

TELANGANA RESIDENTIAL EDUCATIONAL INSTITUTIONS RECRUITMENT BOARD TREI-RB

Notations :

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

Question Paper Name :	Journalism 16th Aug 2023 Shift 2
Subject Name :	Journalism
Creation Date :	2023-08-16 15:35:13
Duration :	120
Total Marks :	100
Display Marks:	Yes
Calculator :	None
Magnifying Glass Required? :	No
Ruler Required? :	No
Eraser Required? :	No
Scratch Pad Required? :	No
Rough Sketch/Notepad Required? :	No
Protractor Required? :	No
Show Watermark on Console? :	Yes
Highlighter :	No
Auto Save on Console?	Yes
Change Font Color :	No
Change Background Color :	No
Change Theme :	No
Help Button :	No
Show Reports :	No
Show Progress Bar :	No

Journalism

Group Number :	1
Group Id :	59425397
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100

Is this Group for Examiner? : No
Examiner permission : Cant View
Show Progress Bar? : No

Journalism

Section Id : 594253113
Section Number : 1
Section type : Online
Mandatory or Optional : Mandatory
Number of Questions : 100
Number of Questions to be attempted : 100
Section Marks : 100
Enable Mark as Answered Mark for Review and Clear Response : Yes
Maximum Instruction Time : 0
Sub-Section Number : 1
Sub-Section Id : 594253144
Question Shuffling Allowed : Yes
Is Section Default? : null

Question Number : 1 Question Id : 5942539624 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 1 Wrong Marks : 0.25

The procedure of arranging a product to occupy distinct place in target customers mind is called

Options :

1. ✘ Market segmentation
2. ✘ Targeting
3. ✘ Differentiation
4. ✔ Positioning

Question Number : 2 Question Id : 5942539625 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 1 Wrong Marks : 0.25

According to four Ps of marketing, the inventory and logistics services are classified as

Options :

1. ✓ Place
2. ✗ Product
3. ✗ Price
4. ✗ Promotion

Question Number : 3 Question Id : 5942539626 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

According to management guru Peter Drucker, marketing aims to sell

Options :

1. ✗ Necessary
2. ✗ Unnecessary
3. ✓ Not already available
4. ✗ Already available

Question Number : 4 Question Id : 5942539627 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

In macro environment, the 'pressure groups' and 'government agencies' are part of

Options :

1. ✗ the cultural environment
2. ✓ the political environment

3. ✘ the demographic environment

4. ✘ the economic environment

Question Number : 5 Question Id : 5942539628 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

If a company wants to build a good “corporate image,” it will probably use which of the following marketing communication mix tools?

Options :

1. ✘ advertising

2. ✔ public relations

3. ✘ direct marketing

4. ✘ sales promotion

Question Number : 6 Question Id : 5942539629 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

_____ is direct communication with carefully targeted individual consumers to obtain an immediate response.

Options :

1. ✘ Personal selling

2. ✘ Public relations

3. ✔ Direct marketing

4. ✘ Sales promotion

Question Number : 7 Question Id : 5942539630 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

One definition of “spinning” in PR might be

Options :

1. ✘ distracting reporters with information about a totally different event than the one they want to report on
2. ✔ supplanting the PR version of reality over other versions that are less beneficial to the spinner
3. ✘ eliminating all euphemisms in an effort to show nothing but the harsh truth
4. ✘ choosing to give the whole story to one exclusive reporter

Question Number : 8 Question Id : 5942539631 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

One type of community relations strategy is

Options :

1. ✔ corporate aid
2. ✘ news leaks
3. ✘ embedding journalists
4. ✘ political announcements

Question Number : 9 Question Id : 5942539632 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The main goal of early press agency was to

Options :

1. ✓ use hype to generate publicity for clients
2. ✗ impress upon the public the importance of publicity
3. ✗ make corporate clients appear to be interested in social responsibility
4. ✗ resolve scandals by being as truthful as possible with the public

Question Number : 10 Question Id : 5942539633 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Advertising which praises the item to be sold with subjective opinions, superlatives or exaggerations is known as:

Options :

1. ✓ Puffery
2. ✗ Dummy
3. ✗ Garbage-in
4. ✗ Surrogate

Question Number : 11 Question Id : 5942539634 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

