

# TS SET

## Notations :

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

<b>Subject Name :</b>	JOURNALISM & MASS COMMUNICATION
<b>Duration :</b>	180
<b>Total Marks :</b>	300
<b>Display Marks:</b>	Yes
<b>Calculator :</b>	None
<b>Magnifying Glass Required? :</b>	No
<b>Ruler Required? :</b>	No
<b>Eraser Required? :</b>	No
<b>Scratch Pad Required? :</b>	No
<b>Rough Sketch/Notepad Required? :</b>	No
<b>Protractor Required? :</b>	No
<b>Show Watermark on Console? :</b>	Yes
<b>Highlighter :</b>	No
<b>Auto Save on Console?</b>	Yes
<b>Change Font Color :</b>	No
<b>Change Background Color :</b>	No
<b>Change Theme :</b>	No
<b>Help Button :</b>	No
<b>Show Reports :</b>	No
<b>Show Progress Bar :</b>	No

## Teaching and Research Aptitude

<b>Group Number :</b>	1
<b>Group Id :</b>	270282205
<b>Group Maximum Duration :</b>	60
<b>Group Minimum Duration :</b>	60
<b>Show Attended Group? :</b>	No
<b>Edit Attended Group? :</b>	No
<b>Break time :</b>	0
<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No
<b>Examiner permission :</b>	Cant View
<b>Show Progress Bar? :</b>	No

## Teaching and Research Aptitude

<b>Section Id :</b>	270282205
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	42
<b>Number of Questions to be attempted :</b>	42
<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	2702821142
<b>Question Shuffling Allowed :</b>	Yes
<b>Is Section Default? :</b>	null

Question Number : 1 Question Id : 27028215572 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Prior to teaching the teacher does  
బోధనకు ముందు ఉపాధ్యాయుడు చేసేది

Options :

1. ✘ Identification of objectives  
లక్ష్యాలను గుర్తించడం
2. ✘ Preparation of teaching lesson plan  
బోధన పాఠ్య ప్రణాళికను తయారు చేసుకోవడం
3. ✘ Know the interests of the students  
విద్యార్థుల ఆసక్తులను తెలుసుకోవడం
4. ✔ All of the above  
పైవన్నీ

Question Number : 2 Question Id : 27028215573 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which of the following factors least contribute to effectiveness of teaching?  
క్రింది వానిలో బోధనను ప్రభావవంతంగా ఉంచడానికి దోహదపడే కారకాల్లో అత్యల్ప ప్రాధాన్యత గలదేది?

Options :

- 1.

Teacher's knowledge of the subject.

✘ ఉపాధ్యాయుల విషయ పరిజ్ఞానము

Communication skills of the teacher.

2. ✘ ఉపాధ్యాయుల భావప్రసార నైపుణ్యాలు

Teacher's personal contacts with students.

3. ✔ విద్యార్థులతో ఉపాధ్యాయునికి గల వ్యక్తిగత సంబంధాలు

Teacher's competence in managing the classroom transactions

4. ✘ తరగతిగది నిర్వహణలో ఉపాధ్యాయుని సామర్థ్యాలు

Question Number : 3 Question Id : 27028215574 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Which of the following factors least affect teaching?

క్రింది వానిలో బోధనను అత్యల్పంగా ప్రభావితం చేసే కారకం ఏది?

Options :

Teacher's attitude towards teaching.

1. ✘ బోధనపట్ల ఉపాధ్యాయుని వైఖరి

Teacher's biographical data.

2. ✔ ఉపాధ్యాయుని జీవిత చరిత్రకు సంబంధించిన సమాచారం

Teacher's self efficacy.

3. ✘ ఉపాధ్యాయుని స్వయం ప్రభావశీలత

Teacher's skill in managing and monitoring.

4. ✖ నిర్వహణ మరియు పర్యవేక్షణలో ఉపాధ్యాయుని నైపుణ్యం

Question Number : 4 Question Id : 27028215575 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The best way for providing value education to students is through  
విద్యార్థులకు విలువల విద్యను అందజేయడానికి అత్యంత మెరుగైన విధానం

Options :

1. ✖ Arranging lectures on values  
విలువలపైన ఉపన్యాసాలు ఏర్పాటు చేయడం
2. ✖ Discussions on spiritual texts with the students  
ఆధ్యాత్మిక గ్రంథాలపైన విద్యార్థులతో చర్చించడం
3. ✖ Organising Seminars on values related topics  
విలువలకు సంబంధించిన అంశాలతో కూడిన సెమినార్లను నిర్వహించడం
4. ✔ Mentoring the students on values development  
విలువల వికాసానికి విద్యార్థులకు సంరక్షక మార్గదర్శనం చేయడం

Question Number : 5 Question Id : 27028215576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The main purpose of formative evaluation is to  
రూపణ మూల్యాంకనం యొక్క ముఖ్యోద్దేశ్యం

Options :

1. ✘ Grade students' learning outcomes.  
విద్యార్థుల అభ్యసన ఫలితాలను గ్రేడింగ్ చేయడం
2. ✔ Accelerate students' learning performance.  
విద్యార్థుల అభ్యసనా నిష్పాదనను వేగవంతం చేయడం
3. ✘ Check students' performance graph.  
విద్యార్థుల నిష్పాద రేఖా చిత్రాన్ని పరీక్షించడం
4. ✘ Provide feedback to teacher effectiveness.  
ఉపాధ్యాయుల సామర్థ్యాల ప్రభావితానికి పరిపుష్టినివ్వడం

Sub-Section Number : 2  
Sub-Section Id : 2702821143  
Question Shuffling Allowed : Yes  
Is Section Default? : null

Question Number : 6 Question Id : 27028215577 Question Type : MCQ Option Shuffling : No Is  
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum  
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No  
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No  
Correct Marks : 2 Wrong Marks : 0

The conclusions/findings of which type of research cannot be generalized to other  
situations?

ఏ రకమైన పరిశోధనలోని ఫలితాలను ఇతర పరిస్థితులకు సాధారణీకరించడానికి వీలుకాదు

**Options :**

1. ✘ Casual Comparative Research  
సాధారణ తులనాత్మక పరిశోధన

2. ✔ Historical Research  
చారిత్రాత్మక పరిశోధన

3. ✘ Descriptive Research  
వర్ణనాత్మకమైన పరిశోధన

4. ✘ Experimental Research  
ప్రయోగాత్మక పరిశోధన

**Question Number : 7 Question Id : 27028215578 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0**

Which of the following statements is not true in the context of participatory research?

క్రింది ప్రతిపాదనలో భాగస్వామ్య పరిశోధన (Participatory) కి సంబంధించి సరియైనది కాదు

**Options :**

1. ✘ It recognizes knowledge as power.  
ఇది జ్ఞానమే ఒక శక్తి అని గుర్తించును

2. ✘ It emphasises on people as experts.  
ఇది ప్రజలే నిష్ణాతులని నొక్కి చెప్పును

3. ✘

It is a collective process of enquiry.

ఇది ఐక్యతతో కూడిన శోధనా ప్రక్రియ

Its sole purpose is production of knowledge.

4. ✓ దీని ముఖ్యమైన ప్రాధాన్యత జ్ఞానాన్ని ఉత్పత్తి చేయడం

Question Number : 8 Question Id : 27028215579 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The head teacher of a school conducts an interview session of teachers and students with a view to explore the possibility of their enhanced participation in school discipline enhancement programmes. This endeavour may be related to which type of research?

ఒక ప్రధానోపాధ్యాయుడు పాఠశాలలో క్రమశిక్షణను సాధించడం, మరియు వివిధ కార్యక్రమాలను పెంపొందించే విషయమై ఉపాధ్యాయులతో, విద్యార్థులతో ముఖాముఖి (Interview) ను ఏర్పాటు చేయు ప్రయత్నాన్ని ఏ రకమైన పరిశోధనకు సంబంధించినదిగా చెప్పవచ్చును.

