209065119 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

**Match List I with List II : With the Technique of engraving process with their Reproduction**

List I (Technique)	List II (Reproduced)
(A) Line (Fine & Detail )	(I) half Tone
(B) Pencil	(II) Line Black Lonzinc or copper
(C) Photograph	(III) Line Zinco
(D) Silhouette	(IV) Deep Etched Half Tone

Choose the correct answer from the options given below:

(1) (A)-( I ), (B)-( II ), (C)-( III ), (D)-( IV )

(2) (A)-( IV ), (B)-( III ), (C)-( II ), (D)-( I )

(3) (A)-( II ), (B)-( IV ), (C)-( I ), (D)-( III )

(4) (A)-( III ), (B)-( II ), (C)-( IV ), (D)-( I )

**Options :**

92090620237. 1

92090620238. 2

92090620239. 3

**Question Number : 60 Question Id : 9209065119 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सूची I के साथ सूची II का मिलान कीजिए।

सूची I

A. लाइन (बलिक और मोटी)

B. पेंसिल

C. फोटोग्राफ

D. सिलहट

(1) A – I, B – II, C – III, D – IV

(3) A – II, B – IV, C – I, D – III

सूची II

I. हाफ टोन

II. लाइन ब्लॉक (जिंक या कोपर)

III. लाइन जिंको

IV. डीप एचड हाफ टोन

(2) A – IV, B – III, C – II, D – I

(4) A – III, B – II, C – IV, D – I

**Options :**

92090620237. 1

92090620238. 2

92090620239. 3

92090620240. 4

**Question Number : 61 Question Id : 9209065120 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Back – lit technique is silhouette. Which among the following option is wrong.

(1) Position the subject directly in front of a large bright area.

(2) Silhouetter work best when you can identify the subject only by the shape of its outline.

(3) Use light from behind and to the side of the subject for intense highlights and added drama.

(4) Use slow shutter speeds, wide apertures or high ISO settings in low – light conditions.

**Options :**

92090620241. 1

92090620242. 2

92090620243. 3

92090620244. 4

**Question Number : 61 Question Id : 9209065120 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

बैक-लिट तकनीक को छायाचित्र (सिलुठर) कहा जाता है। निम्नलिखित में से कौन सा विकल्प गलत है?

- (1) व्यक्ति को खुली रोशनीदार जगह पर खड़ा करना
- (2) छायाचित्र तभी सबसे अच्छे बनते हैं जब आप व्यक्ति की पहचान केवल उसकी रूपरेखा के आधार करते हैं
- (3) तीव्र आभार और अतिरिक्त नाटकीय प्रभाव लाने के लिए प्रयोग करना
- (4) कम रोशनी वाली परिस्थितियों में धीमी शट्टर गतियों, खुले अपेब्रशा या हाई आईएसओ सैटिंग्स का प्रयोग करना

**Options :**

- 92090620241. 1
- 92090620242. 2
- 92090620243. 3
- 92090620244. 4

**Question Number : 62 Question Id : 9209065121 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Select the correct attreviation of PSA

- (1) Public Sector Affairs
- (2) Public Sector Advertisement
- (3) Public Service Advertisements
- (4) Public Service Announcements

**Options :**

- 92090620245. 1
- 92090620246. 2
- 92090620247. 3
- 92090620248. 4

**Question Number : 62 Question Id : 9209065121 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



पी.एस.ए के सही संक्षिप्ताक्षर का चयन कीजिए।

- |                                 |                                 |
|---------------------------------|---------------------------------|
| (1) पब्लिक सेक्टर अफेयर्स       | (2) पब्लिक सेक्टर एडवर्टाइजमेंट |
| (3) पब्लिक सर्विस एडवर्टाइजमेंट | (4) पब्लिक सर्विस अनाउंसमेंट्स  |

**Options :**

- 92090620245. 1
- 92090620246. 2
- 92090620247. 3
- 92090620248. 4

**Question Number : 63 Question Id : 9209065122 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A wide-angle lens enhances linear perspective if used close to the nearest parts of the scene, and can show a large foreground-to distance range.

- (1) Ways of weakening perspective
- (2) Ways of strengthening perspective
- (3) Ways of creating shallow depth of field
- (4) Ways of creating diminishing perspective

**Options :**

- 92090620249. 1
- 92090620250. 2
- 92090620251. 3
- 92090620252. 4

**Question Number : 63 Question Id : 9209065122 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

विस्तीर्ण ऐंगल लेंस से रेखीय परिदृश्य में विस्तार होता है यदि घटनास्थल के निकटतम हिस्से के निकट प्रयोग किया जाए और जिसी बृहत्तर अग्रभाग को दूरी परात्य तक दिखा सकता है।

- (1) घुंघले होने परिदृश्य के तरीके
- (2) उभरते परिदृश्य के तरीके
- (3) फील्ड के खोखली गहराई सृजित करने के तरीके
- (4) छोटे होते परिदृश्य सृजित करने के तरीके

**Options :**

- 92090620249. 1
- 92090620250. 2
- 92090620251. 3
- 92090620252. 4

**Question Number : 64 Question Id : 9209065123 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A promotional strategy used for Consumer & Trade Promotions are:-

