Entrance Exam

2024



QUESTION PAPER

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Andhra Pradesh State Council of Higher Education

Notations :

1.Options shown in green color and with ✔ icon are correct.

2.Options shown in red color and with ✖ icon are incorrect.

Question Paper Name :	Journalism and Mass Communication 2nd May 2024 Shift 2
Duration :	120
Total Marks :	140
Display Marks:	No
Share Answer Key With Delivery Engine :	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
Is this Group for Examiner? :	No
Examiner permission :	Cant View
Show Progress Bar? :	No

Research Methodology

Section Id :	971036419
Section Number :	1
Mandatory or Optional :	Mandatory
Number of Questions :	66
Section Marks :	70
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Is Section Default? :	null

Question Number : 1 Question Id : 97103629470 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following factors shows an adverse effect on the academic performance of a student?

Options :

1. ✖ Faith in God

2. ✖ Physical appearance of teachers

3.

✖ Indifferent attitude towards environment

4. ✔ Low belief in self-efficacy

Question Number : 2 Question Id : 97103629471 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In order to improve the academic performance of children the parents shall be encouraged to

Options :

1. ✖ Arrange extra coaching at home

2. ✖ Always report to the school teacher

3. ✔ Supervise the work of children

4. ✖ Just remain unconcerned

Question Number : 3 Question Id : 97103629472 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

One of the following is the most important quality of a good teacher

Options :

1. ✖ Being social with students

2. ✔ Mastery over subject

3. ✖ Punctual to work

4. ✖ Possess sympathy on students

Question Number : 4 Question Id : 97103629473 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The method of dividing students into small groups to learn parts of a topic is known as

Options :

1. ✖ Round-Robin method

2. ✖ Numbered heads together

3. ✖ Think-pair-share method

4. ✔ Jigsaw method

Question Number : 5 Question Id : 97103629474 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which is the first stage in the cycle of experimental learning

Options :

1. ✖ Reflective observation

2. ✔ Concrete experience

3. ✖ Active experimentation

4. ✖ Abstract

Question Number : 6 Question Id : 97103629475 Display Question Number : Yes Is Questio

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

Time : 0

The process of creating knowledge by transforming experiences is known as

Options :

1. ✖ Abstraction

2. ✖ Conceptualization

3. ✔ Learning

4. ✖ Experimentation

Question Number : 7 Question Id : 97103629476 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A teacher of a diverse class wishes to ensure that all students are engaged on the topic being taught. Which of the following is the best method to reach the goal?

Options :

1. ✔ Initiate a collaborative group activity for students

2. ✖ Use worksheets and calculations

3. ✖ Traditional lecturing

4. ✖ Teaching with the help of slides

Question Number : 8 Question Id : 97103629477 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which approach emphasizes the importance of objective, measurable data in research?

Options :

1. ✔ Positivism

2. ✖ Post-positivism

3. ✖ Constructivism

4. ✖ Interpretivism

Question Number : 9 Question Id : 97103629478 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which research method involves manipulating variables to establish cause-and-effect relationships?

Options :

1. ✖ Descriptive

2. ✔ Experimental

3. ✖ Historical

4. ✖ Qualitative

Question Number : 10 Question Id : 97103629479 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The research approach in which focus lies on observable facts avoiding speculation and metaphysical issues is known as

Options :

1. ✖ Abstraction

2. ✖ Constructionism

3. ✔ Positivism

4. ✖ Feminism

Question Number : 11 Question Id : 97103629480 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The conceptual framework in which research is carried out is called

Options :

1. ✖ Research paradigm

2. ✖ Research synopsis

3. ✖ Research theme

4. ✔ Research design

Question Number : 12 Question Id : 97103629481 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

An approach known as 'research-to-action' is called _____ research

Options :

1. ✖ Case study

2. ✔ Participatory

3. ✖ Intuitive

4. ✖ Qualitative

Question Number : 13 Question Id : 97103629482 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The 'bottom-up method' approach in research is known as

Options :

1. ✔ Inductive method

2. ✖ Hypothesis method

3. ✖ Pattern method

4. ✖ Interview method

Question Number : 14 Question Id : 97103629483 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

In the context of research, the saying 'knowledge comes from experience' is called

Options :

1. ✖ Empiricism

2. ✖ Logic

3. ✔ Deductive reasoning

4. ✖ Experimentation

Question Number : 15 Question Id : 97103629484 Display Question Number : Yes Is Questi

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

Time : 0

A research approach that relies on neutral and measurable physical things around is known as

Options :

1. ✔ Positivism

2. ✖ Post-positivism

3. ✖ Rationalism

4. ✖ Delfi approach

Question Number : 16 Question Id : 97103629485 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A type of research that adheres to specific research design is called

Options :

1. ✖ Historical research

2. ✔ Experimental research

3. ✖ Case study

4. ✖ Survey research

Question Number : 17 Question Id : 97103629486 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In experimental research, the results of a study group are compared with those of

Options :

1. ✖ Popularly known results

2. ✖ Published research outcomes

3. ✔ Control group

4.

✖ Myth and belief

Question Number : 18 Question Id : 97103629487 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A research approach used to generate an in-depth and multi-faceted understanding of an issue is called

Options :

1. ✖ Quasi experimental approach

2. ✖ Historical research

3. ✖ Participatory research

4. ✔ Case study approach

Question Number : 19 Question Id : 97103629488 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The chief goal of qualitative research is _____ of the findings

Options :

1. ✖ Dimension reduction

2. ✔ Categorization

3. ✖ Presentation

4. ✖ Meta-analysis

Question Number : 20 Question Id : 97103629489 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the first step in the research process?

Options :

1. ✖ Data analysis

2. ✖ Literature review

3. ✔ Formulating research questions

4. ✖ Writing the research report

Is Section Default? : null

Question Id : 97103629490 Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (21 to 25)

Read the Passage and answer the following questions:

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. Providing universal access to quality education is the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way forward for developing and maximizing our country's rich talents and resources for the good of the individual, the society, the country, and the world. India will have the highest population of young people in the world over the next decade, and our ability to provide high-quality educational opportunities to them will determine the future of our country. The global education development agenda reflected in the Goal 4 (SDG4) of the 2030 Agenda for Sustainable Development, adopted by India in 2015 - seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030. Such a lofty goal will require the entire education system to be reconfigured to support and foster learning, so that all of the critical targets and goals (SDGs) of the 2030 Agenda for Sustainable Development can be achieved.

Sub questions

Question Number : 21 Question Id : 97103629491 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which is required to achieve human potential?