Options :

Evaluation Research

1. ✘ మూల్యాంకన పరిశోధన

Fundamental Research

2. ✘ ప్రాథమిక పరిశోధన

Action Research

3. ✓ చర్యాత్మక పరిశోధన

Applied Research

4. ✘ అనువర్తిత పరిశోధన



Question Number : 9 Question Id : 27028215580 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

A detailed description of methodology of research is not required in పూర్తిస్థాయి పరిశోధన పద్ధతి క్రింది దానికి అవసరములేదు

Options :

1. ✖ Doctoral level Thesis  
డాక్టరేట్ స్థాయి పరిశోధనా సైద్ధాంతిక గ్రంథం
2. ✖ Master level thesis  
మాస్టర్ లెవెల్ పరిశోధనా సైద్ధాంతిక గ్రంథం
3. ✖ Post-graduate level dissertation  
పి.జి.స్థాయి పరిశోధనా డిసెర్టేషన్
4. ✔ Conference Paper  
సదస్సుకు సంబంధించిన పరిశోధనా పత్రం

Question Number : 10 Question Id : 27028215581 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

From the following list of statements identify the set, which DOES NOT have negative implications for 'research ethics':

క్రిందనివ్వబడిన ప్రతిపాదనలలో ఏది 'పరిశోధనలో నైతికతకు' వ్యతిరేకమైనది కాదు

Options :

1. ✓ A researcher critically looks at the findings of another research.  
ఒక పరిశోధకుడు ఇతర పరిశోధనా ఫలితాల్ని విమర్శనాత్మకంగా గమనించడం

2. ✘ Related studies are cited without proper references.  
సరైన రెఫరెన్స్లు లేకుండా సంబంధిత అధ్యయనాలను సూచించడం

3. ✘ Conduct of practitioner is screened in terms of reported research evidences.  
పరిశోధకుని సత్యాలను పరిశోధనా నివేదిక ఋజువుల ఆధారంగా

4. ✘ Both policy making and policy implementing processes are regulated in terms of preliminary studies.  
పాలసీలను తయారు చేయడం, అమలు చేయడం అనే ప్రక్రియ ఇంతకు ముందు చేసిన అధ్యయనాలను నియంత్రించడం ద్వారా

Sub-Section Number : 3

Sub-Section Id : 2702821144

Question Shuffling Allowed : No

Is Section Default? : null

Question Id : 27028215582 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Question Numbers : (11 to 15)

Question Label : Comprehension

**Read the passage and answers the questions from 11 to 15:**

We have achieved freedom. A country and a people that by every test are a unity have been arbitrarily divided. And the wound will take long to heal; for, as Mr. Nehru has sadly remarked, "division has taken place in the hearts of the people of India." But it is idle to brood over what has happened and foolish to get angry and cast about for scapegoats. Many think that there is bound to be a reunion when there has been time enough for people to reflect coolly on the disastrous consequences of this unnatural partition. The responsible leaders have shown a praiseworthy desire to conciliate the minorities and to reassure them. But so long as Lahore, Calcutta, and other big cities remain in the grip of madmen drunk with blood and the civil power stands helpless in the face of organised murder and loot, it is idle to expect the minority communities to be satisfied with verbal assurances however ample. From today the responsibility for ending this disgraceful state of affairs is solely ours. Neither the Government of India nor that of Pakistan must overlook the fact that our new-won freedom is itself gravely menaced by this chronic lawlessness.

We have won freedom. And the first thing our people must learn is that it is no picnic. They will have to gird their loins and work as they have never worked before. Any number of paper plans will not usher in the millennium if we go on interminably arguing their relative merits. The consensus of instructed opinion in the country is that our urgent need is to increase production. Dr. John Matthai argued that like all national movements for freedom ours too, has had to lean heavily on vested interests and the latter have taken the fullest advantage of this; and that a determined effort should now be made to shake off this strangle-hold and this could be done, and the energy released by the achievement of freedom could be best utilized by casting vested interests for the role of enemy as we cast British Imperialism for that role till the other day. Those who led the fight for freedom yesterday may themselves come to be regarded as vested interests by their self-styled successors of to-day who claim to lead the struggle for economic equality.

11 నుంచి 15 వరకు గల ప్రశ్నలకు సంబంధించిన పాఠ్యభాగము ఈ క్రింద ఇవ్వబడినది. దానితో పాటు 5 బహుళ ఐచ్ఛిక ప్రశ్నలు ఇవ్వబడినవి. సరైన జవాబు ఎంచుకొని రాయండి. మొము స్వేచ్ఛను సాధించాము. ఏ పరీక్ష ద్వారా అయిన ఐక్యత మరియు ప్రజల ఏకత్వం ఏకపక్షంగా విభజించబడినది. గాయం నయం కావడానికి సమయం పడుతుంది. నెహ్రూ విచారంతో పేర్కొన్నట్లు, ' భారత ప్రజల హృదయాలలో విభజన జరిగింది'. కాని జరిగిన దానిని గురించే ఆలోచిస్తూ, దానికి కారణమైన వారిని నిందిస్తూ కోపం తెచ్చుకోవడం మూర్ఖత్వమే అవుతుంది. ఈ అసహజమైన విభజన యొక్క ఫోరమైన పరిణామాలపై నెమ్మదిగా ప్రతిస్పందిస్తూ తగినంత సమయం ఉన్నప్పుడు, పునః కలియకకు అవకాశం ఉన్నట్లు చాలా మంది భావిస్తారు . భాద్యయిత నాయకులు మైనారిటీలను ఓదారుస్తూ వారికి భరోసా ఇవ్వటానికి ప్రశంసనీయమైన చొరవ చూపించారు. అయితే లాహోరు, కలకత్తా మరియు ఇతర పెద్ద నగరాలు రక్త దాహపు మత్తులో ఉండగా, సివిల్ అభికార వ్యవస్థీకృత హత్య మరియు దోపిడీలను నివారించడంలో నిస్సాహాయంగా నిలిచాయి. మైనారిటీ వర్గాలకు శభ్ హామీలు మాత్రమే ఉపశమనాన్ని ఇవ్వలేక పోయాయి. ఈ రోజు నుండి ఈ అవమానకరమైన పరిస్థితికి స్వస్థిపలికే భాద్యత మాది మాత్రమే. భారత దేశం లేదా పాకిస్తాన్ ప్రభుత్వాలు ఈ గూతన దీర్ఘకాల స్వాతంత్ర్యం మరియు అన్యాయం వల్ల తీవ్రంగా దెబ్బ తిన్నాయి అనే విషయాన్ని మరిచి పోవద్దు. మాకు స్వేచ్ఛ లభించింది. మా ప్రజలు తెలుసుకోవలసిన మొదటి విషయం ఏమిటంటే ఇది ఒక పిక్సిక్ కాదని. వారు తమ గడుము జరిగించి పని చేయడానికి ముందుకు రావాలి కాని జరిగిన దానిగురించి చల్లస్తూ సమయాన్ని వృధా చేయడం అవివేకం మరియు అకారణంగా ఇతరులను నిందించడం కాలాన్ని వృధా చేయడమే అవుతుంది. రానున్న శతాబ్ది కాలంలో కాగితాలపై ఎన్ని ప్రణాళికలు వేసుకున్నా, లభాలు మరియు లోసుగుల గురించిన చర్చ మాత్రమే ఒక దినా నిర్దేశం చేయలేదు. మేజారిటీ ప్రజల అభిప్రాయం ప్రకారం మన ప్రధానమైన అవసరం ఉత్పత్తిని పెంచడం. Dr. John Matthai వాదన ప్రకారం స్వేచ్ఛ కోసం అన్ని ఉద్యమాలమాదిరిగా స్వలాభాపేక్షతో పూర్తిగా సమాయానుకూలంగా స్వప్రయోజనాల కోసం ఉద్యమ కారులు ప్రయత్నించారు. ప్రస్తుతం ఒక నిర్ణయాత్మకమైన ప్రయత్నం ఆ దిశగా చేయవలసి ఉన్నది. అది సాధ్యమే. దీని వల్ల సాదించుకోన్న శక్తిని స్వలాభాపేక్ష కోసం ప్రాకులాడే వ్యక్తుల స్వప్రయోజనాలను నిరోధిస్తూ ప్రత్యేక పాత్రను పోషించాల్సి ఉంటుంది. నిన్న మొన్నటి వరకు బ్రిటీషు సామ్రాజ్య వాద శక్తుల్ని ఇలాగే ఎదుర్కొన్నాము. నిన్నటి వరకు స్వాతంత్ర్యం కోసం పొరాడినవారే స్వలాభాపేక్ష తో ప్రస్తుత స్వాభలంభన వారసులుగా ఆర్థిక సమానత్వం కోసం ముందు కు వస్తున్నారు.

**Sub questions**

**Question Number : 11 Question Id : 27028215583 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

Correct Marks : 2 Wrong Marks : 0

How was the country's freedom threatened?

దేశం యొక్క స్వేచ్ఛ ఎలా ప్రమాద స్థితిలో పడింది?

Options :

War

1. ✘ యుద్ధం

Partition

2. ✘ విభజన

Discrimination of human beings

3. ✔ మానవుల వివక్ష

Lack of independence

4. ✘ స్వాతంత్ర్యం లేకపోవడం

Question Number : 12 Question Id : 27028215584 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Which one of the following is correct?

ఈ క్రింది వాటిలో సరైనది ఏది?

Options :

1. ✔

Dr. John Matthai critically said that all national movements for freedom depended on beneficial things.

డాక్టర్ జాన్ మత్తై విమర్శనాత్మకంగా స్వేచ్ఛ కోసం సాగిన అన్ని జాతీయ ఉద్యమాలు

లాభదాయకమైన విషయాలపై ఆధార పడ్డాయని డా. జాన్ మత్తై విమర్శనాత్మకంగా పేర్కొన్నారు.

Dr. John Matthai pointed out that all national movements for freedom depended on public revolt.

స్వాతంత్ర్యం కోసం జరిగిన అన్ని జాతీయ ఉద్యమాలు ప్రజా తిరుగుబాటుపై డా. జాన్ మత్తై ఆధార పడ్డాయని సూచించారు.

2. ✖

Dr. John Matthai mentioned that most of the national movements are started to receive independence but they became political movements.