An advertorial is

Options :

1. ✗ A news
2. ✗ An article
3. ✗ An editorial
4. ✓ Paid news/ feature

Question Number : 12 Question Id : 5942539635 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Dr. Goebbels is known as father of:

Options :

1. ✘ Advertising
2. ✘ Public Relation
3. ✔ Propaganda
4. ✘ Public Opinion

Question Number : 13 Question Id : 5942539636 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Symbolic interactionism argues that a more complete understanding of the social world can be developed through a consideration of:

Options :

1. ✔ Significant others
2. ✘ The generalised us
3. ✘ Significant perceptions
4. ✘ Desired objectives

Question Number : 14 Question Id : 5942539637 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The term "Media Determinism", "Global Village: and "Hot and Cool Media" were termed and conceptualised by:

Options :

1. ✘ Harold Lasswell
2. ✘ Walter Lipman
3. ✔ Marshal McLuhan
4. ✘ Mc Coombs

Question Number : 15 Question Id : 5942539638 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following formulae is used to determine how many people to include in the original sampling?

Options :

1. ✘ $\text{Desired sample size} / \text{Desired sample size} + 1$
2. ✘ $\text{Proportion likely to respond} / \text{desired sample size}$
3. ✘ $\text{Proportion likely to respond} / \text{population size}$
4. ✔ $\text{Desired sample size} / \text{Proportion likely to respond}$

Question Number : 16 Question Id : 5942539639 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following sampling techniques is an equal probability selection method (i.e., EPSEM) in which every individual in the population has an equal chance of being selected?

Options :

1. ✔ Simple random sampling
2. ✘ Systematic sampling

3. ✘ Proportional stratified sampling

4. ✘ Judgement sampling

Question Number : 17 Question Id : 5942539640 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Another name for a Likert Scale is a(n):

Options :

1. ✘ Interview protocol

2. ✘ Event sampling

3. ✔ Summated rating scale

4. ✘ Ranking

Question Number : 18 Question Id : 5942539641 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

A question during an interview such as “Why do you feel that way?” is known as a:

Options :

1. ✔ Probe

2. ✘ Filter question

3. ✘ Response

4. ✘ Pilo

Question Number : 19 Question Id : 5942539642 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Quantitative research only works if

Options :

1. ✘ You talk to more number of people
2. ✘ You talk to a variety of people
3. ✔ You ask the right questions and analyse the data you get in the right way
4. ✘ You ask leading questions

Question Number : 20 Question Id : 5942539643 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

A study based on individual interviews is a(n)

Options :

1. ✔ Qualitative study.
2. ✘ Quantitative study.
3. ✘ Observational study.
4. ✘ Participatory study.

Question Number : 21 Question Id : 5942539644 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Where would you find the researcher's assessment of possible implications of the research findings?

Options :

1. ✘ literature review
2. ✘ methodology

3. ✓ discussion

4. ✗ references

Question Number : 22 Question Id : 5942539645 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?

Options :

1. ✗ Primary data

2. ✓ Secondary data

3. ✗ Experimental data

4. ✗ Field notes

Question Number : 23 Question Id : 5942539646 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Researchers use both open-ended and closed-ended questions to collect data. Which of the following statements is true?

Options :

1. ✗ Open-ended questions directly provide quantitative data based on the researcher's predetermined response categories

2. ✗ Closed-ended questions provide quantitative data in the participants' own words

3. ✓ Open-ended questions provide qualitative data in the participants' own words

4. ✗ Closed-ended questions directly provide qualitative data in the participants' own words

Question Number : 24 Question Id : 5942539647 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of these is **NOT** a method of data collection?

