

UGC NET 2019

Test Time	9:30 AM - 12:30 PM
Test Date	02/12/2019
Subject	63 Mass Communication and Journalism

Section : PART I General Paper

Q.1 A fallacy in which an opponent's position is depicted as being more extreme or unreasonable than is justified by what was actually asserted is called

- | | |
|---------------------------|---------------------|
| (1) Argumentum ad Baculum | (2) The Red Herring |
| (3) Argumentum ad Hominem | (4) Straw Man |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753148

Option 1 ID : 61547512281

Option 2 ID : 61547512282

Option 3 ID : 61547512283

Option 4 ID : 61547512284

Status : Answered

Chosen Option : 2

Q.2 In a thesis 'Format and styles of referencing' have been inappropriately followed, this is an example of

- | |
|--|
| (1) Technical lapse on the part of researcher |
| (2) Unethical practice of the researcher |
| (3) Inability of the researcher to write a thesis |
| (4) Lack of commitment on the part of researcher to write a thesis |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753136

Option 1 ID : 61547512233

Option 2 ID : 61547512234

Option 3 ID : 61547512235

Option 4 ID : 61547512236

Status : Answered

Chosen Option : 2

Q.3

In the following two sets, set I mentions the evaluation system while set II gives their descriptive features. Match the two sets

Set I (Evaluation system)	Set II (Descriptive features)
(a) Formative evaluation	(i) Comparing the students' performance with that of others
(b) Summative evaluation	(ii) Indicating standards of mastery
(c) Norm-referenced testing	(iii) Diagnosing students' problems
(d) Criterion-referenced testing	(iv) Identifying scope for improvement
	(v) Judging learning standards

Choose the correct answer from the options given below :

- (1) (a)-(iv), (b)-(v), (c)-(i), (d)-(ii)
 (2) (a)-(i), (b)-(ii), (c)-(iii), (d)-(iv)
 (3) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
 (4) (a)-(ii), (b)-(iii), (c)-(v), (d)-(iv)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753132

Option 1 ID : 61547512217

Option 2 ID : 61547512218

Option 3 ID : 61547512219

Option 4 ID : 61547512220

Status : Answered

Chosen Option : 1

Q.4 The distinction between Savikalpaka (determinate) and Nirvikalpaka (indeterminate) is made with respect to which of the following pramāṇas?

- (1) Anumāna (inference) (2) Pratyakṣa (perception)
 (3) Arthāpatti (postulation) (4) Upamāna (comparison)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753149

Option 1 ID : 61547512285

Option 2 ID : 61547512286

Option 3 ID : 61547512287

Option 4 ID : 61547512288

Status : Answered

Chosen Option : 3

Q.5

In the following list, which belong to the category of learner-centred approaches?

- (i) SWAYAM
- (ii) Computer-aided instruction
- (iii) MOOCS
- (iv) Quizzes
- (v) Buzz-sessions

Select the correct answer from the options given below :

- (1) (i) and (iii)
- (2) (ii) and (iii)
- (3) (ii) and (iv)
- (4) (iii) and (v)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753131

Option 1 ID : 61547512213

Option 2 ID : 61547512214

Option 3 ID : 61547512215

Option 4 ID : 61547512216

Status : Answered

Chosen Option : 4

Q.6 The product of any three consecutive integers is divisible by 6. Therefore, $3 \times 4 \times 5 (=60)$, is divisible by 6? Which type of reasoning is embodied here?

- (1) Deductive Reasoning
- (2) Inductive Reasoning
- (3) Non-verbal Reasoning
- (4) Abductive Reasoning

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753152

Option 1 ID : 61547512297

Option 2 ID : 61547512298

Option 3 ID : 61547512299

Option 4 ID : 61547512300

Status : Answered

Chosen Option : 1

Q.7

Dynamics of good classroom communication involves :

- (a) Indifference
- (b) Motivation
- (c) Being organised
- (d) Exclusivity
- (e) Participation
- (f) Gendered views

Choose the correct option from the following :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (b), (c) and (e)
- (4) (c), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753138