డా. జాన్ మత్తై మాట్లాడుతూ చాలా జాతీయ ఉద్యమాలు స్వాతంత్ర్యం పొందడం కోసం ప్రారంభించబడ్డాయి. కాని అవి రాజకీయ ఉద్యమాలుగా మారాయి అని పేర్కొన్నారు.

3. ✖

Dr. John Matthai uttered clearly that no national movement is successful unless it has politics in it.

రాజకీయాలు లేకుంటే ఏ జాతీయ ఉద్యమం విజయవంతం కాదని స్పష్టంగా డాక్టర్ జాన్ మాట్తై చెప్పాడు.

4. ✖

**Question Number : 13 Question Id : 27028215585 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

What is the main idea that expressed by Dr. John Matthai in the above paragraph?

పై పేరాలో డాక్టర్ జాన్ మాట్తై చెప్పిన ముఖ్యమైన ఆలోచన ఏమిటి?

**Options :**

It is about colonialism

1. ✘ ఇది వలసవాదానికి సంబంధించినది

It is about partition

2. ✘ ఇది విభజనకు సంబంధించినది.

It is about human values

3. ✘ ఇది మానవ విలువలకు సంబంధించినది

It is about imperialism

4. ✔ ఇది సామ్రాజ్య వాదానికి సంబంధించినది

**Question Number : 14 Question Id : 27028215586 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

According to the writer, India and Pakistan partition is \_\_\_\_\_

రచయిత ప్రకారం, భారతదేశం మరియు పాకిస్తాన్ విభజన అనేది \_\_\_\_\_

**Options :**

Natural

1. ✘ సహజమైనది

Compulsory

తప్పనిసరైనది

2. ✘

Odd

అసహజమైనది

3. ✔

Inevitable

అనివార్యమైనది

4. ✘

Question Number : 15 Question Id : 27028215587 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

'The wound will take long to heal.' The word 'wound' represents \_\_\_\_\_

'గాయము నయం కావడానికి చాలా సమయం పడుతుంది.' ఈ వాక్యంలో 'గాయం'

అనే పదం తీసిని సూచిస్తుంది :

Options :

Deaths occur in World War II

1. ✘ రెండవ ప్రపంచ యుద్ధంలోని మరణాలను

Partition

విభజనను

2. ✔

3. ✘



Nehru's sign on papers of India and Pakistan division

భారతదేశం మరియు పాకిస్తాన్ విభజన పత్రాలపై నెహ్రూ సంతకాన్ని

Reunion of the two countries

రెండు దేశాల పునఃకలయికను

4. ✘

Sub-Section Number :	4
Sub-Section Id :	2702821145
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 16 Question Id : 27028215588 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

One of the following should be avoided for effective communication. Find it out?

క్రిందివాటిలో ఒకటి సమర్థవంతమైన సంభాషణకు దూరంగా ఉండాలి. దాన్ని  
కనుగొనండి?

Options :

1. ✘ Intercultural awareness  
సంస్కృతుల మధ్య అవగాహన

2. ✓ Ambiguity  
సందిగ్ధత

3. ✘

Appearance of speaker

వక్త యొక్క రూపం

Physical disabilities

4. ✖ శారీరక వైకల్యాలు

Question Number : 17 Question Id : 27028215589 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Which of the following are the characteristic features of an effective classroom?

సమర్థవంతమైన తరగతికి ఉండవలసిన కొన్ని లక్షణాలేమిటి ?

1. Learning is student centered.

అభ్యసనము విద్యార్థి కేంద్రీకృతమై ఉంటుంది

2. Only teachers must be engaged.

ఉపాధ్యాయులు మాత్రమే పాల్గొనాలి

3. Instruction is varied.

భోధన వైవిధ్యంగా ఉంటుంది.

4. Learning is related to life.

నేర్చుకోవడం అనేది జీవితానికి సంబంధించినది

5. That which has a feedback.

దీనికి అభిప్రాయం ఉండేది

6. Students are engaged.

విద్యార్థులు పాల్గొనడం

Select the correct answer from the codes given below:

క్రింది ఇవ్వబడిన సంకేతం నుండి సరైన సమాధానం ఎంచుకోండి:

Options :

1. ✘ 1, 2, 3, 5

2. ✔ 1, 3, 4, 6

3. ✘ 1, 3, 5, 6

4. ✘ 1, 2, 4, 5

**Question Number : 18 Question Id : 27028215590 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Which of the following is not true?

వీటిలో ఏది నిజం కాదు?

**Options :**

We can learn to become better communicators through enhancing self-awareness and self-knowledge

స్వీయ-అవగాహన మరియు స్వీయ-విజ్ఞానాన్ని పెంపొందించడం ద్వారా మనం ఉత్తమ సమాచార ప్రసారకర్తలు కావాలని నేర్చుకోవడం

1. ✘

The forms of non-verbal communication include facial expressions, eye contact, and personal appearance.

అశాబ్దిక సమాచార మార్పిడి యొక్క రూపాలు ముఖ కవళికలు, కంటి సంకేతాలు మరియు వ్యక్తిగత రూపాన్ని కలిగి ఉంటుంది

2. ✘

3.

Non-verbal cues are not different from culture to culture.

అశాబ్దిక సూచనలు ఒక సంస్కృతి నుండి మరో సంస్కృతికి భిన్నంగా లేకపోయాయి



Active listening skills can be used to develop awareness and monitor the non-verbal cues of others.

చురుకైన శ్రవణ నైపుణ్యాలు అవగాహన పెంపొందించడానికి మరియు ఇతరుల అశాబ్దిక సంకేతాలను పర్యవేక్షించడానికి ఉపయోగించుట.

4. ✘

Question Number : 19 Question Id : 27028215591 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

Feedback is always appreciated. It motivates people to improve. The characteristics of effective feedback

అభిప్రాయం ఎల్లప్పుడూ ప్రశంసించబడుతుంది. ఇది ప్రజలను మెరుగుపరచడానికి ప్రోత్సహిస్తుంది. \_\_\_\_\_ సమర్థవంతమైన అభిప్రాయం యొక్క లక్షణం

Options :

It should be regular

1. ✘ ఇది క్రమంగా ఉండాలి

It should be non-reciprocal

2. ✘ ఇది పరస్పరం కానిదిగ ఉండాలి

It should include recommendations for improvement

3. ✘ ఇది మెరుగుదల కొరకు సిఫార్సులను కలిగి ఉండాలి

4. ✓ It should be based on information which is objective by first hand observation  
ఇది ప్రాథమిక పరిశీలన చేత వచ్చిన విషయ నిష్ఠితో కూడిన సమాచారం పై ఆధార పడటం

Question Number : 20 Question Id : 27028215592 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

Media is important because it is a

మీడియా ముఖ్యమైనది ఎందుకంటే మీడియా అనేది \_\_\_\_\_

Options :

1. ✘ Communicative source  
సమాచార ప్రసార ఆధారము
2. ✘ Money earning machine  
డబ్బు సంపాదించి పెట్టే యంత్రం
3. ✓ Benchmark to follow  
ఒక స్థాయిని అనుసరించటం
4. ✘ Medium for politicizing  
రాజకీయాలకు మాధ్యమం

Sub-Section Number :

5

Sub-Section Id :

2702821146

Question Shuffling Allowed :

Yes

Is Section Default? :

null

Question Number : 21 Question Id : 27028215593 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

A train crosses two persons who are cycling in the same direction in 12 and 18 seconds respectively. If the speeds of the two persons cycles are 9 and 18 kmph respectively, then the length of the train is (in meters)

ఒక రైలు, అదే దిశలో సైకిల్ పై వెళుతున్న ఇద్దరు వ్యక్తులను వరుసగా 12 మరియు 18 సెకన్ల సమయంలో దాటినది. ఇద్దరు వ్యక్తుల సైకిల్ వేగములు గంటకు కిలోమీటర్ల లో 9 మరియు 18 గా ఉన్నచో, అప్పుడు రైలు పొడవు (మీటర్లలో)

Options :

1. ✘ 18

2. ✘ 36

3. ✘ 54

4. ✔ 90

Question Number : 22 Question Id : 27028215594 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

Two taps A and B can fill an empty tank independently in 2 and 3 hours respectively. If both the taps are opened simultaneously, then in how many minutes can they fill the tank?  
రెండు ఖులాయిలు A మరియు B లు ఒక తొట్టిని వరుసగా 2 మరియు 3 గంటల్లో స్వతంత్రముగా నింపగలవు. ఒకేసారి రెండు ఖులాయిలు తెరిస్తే, ఆ తొట్టి ఎన్ని నిమిషాలలో నిండుతుంది?