Options :

1. ✘ Questionnaires
2. ✘ Interviews
3. ✔ Predictions
4. ✘ Observations

Question Number : 25 Question Id : 5942539648 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

A type of sampling used in qualitative research that involves selecting cases that disconfirm the researcher's expectations and generalizations is referred to as

Options :

1. ✔ Negative-case sampling
2. ✘ Extreme case sampling
3. ✘ Typical-case sampling
4. ✘ Critical-case sampling

Question Number : 26 Question Id : 5942539649 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The first press regulations were introduced in India by

Options :

1. ✘ Warren Hastings
2. ✘ Marques Wellesley
3. ✘ Lord Dalhousie
4. ✔ Lord Lytton

Question Number : 27 Question Id : 5942539650 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The Daily Courant was founded by

Options :

1. ✘ Samuel Buckley
2. ✔ Elizabeth Mallet
3. ✘ T. Cooper
4. ✘ Benjamin Franklin

Question Number : 28 Question Id : 5942539651 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

‘Indian State Broadcasting Service’ was started in the year

Options :

1. ✘ 1927
2. ✔ 1930
3. ✘ 1936
4. ✘ 1947

Question Number : 29 Question Id : 5942539652 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

All India Radio started Radio Rural Forums inspired by the success of a similar programme, "Farm Radio Forum" in

Options :

1. ✘ Mexico
2. ✔ Canada
3. ✘ Tanzania
4. ✘ Brazil

Question Number : 30 Question Id : 5942539653 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which committee recommended to separate All India Radio and Doordarshan?

Options :

1. ✘ Dr. Bhagavantham Committee
2. ✔ A.K. Chanda Committee
3. ✘ B.G. Varghese Committee
4. ✘ Nitish Sengupta Committee

Question Number : 31 Question Id : 5942539654 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Article 361-A was incorporated in Indian constitution in the year

Options :

1. ✘ 1950

2. ✘ 1965

3. ✘ 1976

4. ✔ 1978

Question Number : 32 Question Id : 5942539655 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following states was **NOT** a part of SITE experiment?

Options :

1. ✔ Gujarat

2. ✘ Karnataka

3. ✘ Andhra Pradesh

4. ✘ Rajasthan

Question Number : 33 Question Id : 5942539656 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The novel 'Pather Panchali' was written by

Options :

1. ✘ Satyajit Ray

2. ✘ Rabindranath Tagore

3. ✔ Bibhutibhushan Bandyopadhyay

4. ✘ Bankinchandra Chatterjee

Question Number : 34 Question Id : 5942539657 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following is **NOT** one of the steps in the communication process?

Options :

1. ✘ Encoding message
2. ✔ Noise
3. ✘ Transmission over communication media
4. ✘ Decoding message

Question Number : 35 Question Id : 5942539658 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

All of the following are barriers to effective communication except:

Options :

1. ✔ Eliminate noise
2. ✘ Communication overloads
3. ✘ Improper timing
4. ✘ Distortion of information

Question Number : 36 Question Id : 5942539659 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

An informal and unstructured communication channel that cuts across formal channels of communication is called:

Options :

1. ✘ upward communication
2. ✘ horizontal communication

3. ✘ downward communication

4. ✔ the grapevine

Question Number : 37 Question Id : 5942539660 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

_____ is NOT one of the 7 C's of communication:

Options :

1. ✘ conciseness

2. ✔ character

3. ✘ correctness

4. ✘ clarity

Question Number : 38 Question Id : 5942539661 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

In the communication process, the media and message are considered as

Options :

1. ✔ communication tools

2. ✘ communication channels

3. ✘ communication functions

4. ✘ communication parties

Question Number : 39 Question Id : 5942539662 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Intra-personal communication is:

Options :

1. ✘ Communication with personal friend
2. ✘ With people
3. ✔ With self
4. ✘ With family

Question Number : 40 Question Id : 5942539663 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The author of "Men, Message and Media: A look at Human Communication" is

Options :

1. ✘ Charles Wright
2. ✘ Herbert Bruever
3. ✔ Wilbur Schramm
4. ✘ Noam Chomsky

Question Number : 41 Question Id : 5942539664 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Marketing does not include:

Options :

1. ✘ Creating value for customers
2. ✘ Building strong relationships
3. ✘ Capturing value from customers

4. ✓ Production and operations management

Question Number : 42 Question Id : 5942539665 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The primary activities of PR practitioners include

Options :

1. ✗ Advertising, counselling, and fundraising
2. ✗ Writing, speaking, and organising
3. ✓ Research, counselling, and communication
4. ✗ Event management

Question Number : 43 Question Id : 5942539666 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The name of the international organisation working for two-way flow of communication is:

Options :