- (1) Positioning & Repositioning strategy
- (2) Push & Pull strategy
- (3) Above the line strategy
- (4) Below the line strategy

**Options :**

- 92090620253. 1
- 92090620254. 2
- 92090620255. 3
- 92090620256. 4

**Question Number : 64 Question Id : 9209065123 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

उपभोक्ता और व्यापार विज्ञापनों के लिए प्रयुक्त प्रमोशनल स्ट्रैटेजी हैं

- (1) पोजिशनिंग और रिपोजिशनिंग स्ट्रैटेजी
- (2) पुश और पुल स्ट्रैटेजी
- (3) अबोव द लाइन स्ट्रैटेजी
- (4) बिलो द लाइन स्ट्रैटेजी

**Options :**

- 92090620253. 1
- 92090620254. 2
- 92090620255. 3
- 92090620256. 4

**Question Number : 65 Question Id : 9209065124 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A tangible reward for a particular act, usually while purchasing a product or visiting the point of purchase, adding value to the product is called

- |                 |              |
|-----------------|--------------|
| (1) Sweepstakes | (2) Sampling |
| (3) Premiums    | (4) Rebates  |

**Options :**

- 92090620257. 1
- 92090620258. 2
- 92090620259. 3
- 92090620260. 4

**Question Number : 65 Question Id : 9209065124 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी विशेष कार्य साधारणतः कोई उत्पाद खरीदने या क्रय स्थल पर जाने, उत्पाद मूल्य में वृद्धि करने के लिए एक मूर्त इनाम को कहा जाता है:

- |                  |                      |
|------------------|----------------------|
| (1) स्वीपस्टैक्स | (2) नमूना एकत्र करना |
| (3) प्रीमियम     | (4) छूट              |

**Options :**

- 92090620257. 1
- 92090620258. 2
- 92090620259. 3
- 92090620260. 4

**Question Number : 66 Question Id : 9209065125 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A numerical series where each number is the sum of the preceding two numbers in the sequence are called Fibonacci Number. Find the correct sequence. 1, 2, 3, 5, 8, \_\_, \_\_, 34, \_\_, 89, .....

- |                     |                     |
|---------------------|---------------------|
| (1) 15, 20, 50, 150 | (2) 16, 22, 60, 160 |
| (3) 13, 21, 55, 144 | (4) 12, 30, 65, 170 |

**Options :**

- 92090620261. 1
- 92090620262. 2
- 92090620263. 3
- 92090620264. 4

**Question Number : 66 Question Id : 9209065125 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

कोई संख्यात्मक श्रृंखला, जहां प्रत्येक संख्या क्रम में पिछली दो संख्याओं का योग है, उसे फिबोनासिक संख्या कहा जाता है।

सही क्रम गत कीजिए:

1, 2, 3, 5, 8, —, —, 34, —, 89, — ...

(1) 15, 20, 50, 150

(2) 16, 22, 60, 160

(3) 13, 21, 55, 144

(4) 12, 30, 65, 170

**Options :**

92090620261. 1

92090620262. 2

92090620263. 3

92090620264. 4

**Question Number : 67 Question Id : 9209065126 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Select the correct abbreviation of (ASCI).

(1) Advertising Service Centre of India

(2) Advertising Standards Centre of India

(3) Advertising Standards Council of India

(4) Advertising Sales Council of India

**Options :**

92090620265. 1

92090620266. 2

92090620267. 3

92090620268. 4

**Question Number : 67 Question Id : 9209065126 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

ए.एस.सी.आई के सही संक्षिप्ताक्षर का चयन करे।

- (1) एडवर्टाइजिंग सर्विस सेंटर ऑफ इंडिया
- (2) एडवर्टाइजिंग स्टैंडर्ड्स सेंटर ऑफ इंडिया
- (3) एडवर्टाइजिंग स्टैंडर्ड्स काउंसिल ऑफ इंडिया
- (4) एडवर्टाइजिंग सैल्स काउंसिल ऑफ इंडिया

**Options :**

92090620265. 1
92090620266. 2
92090620267. 3
92090620268. 4

**Question Number : 68 Question Id : 9209065127 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

An area or field of a page layout into which text is flowed. Pictured is a spread created by frost Design in which the columns are used to make a strong visual statement that is integral to the overall design.

- |               |            |
|---------------|------------|
| (1) Alignment | (2) Space  |
| (3) Shape     | (4) Column |

**Options :**

92090620269. 1
92090620270. 2
92090620271. 3
92090620272. 4

**Question Number : 68 Question Id : 9209065127 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

एक पृष्ठ लेआउट का क्षेत्र या फील जिसमें टेक्स्ट लिखा जाता है। पिक्चर्ड, फोस्ट डिजायन द्वारा सृजित स्प्रेड है जिसमें प्रबल दृश्यात्मक कथन तैयार करने के लिए कॉलम्स का प्रयोग किया जाता है जो समग्र डिजायन का अभिन्न अंग है।

- |                 |           |
|-----------------|-----------|
| (1) सरेखण       | (2) स्पेस |
| (3) शैप (आकृति) | (4) कॉलम  |