**Options :**

1. ✘ 36

2. ✔ 72

3. ✘ 90

4. ✘ 120

**Question Number : 23 Question Id : 27028215595 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A person wants to buy 6 kg of tomatoes and 7 kg of potatoes, which together would cost Rs. 190. In the market as tomatoes were very good, then he decides to buy 2 kg more tomatoes and 6 kg less potatoes and spent only Rs. 170. Then the price of 1 kg of tomatoes is

ఒక వ్యక్తి 6 కిలోల టమోటాలను మరియు 7 కిలోల బంగాళాదుంపలను, రెండు కలిపి 190 రూపాయల ఖర్చుతో కొనుగోలు చేయాలని అనుకున్నాడు. మార్కెట్లో టమోటాలు చాలా బాగున్నాయి, అప్పుడు అతను టమోటాలు 2 కిలోలు ఎక్కువగా మరియు బంగాళాదుంపలు 6 కిలోలు తక్కువగా కొనుగోలు నిర్ణయించుకున్నాడు మరియు కొనుగోలుకు 170 రూపాయలు మాత్రమే ఖర్చు అయినది. 1 కిలో ధర టమోటాలు?

**Options :**

1. ✘ 10

2. ✖ 15

3. ✔ 20

4. ✖ 25

**Question Number : 24 Question Id : 27028215596 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A company gives a discount of 15% on the marked price and makes a profit of 19%. What percentage, did the product mark over the original price ?

ఒక సంస్థ గుర్తింపు ధరలో 15% డిస్కాంట్ ని ఇస్తుంది మరియు 19% లాభాన్ని పొందుతుంది. ఉత్పత్తి అసలు ధర మీద ఎంత శాతానికి ఎక్కువ గుర్తింపు ధర ఉంది ?

**Options :**

1. ✖ 15

2. ✖ 19

3. ✖ 34

4. ✔ 40

**Question Number : 25 Question Id : 27028215597 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**



Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

In a certain language, if the word 'BASKET' is coded as 'UFLTBC', then the word 'SIMPLE' is coded as

ఒక నిర్దిష్ట భాషలో, 'BASKET' అనే పదం కోడ్ 'UFLTBC' అయితే, అప్పుడు ఆ భాషలో 'SIMPLE' అనే పదం కోడ్

Options :

1. ✘ FMQNJG

2. ✘ MFNQJT

3. ✔ FMQNJT

4. ✘ FMQGNJ

Sub-Section Number :

6

Sub-Section Id :

2702821147

Question Shuffling Allowed :

Yes

Is Section Default? :

null

Question Number : 26 Question Id : 27028215598 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Missing group of letters in the following is  
కింది క్రమంలో లోపించిన అక్షరాల సమూహం

AZBY : CXDW :: EVFU: \_\_\_\_

Options :

1. ✘ TGSH

2. ✘ GSTH

3. ✘ GHTS

4. ✔ GTHS

Question Number : 27 Question Id : 27028215599 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The missing number in the sequence: 7, 20, 47, 94, 167, \_\_\_\_\_ is  
అనుక్రమంలో లోపించిన సంఖ్య: 7, 20, 47, 94, 167, \_\_\_\_\_ .

Options :

1. ✘ 216

2. ✔ 272

3. ✘ 226

Question Number : 28 Question Id : 27028215600 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The odd one among the following letters is  
కింది వానిలో నున్న, ఒక సరిపోలని అక్షరా లు

Options :

1. ✓ DU

2. ✖ AZ

3. ✖ CX

4. ✖ BY

Question Number : 29 Question Id : 27028215601 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

In a class of 280 students, 210 students passed in Chemistry and 220 students failed in Mathematics. 40 students failed in both the subjects. Then how many students in the class failed only in chemistry?

ఒక తరగతిలో నున్న 280 మంది విద్యార్థులలో, 210 మంది రసాయన శాస్త్రములో ఉత్తీర్ణత సాధించారు, మరియు 220 మంది విద్యార్థులు గణితశాస్త్రంలో విఫలమయ్యారు. 40 మంది విద్యార్థులు రెండింటిలోను విఫలమయ్యారు. అప్పుడు తరగతిలో నున్న విద్యార్థులలో రసాయనశాస్త్రములో మాత్రమే విఫలమైన వారు ఎందరు?

**Options :**

1. ✘ 40

2. ✔ 30

3. ✘ 20.

4. ✘ 50

**Question Number : 30 Question Id : 27028215602 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

How is A's mothers fathers son related to A's father.

A యొక్క తల్లికి తండ్రి యొక్క కొడుకు, A యొక్క తండ్రికి ఏమౌతాడు.

**Options :**

1. ✘ Brother సోదరుడు

2. ✘ Uncle మామ

3. ✓ Brother in law బావ / బావమరిది

Father

4. ✘ తండ్రి

Sub-Section Number : 7  
Sub-Section Id : 2702821148  
Question Shuffling Allowed : No  
Is Section Default? : null

Question Id : 27028215603 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No  
Question Numbers : (31 to 35)  
Question Label : Comprehension

Note: The questions Q. 31 to Q. 35 are based on the following information.

గమనిక: ప్రశ్నలు Q. 31 నుండి Q. 35 వరకు, కింది సమాచారం ఆధారంగా ఉన్నాయి.

In India, the total number of color televisions sold by different companies in the year 2015 and 2016 were 45 and 55 lakhs respectively. The percentage of different companies sold is presented in the table.

భారతదేశంలో 2015 మరియు 2016 సంవత్సరాల్లో వివిధ సంస్థలు వరుసగా 45, 55 లక్షల రంగు టెలివిజన్లను విక్రయించెను. వివిధ సంస్థలు విక్రయించిన శాతం పట్టికలో ఇవ్వబడింది.

Company of Color Television రంగు టెలివిజన్ల యొక్క సంస్థలు	2015 (in percentages శాతములలో)	2016 (in percentages శాతములలో)
Videocon వీడియోకాన్	21	22
Samsung శాంసంగ్	18	20
L. G. ఎల్ జీ	14	15
Onida ఒనిడా	13	10
Phillips ఫిలిప్స్	11	7
BPL బీపీల్	10	8
Aiwa ఐవా	6	6
Other companies ఇతరములు	7	12

### Sub questions

Question Number : 31 Question Id : 27028215604 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Which company has maximum increase in the number of units sold in 2016 when compared with 2015?

2015తో పోలిస్తే, 2016లోని విక్రయములో, ఏ సంస్థ యొక్క యూనిట్ల సంఖ్య అత్యధికంగా పెరిగింది?

Options :

1. ✖ vedeocon వీడియోకాన్

2. ✘ L G ఎల్ జీ

3. ✔ Samsung శాంసంగ్

4. ✘ Others ఇతరములు

Question Number : 32 Question Id : 27028215605 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The percentage of units sold by Videocon, out of sold units in the two years together is  
రెండు సంవత్సరాలలో విక్రయించిన మొత్తం యూనిట్లలో, వీడియోకాన్ విక్రయించినది ఎంత  
శాతం యూనిట్లు?

Options :

1. ✘ 21.00

2. ✘ 21.50

3. ✔ 21.55

4. ✘ 22.00

Question Number : 33 Question Id : 27028215606 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The number of units sold (in lakhs) by others is increased in 2016 compared with 2015 is  
2015 తో పోలిస్తే 2016 లో, ఇతరులచే విక్రయంపగా పెరిగిన యూనిట్ల సంఖ్య. (లక్షలలో)

Options :

1. ✘ 3.15

2. ✔ 3.45

3. ✘ 6.60

4. ✘ 9.75

Question Number : 34 Question Id : 27028215607 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The number of units of Phillips sold in 2016 compared with 2015, the number of units sold decreased is  
2015 తో పోలిస్తే, ఫిలిప్స్ విక్రయించిన యూనిట్ల సంఖ్య 2016 లో, విక్రయములో తగ్గిన యూనిట్ల సంఖ్య (లక్షలలో)

Options :

1. ✘ 0.1

2. ✘ 0.35



3. ✘ 1.0

4. ✔ 1.1

Question Number : 35 Question Id : 27028215608 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The percentage of units sold by Onida, in the two years together is  
రెండు సంవత్సరాలలో కలిపి వీడియోకాన్ విక్రయించిన మొత్తం యూనిట్ల శాతం

Options :

1. ✘ 0.35

2. ✔ 11.35

3. ✘ 5.5

4. ✘ 5.85

Sub-Section Number : 8

Sub-Section Id : 2702821149

Question Shuffling Allowed : Yes

Is Section Default? : null

Question Number : 36 Question Id : 27028215609 Question Type : MCQ Option Shuffling : No

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**  
**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**  
**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**  
**No**

**Correct Marks : 2 Wrong Marks : 0**

DOS stands for  
DOS అంటే

**Options :**

1. ✓ Disk Operating System  
డిస్క్ ఆపరేటింగ్ సిస్టమ్

2. ✘ Disk operating session  
డిస్క్ ఆపరేటింగ్ సెషన్

3. ✘ Digital Operating System  
డిజిటల్ ఆపరేటింగ్ సిస్టమ్

4. ✘ Digital Open system  
డిజిటల్ ఒపెన్ సిస్టమ్

**Question Number : 37 Question Id : 27028215610 Question Type : MCQ Option Shuffling : No**  
**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**  
**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**  
**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**  
**No**

**Correct Marks : 2 Wrong Marks : 0**

The term used to describe all physical components of a computer is;  
కంప్యూటర్లోని భౌతిక భాగాలను వివరించడానికి వాడే పదం.