Option 1 ID : 61547512241

Option 2 ID : 61547512242

Option 3 ID : 61547512243

Option 4 ID : 61547512244

Status : Answered

Chosen Option : 3

Q.8

If 'SOLUTION' is 'R5KTSH5M' then 'CROME' will be written as

- (1) BQ5HL
- (2) B5QLH
- (3) BQ5LD
- (4) BS5LH

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753145

Option 1 ID : 61547512269

Option 2 ID : 61547512270

Option 3 ID : 61547512271

Option 4 ID : 61547512272

Status : Answered

Chosen Option : 3

Q.9

Which of the following refers to an attribute of every categorical proposition which is determined by whether the proposition affirms or denies class inclusion?

- (1) Quality
- (2) Quantity
- (3) Distribution
- (4) Comparison

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753151

Option 1 ID : 61547512293

Option 2 ID : 61547512294

Option 3 ID : 61547512295

Option 4 ID : **61547512296**
Status : **Answered**
Chosen Option : **4**

Q.10 A university department plans to undertake a study wherein attitudes, values and biases of teachers and students are to be probed with an eye on disclosing their patterns of adjustment. Which types of research methods will be considered appropriate in this context?

- (i) Experimental method
- (ii) Case study method
- (iii) Descriptive method
- (iv) Ethnographic method
- (v) Historical method

Select the correct answer from the options given below :

- (1) (i) and (ii)
- (2) (ii) and (iii)
- (3) (iii) and (v)
- (4) (ii) and (iv)

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **6154753137**
Option 1 ID : **61547512237**
Option 2 ID : **61547512238**
Option 3 ID : **61547512239**
Option 4 ID : **61547512240**
Status : **Answered**
Chosen Option : **2**

Q.11 A sum of Rs. 2,000 yields Rs. 180 with simple interest in nine (9) months. The annual rate of interest is

- (1) 9%
- (2) 10%
- (3) 11%
- (4) 12%

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **6154753147**
Option 1 ID : **61547512277**
Option 2 ID : **61547512278**
Option 3 ID : **61547512279**
Option 4 ID : **61547512280**
Status : **Answered**
Chosen Option : **2**

Q.12 When results obtained in a research study can be extended to a group larger than the sample (outside the context of the study) it is called

- (1) Internal validity
- (2) Functional relationship
- (3) External validity
- (4) Hypothetical construct

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **6154753135**
Option 1 ID : **61547512229**
Option 2 ID : **61547512230**
Option 3 ID : **61547512231**
Option 4 ID : **61547512232**
Status : **Answered**

Chosen Option : 4

Q.13 In a research problem 'studying the effect of Teaching Methods on the Scholastic Achievement of boys and girls in terms of their socio-economic background', which can be designated as independent variable?

- (1) Scholastic achievement (2) Teaching methods
(3) Gender (4) Socio-economic background

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753134

Option 1 ID : 61547512225

Option 2 ID : 61547512226

Option 3 ID : 61547512227

Option 4 ID : 61547512228

Status : Answered

Chosen Option : 3

Q.14 Two numbers are in the ratio 3:7. If 8 is added to both the numbers, their ratio becomes 5:9. The numbers are

- (1) 12, 28 (2) 6, 14
(3) 15, 35 (4) 24, 56

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753143

Option 1 ID : 61547512261

Option 2 ID : 61547512262

Option 3 ID : 61547512263

Option 4 ID : 61547512264

Status : Answered

Chosen Option : 1

Q.15 The basic requirements for organizing teaching at reflective level deal with

- (1) Systematic and sequential presentation of facts and information by the teacher
(2) Helping explore and explain problems and their solutions by students
(3) Translating and interpreting the facts by the students
(4) Giving concrete facts and action sequences by the teacher

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753129

Option 1 ID : 61547512205

Option 2 ID : 61547512206

Option 3 ID : 61547512207

Option 4 ID : 61547512208

Status : Answered

Chosen Option : 3

Q.16

The principles of effective writing useful for both students and teachers are

- (a) Stress on hyperboles
- (b) Liberal use of adjectives
- (c) Clarity
- (d) Conciseness
- (e) Correctness
- (f) Use of complex sentences