Options :

1. ✖ Culture

2. ✖ Social Justice

3. ✖ Leadership

4. ✔ Education

Question Number : 22 Question Id : 97103629492 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

India's leadership in multifaced national development is largely based on

Options :

1. ✖ Good quality of life

2. ✔ Access to quality education

3. ✖ Social justice

4. ✖ Industrial growth

Question Number : 23 Question Id : 97103629493 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Youngsters in India will determine the future of the country through quality education because

Options :

1. ✖ Youngsters learn things faster than seniors

2. ✖ Youngsters possess great skills

3. ✔ India's younger population will be the highest in the world in the next 10 years

4. ✖ Younger population are energetic

Question Number : 24 Question Id : 97103629494 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The SDG4 seeks to ensure by 2030 the following aspect

Options :

1. ✔ Inclusive and equitable quality education

2. ✖ Equality to both genders in higher education

3. ✖ Compulsory free education

4. ✖ Inclusiveness to all in mid-day meal in schools

Question Number : 25 Question Id : 97103629495 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

India has adopted the global education development agenda in the year

Options :

1. ✖ 2003

2. ✖ 2005

3. ✖ 2030

4. ✔ 2015

Is Section Default? : null

Question Number : 26 Question Id : 97103629496 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The method of communication from a single source to selected receivers is called

Options :

1. ✖ Mass communication

2. ✖ Inter-personal communication

3. ✔ Group communication

4. ✖ Tele communication

Question Number : 27 Question Id : 97103629497 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The use of a language to convey information by speaking is called

Options :

1. ✔ Verbal communication

2. ✖ Inter-personal communication

3. ✖ Body language

4. ✖ Facial communication

Question Number : 28 Question Id : 97103629498 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The following is an example of non-verbal communication

Options :

1. ✖ Question paper

2. ✖ Google form

3. ✖ SMS on mobile

4. ✔ Facial expression

Question Number : 29 Question Id : 97103629499 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The term dyadic communication refers to

Options :

1. ✖ Group communication

2. ✔ Inter personal communication

3. ✖ Face to face communication

4. ✖ Gestures

Question Number : 30 Question Id : 97103629500 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruct Time : 0

Which type of communication is inherently asynchronous?

Options :

1. ✖ Satellite communication

2. ✖ Voice calls

3. ✖ Video streaming

4. ✔ Instant messaging

Question Number : 31 Question Id : 97103629501 Display Question Number : Yes Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

How does ICT (Information and Communication Technology) benefit research?

Options :

1. ✖ Increases manual workload

2. ✔ Enhances data analysis and visualization

3. ✖ Decreases data storage capacity

4. ✖ Reduces research collaboration

Question Number : 32 Question Id : 97103629502 Display Question Number : Yes Is Questi

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

_____ is a vital requirement of good quality in group discussion by participants

Options :

1. ✖ Aggressiveness

2. ✖ Ignorance

3. ✔ Emotional stability

4. ✖ Cross talking

Question Number : 33 Question Id : 97103629503 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

When shall there be break in the discussion by the modulator during group discussion?

Options :

1. ✖ When only one person keeps on talking

2. ✖ When all are silent

3. ✖ When less time is left out

4. ✔ When two or more people talk at a time

Question Number : 34 Question Id : 97103629504 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In a group discussion one should avoid

Options :

1. ✖ Speaking fake things

2. ✖ Trying to be dominating

3. ✔ Being subjective

4. ✖ Asking questions

Question Number : 35 Question Id : 97103629505 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is a fundamental principle of research ethics?

Options :

1. ✔ Respect for participants' rights

2. ✖ Plagiarism

3. ✖ Data falsification

4. ✖ Biased reporting

Question Number : 36 Question Id : 97103629506 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

If the day after the day after tomorrow is four days before Monday, what day is it today?

Options :

1. ✖ Monday

2. ✔ Tuesday

3. ✖ Wednesday

4. ✖ Friday

Question Number : 37 Question Id : 97103629507 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Given the number series: 7, 10, 8, 11, 9, 12, … the next number in sequence will be

Options :

1. ✖ 7

2. ✖ 12

3. ✔ 10

4. ✖ 13

Question Number : 38 Question Id : 97103629508 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

SCD, TEF, UGH, ____, WKL

Options :

1. ✖ CMN

2. ✖ UJI

3. ✔ VIJ

4. ✖ IJT

Question Number : 39 Question Id : 97103629509 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

If in a certain code language "CONSTRUCTION" was written as "EMPQVPWAVGQL" identify what will be the code in the same language for the word "DESTRUCTION"?

Options :

1. ✔ FCURTSERKMP

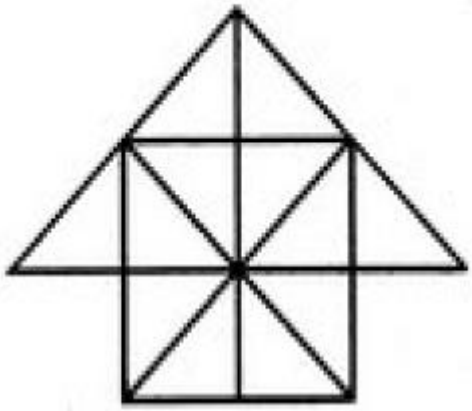
2. ✖ EFTVSVDVJPO

3. ✖ FCURTSFSLOQ

4. ✖ FCEFSVJVTRM

Question Number : 40 Question Id : 97103629510 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Count the number of triangles and squares in the given figure.



Options :

1. ✖ 26 triangles, 5 squares

2. ✖ 28 triangles, 5 squares

3. ✔ 28 triangles, 6 squares

4. ✖ 26 triangles, 6 squares

Question Number : 41 Question Id : 97103629511 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

An Aeroplane covers a certain distance at a speed of 240 kmph in 5 hours. At what speed it should travel in order to cover the same distance in 2 hours

Options :

1. ✖ 300 Kmph

2. ✖ 360 Kmph

3. ✖ 720 Kmph

4. ✔ 600 Kmph

Question Number : 42 Question Id : 97103629512 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

If we multiply two consecutive integers the product is an even number. So (3x4 = 12) is an even number. What type of logic is this?

Options :

1. ✖ Informal

2. ✖ Inductive

3. ✖ Formal

4. ✔ Deductive

Question Number : 43 Question Id : 97103629513 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Given a premise and a conclusion, a deductive argument becomes invalid when

Options :