**Options :**

92090620269. 1  
92090620270. 2  
92090620271. 3  
92090620272. 4

**Question Number : 69 Question Id : 9209065128 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Advertisements which are directed by the manufacturers to the distribution channel members, such as wholesales or retailers, are called:-

- |                              |                            |
|------------------------------|----------------------------|
| (1) Professional Advertising | (2) Industrial Advertising |
| (3) Consumer Advertising     | (4) Trade Advertising      |

**Options :**

92090620273. 1  
92090620274. 2  
92090620275. 3  
92090620276. 4

**Question Number : 69 Question Id : 9209065128 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

विज्ञापन जिन्हें विनिर्माताओं द्वारा थोक व्यापारियों या खुदरा व्यापारियों जैसे वितरण मार्ग सदस्यों को निर्देशित किया जाता है, कहलाते हैं –

- |                         |                        |
|-------------------------|------------------------|
| (1) व्यावसायिक विज्ञापन | (2) औद्योगिक विज्ञापन  |
| (3) उपभोक्ता विज्ञापन   | (4) व्यापारिक विज्ञापन |

**Options :**

92090620273. 1  
92090620274. 2  
92090620275. 3  
92090620276. 4

**Question Number : 70 Question Id : 9209065129 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the correct abbreviation of AIDA model in Advertising.

- (1) Action, Interest, Desire, Action
- (2) Attention, Interest, Desire, Action
- (3) Advertising, Interest, Desire, Action
- (4) Attraction, Interest, Desire, Action

**Options :**

92090620277. 1  
92090620278. 2  
92090620279. 3  
92090620280. 4

**Question Number : 70 Question Id : 9209065129 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

विज्ञापन जगत में ए.आई.डी.ए के सही संक्षिप्ताक्षर का चयन कीजिए

- |   |   |
|---|---|
| (1) एक्शन, इंटेरेस्ट, डिजायर, एक्शन       | (2) अटेंशन, इंटेरेस्ट, डिजायर, एक्शन    |
| (3) एडवर्टाजिंग, इंटेरेस्ट, डिजायर, एक्शन | (4) अट्रैक्शन, इंटेरेस्ट, डिजायर, एक्शन |

**Options :**

92090620277. 1  
92090620278. 2  
92090620279. 3  
92090620280. 4

**Question Number : 71 Question Id : 9209065130 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which lenses have the ability to focus extremely close to objects and provide a greatly magnified image. True macro lenses have a ratio of 1:1.

- |                       |                  |
|-----------------------|------------------|
| (1) Tele lenses       | (2) Zoom lenses  |
| (3) Wide Angle lenses | (4) Macro lenses |

**Options :**

92090620281. 1  
92090620282. 2  
92090620283. 3  
92090620284. 4

**Question Number : 71 Question Id : 9209065130 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किन लेंसों में चीजों पर बिलकुल निकर से फोकस करके बहुत बड़ी छवि बनाने की क्षमता होती है। असली मैक्रो लेंसों का अनुपात 1:1 होता है।

- |                         |                 |
|-------------------------|-----------------|
| (1) टेली लेंस           | (2) जूम लेंस    |
| (3) विस्तीर्ण ऐंगल लेंस | (4) मैक्रो लेंस |

**Options :**

- 92090620281. 1
- 92090620282. 2
- 92090620283. 3
- 92090620284. 4

**Question Number : 72 Question Id : 9209065131 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A method in which a viscous ink is passed through a screen, which holds an image or design onto a substrate.

- |                         |                      |
|-------------------------|----------------------|
| (1) Block printing      | (2) Offset printing  |
| (3) Serigraphy printing | (4) Digital printing |

**Options :**

- 92090620285. 1
- 92090620286. 2
- 92090620287. 3
- 92090620288. 4

**Question Number : 72 Question Id : 9209065131 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

एक पद्धति जिसमें विस्कस इंक को एक स्क्रीन में से गुजारा जाता है, जो किसी छवि या डिज़ाइन को किसी आधार पर टिका कर रखाता है –

- |                          |                      |
|--------------------------|----------------------|
| (1) ब्लॉक प्रिंटिंग      | (2) ऑफसेट प्रिंटिंग  |
| (3) सेरिग्राफी प्रिंटिंग | (4) डिजिटल प्रिंटिंग |



**Options :**

- 92090620285. 1
- 92090620286. 2
- 92090620287. 3
- 92090620288. 4

**Question Number : 73 Question Id : 9209065132 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A typeface that does not have serif strokes.