Choose the correct option from the following :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (c), (d) and (e)
- (4) (d), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753141

Option 1 ID : 61547512253

Option 2 ID : 61547512254

Option 3 ID : 61547512255

Option 4 ID : 61547512256

Status : Answered

Chosen Option : 3

Q.17 Given below are two statements – One is labelled as Assertion (A) and the other is labelled as Reason (R) :

Assertion (A) : Communication does not include all human behaviour for exchange of information

Reasons (R) : Communication involves the use of all five senses

Choose the correct option from the following :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753142

Option 1 ID : 61547512257

Option 2 ID : 61547512258

Option 3 ID : 61547512259

Option 4 ID : 61547512260

Status : Answered

Chosen Option : 2

Q.18

The number X in the following series :

3, 8, 18, 38, X, ... is

- (1) 78
- (2) 80
- (3) 76
- (4) 74

Options 1. 1

2. 2

3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753144**
Option 1 ID : **61547512265**
Option 2 ID : **61547512266**
Option 3 ID : **61547512267**
Option 4 ID : **61547512268**
Status : **Answered**
Chosen Option : **1**

Q.19 Identify the factors affecting teaching related to positive learning environment in an institution :

- (i) The extent to which teachers make clear presentation
- (ii) The scope for sharing and open discussions within the classroom and the institution as such
- (iii) Teacher's mastery of the content as reflected in answering students' questions
- (iv) Frequent use of positive reinforcers either in the institution or classroom
- (v) Availability of teacher and his/her guidance

Choose the correct answer from the options given below :

- (1) (i) and (iii)
- (2) (ii) and (iii)
- (3) (iv) and (v)
- (4) (ii) and (iv)

Options

1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753130**
Option 1 ID : **61547512209**
Option 2 ID : **61547512210**
Option 3 ID : **61547512211**
Option 4 ID : **61547512212**
Status : **Answered**
Chosen Option : **3**

Q.20 Which of the following sequences correctly reflects scientific investigation?

- (1) Conceptualization, theorizing, deduced consequences, observation and testing
- (2) Testing, observation, conceptualizing, theorizing and deduced consequences
- (3) Theorizing, deducing consequences, testing, observing and conceptualizing
- (4) Observation, conceptualization, theorizing, deduced consequences and method to verify them

Options

1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753133**
Option 1 ID : **61547512221**
Option 2 ID : **61547512222**
Option 3 ID : **61547512223**
Option 4 ID : **61547512224**
Status : **Answered**
Chosen Option : **3**

Q.21 Which of the following is the key teaching behaviour to make a teacher effective?

- (1) Teachers' comments made for the purpose of organizing upcoming teaching process
- (2) Use of content or process questions by teacher
- (3) Engagement of students in the learning process
- (4) Using students' ideas and contributions

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**

Question ID : **6154753128**

Option 1 ID : **61547512201**

Option 2 ID : **61547512202**

Option 3 ID : **61547512203**

Option 4 ID : **61547512204**

Status : **Answered**

Chosen Option : **4**

Q.22 The term 'Paksa' according to classical Indian school of logic refers to which of the following terms in the process of inference?

- (1) Major term
- (2) Undefined term
- (3) Minor term
- (4) Middle term

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**

Question ID : **6154753150**

Option 1 ID : **61547512289**

Option 2 ID : **61547512290**

Option 3 ID : **61547512291**

Option 4 ID : **61547512292**

Status : **Answered**

Chosen Option : **4**

Q.23 A teacher tells his students – 'When you learn this, you will be able to carry out your project'. What does this communication suggest?