1. ✖

Both premise and conclusion are false

2. ✔ Premise is true but conclusion is false

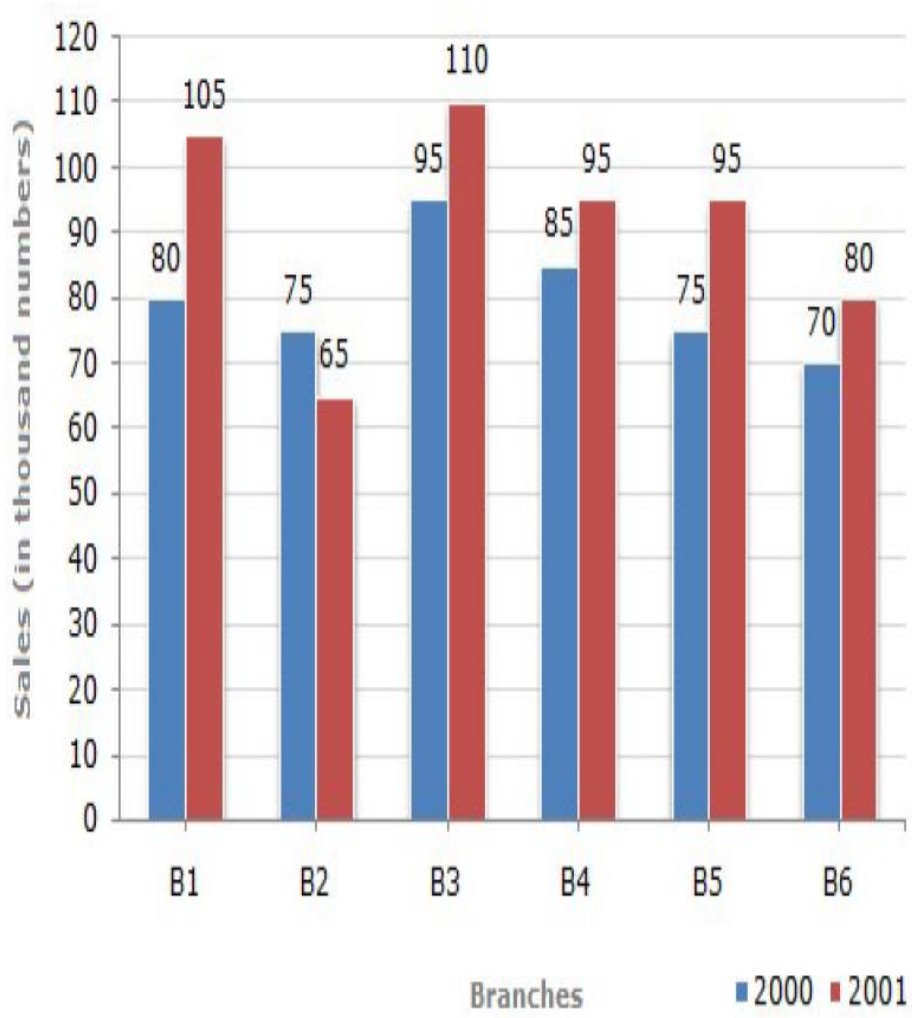
3. ✖ Both premise and conclusion are true

4. ✖ Premise is false but conclusion is true

Question Number : 44 Question Id : 97103629514 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The bar graph given below shows the sales of books (in thousand number) from six branches of a publishing company during two consecutive years 2000 and 2001.

Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



What is the ratio of the total sales of branch B2 for both years to the total sales of branch B4 for both years?

Options :

1. ✖ 2.3

2. ✖ 3.5

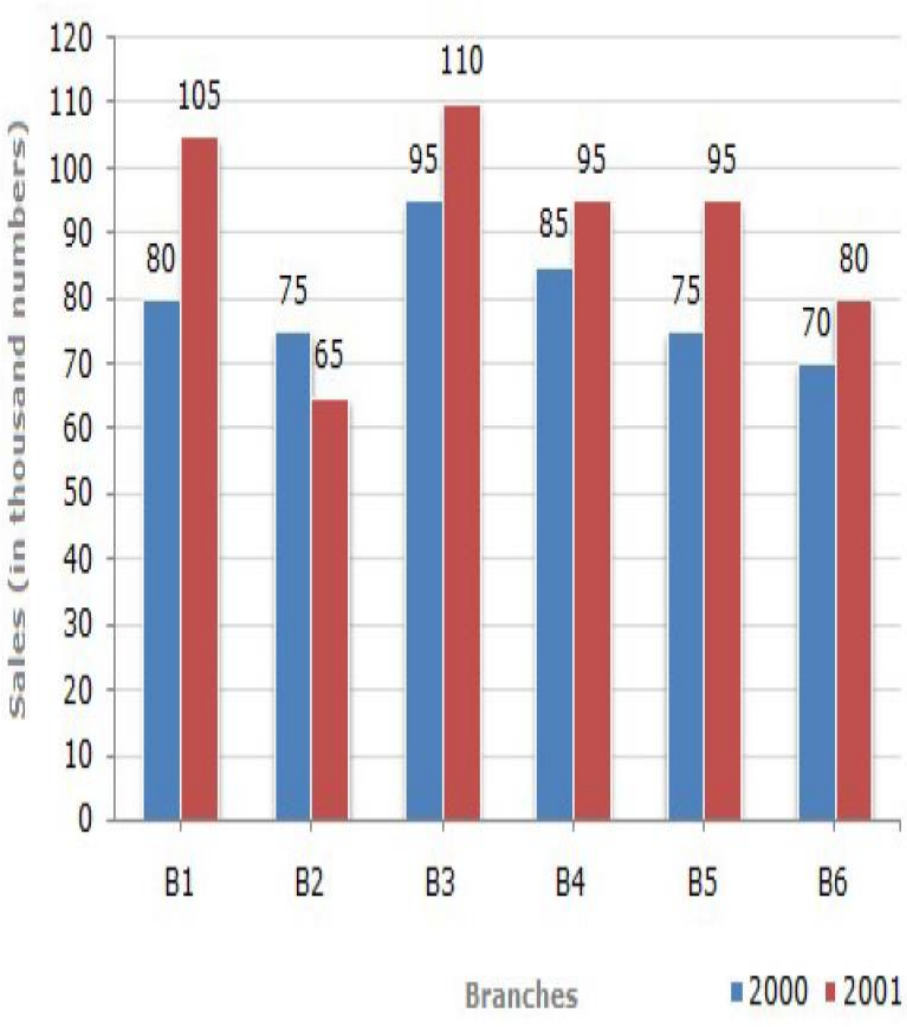
3. ✖ 4.5

4. ✔ 7.9

Question Number : 45 Question Id : 97103629515 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The bar graph given below shows the sales of books (in thousand number) from six branches of a publishing company during two consecutive years 2000 and 2001.

Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



Total sales of branch B6 for both the years is what percent of the total sales of branches B3 for both the years?

Options :