- |              |                     |
|--------------|---------------------|
| (1) Rockwell | (2) Helvetica       |
| (3) Bodoni   | (4) Trunp Mediaeval |

**Options :**

- 92090620289. 1
- 92090620290. 2
- 92090620291. 3
- 92090620292. 4

**Question Number : 73 Question Id : 9209065132 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

वह टाइपफैस जिसमें सेरीफ स्ट्रोकस नहीं होते

- |            |                    |
|------------|--------------------|
| (1) रॉकवेल | (2) हेलवेटिका      |
| (3) बोडोनी | (4) ट्रनप मेडिवियल |

**Options :**

- 92090620289. 1
- 92090620290. 2
- 92090620291. 3
- 92090620292. 4

**Question Number : 74 Question Id : 9209065133 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A unified configuration or pattern of visual elements whose properties cannot be derived from a simple summation of its parts is called :-

- |                  |                    |
|------------------|--------------------|
| (1) Chiaroscuro  | (2) Gestalt Theory |
| (3) Golden Ratio | (4) Proximity      |

**Options :**

- 92090620293. 1
- 92090620294. 2
- 92090620295. 3
- 92090620296. 4

**Question Number : 74 Question Id : 9209065133 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

दृश्यात्मक तत्वों का एक संघटित कन्फिग्रेशन या पैटर्न जिनके गुणों को उसके हिस्सों के साधारण योग से व्युत्पन्न नहीं किया जा सकता, कहलाते हैं

- |                     |                       |
|---------------------|-----------------------|
| (1) चियारोस्कूरो    | (2) गेस्टल्ट सिद्धांत |
| (3) स्वर्णिम अनुपात | (4) सामिप्यता         |

**Options :**

- 92090620293. 1
- 92090620294. 2
- 92090620295. 3
- 92090620296. 4

**Question Number : 75 Question Id : 9209065134 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

What term is used to describe the space between adjacent text columns

- |                    |               |
|--------------------|---------------|
| (1) Grids          | (2) Fractions |
| (3) Letter spacing | (4) Gutter    |

**Options :**

- 92090620297. 1
- 92090620298. 2
- 92090620299. 3
- 92090620300. 4

**Question Number : 75 Question Id : 9209065134 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सन्निकृत टेक्स्ट कॉलम्स के बीच के स्थान को बताने के लिए किस शब्द का प्रयोग किया जाता है?

- |                   |              |
|-------------------|--------------|
| (1) ग्रिड्स       | (2) फ्रिक्शन |
| (3) लेटर स्पेसिंग | (4) गटर      |

**Options :**

- 92090620297. 1
- 92090620298. 2
- 92090620299. 3
- 92090620300. 4

**Question Number : 76 Question Id : 9209065135 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The deliberate use of typography to express an idea visually, but by incorporating something more than just the letters that constitute the word.

- |                |               |
|----------------|---------------|
| (1) Typography | (2) Hologram  |
| (3) Typogram   | (4) Pictogram |

**Options :**

- 92090620301. 1
- 92090620302. 2
- 92090620303. 3
- 92090620304. 4

**Question Number : 76 Question Id : 9209065135 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी विचार को दृश्यात्मक रूप से अभिव्यक्त करने के लिए मुद्रण कला का सुविचारित उपयोग लेकिन इसमें शब्द के लिए आवश्यक अक्षरों से कुछ अधिक असर जोड़े जाते हैं।

- |                |                 |
|----------------|-----------------|
| (1) मुद्रण कला | (2) होलोग्राम   |
| (3) टोइपोग्राम | (4) पिक्टोग्राम |

**Options :**

- 92090620301. 1
- 92090620302. 2

92090620303. 3

92090620304. 4

**Question Number : 77 Question Id : 9209065136 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

While making Grid structure in layout Design, there are individual units of space separated by regular intervals which, when repeated across the page format create columns & rows, are known as:-

(1) Markers

(2) Modules

(3) Margins

(4) Manuscripts

**Options :**

92090620305. 1

92090620306. 2

92090620307. 3

92090620308. 4

**Question Number : 77 Question Id : 9209065136 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

लेअउट डिजायन में ग्रिड संरचना निर्माण करने के लिए नियमित अंतरालों द्वारा पृथक की गई स्पेस की एकल इकाइयों, जिन्हें जब पूरे दृष्ट फॉर्मेट में कॉलम और पंक्तियां बनाने के लिए दोहराया जाता है, क्या कहलाती हैं

(1) मार्कर्स

(2) मॉड्यूल्स

(3) मार्जिन्स

(4) पांडुलिपियं

**Options :**

92090620305. 1

92090620306. 2

92090620307. 3

92090620308. 4

**Question Number : 78 Question Id : 9209065137 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Choose the incorrect answer from the following categories of advertising.

- |                         |                               |
|-------------------------|-------------------------------|
| (1) Product Advertising | (2) Institutional Advertising |
| (3) Advertising Agency  | (4) Financial Advertising     |

**Options :**

- 92090620309. 1
- 92090620310. 2
- 92090620311. 3
- 92090620312. 4

**Question Number : 78 Question Id : 9209065137 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

विज्ञापन की निम्नलिखित श्रेणियों में से गलत उत्तर का चयन कीजिए:

- |                     |                       |
|---------------------|-----------------------|
| (1) उत्पाद विज्ञापन | (2) संस्थागत विज्ञापन |
| (3) विज्ञापन एजेंसी | (4) वित्तीय विज्ञापन  |

**Options :**

- 92090620309. 1
- 92090620310. 2
- 92090620311. 3
- 92090620312. 4

**Question Number : 79 Question Id : 9209065138 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A pictorial composition constructed by juxtaposing and superimposing a number of pictures, elements or designs to form a new image is called

- |                  |              |
|------------------|--------------|
| (1) Manipulation | (2) Mondrian |
| (3) Montage      | (4) Moire    |