- (1) Continued interest
- (2) Ambiguous advice
- (3) Potential threat
- (4) Positive reinforcement

Options

- 1. 1
- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**

Question ID : **6154753140**

Option 1 ID : **61547512249**

Option 2 ID : **61547512250**

Option 3 ID : **61547512251**

Option 4 ID : **61547512252**

Status : **Answered**

Chosen Option : **2**

Q.24 Instructional communication in the distance education mode is

- (1) unstructured
- (2) self-regulatory
- (3) informal
- (4) structured and interactive

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753139

Option 1 ID : 61547512245

Option 2 ID : 61547512246

Option 3 ID : 61547512247

Option 4 ID : 61547512248

Status : Answered

Chosen Option : 1

Q.25

If 'a' is inversely proportional to 'b' and 'b' is inversely proportional to 'c', then

(1) 'a' is inversely proportional to 'c'

(2) 'a' is directly proportional to 'c'

(3) 'a' is constant

(4) 'a' is directly proportional to 'bc'

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753146

Option 1 ID : 61547512273

Option 2 ID : 61547512274

Option 3 ID : 61547512275

Option 4 ID : 61547512276

Status : Answered

Chosen Option : 2

Comprehension:

Directions Q. 26-30 : The following table gives the percentage (%) of people having knowledge of different programming languages. Assuming that the total number of people having knowledge about programming language is 12,00,000, answer the questions that follow the table :

Programming Language	% of People having knowledge
C++	15%
C	25%
COBOL	12%
FORTRAN	13%
Java	15%
LISP	10%
Python	10%

SubQuestion No : 26

Q.26

The ratio of the number of people having knowledge about C to that of knowledge about Java is

(1) 3 : 5

(2) 5 : 3

(3) 1 : 1

(4) 5 : 2

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753154

Option 1 ID : 61547512301

Option 2 ID : 61547512302

Option 3 ID : 61547512303

Option 4 ID : 61547512304

Status : Answered

Chosen Option : 2

Comprehension:

Directions Q. 26-30 : The following table gives the percentage (%) of people having knowledge of different programming languages. Assuming that the total number of people having knowledge about programming language is 12,00,000, answer the questions that follow the table :

Programming Language	% of People having knowledge
C++	15%
C	25%
COBOL	12%
FORTTRAN	13%
Java	15%
LISP	10%
Python	10%

SubQuestion No : 27

Q.27 What is the average percentage (%) of people having knowledge of programming language – Python, LISP and Java?

- (1) 1.04% (2) 11.7%
(3) 26.6% (4) 11.0%

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753157

Option 1 ID : 61547512313

Option 2 ID : 61547512314

Option 3 ID : 61547512315

Option 4 ID : 61547512316

Status : Answered

Chosen Option : 1

Comprehension:

Directions Q. 26-30 : The following table gives the percentage (%) of people having knowledge of different programming languages. Assuming that the total number of people having knowledge about programming language is 12,00,000, answer the questions that follow the table :

Programming Language	% of People having knowledge
C++	15%
C	25%
COBOL	12%
FORTTRAN	13%
Java	15%
LISP	10%
Python	10%

SubQuestion No : 28

Q.28 Difference in the number of people having knowledge of C and COBOL programming languages is

- (1) 1,20,000 (2) 1,80,000
(3) 1,44,000 (4) 1,56,000

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753158

Option 1 ID : 61547512317

Option 2 ID : 61547512318
Option 3 ID : 61547512319
Option 4 ID : 61547512320
Status : Answered
Chosen Option : 4

Comprehension:

Directions Q. 26-30 : The following table gives the percentage (%) of people having knowledge of different programming languages. Assuming that the total number of people having knowledge about programming language is 12,00,000, answer the questions that follow the table :

Programming Language	% of People having knowledge
C++	15%
C	25%
COBOL	12%
FORTTRAN	13%
Java	15%
LISP	10%
Python	10%

SubQuestion No : 29

Q.29 The total number of people having knowledge about C, Java and COBOL is

- (1) 4,80,000 (2) 5,04,000
(3) 5,16,000 (4) 6,24,000

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
Question ID : 6154753156
Option 1 ID : 61547512309
Option 2 ID : 61547512310
Option 3 ID : 61547512311
Option 4 ID : 61547512312
Status : Answered
Chosen Option : 4

Comprehension:

Directions Q. 26-30 : The following table gives the percentage (%) of people having knowledge of different programming languages. Assuming that the total number of people having knowledge about programming language is 12,00,000, answer the questions that follow the table :

Programming Language	% of People having knowledge
C++	15%
C	25%
COBOL	12%
FORTTRAN	13%
Java	15%
LISP	10%
Python	10%

SubQuestion No : 30

Q.30 How many people have knowledge about C language?