1. ✖ 68.54

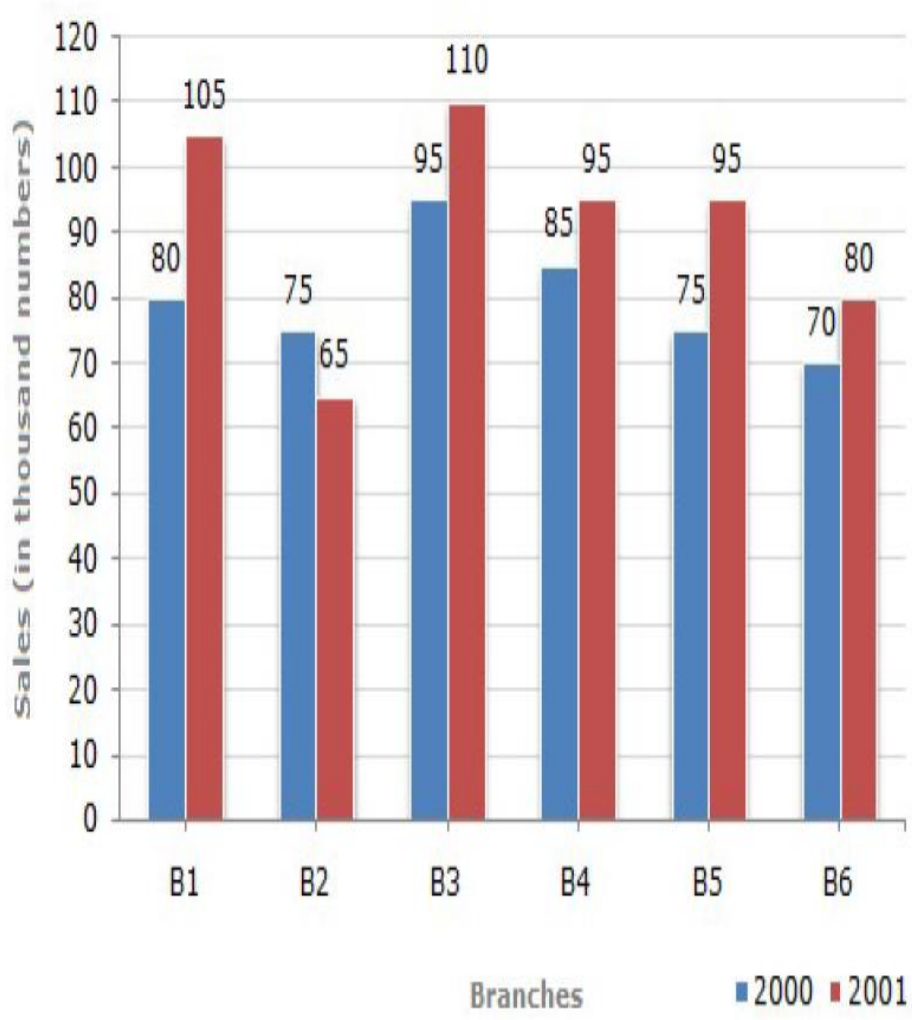
2. ✖ 71.11

3. ✔ 73.17

4. ✖ 75.55

Question Number : 46 Question Id : 97103629516 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The bar graph given below shows the sales of books (in thousand number) from six branches of a publishing company during two consecutive years 2000 and 2001.
Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



What percent of the average sales of branches B1, B2 and B3 in 2001 is the average sales of branches B1, B3 and B6 in 2000?

Options :

1. ✖ 78

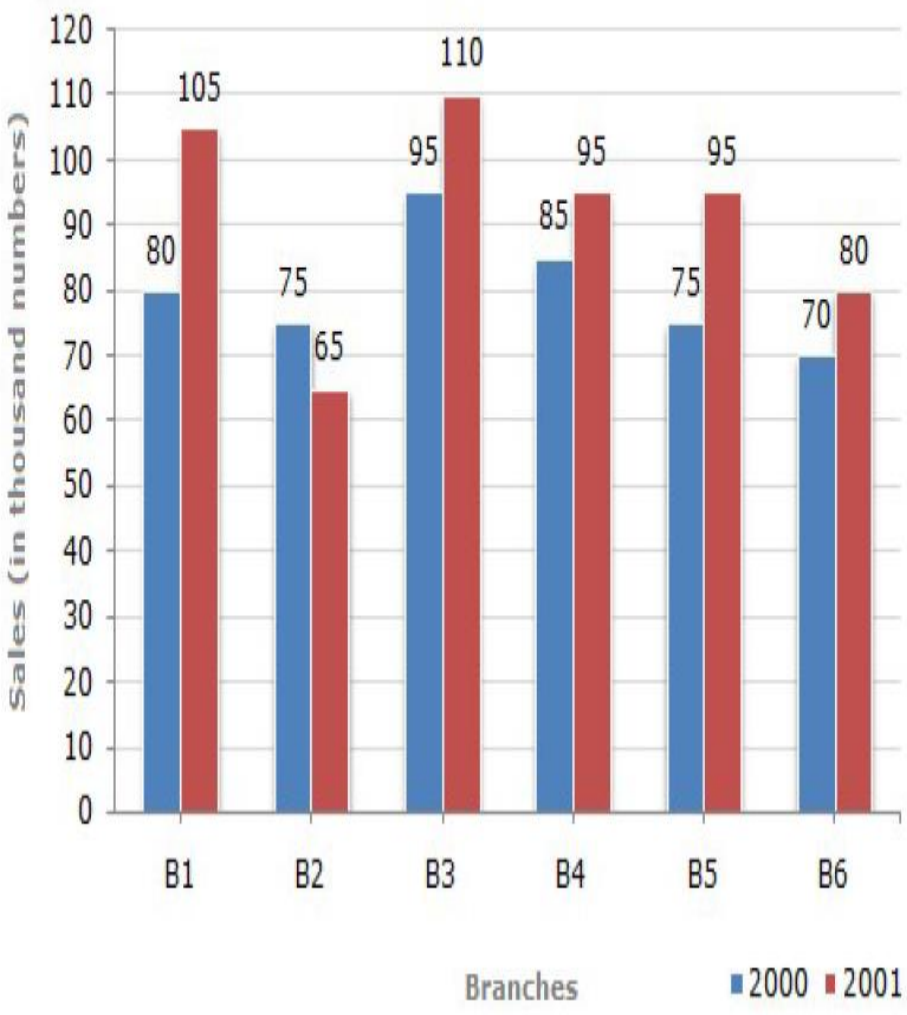
2. ✖ 77.5

3. ✖ 82.5

4. ✔ 87.5

Question Number : 47 Question Id : 97103629517 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The bar graph given below shows the sales of books (in thousand number) from six branches of a publishing company during two consecutive years 2000 and 2001.
Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



What are the average sales of all the branches (in thousand numbers) for the year 2000?

Options :