**Options :**

1. ✘ Software  
సాఫ్ట్‌వేర్
2. ✘ Shareware  
షేర్‌వేర్
3. ✔ Hardware  
హార్డ్‌వేర్
4. ✘ Firmware  
ఫర్మ్‌వేర్

Question Number : 38 Question Id : 27028215611 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

In Internet terminology, what does the acronym WYSIWYG stand for?

ఇంటర్నెట్ సాంకేతికతలో సంక్షిప్త పదం WYSIWYG దేన్ని సూచిస్తుంది

Options :

1. ✘ Why You Saw Is What You Got
2. ✔ What You See Is What You Get
3. ✘ Where You See Is Where You Got

4. ✘ What You See Is What You Got

Question Number : 39 Question Id : 27028215612 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The program used to prevent unauthorized user on internet from reading files in a LAN is

అనుమతి లేని వాడకందార్లు ఇంటర్ నెట్ ద్వారా LANలో ఫైల్స్ చదవడాన్ని అరికట్టే సాఫ్ట్‌వేర్

Options :

1. ✔ Firewall  
ఫైర్ వాల్

2. ✘ Brickwall  
బ్రిక్‌వాల్

3. ✘ Telewall  
టెలివాల్

4. ✘ Cold wall  
కోల్డ్ వాల్

Question Number : 40 Question Id : 27028215613 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

**Correct Marks : 2 Wrong Marks : 0**

The expansion of abbreviation MOOC is  
MOOC అంటే

**Options :**

1. ✓ Massive Open Online Course
2. ✗ Massive online open College
3. ✗ Management open online course
4. ✗ Management online open college

**Sub-Section Number :** 9  
**Sub-Section Id :** 2702821150  
**Question Shuffling Allowed :** Yes  
**Is Section Default? :** null

**Question Number : 41 Question Id : 27028215614 Question Type : MCQ Option Shuffling : No**  
**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**  
**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**  
**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**  
**No**

**Correct Marks : 2 Wrong Marks : 0**

How much total solar energy that is reaching earth is used in the evaporation of water on earth to join in hydrological cycle?

నీటి చక్రంలో పాల్గొనటకు, భూమికి చేరే ఎంత సూర్యశక్తి భూమి మీద నీటిని ఆవిరి చేయుటకు కావలెను?

**Options :**

1. ✓ 1/4
2. ✗ 1/3

3. ✘  $\frac{1}{2}$

4. ✘  $\frac{1}{8}$

Question Number : 42 Question Id : 27028215615 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

In which country, the Sihwa Lake Tidal Power station is present ?  
ఏ దేశంలో షిహ్వా సరస్సు టైడల్ పవర్ స్టేషన్ కలదు?

Options :

China  
1. ✘ చైనా

Canada  
2. ✘ కెనడా

South America  
3. ✘ దక్షిణ అమెరికా

South Korea  
4. ✔ దక్షిణ కొరియా

Question Number : 43 Question Id : 27028215616 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The main cells that get effected by HIV are  
HIV వల్ల ప్రభావం చెందే ముఖ్య కణాలు

Options :

1. ✓ WBC  
డబ్ల్యుబీసీ
2. ✗ RBC  
ఆర్బీసీ
3. ✗ Hepatocytes  
కాలేయకణాలు
4. ✗ Neurons  
నాడీ కణాలు

Question Number : 44 Question Id : 27028215617 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Lignite is a variety of  
లిగ్నైట్ ఒక రకమైన

Options :

1. ✗ Renewable reource  
పునరుత్పాదన వనరు

2. ✘ Crude oil  
ముడి చమురు

3. ✔ Brown coal  
గోధుమ బొగ్గు

4. ✘ Combustible gaseous mixture  
మండు స్వభావము కల వాయు మిశ్రమము

Question Number : 45 Question Id : 27028215618 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

Ozone trends panel was set up by  
ఓజోన్ క్రమాన్ని నిర్ధారణచేయు సంఘమును వీరు స్థాపించారు.

1. NASA
2. WMD
3. SHAR
4. UNEP

Options :

1. ✘ 1

2. ✘ 4

3. ✔ 1, 2, 4



4. ✘ 1, 2, 3

**Sub-Section Number :** 10  
**Sub-Section Id :** 2702821151  
**Question Shuffling Allowed :** Yes  
**Is Section Default? :** null

**Question Number : 46 Question Id : 27028215619 Question Type : MCQ Option Shuffling : No**  
**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**  
**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**  
**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**  
**No**

**Correct Marks : 2 Wrong Marks : 0**

UGC has allowed students to do Diploma or Certificate Courses side by side with degrees to :

విద్యార్థులు డిగ్రీతోపాటు డిప్లమా లేక సర్టిఫికేట్ కోర్సులను చేయడానికి UGC అనుమతించడానికి కారణం.

**Options :**

1. ✘ Increase income of Universities and colleges  
విశ్వవిద్యాలయాల మరియు కళాశాలల ఆదాయాన్ని పెంచడం
2. ✘ Provide sufficient workload to the teaching staff  
బోధనా సిబ్బందికి తగినంత పనికల్పించడం
3. ✘ Utilise human and non-human resources maximum  
మానవ మరియు మానవేతర వనరులను పూర్తి స్థాయిలో వినియోగించడం
4. ✔ To empower students to take up work after their degree courses  
డిగ్రీ పూర్తిచేసిన తర్వాత విద్యార్థులు పనిచేయగలిగే సామర్థ్యాన్ని పెంచడం

Question Number : 47 Question Id : 27028215620 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

Which of the following organizations deal with "capacity building programme" on  
Educational Planning?

విద్యాప్రణాళికకు సంబంధించిన "సామర్థ్యాల నిర్మాణ కార్యక్రమాలను" నిర్వహించే సంస్థ ఏది?

Options :

1. ✘ NCERT  
ఎన్.సి.ఇ.ఆర్.టి

2. ✘ UGC  
యు.జి.సి

3. ✘ NAAC  
న్యాక్

4. ✔ NUEPA  
న్యూపా

Question Number : 48 Question Id : 27028215621 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No

Correct Marks : 2 Wrong Marks : 0

The purpose of value education is best served by focusing on  
క్రింది దానిపై కేంద్రీకరించడం ద్వారా విలువల విద్య ఉద్దేశ్యం మెరుగ్గా సాధించబడును

**Options :**

1. ✘ Cultural practices prevailing in the society.  
సమాజంలో ఉన్న సాంస్కృతిక ఆచారాలు
2. ✘ Norms of conduct laid down by a social group.  
ఒక సామాజిక వర్గం నిర్దేశించిన ప్రవర్తనా ప్రమాణాలు
3. ✔ Concern for human values.  
మానవ విలువల పట్ల శ్రద్ధ
4. ✘ Religious and moral practices and instructions.  
మతపరమైన మరియు నైతిక ఆచారాల బోధన

**Question Number : 49 Question Id : 27028215622 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

A Central University is setup by an act of  
కేంద్రీయ విశ్వవిద్యాలయం క్రింది చట్టం ద్వారా స్థాపించబడింది

**Options :**

1. ✔ The Parliament  
పార్లమెంట్
2. ✘ The Legislative Assembly  
శాసనసభ
3. ✘

The UGC

యు.జి.సి.

The MHRD Department

4. ✖ ఎమ్. హెచ్.ఆర్. డి. డిపార్ట్‌మెంట్ (మానవ వనరుల మంత్రిత్వశాఖ విభాగము)

Question Number : 50 Question Id : 27028215623 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Which of the following is the most important in higher education?

ఉన్నత విద్యలో అత్యంత ప్రధానమైనది క్రింది వానిలో ఏది?

Options :

1. ✖ Teaching what is being tested  
పరీక్షించిన అంశాలను బోధించడం

2. ✖ Testing what is being taught  
బోధించిన అంశాలను పరీక్షించడం

3. ✖ Promoting students achievement in academics  
పాఠ్యాంశాల్లో విద్యార్థుల సాధనను పెంపొందించడం

4. ✔ Encouraging learning to learn  
అభ్యసించాల్సిన నైపుణ్యాలను అభ్యసించేందుకు ప్రోత్సహించటం

## JOURNALISM & MASS COMMUNICATION

<b>Group Number :</b>	2
<b>Group Id :</b>	270282206
<b>Group Maximum Duration :</b>	120
<b>Group Minimum Duration :</b>	120
<b>Show Attended Group? :</b>	No
<b>Edit Attended Group? :</b>	No
<b>Break time :</b>	0
<b>Group Marks :</b>	200
<b>Is this Group for Examiner? :</b>	No
<b>Examiner permission :</b>	Cant View
<b>Show Progress Bar? :</b>	No

## JOURNALISM & MASS COMMUNICATION

<b>Section Id :</b>	270282206
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	100
<b>Number of Questions to be attempted :</b>	100
<b>Section Marks :</b>	200
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	2702821152
<b>Question Shuffling Allowed :</b>	Yes
<b>Is Section Default? :</b>	null

**Question Number : 51 Question Id : 27028215624 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Research method in which the researcher joins a specific audience group in order to observe their reactions to media from within the group is?