- (1) 1,80,000 (2) 3,00,000
(3) 1,56,000 (4) 1,44,000

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753155

Option 1 ID : 61547512305

Option 2 ID : 61547512306

Option 3 ID : 61547512307

Option 4 ID : 61547512308

Status : Answered

Chosen Option : 2

Q.31 Which of the following indicates the objective of the United Nations Framework Convention on Climate Change (UNFCCC)?

- (1) To stabilize greenhouse gases concentration in the atmosphere
- (2) To prescribe limits on greenhouse gas emissions for individual countries
- (3) To lay down enforcement mechanisms
- (4) To prepare guidelines for formulation of Climate Action Plan by member countries

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753167

Option 1 ID : 61547512353

Option 2 ID : 61547512354

Option 3 ID : 61547512355

Option 4 ID : 61547512356

Status : Answered

Chosen Option : 4

Q.32 Which of the following is a 'Decision Support System' for assisting people in taking best decisions for their children's future?

- (1) E-Pathshala
- (2) Saransh
- (3) Shaala Sidhdhi
- (4) SWAYAM PRABHA

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753160

Option 1 ID : 61547512325

Option 2 ID : 61547512326

Option 3 ID : 61547512327

Option 4 ID : 61547512328

Status : Answered

Chosen Option : 1

Q.33 Which of the following UN Conferences/Summit adopted the programme of Action for Sustainable Development?

- (1) Stockholm Conference
- (2) Rio de Janeiro Conference
- (3) Johannesburg Summit
- (4) Ahmedabad Conference

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753166
Option 1 ID : 61547512349
Option 2 ID : 61547512350
Option 3 ID : 61547512351
Option 4 ID : 61547512352
Status : Answered
Chosen Option : 2

Q.34 Consider the following storage devices :

- (a) Hard disc
- (b) CD-ROM
- (c) DVD-ROM

Arrange these in ascending order of storage capacity and select the correct option :

- (1) (b), (c), (a)
- (2) (b), (a), (c)
- (3) (c), (b), (a)
- (4) (a), (c), (b)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
Question ID : 6154753159
Option 1 ID : 61547512321
Option 2 ID : 61547512322
Option 3 ID : 61547512323
Option 4 ID : 61547512324
Status : Answered
Chosen Option : 3

Q.35 The Government of India has set up the Ministry of Jal Shakti by merging/renaming which of the following :

- (1) Ministry of Water Resources and Ministry of Earth Sciences
- (2) Ministry of Water Resources; Ministry of River Development and Ganga Rejuvenation; and Ministry of Rural Development
- (3) Ministry of Water Resources; Ministry of River Development and Ganga Rejuvenation; and Ministry of Drinking Water and Sanitation
- (4) Ministry of Water Resources

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
Question ID : 6154753164
Option 1 ID : 61547512341
Option 2 ID : 61547512342
Option 3 ID : 61547512343
Option 4 ID : 61547512344
Status : Answered
Chosen Option : 4

Q.36

Which one of the following is a non-statutory body?

- (1) National Council for Teacher Education (NCTE)
- (2) Bar Council of India (BCI)
- (3) Rehabilitation Council of India (RCI)
- (4) National Assessment and Accreditation Council (NAAC)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753171

Option 1 ID : 61547512369

Option 2 ID : 61547512370

Option 3 ID : 61547512371

Option 4 ID : 61547512372

Status : Answered

Chosen Option : 3

Q.37 For encouraging worldwide awareness and action for the protection of our environment, UNEP focused on the World Environment Day (2019) on which of the following themes?