1. ✖ 73

2. ✔ 80

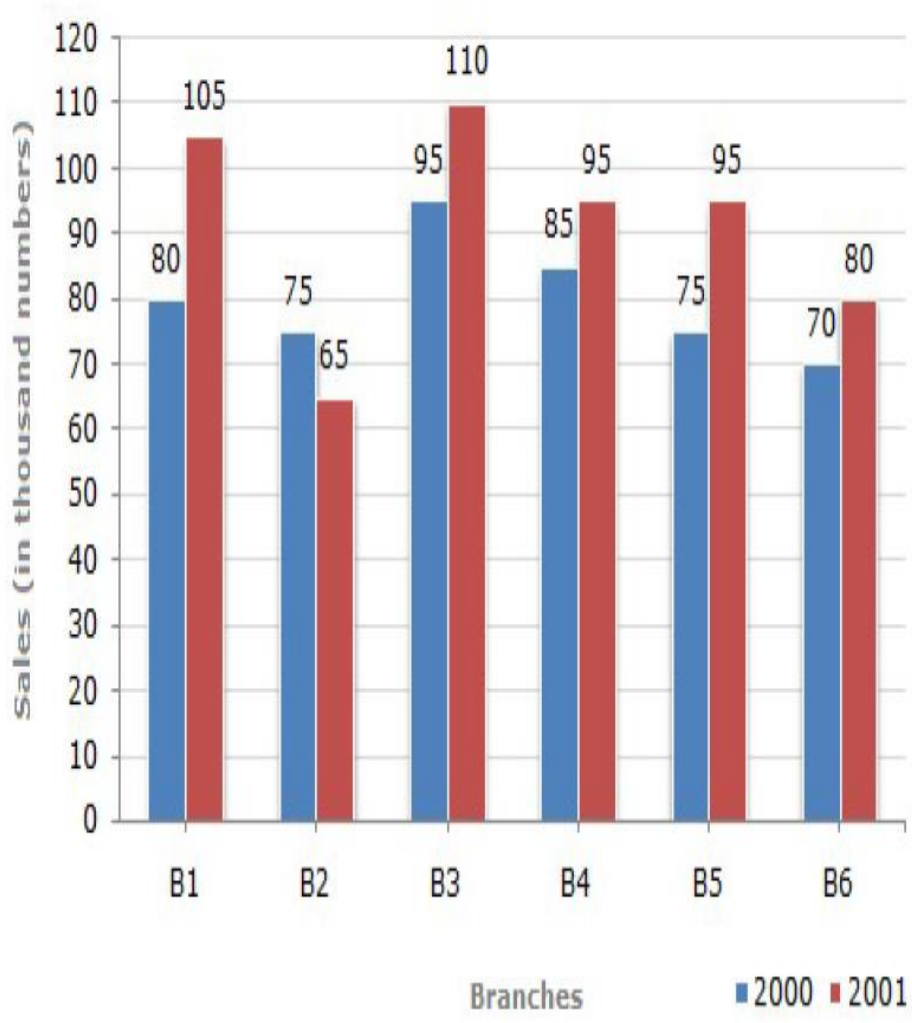
3. ✖ 83

4. ✖ 88

Question Number : 48 Question Id : 97103629518 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The bar graph given below shows the sales of books (in thousand number) from six branches of a publishing company during two consecutive years 2000 and 2001.

Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



Total sales of branches B1, B3 and B5 together for both the years (in thousand numbers) is?

Options :

1. ✖ 250

2. ✖ 310

3. ✖ 435

4. ✔ 560

Question Number : 49 Question Id : 97103629519 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruct Time : 0

What is a challenge in inter-cultural communication?

Options :

1. ✖ Shared cultural norms

2. ✖ Similar communication styles

3. ✖ Homogeneous perspectives

4. ✔ Language barriers

Question Number : 50 Question Id : 97103629520 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

One of the following is a web browser

Options :

1. ✖ Microsoft Windows

2. ✖ Google Drive

3. ✔ Google Chrome

4. ✖ HTML

Question Number : 51 Question Id : 97103629521 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

An example of not cloud storage of data files is

Options :

1. ✔ SQL

2. ✖ Google Drive

3. ✖ Drobox

4. ✖ One-drive

Question Number : 52 Question Id : 97103629522 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Suspicious and potentially dangerous e-mails are stored in

Options :

1. ✖ Sent folder

2. ✔ Spam folder

3. ✖ Junk folder

4. ✖ In-box folder

Question Number : 53 Question Id : 97103629523 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The act of sending harmful e-mails to steal personal information is called

Options :

1. ✖ Group mailing

2. ✖ Mailing without attachments

3. ✖ Junk mailing

4. ✔ Phishing

Question Number : 54 Question Id : 97103629524 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The purpose of firewall for an internet connection is

Options :

1. ✔ To prevent unauthorized access to the network

2. ✖ To handle large volumes of data

3. ✖ To provide video conferencing

4. ✖ To enhance the speed of data access

Question Number : 55 Question Id : 97103629525 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In order to achieve sustainable development, the most important factor to be considered is

Options :

1. ✖ High GDP growth rate

2. ✖ Inclusiveness in planning

3. ✔ Inter-generation equity

4. ✖ Industrial growth

Question Number : 56 Question Id : 97103629526 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The SDG India Index (2020-21) for measuring progress of states and union territories was developed by

Options :

1. ✖ ICMR

2. ✔ NITI Ayog

3. ✖ MHRD

4. ✖ RBI

Question Number : 57 Question Id : 97103629527 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Activities that are harmful to humans and environment like excessive ground water abstraction are called

Options :

1. ✔ Anthropogenic activities

2. ✖ Agri-farm activities

3. ✖ Rain forest exploration

4. ✖ Cloud seeding activities

Question Number : 58 Question Id : 97103629528 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

One of the following is a secondary air pollutant

Options :

1. ✖ Sulfur dioxide

2. ✖ Suspended Particulate Matter (SPM)

3. ✖ Methene

4. ✔ Sulphuric Acid

Question Number : 59 Question Id : 97103629529 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

The harmful pollutant released by petrol/diesel vehicles is

Options :

1. ✖ Carbon Dioxide

2. ✖ Ozone

3. ✔ Carbon Monoxide

4. ✖ Nitrogen Oxide

Question Number : 60 Question Id : 97103629530 Display Question Number : Yes Is Questi

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

Time : 0

The measurement unit dB is used to measure the level of _____ pollution

Options :

1. ✖ Air

2. ✖ Water

3. ✔ Soil

4. ✖ Noise

Question Number : 61 Question Id : 97103629531 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the expansion for the acronym SPM in the context of pollution?

Options :

1. ✖ Surface Particle Matter

2. ✔ Suspended Particulate Matter

3. ✖ Stagnated Particulate Matter

4. ✖ Structured Polluted Material

Question Number : 62 Question Id : 97103629532 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The dB of normal conversation is

Options :

1. ✖ 30

2. ✖ 10

3. ✖ 120

4. ✔ 60

Question Number : 63 Question Id : 97103629533 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following sectors does not cause soil pollution?

Options :

1. ✖ Agriculture

2. ✖ Road transport

3. ✖ Thermal power plants

4. ✔ Hydropower plants

Question Number : 64 Question Id : 97103629534 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Disruption of sleeping pattern, known as insomnia is attributable to _____ pollution

Options :

1. ✖ Water

2. ✔ Noise

3. ✖ Air

4. ✖ Soil

Question Number : 65 Question Id : 97103629535 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The renowned Taxila university flourished during the empire of

Options :

1. ✖ Vikramaditya

2. ✖ Chola

3. ✔ Mourya

4. ✖ Pallava

Question Number : 66 Question Id : 97103629536 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The ancient fundamental text Yoga Sutras was authored by

Options :

1. ✖ Chanakya

2. ✖ Tadhagatha

3. ✖ Bhatti

4. ✔ Pathanjali

Question Number : 67 Question Id : 97103629537 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

One of the following is an important provision in the India's New Education Policy 2020

Options :

1. ✖ Teaching all courses in mother tongue

2. ✖ Teaching all courses in English language only

3. ✔ Admissions into Universities across the country through a common entrance test

4. ✖ All higher educational institutions be owned by Government

Question Number : 68 Question Id : 97103629538 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Funding for social science research exclusively in India is facilitated by the following organization

Options :

1. ✖ UGC

2. ✖ ICMR

3. ✖ CSIR

4. ✔ ICSSR

Question Number : 69 Question Id : 97103629539 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The University Grants Commission of India was formed basing on the recommendations of

Options :

1. ✔ Radhakrishnan Commission

2. ✖ Sam Pitroda Commission

3. ✖ Kothari Commission

4. ✖ Sri Krishna Commission

Question Number : 70 Question Id : 97103629540 Display Question Number : Yes Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following subject deals with the study of past events and human affairs ?