1. ✗ Transparency International
2. ✓ UNESCO
3. ✗ Amnesty International
4. ✗ SAARC

Question Number : 44 Question Id : 5942539667 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The Magic Bullet theory of mass communication was evolved by:

Options :

1. ✘ Ball Rokeach
2. ✘ Klapper
3. ✘ George Gerbner
4. ✔ Paul Lazarsfield

Question Number : 45 Question Id : 5942539668 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The book "Process and Effects of Mass Communication" was written by:

Options :

1. ✘ Denis McQuail
2. ✔ Wilbur Schramm
3. ✘ Joseph Ascart
4. ✘ Paul Lazarsfield

Question Number : 46 Question Id : 5942539669 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Cultivation Theory posits:

- A) Consequences of exposure
- B) Two step flow hypothesis
- C) Recurrent patterns of stories, images and messages
- D) Multi-step flow

Choose the correct answer:

Options :

1. ✓ A & C only
2. ✗ B & C only
3. ✗ A, C & D only
4. ✗ A, B & D only

Question Number : 47 Question Id : 5942539670 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Network society implies:

- A) Social, political economic and cultural changes
- B) Spread of digital information & communication technology
- C) Networks in organisations
- D) Radial networks with positive outcomes

Choose the correct answer:

Options :

1. ✓ A & B only
2. ✗ B & C only
3. ✗ A, C & D only
4. ✗ A, B & D only

Question Number : 48 Question Id : 5942539671 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

P.R. 2.0 can be defined as:

- A) Press releases
- B) Bottom up communication
- C) Social media role in PR
- D) Communication with bloggers and influencers

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✔ C & D only
- 4. ✘ A, B & D only

Question Number : 49 Question Id : 5942539672 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Agenda setting theory was propounded by

- A) Maxwell McCombs
- B) Donald Lewis Shaw
- C) Paul Lazarsfiels
- D) George Gerbnet

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✘ A, B & D only

Question Number : 50 Question Id : 5942539673 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Digital marketing includes the following:

- A) mobile devices
- B) chatbots
- C) websites
- D) social media platforms

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only
4. ✘ A, B & D only

Question Number : 51 Question Id : 5942539674 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following should a news headline reflect?

- A) clear and specific
- B) repeat the lead
- C) telling the reader what the story is about
- D) interesting enough to draw them into reading the article

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only

4. ✘ A, B & D only

Question Number : 52 Question Id : 5942539675 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Gatekeeping function removes the following

- A) unwanted information
- B) redundant information
- C) desirable information
- D) controversial information

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✔ A, B & D only

Question Number : 53 Question Id : 5942539676 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Narcotising dysfunction implies

- A) People tend to become apathetic
- B) Fail to engage with the huge amount of information they receive
- C) Actively participate in action
- D) Knowledge substitutes wisdom

Options :

- 1. ✔ A & B only

2. ✘ B & C only
3. ✘ A, C & D only
4. ✘ A, B & D only

Question Number : 54 Question Id : 5942539677 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following typefaces are closer to each other?

- A) Times New Roman
- B) Arial
- C) Georgia
- D) Garamond

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only
4. ✘ A, B & D only

Question Number : 55 Question Id : 5942539678 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Preproduction in TV programming includes

- A) script
- B) scouting
- C) casting, location
- D) scouting, equipment and crew and the shot list

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only
4. ✘ A, B & D only

Question Number : 56 Question Id : 5942539679 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

What are the hallmarks of parallel cinema?

- A) talks about in dulled whispers
- B) meaningless entertainment
- C) affects society
- D) mirroring society

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only
4. ✘ A, B & D only

Question Number : 57 Question Id : 5942539680 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Types of news

- A) straight news
- B) article
- C) soft news
- D) hard news

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✔ A, C & D only
- 4. ✘ A, B & D only

Question Number : 58 Question Id : 5942539681 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

SITE was covered in

- A) more than 2400 villages
- B) 20 districts of six Indian states and territories
- C) China
- D) Cuba

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✘ A, B & D only

Question Number : 59 Question Id : 5942539682 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The Government can place the following reasonable restrictions on the freedom of the press?

- A) State's Security
- B) Individual business interests
- C) Interest in Integrity and Sovereignty of India
- D) Contempt of court

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✔ A, C & D only
- 4. ✘ A, B & D only

Question Number : 60 Question Id : 5942539683 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the major types of media ownership?