**Options :**

1. ✓ Audience Ethnography
2. ✘ Audience Measurement
3. ✘ Audience Analysis
4. ✘ Audience Density

**Question Number : 52 Question Id : 27028215625 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Media theory that says media operates primarily to justify and support the status quo at the expense of ordinary people is?

**Options :**

1. ✘ Dominant Paradigm

2. ✓ Critical Media Theory

3. ✘ Cultural Theory

4. ✘ Deconstruction Theory

**Question Number : 53 Question Id : 27028215626 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A work of art created by cutting, arranging, and using various materials, such as cloth, paper, photos and other objects onto a surface is called as?

**Options :**

1. ✘ Cropped Picture

2. ✘ Perfect Picture

3. ✓ Collage

4. ✘ Montage

**Question Number : 54 Question Id : 27028215627 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

No

Correct Marks : 2 Wrong Marks : 0

Use of media to run away from daily problems or pressing personal problems is called as?

Options :

1. ✘ Media addiction
2. ✔ Escapism
3. ✘ Media illiteracy
4. ✘ None of the above

Question Number : 55 Question Id : 27028215628 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

UNESCO commission set up in 1978 to assess the impact of western technology and media on developing countries is known as?

Options :

1. ✘ Fulbright Commission
2. ✔ MacBride Commission
3. ✘ Shridath Ramphal Commission



4. ✘ Paul Volcker Commission

**Question Number : 56 Question Id : 27028215629 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Technique of dividing a scene or frame into horizontal and vertical sections in order to  
create a balanced composition is called as?

**Options :**

1. ✘ Camera Setting

2. ✔ Rule of thirds

3. ✘ Composition

4. ✘ None of the above

**Question Number : 57 Question Id : 27028215630 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Technology that allows for the exchange of computer data through a telephone line is called as?

**Options :**

1. ✘ Tele-facilitator
2. ✘ Tele-prompter
3. ✘ Telemeters
4. ✔ Telematics

**Question Number : 58 Question Id : 27028215631 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A type of video in which all components are recorded or transmitted as one?

**Options :**

1. ✘ Composite value
2. ✔ Composite signal
3. ✘ Compression
4. ✘ Comprehensive video

**Question Number : 59 Question Id : 27028215632 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Direct reception of TV signals broadcast over-the-air is called as?

**Options :**

1. ✘ DTH
2. ✘ On-air
3. ✔ Off-air
4. ✘ Terrestrial

**Question Number : 60 Question Id : 27028215633 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A process by which media attention bestows a degree of prominence on certain issues or individuals is known as?

**Options :**

1. ✔ Status Conferral

2. ✘ Publics
3. ✘ Rack Jobbers
4. ✘ None of the above

**Question Number : 61 Question Id : 27028215634 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A complex or having a feeling of superiority in one's own culture and group is termed as?

**Options :**

1. ✔ Ethnocentrism
2. ✘ Monoculturalism
3. ✘ Multiculturalism
4. ✘ None of the above

**Question Number : 62 Question Id : 27028215635 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A non-probability type of sampling provides an equal chance or opportunity of being chosen from the population?

**Options :**

1. ✘ Partly False

2. ✔ False

3. ✘ Partly True

4. ✘ True

**Question Number : 63 Question Id : 27028215636 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

'Page not found' web server code is?

**Options :**

1. ✘ 302

2. ✘ 403

3.

✓ 404

4. ✘ 500

**Question Number : 64 Question Id : 27028215637 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A sample in which desired sample size is established for various universe subclasses is termed as \_\_\_\_\_?

**Options :**

1. ✘ Random Sample

2. ✘ Probability Sample

3. ✓ Quota Sample

4. ✘ None of the above

**Question Number : 65 Question Id : 27028215638 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A standard lighting technique using the key, fill and back lights is called as?

**Options :**

1. ✘ Multi Point Lighting System
2. ✔ Three Point Lighting
3. ✘ Two Point Lighting
4. ✘ Key to fill & Back Lights

**Question Number : 66 Question Id : 27028215639 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

An individual's irrational and obsessive hatred of people perceived as different and foreign is known as?

**Options :**

1. ✔ Xenophobia
2. ✘ Racism
3. ✘ Ethnocentrism
4. ✘ None of the above

**Question Number : 67 Question Id : 27028215640 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A derogatory description for writing in an opinionated, subjective manner is?

**Options :**

1. ✘ Kite flying
2. ✔ Editorialise
3. ✘ Fiction Writing
4. ✘ None of the above

**Question Number : 68 Question Id : 27028215641 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A list of stories for a news bulletin is called as?

**Options :**

1. ✔ Rundown



2. ✘ Run up for the bulletin

3. ✘ Running Story

4. ✘ Run to Time

**Question Number : 69 Question Id : 27028215642 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Information given by a source who has agreed to be identified in the story is called as?

**Options :**

1. ✔ On the record

2. ✘ Source Attribution

3. ✘ Off the Record

4. ✘ Source Anonymity

**Question Number : 70 Question Id : 27028215643 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

The theory of frame analysis was developed by?

**Options :**

1. ✓ Erving Goffman

2. ✘ Samuel Huntington

3. ✘ F.Inglis

4. ✘ Carl Hovland

**Question Number : 71 Question Id : 27028215644 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

Official announcement given by an agency or person to the press or the public is known as?

**Options :**

1. ✘ Press Invite

2. ✘ Press Brief

3. ✘ Press debrief

4. ✓ **Communiqué**

**Question Number : 72 Question Id : 27028215645 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Story, play or motion picture that depends on strong and sustained suspense for its dramatic interest is called as?

**Options :**

1. ✘ On the cliff
2. ✘ Hanger Story
3. ✓ Cliff-hanger
4. ✘ None of the above

**Question Number : 73 Question Id : 27028215646 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Layout of a newspaper page, showing where advertising material are to be placed is called as?

**Options :**

1. ✓ Dummy
2. ✗ Pagination
3. ✗ Facsimile
4. ✗ None of the above

**Question Number : 74 Question Id : 27028215647 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A structuralism theory which extracts meaning from two forms namely word and symbols simultaneously by detecting a minimal difference between them is called as?

**Options :**

1. ✗ Populism
2. ✗ Pluralism
3. ✗ Marxism
4. ✓ Binarism

**Question Number : 75 Question Id : 27028215648 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Advertising the same product in several media forms and outlets is called as?

**Options :**

1. ✘ Billboards
2. ✘ Out of home advertising
3. ✘ Cross-media ownership
4. ✔ Cross-media advertising

**Question Number : 76 Question Id : 27028215649 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Story that precedes the main story, so as to provide background information is called as?

**Options :**

1. ✔ Curtain Raiser
2. ✘ In-depth story

3. ✘ Incisive analysis

4. ✘ None of the above

**Question Number : 77 Question Id : 27028215650 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A three-dimensional image recorded on a plate or film by laser, which splits into two beams, forming a pattern reflecting the shape of the photographed object is called as?

**Options :**

1. ✔ Holography

2. ✘ Telephotography

3. ✘ High-density picture

4. ✘ Virtual photography

**Question Number : 78 Question Id : 27028215651 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

No

Correct Marks : 2 Wrong Marks : 0

An idea that denotes that journalism is more and more obsessed with corporate gain is called as?

Options :

1. ✘ Commoditisation of Media
2. ✘ MacDonalidization of Media
3. ✘ Murdoch Effect
4. ✔ All of the above

Question Number : 79 Question Id : 27028215652 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On

Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Response to a message contained in a media text that is not immediately apparent, but surfaces later is termed as?

Options :

1. ✘ Media Effect
2. ✔ Sleeper Effect
3. ✘ Text mark-up

4. ✘ Spiral of Silence

**Question Number : 80 Question Id : 27028215653 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Acronym for organization of publishers, advertising agencies and advertisers for verifying the circulation Statements of member publications?

**Options :**

1. ✔ ABC

2. ✘ ACB

3. ✘ RNI

4. ✘ PCI

**Question Number : 81 Question Id : 27028215654 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**



A unit of measurement of audience size. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals is known as?

**Options :**

1. ✘ Television Rating Point
2. ✘ Radio Rating Point
3. ✔ Gross Rating Point
4. ✘ None of the above

**Question Number : 82 Question Id : 27028215655 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A sociological perspective that considers the functions performed by a system for the entire society is termed as?

**Options :**

1. ✘ Microanalysis
2. ✘ Regression analysis
3. ✘ Extrapolation
4. ✔

✓ Macro analysis

**Question Number : 83 Question Id : 27028215656 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

People who are vital to the success or failure of an organization to reach its goals are called as?

**Options :**

1. ✘ Registered Members
2. ✘ Investors
3. ✓ Stakeholders
4. ✘ None of the above

**Question Number : 84 Question Id : 27028215657 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Verbal communication is an exchange of messages that uses words and gestures as a communication codes like sign language?

**Options :**

1. ✓ False
2. ✘ Partly False
3. ✘ Partly True
4. ✘ True

**Question Number : 85 Question Id : 27028215658 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The method that produces flat opening, as in telephone directories; distinguished from side stitching is called as?