**Options :**

- 92090620313. 1
- 92090620314. 2
- 92090620315. 3
- 92090620316. 4

**Question Number : 79 Question Id : 9209065138 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum**

**Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

एक नही छवि बनाने के लिए अनेक तस्वीरों, तत्वों या डिज़ायनों को निकट सुनकर तथा अध्यारोपित करके निर्मित चित्रात्मक रचना कहलाती है।

- |                |                     |
|----------------|---------------------|
| (1) हस्तलाघव   | (2) मोनड्रियन       |
| (3) जोड़ चित्र | (4) लहरियादार कपड़ा |

**Options :**

- 92090620313. 1
- 92090620314. 2
- 92090620315. 3
- 92090620316. 4

**Question Number : 80 Question Id : 9209065139 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A manufacturer-designed display distributed to retailers who use it to call their customer's attention to product promotion is known as:-

- |                 |                               |
|-----------------|-------------------------------|
| (1) Packaging   | (2) Trade Exhibitions         |
| (3) Direct mail | (4) Point of purchase display |

**Options :**

- 92090620317. 1
- 92090620318. 2
- 92090620319. 3
- 92090620320. 4

**Question Number : 80 Question Id : 9209065139 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी विनिर्माता द्वारा डिज़ायन किया गया खुदरा व्यापारियों को वितरित डिसप्ले जिसका प्रयोग व्यापारी लोग उत्पाद संवर्धन के लिए उपयोक्ताओं का ध्यान आकर्षित करने के लिए करते हैं।

- |              |                          |
|--------------|--------------------------|
| (1) पैकेजिंग | (2) व्यापार प्रदर्शनियां |
| (3) सीधी मेल | (4) क्रम स्थल डिसप्ले    |

**Options :**

- 92090620317. 1

92090620318. 2

92090620319. 3

92090620320. 4

**Question Number : 81 Question Id : 9209065140 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A Graphic structure used to organize the placement of individual elements within a design or page.

(1) BLEED

(2) BIG TYPE

(3) GRID

(4) SILHOUETTE

**Options :**

92090620321. 1

92090620322. 2

92090620323. 3

92090620324. 4

**Question Number : 81 Question Id : 9209065140 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी डिज़ाइन या पृष्ठ के भीतर एकल तत्वों के स्थान के व्यवस्थित करने के लिए प्रयुक्त ग्राफिक संरचना कहलाता है:

(1) ब्लीड

(2) बिग टाइप

(3) ग्रिड

(4) छायाचित्र

**Options :**

92090620321. 1

92090620322. 2

92090620323. 3

92090620324. 4

**Question Number : 82 Question Id : 9209065141 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A print finishing material that is stamped on to a substrate by using a heated die is called.

(1) Foiling

(2) Finishing

(3) Stamping

(4) Duplexing

**Options :**

- 92090620325. 1
- 92090620326. 2
- 92090620327. 3
- 92090620328. 4

**Question Number : 82 Question Id : 9209065141 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

कोई मुद्रण फिनिशिंग सामग्री जिसे गर्म डाई के सहारे किसी आधार पर स्टैम्प किया जाता है:

- |                |                  |
|----------------|------------------|
| (1) फॉइलिंग    | (2) फिनिशिंग     |
| (3) स्टैम्पिंग | (4) डूप्लेक्सिंग |

**Options :**

- 92090620325. 1
- 92090620326. 2
- 92090620327. 3
- 92090620328. 4

**Question Number : 83 Question Id : 9209065142 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Find the wrong answer among the names of well-know cartoon characters.

- |                 |                   |
|-----------------|-------------------|
| (1) Minnie      | (2) Donald        |
| (3) Jungle Book | (4) Uncle Scrooge |

**Options :**

- 92090620329. 1
- 92090620330. 2
- 92090620331. 3
- 92090620332. 4

**Question Number : 83 Question Id : 9209065142 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**



सुप्रसिद्ध कार्टून पात्रों के नामों में से गलत उत्तर को पहचानें :

- |              |                |
|--------------|----------------|
| (1) मिन्नी   | (2) डोनाल्ड    |
| (3) जंगल बुक | (4) अंकल स्कूग |

**Options :**

92090620329. 1  
92090620330. 2  
92090620331. 3  
92090620332. 4

**Question Number : 84 Question Id : 9209065143 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A form of advertising that uses vehicles such as buses & taxis to carry messages that circulate through the community.

- |                 |                 |
|-----------------|-----------------|
| (1) Bill boards | (2) Kiosks      |
| (3) Transit     | (4) Interactive |

**Options :**

92090620333. 1  
92090620334. 2  
92090620335. 3  
92090620336. 4

**Question Number : 84 Question Id : 9209065143 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

विद्ययपान का वह स्वरूप, जिस में समुदाय में संदेशों का प्रसार करने के लिए बसों और टैक्सियों जैसे वाहनों का प्रयोग किया जाता है, क्या कहलाता है:

- |                        |                                    |
|------------------------|------------------------------------|
| (1) बिल बोर्ड्स        | (2) कियोस्क                        |
| (3) ट्रांजिट (पार गमन) | (4) परस्पर क्रियात्मक (इंटराक्टिव) |