Options :

1. ✖ Psychology

2. ✖ Vedic studies

3. ✔ History

4. ✖ Law

Journalism and Mass Communication

Section Id :	971036420
Section Number :	2
Mandatory or Optional :	Mandatory
Number of Questions :	70
Section Marks :	70
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Is Section Default? :	null

Question Number : 71 Question Id : 97103629541 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is a 'beat' in journalism?

Options :

1. ✖ A rhythmic pattern used in music journalism

2. ✖ The act of defeating another news outlet in publishing a story

3. ✔ A specific topic area that a journalist regularly covers

4. ✖ The final deadline for submitting articles to be published

Question Number : 72 Question Id : 97103629542 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

When was the first radio station established in India?

Options :

1. ✔ 1927

2. ✖ 1920

3. ✖ 1951

4. ✖ 1959

Question Number : 73 Question Id : 97103629543 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Which concept in Hindu tradition views speech as a manifestation of the divine?

Options :

1. ✖ Dharma

2. ✖ Ahimsa

3. ✔ Vak

4. ✖ Moksha

Question Number : 74 Question Id : 97103629544 Display Question Number : Yes Is Questi

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

Time : 0

According to the diffusion of innovations theory, what factors can influence the spread of new ideas and technologies?

Options :

1. ✖ Media ownership structures only

2. ✔ Opinion leaders and communication channels

3. ✖ Government regulations and policies solely

4. ✖ Technological capabilities without social interaction

Question Number : 75 Question Id : 97103629545 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Who is considered the founder of the Press Trust of India (PTI)?

Options :

1. ✖ Jawaharlal Nehru

2. ✖ Gopal Krishna Gokhale

3. ✔ Keshab Chandra Roy

4. ✖ R. Venkataraman

Question Number : 76 Question Id : 97103629546 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In which State of India, Dudh Vani - community radio station was launched?

Options :

1. ✔ Gujarat

2. ✖ Maharashtra

3. ✖ West Bengal

4. ✖ Odisha

Question Number : 77 Question Id : 97103629547 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Elaboration Likelihood Model explains two routes to persuasion in advertising. What technical term describes the route based on deep thinking and careful evaluation of the message?

Options :

1. ✖ Heuristic processing

2. ✖ Framing

3. ✔ Central route

4. ✖ Emotional appeal

Question Number : 78 Question Id : 97103629548 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In Marxist theory, what role does the "superstructure" play in society?

Options :

1. ✖ It refers to the physical infrastructure of society, including buildings, roads, and factories.

2. ✖ It denotes the economic base of society, including the modes of production and class relations.

3. ✔ It represents the cultural, legal, political, and ideological systems that arise from and justify the economic base.

4. ✖ It is the term for the highest class in society, which owns the means of production and controls the state apparatus

Question Number : 79 Question Id : 97103629549 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the primary goal of development communication?

Options :

1. ✖ Promote the image of development agencies and government initiatives

2. ✖ Equip individuals and communities with skills for better communication

3. ✖ Generate financial support for development projects

4. ✔ Encourage informed participation and positive behaviour change for Sustainable development

Question Number : 80 Question Id : 97103629550 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which theory within the dominant paradigm of communication and development is criticized for promoting cultural homogenization and overlooking local contexts?

Options :

1. ✖ Participatory Communication

2. ✖ Dependency Theory

3. ✔ Modernization Theory

4. ✖ Behaviour Change Communication

Question Number : 81 Question Id : 97103629551 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Who among the following reformers played a central role in drafting the Indian Constitution and fought for the rights of marginalized communities?

Options :

1. ✖ Dr. Ram Manohar Lohia

2. ✖ Bal Gangadhar Tilak

3. ✖ Deendayal Upadhyay

4. ✔ Dr. B. R. Ambedkar

Question Number : 82 Question Id : 97103629552 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The National Film Archive of India is located in

Options :

1. ✖ Mumbai

2. ✖ Kolkata

3. ✔ Pune

4. ✖ New Delhi

Question Number : 83 Question Id : 97103629553 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The term "Yellow Journalism" originated during the circulation war between which two newspapers in the late 19th century?

Options :

1. ✔ The New York Journal and The New York World

2. ✖ The Sun and The World

3. ✖ The New York Times and The Washington Post

4. ✖ The Boston Globe and The Chicago Tribune

Question Number : 84 Question Id : 97103629554 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which one of the following acts makes Corporate Social Responsibility mandatory (CSR)in India?

Options :

1. ✖ Right to Information Act, 2005

2. ✖ Right to Education Act, 2011

3. ✔ Company Act, 2013

4. ✖ Information Technology Act, 2001

Question Number : 85 Question Id : 97103629555 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In television and print news, what technical term refers to a brief explanation accompanying an image or infographic?

Options :

1. ✖ Headline

2. ✖ Byline

3. ✖ Attribution

4. ✔ Caption

Question Number : 86 Question Id : 97103629556 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which term refers to the ethical principle of acknowledging the source of information you use in your reporting?

Options :

1. ✖ Plagiarism

2. ✖ Fairness

3. ✔ Attribution

4. ✖ Verification

Question Number : 87 Question Id : 97103629557 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which technical term refers to the process of selecting and prioritizing news stories, shaping what information reaches the public?

Options :

1. ✔ Gatekeeping

2. ✖ Framing

3. ✖ Attribution

4. ✖ Byline

Question Number : 88 Question Id : 97103629558 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A specific market segment with unique interests is termed a_____

Options :

1. ✖ Hyperlocal area

2. ✖ Beat

3. ✔ Niche

4. ✖ Data-driven journalism

Question Number : 89 Question Id : 97103629559 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is a 'mug shot' in newspaper design?

Options :

1. ✖ A candid photograph

2. ✔ A small photo of a person, typically one column wide

3. ✖ A panoramic image

4. ✖ An infographic

Question Number : 90 Question Id : 97103629560 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In newspaper design, what does 'modular layout' refer to?

Options :

1. ✖ The use of a single column for text in a page

2. ✔ A flexible approach to arranging elements

3. ✖ The use of large photographs in a page

4. ✖ A layout with no images

Question Number : 91 Question Id : 97103629561 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which approach best exemplifies highlighting diverse perspectives when reporting on the impact of a new policy?

Options :

1. ✖ Summarizing a press release from the government agency responsible for the policy

2. ✖ Interviewing only elected officials to gauge their satisfaction with the policy's performance

3. ✔ Conducting surveys and focus groups among community members

4. ✖ Comparing the new policy to similar policies implemented in other countries

Question Number : 92 Question Id : 97103629562 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In print media, what term describes the way visual elements are arranged on a page to guide the reader's attention?

Options :

1. ✖ Inverted Pyramid

2. ✖ Dateline

3. ✔ Visual hierarchy

4. ✖ Lead

Question Number : 93 Question Id : 97103629563 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The 'AIDA Model' guides the consumer through which of the following sequences?

Options :

1. ✖ Analysis, Integration, Development, Assessment

2. ✔ Awareness, Interest, Desire, Action

3. ✖ Allocation, Involvement, Decision, Analysis

4. ✖ Acknowledgment, Inspection, Determination, Acquisition

Question Number : 94 Question Id : 97103629564 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In marketing communication, what technical term refers to the act of influencing consumer behaviour through advertising and other promotional activities?