**Options :**

1. ✓ Perfect Binding
2. ✘ Pinning
3. ✘ Centre Pinning
4. ✘ Stitch Binding

**Question Number : 86 Question Id : 27028215659 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The size of random sample that would provide the same standard error as the actual sampling plan on which a survey result is based is called as \_\_\_\_\_?

**Options :**

1. ✓ Effective Sample Size
2. ✘ Sample Footprint
3. ✘ Sample Population
4. ✘ None of the above

**Question Number : 87 Question Id : 27028215660 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A short video that plays before the start of a video that has been selected for viewing is called as?

**Options :**

1. ✘ Pinch roll

2. ✓ Pre roll

3. ✗ Video Lag

4. ✗ None of the above

**Question Number : 88 Question Id : 27028215661 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A method of distributing formatted documents over the Internet is called as?

**Options :**

1. ✓ PDF

2. ✗ Open file

3. ✗ Word file

4. ✗ TIFF

**Question Number : 89 Question Id : 27028215662 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A microphone which picks up sound from both directions is called as?

**Options :**

1. ✓ Bidirectional Mike
2. ✗ Unidirectional Mike
3. ✗ Omni directional Mike
4. ✗ Boom Mike

**Question Number : 90 Question Id : 27028215663 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A newsroom's library, where old newspapers, *clippings* and pictures are stored for reference. is termed as?

**Options :**

1. ✗ Gutter
2. ✓ Morgue
3. ✗ File Racks

4. ✘ Store

**Question Number : 91 Question Id : 27028215664 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Influential role played by the media in their determination of which issues are covered  
and their relative order of importance is known as?

**Options :**

1. ✘ Opinion

2. ✔ Agenda Setting

3. ✘ Running Order

4. ✘ Priority News

**Question Number : 92 Question Id : 27028215665 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

A theory of media claiming that exposure to media shapes cognition is called as?

**Options :**

1. ✘ Cognition Dissonance Theory
2. ✔ Cognitive Psychology Theory
3. ✘ Cognition Theory
4. ✘ Cognitivism

**Question Number : 93 Question Id : 27028215666 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

To study mass media systems and draw a relationship between different areas of the world is called as?

**Options :**

1. ✘ Content Analysis
2. ✔ Comparative Analysis
3. ✘ Media Analysis
4. ✘ Spot Analysis



**Question Number : 94 Question Id : 27028215667 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Print media term for the headline of a story of unusual importance, stretching over the entire width of the page is called as?

**Options :**

1. ✘ Mast Head
2. ✘ Flag
3. ✔ Banner Head
4. ✘ Op-Ed

**Question Number : 95 Question Id : 27028215668 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Journalism centred on the participation of readers and journalists in community issues, making newspapers a forum for discussion and engagement is termed as?

**Options :**

1. ✘ Civic Journalism

2. ✘ Citizen Journalism
3. ✘ Responsible Journalism
4. ✔ All of the above

**Question Number : 96 Question Id : 27028215669 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Advertising that includes product or company features and symbols in addition to the ad text itself is known as \_\_\_\_\_.

**Options :**

1. ✘ Classified ads
2. ✘ Service Advertising
3. ✔ Display Advertising
4. ✘ Ear Panels

**Question Number : 97 Question Id : 27028215670 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Two images on the same piece of film, making it seem that they have been shot at the same time is called as?

**Options :**

1. ✘ Double opt-in
2. ✔ Double Exposure
3. ✘ Double Feature
4. ✘ Double-Spotting

**Question Number : 98 Question Id : 27028215671 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Act of watching several television programmes simultaneously is called as?

**Options :**

1. ✔ Grazing
2. ✘ Surfing

3. ✘ Browsing

4. ✘ None of the above

**Question Number : 99 Question Id : 27028215672 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

“News about events farther away have less value than news about similar events from the place where they are being reported” is called as?

**Options :**

1. ✘ Ferguson’s Law

2. ✘ McCourt’s Law

3. ✔ McLurg’s Law

4. ✘ None of the above

**Question Number : 100 Question Id : 27028215673 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Study of meaning in language in all its dimensions, including word meaning, phrase meaning, sentence meaning and utterance meaning?

**Options :**

1. ✓ Semantics
2. ✗ Semiology
3. ✗ Semiosphere
4. ✗ None of the above

**Question Number : 101 Question Id : 27028215674 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The degree to which a medium or vehicle has coverage in a specific area is termed as?

**Options :**

1. ✗ Footprint
2. ✗ Reach
3. ✓ Penetration
4. ✗

## Diffusion

**Question Number : 102 Question Id : 27028215675 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Use of electronic means for coverage and transmission in place of using film as an intermediate step is termed as?

**Options :**

1. ✘ Electronic Display
2. ✔ Electronic News Gathering
3. ✘ News Spread
4. ✘ Electronic Transmission

**Question Number : 103 Question Id : 27028215676 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

News value that emphasizes the emotional, bizarre, offbeat, or uplifting nature of a news story is called as?

**Options :**

1. ✓ Human Interest
2. ✗ Filler
3. ✗ Insert
4. ✗ Anchor Story

**Question Number : 104 Question Id : 27028215677 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Sensationalized journalism, appearing during the 1890s, noted for its emphasis on sex, murder, popularized medicine, pseudoscience, self-promotion, and human-interest stories was called as?

**Options :**

1. ✓ Yellow Journalism
2. ✗ Paid Journalism
3. ✗ Cheque Book Journalism
4. ✗ Unethical Journalism

**Question Number : 105 Question Id : 27028215678 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Kinesis is a body language used as an interpretation of body movements, gesture, facial expressions etc?

**Options :**

1. ✘ False
2. ✘ Partly False
3. ✘ Partly True
4. ✔ True

**Question Number : 106 Question Id : 27028215679 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Card giving space or buying of an advertising medium, data on mechanical requirements, closing dates and issued by the media house is called as?

**Options :**

1. ✘ Flash Card



2. ✘ Menu Card

3. ✔ Rate Card

4. ✘ In-folder Card

**Question Number : 107 Question Id : 27028215680 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A studio device for electronically projecting text across a television screen is known as \_\_\_\_\_?

**Options :**

1. ✔ Character Generator

2. ✘ 2D

3. ✘ 3D

4. ✘ Scroll

**Question Number : 108 Question Id : 27028215681 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

Advertising, publicity, public relations, personal selling, and sales promotion used to promote a specific product or service is called as?

**Options :**

1. ✘ Media Buying
2. ✔ Promotional Mix
3. ✘ Media Space Selling
4. ✘ Media Slotting

**Question Number : 109 Question Id : 27028215682 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

National Television Standards Commission. Video/broadcast standard used in?

**Options :**

1. ✘ USA
2. ✘ Canada
3. ✘ Japan

4. ✓ All of the above

**Question Number : 110 Question Id : 27028215683 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A characteristic of systems whereby feedback seeks to maintain the system at the current level is known as?

**Options :**

1. ✘ General Systems Theory

2. ✘ Dialectical Theory

3. ✓ Homeostasis

4. ✘ Hypodermic Needle Theory

**Question Number : 111 Question Id : 27028215684 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A relatively low cost marketing technique which uses novel or unconventional methods in order to boost sales or attract interest in a brand or business especially one which interrupts a consumer to pay special attention is called as?

**Options :**

1. ✘ Flash Mob
2. ✔ Guerrilla Marketing
3. ✘ Direct Marketing
4. ✘ Door-to-Door Marketing

**Question Number : 112 Question Id : 27028215685 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A symbol followed by a word or phrase, used to mark a topic in social media messages so people with an interest can find it is termed as?

**Options :**

1. ✘ Follow
2. ✘ Like
3. ✘ Tag
4. ✔ Hash tag

**Question Number : 113 Question Id : 27028215686 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The exact words used by a person, written within quotation *marks* and usually *attributed* to the same person is known as?

**Options :**

1. ✓ Direct Quote
2. ✘ Indirect Quote
3. ✘ Quote in Context
4. ✘ Quote out of Context

**Question Number : 114 Question Id : 27028215687 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The amplification level of an audio or video signal is called as?

**Options :**

1. ✘ Signal Loss

2. ✓ Signal Gain

3. ✗ Raw Signal

4. ✗ Signal Break

**Question Number : 115 Question Id : 27028215688 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Sports enthusiasts and nature photographers use the following lenses to capture from long distances?

**Options :**

1. ✗ Super Zoom Lens

2. ✗ Ultra Wide Angle

3. ✓ Telephoto Lens

4. ✗ None of the above

**Question Number : 116 Question Id : 27028215689 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Hidden camera used to film people unawares, often in situations designed to elicit amusing responses is called as?

**Options :**

1. ✘ Go pro

2. ✔ Candid

3. ✘ Virtual

4. ✘ Capture

**Question Number : 117 Question Id : 27028215690 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Filming technique whereby the background of a filmed scene is altered or replaced without affecting the foreground?

**Options :**

1. ✘ Turnkey

2. ✘ Shift Focus

3. ✓ Chroma Key

4. ✘ Zoom

**Question Number : 118 Question Id : 27028215691 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Experimental work whose style or content falls outside the mainstream in films?