- A) Private
- B) Ponzi schemes
- C) Trust
- D) Government

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only

3. ✓ A, C & D only

4. ✗ A, B & D only

Question Number : 61 Question Id : 5942539684 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following are part of Data Journalism?

A) digging deep into data

B) scraping, cleansing and structuring

C) precision journalism

D) filtering by mining for specific information, visualizing and making a story

Options :

1. ✗ A & B only

2. ✗ B & C only

3. ✗ A, C & D only

4. ✓ A, B & D only

Question Number : 62 Question Id : 5942539685 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

A multimedia story includes the following:

A) data visualisations

B) ligatures

C) infographics, slideshows, animations

D) social media posts, interactive maps

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✔ A, C & D only
4. ✘ A, B & D only

Question Number : 63 Question Id : 5942539686 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Quota sampling is a combination of

- A) a non-probability sampling method
- B) non-random selection
- C) mix of incidental and convenience sampling
- D) a predetermined number or proportion of units

Options :

1. ✘ A & B only
2. ✘ B & C only
3. ✘ A, C & D only
4. ✔ A, B & D only

Question Number : 64 Question Id : 5942539687 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The function of mass media relating to production of news is

- A) surveillance
- B) correlation
- C) status conferral
- D) cultural transmission

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✔ A, B & D only

Question Number : 65 Question Id : 5942539688 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Article 361 (A) of the Constitution is about

- A) protection of publication of proceedings of Parliament
- B) protection of publication of proceedings of State Legislatures
- C) provisions of Official secrets Act
- D) penal actions under Defamation

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✘ A, B & D only

Question Number : 66 Question Id : 5942539689 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

What are the levels of measurement data?

- A) Nominal
- B) Likert
- C) Interval
- D) Ordinal

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✔ A, C & D only
- 4. ✘ A, B & D only

Question Number : 67 Question Id : 5942539690 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Who are the investigative journalists behind the Watergate scandal?

- A) Woodward
- B) Carl Bernstein
- C) Daniel Pearl
- D) Christiane Amanpour

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only

4. ✘ A, B & D only

Question Number : 68 Question Id : 5942539691 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

In the process of conducting research, 'Formulation of Hypothesis' is followed by

Options :

1. ✘ Analysis of Data
2. ✘ Selection of a Problem
3. ✔ Selection of Research Tools
4. ✘ Collection of Data

Question Number : 69 Question Id : 5942539692 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Concept is of two types

- A) Abstract
- B) Concrete
- C) Coherent
- D) Cogent

Options :

1. ✔ A & B only
2. ✘ B & C only
3. ✘ A, C & D only
4. ✘ A, B & D only

Question Number : 70 Question Id : 5942539693 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The Chairman of Press Council of India is selected by a committee consisting of

- A) Chairman of Rajya Sabha
- B) Speaker of Lok Sabha
- C) Members of the legislative assembly
- D) Person chosen by the members of the council from among themselves

Options :

- 1. ✘ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✔ A, B & D only

Question Number : 71 Question Id : 5942539694 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The nodal agency of the Government to disseminate the information to the print media in Government policies and advertisements

- A) PIB
- B) DAVP
- C) Akash vani
- D) Films division

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only

3. ✖ A, C & D only

4. ✖ A, B & D only

Question Number : 72 Question Id : 5942539695 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

The most authentic and dependable source for registration and circulation figures of newspapers are published by

A) RNI

B) ABC

C) UNI

D) PIB

Options :

1. ✔ A & B only

2. ✖ B & C only

3. ✖ A, C & D only

4. ✖ A, B & D only

Question Number : 73 Question Id : 5942539696 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Imprint line means:

A) type size

B) details of registration

C) name of printer

D) lead story

Options :

1. ✘ A & B only
2. ✔ B & C only
3. ✘ A, C & D only
4. ✘ A, B & D only

Question Number : 74 Question Id : 5942539697 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

_____ means false and malicious defamation, includes type, pictures, cartoons, drawings.

- A) Character assassination
- B) Libel
- C) Slander

Options :

1. ✔ A & B only
2. ✘ B & C only
3. ✘ A & C only
4. ✘ A, B & C

Question Number : 75 Question Id : 5942539698 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

_____ means, matter printed at the top of the editorial column, stating the title, publisher, place of publication, moto of the paper and so on.