Options :

1. ✖ Content creation

2. ✖ Brand marketing

3. ✔ Persuasion

4. ✖ Customer service

Question Number : 95 Question Id : 97103629565 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In the context of the evolving advertising landscape, what technical term refers to the automated buying and selling of ad space in real-time?

Options :

1. ✖ Personalized advertising

2. ✖ Native advertising

3. ✖ Brand storytelling

4. ✔ Programmatic advertising

Question Number : 96 Question Id : 97103629566 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What technical term refers to content-like ads that blend seamlessly with surrounding content, aiming for less intrusiveness?

Options :

1. ✖ Informative advertising

2. ✖ Emotional advertising

3. ✔ Native advertising

4. ✖ Comparative advertising

Question Number : 97 Question Id : 97103629567 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What does 'Brand Equity' refer to in brand management?

Options :

1. ✖ The cost of creating a brand

2. ✖ The financial investment in advertising for the brand

3. ✔ The value a brand adds to a product or service

4. ✖ The equity shareholders have in the branding company

Question Number : 98 Question Id : 97103629568 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What does 'Cost Per Thousand (CPM)' measure in advertising?

Options :

1. ✖ The cost of producing 1,000 units of the product being advertised

2. ✔ The price of 1,000 advertisement impressions on one webpage

3. ✖ The number of advertisements produced by an agency in a month

4. ✖ The salary of the advertising team per thousand hours worked

Question Number : 99 Question Id : 97103629569 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Transcreation' is best described as

Options :

1. ✖ The process of changing an advertisement's color scheme to fit cultural norms

2. ✖ The direct translation of text from one language to another without any changes

3. ✔ Adapting a message from one language to another while maintaining its style

4. ✖ The creation of traditional media content for television and radio

Question Number : 100 Question Id : 97103629570 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the primary goal of 'Crisis Communication' in public relations?

Options :

1. ✖ To increase sales during a financial downturn

2. ✔ To protect and defend an organization's reputation

3. ✖ To manage the distribution of dividends to shareholders

4. ✖ To oversee the annual general meeting of a corporation

Question Number : 101 Question Id : 97103629571 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following best defines 'Media Relations'?

Options :

1. ✖ The practice of selling advertising space to media outlets through the media

2. ✖ The management of a company's internal newsletter through the media and wider public

3. ✔ The practice of managing the spread of information between an organization and the public through the media

4. ✖ The process of monitoring social media channels for mentions of a brand through social media analytics

Question Number : 102 Question Id : 97103629572 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the primary focus of 'Public Affairs' in the context of Public Relations?

Options :

1. ✖ Designing logos and slogans for marketing campaigns for all stakeholders

2. ✔ Engaging with government and public policy to influence legislation

3. ✖ Organizing corporate events and parties to influence consumers

4. ✖ Managing the company's stock portfolio to influence shareholders

Question Number : 103 Question Id : 97103629573 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which term describes efforts to influence public perception and policy decisions on specific issues?

Options :

1. ✖ Product Launch

2. ✔ Advocacy Campaigns

3. ✖ Sales Promotions

4. ✖ Inventory Management

Question Number : 104 Question Id : 97103629574 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What does 'Social Media Monitoring' involve in the context of public relations?

Options :

1. ✖ Promoting products on social media platforms for a customer

2. ✔ Tracking social media for mentions of the organization

3. ✖ Monitoring employee use of social media

4. ✖ Watching competitors' social media activity to improve marketing

Question Number : 105 Question Id : 97103629575 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Digital Diplomacy' is best described as

Options :

1. ✖ The inclusive use of digital billboards for diplomatic advertising across countries

2. ✖ The maintenance of digital security protocols by diplomatic entities across countries

3. ✔ The use of digital platforms by governments to influence public opinion abroad

4. ✖ Online shopping for diplomatic gifts and souvenirs for diplomats across country

Question Number : 106 Question Id : 97103629576 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What does a 'Communication Audit' typically assess in an organization's international operations?

Options :

1. ✖ The financial cost of international communications only

2. ✖ The technical setup of international video conferencing systems

3. ✖ The effectiveness of coffee breaks in enhancing communication

4. ✔ The organization's communication strategies, tools, and practices

Question Number : 107 Question Id : 97103629577 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The concept of freedom of speech and expression in the Indian Constitution is guaranteed under which article?

Options :

1. ✖ Article 14 (1) (b)

2. ✔ Article 19(1) (a)

3. ✖ Article 21 (2) (b)

4. ✖ Article 370 (3) (d)

Question Number : 108 Question Id : 97103629578 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the primary purpose of the Right to Information Act 2005 in India?

Options :

1. ✖ To regulate the operation of non-governmental organizations

2. ✖ To protect intellectual property rights of individuals and corporates

3. ✔ To promote transparency and accountability in public authorities

4. ✖ To censor information deemed sensitive by the government

Question Number : 109 Question Id : 97103629579 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which section(s) of the Indian Penal Code deals with defamation?

Options :

1. ✖ Section 292-294

2. ✔ Section 499-502

3. ✖ Section 124(A)

4. ✖ Section 377

Question Number : 110 Question Id : 97103629580 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The Miller test is used to determine

Options :

1. ✖ The validity of parliamentary privileges

2. ✔ The obscenity of material in legal terms

3. ✖ The authenticity of historical documents

4. ✖ The eligibility for copyright protection

Question Number : 111 Question Id : 97103629581 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the main focus of the Press Council Act as amended from time to time?

Options :

1. ✔ To provide a platform for adjudicating disputes between the public and the press

2. ✖ To regulate the prices of newspapers and magazines to ensure fair competition

3. ✖ To censor content before publication so as to protect the public

4. ✖ To govern the salaries of journalists once they are recognised as working journalists

Question Number : 112 Question Id : 97103629582 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The Copyright Act, 1957, in India is designed to

Options :

1. ✖ Regulate the use of copyrighted material on the internet for obscene content

2. ✔ Protect the rights of creators of original works from unauthorised use

3. ✖ Provide a public domain for all literary and artistic works across platforms

4. ✖ Establish copyright limits exclusively for digital content for media owners

Question Number : 113 Question Id : 97103629583 Display Question Number : Yes Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Creating a website or group that looks like it originated from concerned grassroots efforts of citizens is known as

Options :

1. ✔ Astroturfing

2. ✖ Phishing

3. ✖ Trolling

4. ✖ Puppeting

Question Number : 114 Question Id : 97103629584 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is a 'Content Management System (CMS)' used for?

Options :

1. ✖ Monitoring and analyzing social media trends

2. ✔ Producing and managing digital content

3. ✖ Controlling access to digital media through DRM

4. ✖ Distributing print media as a Newspaper

Question Number : 115 Question Id : 97103629585 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Media Convergence' describes the

Options :

1. ✔ Merging of traditional and digital media technologies

2. ✖ Editorial policies governing media organizations

3. ✖ Format rights for media content

4. ✖ Budgeting process for media productions

Question Number : 116 Question Id : 97103629586 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

SEO' stands for

Options :

1. ✖ Social Engagement Optimization

2. ✔ Search Engine Optimization

3. ✖ Streaming Efficiency Online

4. ✖ Systematic Editorial Organization

Question Number : 117 Question Id : 97103629587 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which term relates to the visual representation of a video's storyline?