**Options :**

1. ✘ Documentary Film

2. ✓ Avant-garde

3. ✘ Pot-Boiler

4. ✘ Commercial Cinema

**Question Number : 119 Question Id : 27028215692 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**



To print something beyond the edge of a page is termed as?

**Options :**

1. ✘ Cut Marks
2. ✘ Colour Spread
3. ✘ Narrow Margin
4. ✔ Bleed

**Question Number : 120 Question Id : 27028215693 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :**

**No**

**Correct Marks : 2 Wrong Marks : 0**

Rehearsal that does not use any recording equipment is called as?

**Options :**

1. ✘ Run
2. ✘ Rerun
3. ✔ Dry run
4. ✘ None of the above

**Question Number : 121 Question Id : 27028215694 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Line at the beginning of a printed news story or news release giving the place and date of the story's origin is called as?

**Options :**

1. ✘ Intro

2. ✔ Dateline

3. ✘ Headline

4. ✘ Byline

**Question Number : 122 Question Id : 27028215695 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Spread of media content either generally throughout society or specifically within a target audience is known as?

**Options :**

1. ✘ Profusion

2. ✘ Digression

3. ✔ Diffusion

4. ✘ Concoction

**Question Number : 123 Question Id : 27028215696 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Filmic tracking shot using a moving platform is called as?

**Options :**

1. ✘ Trolley

2. ✔ Dolly

3. ✘ Folly

4. ✘ None of the above

**Question Number : 124 Question Id : 27028215697 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Single image held still in the middle part of a motion picture sequence is called as?

**Options :**

1. ✘ Frame by frame

2. ✔ Freeze Frame

3. ✘ Single Frame

4. ✘ Still Frame

**Question Number : 125 Question Id : 27028215698 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

**Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Person who writes something for another person, usually a celebrity, pretending to be the author is called as?

**Options :**

1. ✘ Freelance writer

2. ✘ Commissioned writer

3.

✓ Ghost writer

4. ✘ None of the above

**Question Number : 126 Question Id : 27028215699 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Information collected about a market that can be used to shape a marketing or advertising campaign is called as?

**Options :**

1. ✘ Pre Test

2. ✘ Marketing Communication

3. ✘ Marketing Model

4. ✓ Marketing Intelligence

**Question Number : 127 Question Id : 27028215700 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Study of social relations and power structures among the members of small groups is called as?

**Options :**

1. ✘ Socio-indices
2. ✘ Socio-engineering
3. ✔ Sociometrics
4. ✘ Socio-dynamics

**Question Number : 128 Question Id : 27028215701 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

An oversimplified assessment applied as generalizations, constituting a form of biased judgement is termed as?

**Options :**

1. ✔ Stereotype
2. ✘ Monotype
3. ✘ Prototype

4. ✘ None of the above

**Question Number : 129 Question Id : 27028215702 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

What is the metric used to gauge influence on social networks called as?

**Options :**

1. ✘ Clout

2. ✔ Klout

3. ✘ Float

4. ✘ Gloat

**Question Number : 130 Question Id : 27028215703 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

A print advertisement surrounded completely by editorial ?

**Options :**

1. ✓ Island Position

2. ✗ Display

3. ✗ Ribbon

4. ✗ Banner

**Question Number : 131 Question Id : 27028215704 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

Written defamation that tends to injure a person's reputation or good name or that diminishes the esteem, respect, or goodwill due a person is termed as?

**Options :**

1. ✓ Libel

2. ✗ Libel per quod

3. ✗ Libel per se

4. ✗ None of the above



**Question Number : 132 Question Id : 27028215705 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Management technique that sets observable, measurable goals for an organization to achieve is known as?

**Options :**

1. ✘ Control Management
2. ✘ Management by Demand
3. ✔ Management by Objectives
4. ✘ Sales Management

**Question Number : 133 Question Id : 27028215706 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A situation whereby audience members develop a sense of kinship or friendship with media personalities is known as?

**Options :**

1. ✔ Para social relationship
- 2.

✘ Media relationship

3. ✘ Response relationship

4. ✘ None of the above

**Question Number : 134 Question Id : 27028215707 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The first episode of a projected television series is called as?

**Options :**

1. ✘ Rushes

2. ✔ Pilot

3. ✘ Premier

4. ✘ Time Band

**Question Number : 135 Question Id : 27028215708 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The way an organisation/corporate wishes to be perceived by the outside world, an essential part for organizational growth is termed as?

**Options :**

1. ✓ Corporate Identity
2. ✘ Corporate Responsibility
3. ✘ Corporate Social Responsibility
4. ✘ Corporate Behaviour

**Question Number : 136 Question Id : 27028215709 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

An activity where the focus is on the expression of multiple ideas and thoughts that could be used as solutions to a problem is termed as?

**Options :**

1. ✘ Group Discussion
2. ✘ Brainstorming
- 3.

✘ Talking Board

4. ✔ All of the above

**Question Number : 137 Question Id : 27028215710 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A brief explanation below an image or video or poster is termed as?

**Options :**

1. ✘ Caption

2. ✘ Picture Story

3. ✘ Cutline

4. ✔ All of the above

**Question Number : 138 Question Id : 27028215711 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A type of analysis where two variables are compared against each other in order to check if the two share a relationship between them is termed as?

**Options :**

1. ✓ Correlational analyses
2. ✗ Collaborative analyses
3. ✗ Qualitative analyses
4. ✗ Quantitative analyses

**Question Number : 139 Question Id : 27028215712 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Variables in an experiment that change only due to manipulations done to the independent variable. It is the variable that is measured to understand the effect of making changes to the independent variable is called as?

**Options :**

1. ✓ Dependent Variable
2. ✗ Mutually Dependent Variable
3. ✗ Mutually Independent Variable

4. ✘ None of the above

**Question Number : 140 Question Id : 27028215713 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No  
Correct Marks : 2 Wrong Marks : 0**

A technique for reproducing colour illustrations by a set of four process plates called CMYK,  
what does K stands for?

**Options :**

1. ✘ Yellow

2. ✘ Magenta

3. ✘ Cyan

4. ✔ Black

**Question Number : 141 Question Id : 27028215714 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No  
Correct Marks : 2 Wrong Marks : 0**

Type of advertising where the complete sales transaction takes place through the mail is termed as?

**Options :**

1. ✘ Online Advertising
2. ✔ Mail-Order Advertising
3. ✘ Door-to-Door Advertising
4. ✘ On-Site Advertising

**Question Number : 142 Question Id : 27028215715 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The standard code language of the Internet that is used to define structure and layout of web pages is termed as?

**Options :**

1. ✔ Hypertext Markup Language
2. ✘ Markup Language
3. ✘ Hypotext Markup Language

4. ✘ Superimposed Language

**Question Number : 143 Question Id : 27028215716 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

CRM Stands for?

**Options :**

1. ✘ Customer Relationship Management

2. ✘ Customer Retail Management

3. ✘ 1 & 2 are correct

4. ✔ 1 is correct 2 is incorrect

**Question Number : 144 Question Id : 27028215717 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A  
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On  
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :  
No**

**Correct Marks : 2 Wrong Marks : 0**

A content format that is used to alert the Internet when new content is published on a website is called as?



**Options :**

1. ✓ Rich Site Summary Feed
2. ✘ Internet Protocol Address
3. ✘ Universal Resource Locator
4. ✘ None of the above

**Question Number : 145 Question Id : 27028215718 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Group of people with similar traits for the purpose of audience analysis is \_\_\_\_\_?

**Options :**

1. ✓ Cluster Group
2. ✘ Focussed Group
3. ✘ Target Group
4. ✘ Stratified Group

**Question Number : 146 Question Id : 27028215719 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The interrelation of all social factors that bring about social change in Marxist theory is termed as?

**Options :**

1. ✘ Connect
2. ✔ Conjecture
3. ✘ Connivance
4. ✘ Cohesiveness

**Question Number : 147 Question Id : 27028215720 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Process that gives people the ability to make their own choices and control their lives is termed as?

**Options :**

1. ✔ Empowerment

2. ✘ Empiricism

3. ✘ Enculturation

4. ✘ Enlightenment

**Question Number : 148 Question Id : 27028215721 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

The premise that those who already are knowledgeable receive more benefit from the media and new information technologies than those who are not is termed as?

**Options :**

1. ✘ Text break

2. ✘ Knowledge gap

3. ✔ Knowledge gap hypothesis

4. ✘ None of the above

**Question Number : 149 Question Id : 27028215722 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On**

**Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

A commercial given to the advertiser without cost either to make up for undelivered audience, or as an inducement to buy additional time is termed as?

**Options :**

1. ✘ Bonus
2. ✔ Bonus Spot
3. ✘ Bonus Time
4. ✘ Bonus Slot

**Question Number : 150 Question Id : 27028215723 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No**

**Correct Marks : 2 Wrong Marks : 0**

Identification of messages given to a web browser by a web server is called as?

**Options :**

1. ✔ Cookie
2. ✘ Click per View
3. ✘ Messenger

4. ✘ None of the above