- A) Lead
- B) Nameplate
- C) Masthead
- D) Frontline

Options :

- 1. ✘ A & B only
- 2. ✔ B & C only
- 3. ✘ A, C & D only
- 4. ✘ A, B & D only

Question Number : 76 Question Id : 5942539699 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Cross line or Crosshead means:

- A) A single line heading placed in the text of a story
- B) Headline centered in the column width
- C) The time by which a copy of newspaper is required for publishing and printing
- D) To cut down a photograph or a plate in size

Options :

- 1. ✔ A & B only
- 2. ✘ B & C only
- 3. ✘ A, C & D only
- 4. ✘ A, B & D only

Question Number : 77 Question Id : 5942539700 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Which of the following is/are advantages of online journalism?

- A) User generated content
- B) Flexibility of time and Space
- C) Only Text based
- D) Archiving

Options :

1. ✓ A & B only
2. ✗ B & C only
3. ✗ A, C & D only
4. ✗ A, B & D only

Question Number : 78 Question Id : 5942539701 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Media / Business houses and radio stations

- | | |
|-----------------------|------------------|
| A) Reliance | i. Red FM |
| B) Bennet and Coleman | ii. Radio Mirchi |
| C) Sun Net Work | iii. Rainbow |
| D) All India radio | iv. Big FM |

Options :

1. ✓ A-iv, B-ii, C-i, D-iii
2. ✗ A-i, B-ii, C-iii, D-iv
3. ✗ A-ii, B-iv, C-i, D-iii

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 79 Question Id : 5942539702 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Statistical tests and purpose

- | | |
|---------------|--------------------------|
| A) T-test | i. Prediction |
| B) Chi Square | ii. Association |
| C) Regression | iii. Means of two groups |
| D) ANOVA | iv. Variance in groups |

Options :

1. ✘ A-iv, B-iii, C-ii, D-i

2. ✘ A-i, B-ii, C-iii, D-iv

3. ✘ A-ii, B-iii, C-i, D-iv

4. ✔ A-iii, B-ii, C-i, D-iv

Question Number : 80 Question Id : 5942539703 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Major research studies and research method

- | | |
|--------------------------|----------------------|
| A) SITE | i. Anthropological |
| B) Jhabua | ii. Experiment |
| C) The People's choice | iii. Longitudinal |
| D) Manufacturing consent | iv. Content Analysis |

Options :

1. ✘ A-iv, B-ii, C-i, D-iii

2. ✘ A-ii, B-iii, C-i, D-iv

3. ✘ A-ii, B-iv, C-i, D-iii

4. ✔ A-ii, B-i, C-iii, D-iv

Question Number : 81 Question Id : 5942539704 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Advertisements and positions

- | | |
|---------------|--------------------------------------|
| A) Banner | i. Strips on top, right or bottom |
| B) Island | ii. Display ad amidst classifieds |
| C) Ear Panels | iii. Ad across the web screen |
| D) Ribbon | iv. Ads on either side of name plate |

Options :

1. ✔ A-iii, B-ii, C-iv, D-i

2. ✘ A-ii, B-iii, C-i, D-iv

3. ✘ A-iv, B-iii, C-i, D-ii

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 82 Question Id : 5942539705 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Magazine and Publishing house

- | | |
|------------------|------------------|
| A) India Today | i. Living Media |
| B) Caravan | ii. Magna |
| C) Society | iii. Delhi Press |
| D) Down to earth | iv. CSE |

Options :

1. ✘ A-iv, B-ii, C-i, D-iii

2. ✔ A-i, B-iii, C-ii, D-iv

3. ✘ A-iv, B-iii, C-i, D-ii

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 83 Question Id : 5942539706 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Books and Authors

A) A Lucknow Boy	i. Barkha Dutt
B) Your slip is showing	ii. Sanjay Baru
C) Accidental Prime Minister	iii. Nihal Singh
D) This Unquiet Land	iv. Vinod Mehta

Options :