**Options :**

92090620333. 1  
92090620334. 2  
92090620335. 3  
92090620336. 4

**Question Number : 85 Question Id : 9209065144 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Identifying the organization they refer to using characters styled in such a way as to give an identification of its strengths or culture is called

- |             |              |
|-------------|--------------|
| (1) Layout  | (2) Logotype |
| (3) Leading | (4) Symbol   |

**Options :**

- 92090620337. 1
- 92090620338. 2
- 92090620339. 3
- 92090620340. 4

**Question Number : 85 Question Id : 9209065144 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

उस संगठन को पहचानिए जिसे विशेष रीति से घड़े गए उन वर्णों की नकल करने के लिए उदृत किया जाता है जो उसकी नकल या संस्कृति के प्रतीक हैं:

- |            |              |
|------------|--------------|
| (1) लेअउट  | (2) लोगोटाइप |
| (3) लीडिंग | (4) प्रतीक   |

**Options :**

- 92090620337. 1
- 92090620338. 2
- 92090620339. 3
- 92090620340. 4

**Question Number : 86 Question Id : 9209065145 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which among the following options is not a magazine publication.

- |                    |             |
|--------------------|-------------|
| (1) India Today    | (2) Time    |
| (3) Economic Times | (4) Outlook |

**Options :**

- 92090620341. 1
- 92090620342. 2

92090620343. 3

92090620344. 4

**Question Number : 86 Question Id : 9209065145 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित में से कौन-सा विकल्प पत्रिका प्रकाशन से संबंधित नहीं है:

- |                    |            |
|--------------------|------------|
| (1) इंडिया टूडे    | (2) टाइम   |
| (3) इकानामिक टाइमस | (4) अउटलुक |

**Options :**

92090620341. 1

92090620342. 2

92090620343. 3

92090620344. 4

**Question Number : 87 Question Id : 9209065146 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

It refers to the unique characteristic of a colour that helps us visually distinguish on colour from another is called \_\_\_\_\_

- |           |          |
|-----------|----------|
| (1) Value | (2) Tint |
| (3) Shade | (4) Hue  |

**Options :**

92090620345. 1

92090620346. 2

92090620347. 3

92090620348. 4

**Question Number : 87 Question Id : 9209065146 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

जिसका संबंध रंग की अनोखी विशेषता से है जो किसी एक रंग को आँकों से देखकर दूसरे रंग से अलग कर सकती है, क्या कहलाती है?

- |                  |                     |
|------------------|---------------------|
| (1) मान (वैल्यू) | (2) वर्णभेद (टिन्ट) |
| (3) रंगत (शेड)   | (4) वर्ण (हयू)      |

**Options :**

- 92090620345. 1
- 92090620346. 2
- 92090620347. 3
- 92090620348. 4

**Question Number : 88 Question Id : 9209065147 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Who developed the Rotr printing machine in 1844

- |                      |                 |
|----------------------|-----------------|
| (1) Alois senefolder | (2) Ira Rubel   |
| (3) Ludwig           | (4) Richard Hoe |

**Options :**

- 92090620349. 1
- 92090620350. 2
- 92090620351. 3
- 92090620352. 4

**Question Number : 88 Question Id : 9209065147 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

रोटरी प्रिंटिंग मशीन का 1844 में आविष्कार किसने किया?

- |                      |                 |
|----------------------|-----------------|
| (1) अलॉरस सेनेफोल्डर | (2) इरा रूबेल   |
| (3) लुडविग           | (4) स्विर्ड होप |

**Options :**

- 92090620349. 1
- 92090620350. 2
- 92090620351. 3
- 92090620352. 4

**Question Number : 89 Question Id : 9209065148 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A series of holes that are either cut or punched into a substrate on printed or non printed paper. So that the parts of the page can be torn & detached.

- |                 |                 |
|-----------------|-----------------|
| (1) Tracking    | (2) Perforation |
| (3) Die cutting | (4) Trimming    |

**Options :**

- 92090620353. 1
- 92090620354. 2
- 92090620355. 3
- 92090620356. 4

**Question Number : 89 Question Id : 9209065148 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी मुद्रित या गैर-मुद्रित कागज़ पर किसी निचली आधार सतह में काट कर य छेद करके बनाई गई छिद्र श्रृंखला ताकि कागज़ के हिस्सों को फाड़ा या अलग किया जासके:

- |               |                          |
|---------------|--------------------------|
| (1) ट्रैकिंग  | (2) छिद्रण (परफोरेशन)    |
| (3) डाई कटिंग | (4) काँट-छाँट (ट्रिमिंग) |

**Options :**

- 92090620353. 1
- 92090620354. 2
- 92090620355. 3
- 92090620356. 4

**Question Number : 90 Question Id : 9209065149 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A printing process that uses the repulsion of oil and water to ink a plate which contains a design, was discovered by Alois Senefelder around 1798 in pargue.