Options :

1. ✖ Narrative Structure

2. ✔ Storyboarding

3. ✖ Cross-Media Production

4. ✖ Multimedia Production

Question Number : 118 Question Id : 97103629588 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Paywall' is a method used to

Options :

1. ✔ Restrict access to content

2. ✖ Restrict digital rights

3. ✖ Restricted SEO

4.

✖ Optimize social media algorithms

Question Number : 119 Question Id : 97103629589 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Programme Syndication is

Options :

1. ✔ The sale of broadcasting rights to multiple stations

2. ✖ A type of economic model for media across multiple stations

3. ✖ A content management system feature across multiple stations

4. ✖ A post-production phase for development of final program

Question Number : 120 Question Id : 97103629590 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The term "muckrakers" was used to describe journalists who

Options :

1. ✖ Exposed social and political issues

2. ✔ Engaged in sensational reporting

3. ✖ Focused on celebrity gossip

4. ✖ Wrote fictional stories

Question Number : 121 Question Id : 97103629591 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What does 'Computer-Mediated Communication (CMC)' refer to?

Options :

1. ✖ Communication between computers without human interaction

2. ✔ The process of human communication via computers

3. ✖ Direct communication between humans without any digital interference

4. ✖ The study of repairing and maintaining computer hardware

Question Number : 122 Question Id : 97103629592 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which of the following best describes 'Social Networking Sites (SNS)'?

Options :

1. ✖ Websites that primarily focus on delivering news content to their users

2. ✖ Platforms for professional networking and job searching exclusively

3. ✔ Platforms that allow users to build social networks or social relations with others

4. ✖ Online forums dedicated to computer programming and IT discussions

Question Number : 123 Question Id : 97103629593 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

VoIP' stands for

Options :

1. ✖ Video over Internet Protocol

2. ✔ Voice over Internet Protocol

3. ✖ Virtual Object Imaging Protocol

4. ✖ Variable Optical Imaging Perimeter

Question Number : 124 Question Id : 97103629594 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

'Digital Ethics' involves

Options :

1. ✖ Ethical considerations related to the digital distribution of content only

2.

✖ The relationship between digital marketing strategies and sales ethics

3. ✔ Ethical standards and moral codes governing digital environments

4. ✖ Legal standards for data encryption and cybersecurity

Question Number : 125 Question Id : 97103629595 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The term 'E-Governance' is used to describe

Options :

1. ✖ The electronic management of government financial transactions only

2. ✔ The use of ICT for delivering government services and information

3. ✖ The governance of electronic waste disposal and recycling

4. ✖ Electronic surveillance and governance of citizen behaviour

Question Number : 126 Question Id : 97103629596 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which film theory emphasizes the director as the central creative force shaping film meaning?

Options :

1. ✖ Genre Theory

2. ✖ Narrative Theory

3. ✔ Auteur Theory

4. ✖ Psychoanalysis in Film

Question Number : 127 Question Id : 97103629597 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

In Indian cinema studies, what term refers to the arthouse movement focusing on social realism and experimentation?

Options :

1. ✖ Bollywood

2. ✔ Parallel Cinema

3. ✖ Diasporic Cinema

4. ✖ Star System

Question Number : 128 Question Id : 97103629598 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

What term describes the phenomenon where a smaller version of the film's narrative is embedded within the film itself?

Options :

1. ✖ Auteur Theory

2. ✖ Parallel Cinema

3. ✔ Mise-en-abyme

4. ✖ Semiotics

Question Number : 129 Question Id : 97103629599 Display Question Number : Yes Is Quest 
Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which national cinema movement used distorted sets and lighting to create psychological atmospheres?

Options :

1. ✖ Soviet Montage

2. ✔ German Expressionism

3. ✖ Italian Neo-Realism

4. ✖ French New Wave

Question Number : 130 Question Id : 97103629600 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

According to Rasa theory, what is the primary goal of Indian aesthetics in film?

Options :

1. ✖ To tell historically accurate stories

2. ✖ To showcase the star system

3. ✔ To evoke specific emotions in viewers

4. ✖ To analyze social and cultural themes

Question Number : 131 Question Id : 97103629601 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which film movement rejected traditional film styles and experimented with narrative and form?

Options :

1. ✖ Soviet Montage

2. ✖ Italian Neo-Realism

3. ✔ French New Wave

4. ✖ British New Wave

Question Number : 132 Question Id : 97103629602 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

The Mumbai Samachar, the oldest continuously published newspaper in Asia, was founded by

Options :

1. ✖ Mahatma Gandhi

2. ✖ Dadabhai Naoroji

3. ✖ Jamsetji Tata

4. ✔ Fardunjee Marzban

Question Number : 133 Question Id : 97103629603 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What is the term for the mental process of refining and clarifying vague or imprecise ideas into more specific and detailed concepts?

Options :

1. ✖ Operationalization

2. ✖ Hypothesizing

3. ✔ Conceptualization

4. ✖ Analysis

Question Number : 134 Question Id : 97103629604 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Which legal principle protects journalists from being compelled to reveal confidential sources?

Options :

1. ✖ Libel law

2. ✖ Fair sue doctrine

3. ✔ Shield law

4. ✖ Copyright law

Question Number : 135 Question Id : 97103629605 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

A researcher wants to ensure that different observers rate the same behaviour consistently. Which type of reliability should the researcher assess?

Options :

1. ✖ Test-retest reliability

2. ✖ Internal consistency reliability

3. ✔ Inter-rater reliability

4. ✖ Parallel forms reliability

Question Number : 136 Question Id : 97103629606 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Claiming that individuals with higher income levels tend to participate more in politics than those with lower income levels is to assert a relationship between

Options :

1. ✔ Two variables, 'income level' and 'political participation'

2. ✖ Two attributes, 'high income' and 'low income'

3. ✖ Two groups, politically active individuals and politically inactive individuals

4. ✖ Two samples, high-income earners and low-income earners

Question Number : 137 Question Id : 97103629607 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Research indicates that as the amount of daily exercise increases, the level of stress experienced by individuals decreases. This type of relationship between exercise and stress is known as

Options :

1. ✖ Positive Correlation

2. ✔ Negative Correlation

3. ✖ Independent Correlation

4. ✖ Direct Correlation

Question Number : 138 Question Id : 97103629608 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruct Time : 0

If a measurement does not measure what it is supposed to measure, results, we say that the instrument lacks

Options :

1. ✔ Validity

2. ✖ Replicability

3. ✖ Measurability

4. ✖ Reliability

Question Number : 139 Question Id : 97103629609 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

What type of research design involves repeated observations of the same variables over long periods of time to detect any changes or developments?

Options :

1. ✖ Cross-sectional Study

2. ✖ Experimental Study

3. ✔ Longitudinal Study

4. ✖ Case Study

Question Number : 140 Question Id : 97103629610 Display Question Number : Yes Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Validity is to Accuracy as Reliability is to

Options :

1. ✖ Generalizability

2. ✔ Consistency

3. ✖ Causality

4. ✖ Relevance



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