1. ✔ A-iv, B-iii, C-ii, D-i

2. ✘ A-i, B-ii, C-iii, D-iv

3. ✘ A-ii, B-iii, C-i, D-iv

4. ✘ A-iii, B-ii, C-i, D-iv

Question Number : 84 Question Id : 5942539707 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Reporting terms and meanings

- | | |
|---------------|------------------------------------|
| A) News Peg | i. Continuation of story |
| B) Strap line | ii. Isolated two words in a column |
| C) Jump | iii. Line below the head line |
| D) Dog leg | iv. Main hook of story |

Options :

1. ✘ A-iv, B-ii, C-i, D-iii

2. ✘ A-ii, B-iii, C-i, D-iv

3. ✔ A-iv, B-iii, C-i, D-ii

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 85 Question Id : 5942539708 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Cartoonist and newspaper/ magazine

- | | |
|---------------|-----------------------|
| A) Ajit Ninan | i. The Indian Express |
| B) Irfan | ii. Eenadu |
| C) Makireddy | iii. The Hindu |
| D) EP Unni | iv. Times of India |

Options :

1. ✘ A-iv, B-ii, C-i, D-iii

2. ✘ A-ii, B-iii, C-i, D-iv

3. ✔ A-iv, B-iii, C-ii, D-i

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 86 Question Id : 5942539709 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following Media related books and authors

- | | |
|-------------------------------|-----------------------------------|
| A) Media Monopoly | i. Noam Chomsky & Edward S Herman |
| B) Manufacturing Consent | ii. Ben Bagdikian |
| C) Rich Media, Poor democracy | iii. Robert McChesney |
| D) Diffusion of Innovations | iv. Everette M Rogers |

Options :

- ✘ A-iv, B-ii, C-i, D-iii
- ✘ A-ii, B-iii, C-i, D-iv
- ✘ A-iv, B-iii, C-i, D-ii
- ✔ A-ii, B-i, C-iii, D-iv

Question Number : 87 Question Id : 5942539710 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Match the following

- | | |
|-------------------|-----------|
| A) Innovators | i. 34% |
| B) Early Adopters | ii. 13.5% |
| C) Late majority | iii. 2.5% |
| D) Laggards | iv. 16% |

Options :

- ✘ A-iv, B-ii, C-i, D-iii
- ✘ A-ii, B-iii, C-i, D-iv
- ✔ A-iii, B-ii, C-i, D-iv

4. ✘ A-ii, B-i, C-iii, D-iv

Question Number : 88 Question Id : 5942539711 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of Effects theories as they are propounded

Options :

1. ✘ Agenda Setting, Cultivation, Powerful effects, Limited effects
2. ✘ Powerful effects, Limited effects, Cultivation, Agenda Setting
3. ✘ Agenda Setting, Powerful effects Cultivation, Limited effects
4. ✔ Powerful effects, Agenda Setting, Cultivation, Limited Effects

Question Number : 89 Question Id : 5942539712 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of the Serials in the order of the year in which they were started

Options :

1. ✘ KahaniGharGhar Ki, Humlog, Buniyad, BalikaVadhu
2. ✘ Buniyad, Humlog, KahaniGharGhar Ki, BalikaVadhu
3. ✔ Humlog, Buniyad, KahaniGharGhar Ki, BalikaVadhu
4. ✘ BalikaVadhu, Humlog, Buniyad, KahaniGharGhar Ki

Question Number : 90 Question Id : 5942539713 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of the Information and Broadcasting Ministers as per the period in which they assumed office

Options :

1. ✘ VC Shukla, LK Advani, Gadgil, IK Gujral, Jaipal Reddy, Manish Tewari
2. ✔ IK Gujral, VC Shukla, LK Advani, Gadgil, Jaipal Reddy, Manish Tewari
3. ✘ IK Gujral, LK Advani, VC Shukla Gadgil, Jaipal Reddy, Manish Tewari
4. ✘ Gadgil, VC Shukla, Jaipal Reddy, Manish Tewari, IK Gujral, LK Advani

Question Number : 91 Question Id : 5942539714 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of Video production stages

Options :

1. ✘ Recce, screenplay, storyboard, shooting
2. ✘ Screenplay, Recce, storyboard, shooting
3. ✔ Storyboard, Recce, screenplay, shooting
4. ✘ Recce, storyboard, screenplay, shooting