- |                     |                 |
|---------------------|-----------------|
| (1) Screen printing | (2) Inkjet      |
| (3) Block printing  | (4) Lithography |

**Options :**

- 92090620357. 1

92090620358. 2

92090620359. 3

92090620360. 4

**Question Number : 90 Question Id : 9209065149 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

मुद्रण प्रक्रिया जिसमें डिज़ायन में लगी प्लेट पर स्याही लगाने के लिए तेल और पानी के विकर्षण का प्रयोग किया जाता है, जिसकी खोज 1798 के आसपास प्राग में अलॉइस सेनेफेलडर द्वारा की गई थी:

- |                       |                |
|-----------------------|----------------|
| (1) स्क्रीन प्रिंटिंग | (2) इंकजेट     |
| (3) ब्लॉक प्रिंटिंग   | (4) लिथोग्राफी |

**Options :**

92090620357. 1

92090620358. 2

92090620359. 3

92090620360. 4

**Question Number : 91 Question Id : 9209065150 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

An Art & Design school opened in 1919 under the direction of the renowned architect Walter Gropius.

- |                                  |                    |
|----------------------------------|--------------------|
| (1) Royal College of Art         | (2) Bauhaus school |
| (3) National Institute of Design | (4) Art Deco       |

**Options :**

92090620361. 1

92090620362. 2

92090620363. 3

92090620364. 4

**Question Number : 91 Question Id : 9209065150 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

सुप्रसिद्ध वास्तुक वाल्टा ग्राफिक्स के निर्देशन में 1919 में खोला-गया आर्ट एण्ड डिजिटल स्कूल:

- |                                  |                   |
|----------------------------------|-------------------|
| (1) रोयल कॉलेज ऑफ आर्ट           | (2) बायुहौस स्कूल |
| (3) नेशनल इंस्टीट्यूट ऑफ डिज़ायन | (4) आर्ट डिको     |

**Options :**

- 92090620361. 1
- 92090620362. 2
- 92090620363. 3
- 92090620364. 4

**Question Number : 92 Question Id : 9209065151 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

Which among the following is not the name of paper sizes available in market.

- |              |              |
|--------------|--------------|
| (1) Demy     | (2) Crown    |
| (3) Cellotex | (4) Imperial |

**Options :**

- 92090620365. 1
- 92090620366. 2
- 92090620367. 3
- 92090620368. 4

**Question Number : 92 Question Id : 9209065151 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

निम्नलिखित में से बाजार में उपलब्ध कागज़ के आकारों का नाम नहीं है:

- |               |               |
|---------------|---------------|
| (1) डेभी      | (2) क्राउन    |
| (3) सेलोटैक्स | (4) इम्पीरियल |

**Options :**

- 92090620365. 1
- 92090620366. 2
- 92090620367. 3
- 92090620368. 4

**Question Number : 93 Question Id : 9209065152 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum**

**Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A plan that shows the Arrangement of the different pages of a publication in print production.

- |                        |                 |
|------------------------|-----------------|
| (1) Image manipulation | (2) Composition |
| (3) Layout             | (4) Imposition  |

**Options :**

- 92090620369. 1
- 92090620370. 2
- 92090620371. 3
- 92090620372. 4

**Question Number : 93 Question Id : 9209065152 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

मुद्रण उत्पादन में किसी प्रकाशन के अलग-अलग पृष्ठों की व्यवस्था को दर्शाने वाली योजना कहलाती है:

- |                                   |                         |
|-----------------------------------|-------------------------|
| (1) छवि हस्तलाघव (इमेज मनिपुलेशन) | (2) संयोजन (कम्पोनिशन)  |
| (3) लेआउट                         | (4) अधिरोपण (इम्पोजिशन) |

**Options :**

- 92090620369. 1
- 92090620370. 2
- 92090620371. 3
- 92090620372. 4

**Question Number : 94 Question Id : 9209065153 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

An Electronic file format used for storing vector graphics that can be scaled by any size.

- |         |         |
|---------|---------|
| (1) PSD | (2) EPS |
| (3) PDF | (4) EXL |

**Options :**

- 92090620373. 1
- 92090620374. 2
- 92090620375. 3
- 92090620376. 4

**Question Number : 94 Question Id : 9209065153 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum**



**Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

वैक्टर ग्राफिक्स के भण्डारण के लिए प्रयुक्त इलेक्ट्रॉनिक फाइल फॉर्मेट जिसे किसी भी आकार का मापक्रम किया जा सकता है:

- |              |               |
|--------------|---------------|
| (1) पी.एस.डी | (2) ई.पी.एस   |
| (3) पी.डी.एफ | (4) ई.एक्स.एल |

**Options :**

- 92090620373. 1
- 92090620374. 2
- 92090620375. 3
- 92090620376. 4

**Question Number : 95 Question Id : 9209065154 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A spine of metal rings, which binds a document and allows it to open flat is known as.

- |                  |                  |
|------------------|------------------|
| (1) Comb binding | (2) Open binding |
| (3) Case binding | (4) Wiro binding |

**Options :**

- 92090620377. 1
- 92090620378. 2
- 92090620379. 3
- 92090620380. 4

**Question Number : 95 Question Id : 9209065154 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

धातु छल्लों का पुट्टा, जो किसी दस्तावेज़ को जिल्द में बांधकर रखता है – और इसे सपाट खोल सकता है, कहलाता है:

- |                    |                    |
|--------------------|--------------------|
| (1) कॉम्ब वाइंडिंग | (2) ऑपत वाइंडिंग   |
| (3) कैस वाइंडिंग   | (4) वायरो वाइंडिंग |

**Options :**

- 92090620377. 1
- 92090620378. 2
- 92090620379. 3

92090620380. 4

**Question Number : 96 Question Id : 9209065155 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A technique that typically involves the reduction of the outer boundaries of the image to focus the attention on its main subject or to increase its dynamic tension.