Question Number : 92 Question Id : 5942539715 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of Doordarshan Kendras as per their year of establishment

Options :

1. ✘ Bombay, Calcutta, Jalandhar, Srinagar
2. ✔ Bombay, Srinagar, Calcutta, Jalandhar

3. ✘ Bombay, Srinagar, Jalandhar, Calcutta

4. ✘ Calcutta, Bombay, Jalandhar, Srinagar

Question Number : 93 Question Id : 5942539716 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of activities of Advertising

Options :

1. ✘ Message formulation, client briefing, brainstorm, media strategy, evaluation

2. ✘ Client briefing, brainstorm, message formulation, media strategy, evaluation

3. ✔ Media strategy, client briefing, message formulation, brainstorm, evaluation

4. ✘ Brainstorm, message formulation, client briefing, media strategy, evaluation

Question Number : 94 Question Id : 5942539717 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of International media organizations as per their year of launch

Options :

1. ✘ INTELSAT, ITU, ARABSAT, SAFMA

2. ✘ ARABSAT, ITU, INTELSAT, SAFMA

3. ✔ ITU, INTELSAT, ARABSAT, SAFMA

4. ✘ SAFMA, ITU, INTELSAT, ARABSAT

Question Number : 95 Question Id : 5942539718 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of Year of establishment of newspapers

Options :

1. ✘ The Indian Express, The Times of India, The Hindu, The Telegraph
2. ✔ The Times of India, The Hindu, The Indian Express, The Telegraph
3. ✘ The Indian Express, The Telegraph, The Times of India, The Hindu
4. ✘ The Indian Express, The Hindu, The Times of India, The Telegraph

Question Number : 96 Question Id : 5942539719 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of launch of TV Networks

Options :

1. ✘ STAR, Zee, Sony, SUN
2. ✘ Zee, STAR, Sony, SUN
3. ✘ Sony, Zee, STAR, SUN
4. ✔ STAR, SUN, Zee, Sony

Question Number : 97 Question Id : 5942539720 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Identify the correct order of the Radio programmes in the order of the year in which they were started

Options :

1. ✘ Yuva Vani, Vividh Bharati, RRFs, External Services
2. ✘ Yuva Vani, Vividh Bharati, RRFs, External Services
3. ✘ External Services, Yuva Vani, Vividh Bharati, RRFs
4. ✔ External Services, RRFs, Vividh Bharati, Yuva Vani

Question Number : 98 Question Id : 5942539721 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Choose the correct pairs from the following related to Human relations theory

- A) Human relations theorist : Elton Mayo
- B) Human relations theory : popularized the idea of the “social person,” not machines – with individual needs
- C) Mayo’s : Hawthorne studies showed that relationships are the most influential factor in productivity
- D) Individual productivity and quality will increase : support the organizational team

Options :

1. ✘ A & C only
2. ✘ B & D only
3. ✘ A, B & D only
4. ✔ A, B, C & D

Question Number : 99 Question Id : 5942539722 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Choose the correct pairs from the following related to framing of news

- A) Framing is a concept : used to understand the media effects
- B) Framing theory : extension of agenda setting theory
- C) Politicians can frame their vision : public can understand its significance and accept it
- D) Media is a powerful tool : content must be framed with values as it influences and controls the audience

Options :

- 1. ✘ A & C only
- 2. ✘ B & D only
- 3. ✘ A, B & D only
- 4. ✔ A, B, C & D

Question Number : 100 Question Id : 5942539723 Question Type : MCQ Option Shuffling : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Wrong Marks : 0.25

Choose the correct pairs from the following related to hierarchy of effects of advertising

- A) Hierarchy-of-effects theory : advertising influences consumer's decision to purchase or not to purchase a product or service
- B) The behaviors associated with the hierarchy-of-effects theory : cognitive, affective and conative behaviors
- C) Liking and preference stages : first in the model for customers form feelings about a brand
- D) Hierarchy-of-effects : Robert J. Lavidge and Gary A. Steiner

Options :

- 1. ✘ A & C only
- 2. ✘ B & D only

3. ✓ A, B & D only

4. ✗ A, B, C & D