- |                    |                   |
|--------------------|-------------------|
| (1) Photo cropping | (2) Bleeding      |
| (3) Creasing       | (4) Rule of third |

**Options :**

- 92090620381. 1
- 92090620382. 2
- 92090620383. 3
- 92090620384. 4

**Question Number : 96 Question Id : 9209065155 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

एक तकनीक जिस में किसी छवि की बाह्य सीमाओं में कभी करने से लेकर मुख्य व्यक्ति पर ध्यान करना शामिल है:

- |                   |                 |
|-------------------|-----------------|
| (1) फोटो क्रोपिंग | (2) ब्लीडिंग    |
| (3) क्रीजिंग      | (4) रूल ऑफ थर्ड |

**Options :**

- 92090620381. 1
- 92090620382. 2
- 92090620383. 3
- 92090620384. 4

**Question Number : 97 Question Id : 9209065156 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

The iconic graphic "I Love New York" was created by

- |                   |                      |
|-------------------|----------------------|
| (1) Mathew Carter | (2) Margaret Calvert |
| (3) Max Miedinger | (4) Milton Glaser    |

**Options :**

- 92090620385. 1

92090620386. 2

92090620387. 3

92090620388. 4

**Question Number : 97 Question Id : 9209065156 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

“आई लव न्यूयॉर्क” नामक प्रसिद्ध ग्राफिक का सृजन किसने किया:

(1) मैथ्यू कार्टर

(2) मार्ग्रेट कल्वर्ट

(3) मैक्स माइंडिंजर

(4) मिल्टन ग्लैजर

**Options :**

92090620385. 1

92090620386. 2

92090620387. 3

92090620388. 4

**Question Number : 98 Question Id : 9209065157 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A graphic-art medium that often involves the design of pictures and words arranged in sequence to convey an idea, information or a narrative is called\_\_\_\_\_

(1) Commentary

(2) Comics

(3) Composition

(4) Conceptual Illustration

**Options :**

92090620389. 1

92090620390. 2

92090620391. 3

92090620392. 4

**Question Number : 98 Question Id : 9209065157 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

कोई चित्रकला माध्यम जिस में किसी विचार या कहानी को संप्रोक्ति करने के लिए चित्रों और शब्दों को व्यवस्थित क्रम में रखने को डिज़ायन शक्ति हो, \_\_\_\_\_ कहलाती है।

- |                        |                        |
|------------------------|------------------------|
| (1) कोमेंट्री          | (2) कॉमिक्स            |
| (3) संयोजन (कम्पोजिशन) | (4) अवधारणात्मक चित्रण |

**Options :**

92090620389. 1  
92090620390. 2  
92090620391. 3  
92090620392. 4

**Question Number : 99 Question Id : 9209065158 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

A vibrant special colour that cannot be reproduced by combining the standard process colours known as:-

- |                   |               |
|-------------------|---------------|
| (1) Fluorescent   | (2) Analogous |
| (3) Complimentary | (4) Tertiary  |

**Options :**

92090620393. 1  
92090620394. 2  
92090620395. 3  
92090620396. 4

**Question Number : 99 Question Id : 9209065158 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

एक चटकीला विशेष रंग, जिसे मानक प्रक्रिया रंगों को संमोहित करके पुनः तैयार नहीं किया जा सकता है, \_\_\_\_\_ कहलाता है।

- |                              |                      |
|------------------------------|----------------------|
| (1) प्रतिदीप्त (फ़्लूरोसेंट) | (2) समरूप (अनालोगस)  |
| (3) मानार्थ (कॉप्लीमेंटरी)   | (4) तृतीयक (टरशियरी) |

**Options :**

92090620393. 1  
92090620394. 2  
92090620395. 3  
92090620396. 4

**Question Number : 100 Question Id : 9209065159 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

An Illustrative representation based on the distortion, exaggeration and over-emphasis of a person's distinctive characteristics.

- |                |                 |
|----------------|-----------------|
| (1) Graffiti   | (2) Collage     |
| (3) Caricature | (4) Calligraphy |

**Options :**

92090620397. 1  
92090620398. 2  
92090620399. 3  
92090620400. 4

**Question Number : 100 Question Id : 9209065159 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 4 Wrong Marks : 1**

किसी व्यक्ति के विशिष्ट लक्षणों की विकृती, अतिरंजना और जरूरत से अधिक बल देने आधारित चित्रात्मक प्रस्तुति

- |                            |                            |
|----------------------------|----------------------------|
| (1) भिन्न लेखन (ग्राफेती)  | (2) सम्मूचित चित्र (कॉलाज) |
| (3) व्यंग्यचित्र (कैरिकचर) | (4) सुलेखन (कॉलिग्राफी)    |

**Options :**

92090620397. 1  
92090620398. 2  
92090620399. 3  
92090620400. 4