- | | |
|------------------------|---------------------------|
| (1) Conserve energy | (2) Tackle climate change |
| (3) Beat air pollution | (4) Save water |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753168

Option 1 ID : 61547512357

Option 2 ID : 61547512358

Option 3 ID : 61547512359

Option 4 ID : 61547512360

Status : Answered

Chosen Option : 2

Q.38 Match List I with List II :

List I (E-initiatives)	List II (Descriptions)
(a) Vidwan	(i) Repository for full-text thesis, e-books and journals
(b) Digilocker	(ii) Education portal to facilitate learning
(c) Sakshat	(iii) Database of leading scientists/ researchers
(d) Shodh Ganga	(iv) Platform for issuance and verification of documents and certificates

Choose the correct answer from the options given below :

- (1) (a)-(i), (b)-(iii), (c)-(iv), (d)-(ii)
- (2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (3) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)
- (4) (a)-(ii), (b)-(i), (c)-(iii), (d)-(iv)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753162

Option 1 ID : 61547512333

Option 2 ID : 61547512334

Option 3 ID : 61547512335

Option 4 ID : 61547512336

Status : Answered

Chosen Option : 4

Q.39 Identify the 'NITI Aayog – Three Year Action Agenda Items' related to the field of Higher Education :

- (i) Autonomy for top colleges
- (ii) Reform of the regulatory system
- (iii) Establishing a system of project and scholar-specific research grants
- (iv) Promotion of research culture
- (v) National Research Foundation

Select correct answer from the options given below :

- (1) (i), (ii) and (iii)
- (2) (ii), (iii) and (iv)
- (3) (iii), (iv) and (v)
- (4) (iv), (i) and (ii)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753173

Option 1 ID : 61547512377

Option 2 ID : 61547512378

Option 3 ID : 61547512379

Option 4 ID : 61547512380

Status : Answered

Chosen Option : 3

Q.40 The Ancient Indian University known as the chief centre for advanced and specialized studies in Nyāya or Logic was

- (1) Jagaddala University
- (2) Mithilā University
- (3) Nadia University
- (4) Valabhi University

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753169

Option 1 ID : 61547512361

Option 2 ID : 61547512362

Option 3 ID : 61547512363

Option 4 ID : 61547512364

Status : Answered

Chosen Option : 2

Q.41 Which of the following is NOT suitable in the context of E-mail?

- (1) It is a letter sent over a computer network
- (2) It can be used to send unsolicited messages
- (3) E-mail is snail-mail
- (4) E-mail address includes domain name

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753161

Option 1 ID : 61547512329

Option 2 ID : 61547512330

Option 3 ID : 61547512331

Option 4 ID : 61547512332

Status : Answered

Chosen Option : 2

Q.42 Which items in the following constitute the non-conventional learning programmes?

- (i) Tea sommelier
- (ii) Oriental languages
- (iii) Spa management
- (iv) Museology
- (v) Comparative languages

Select the correct answer from the options given below :

- | | |
|-------------------------|-------------------------|
| (1) (i), (ii) and (iv) | (2) (ii), (iii) and (v) |
| (3) (i), (iii) and (iv) | (4) (ii), (iv) and (v) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753170

Option 1 ID : 61547512365

Option 2 ID : 61547512366

Option 3 ID : 61547512367

Option 4 ID : 61547512368

Status : Answered

Chosen Option : 1

Q.43 Identify environmental issues which are local in nature :

- (i) Depletion of ozone layer
- (ii) Lake pollution
- (iii) Soil erosion
- (iv) Climate change
- (v) Water logging
- (vi) Solid Waste Management

Select the answer from the options given below :

- | | |
|-------------------------------|-------------------------------|
| (1) (ii), (iii), (v) and (vi) | (2) (iii), (iv), (v) and (vi) |
| (3) (ii), (iii), (iv) and (v) | (4) (i), (ii), (iii) and (iv) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753165

Option 1 ID : 61547512345

Option 2 ID : 61547512346

Option 3 ID : 61547512347

Option 4 ID : 61547512348

Status : Answered

Chosen Option : 4

Q.44

In computer related activities, what is the full form of 'WORM'?

- (1) Write On Random Memory
- (2) Write On Real Memory
- (3) Write Once Read Many
- (4) Write Once Read Memory

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753163

Option 1 ID : 61547512337

Option 2 ID : 61547512338

Option 3 ID : 61547512339

Option 4 ID : 61547512340

Status : Answered

Chosen Option : 3

Q.45 Which one of the following has been the basis for introduction of yoga in teacher training courses?

- (1) National Policy of Education – 1968
- (2) National Policy on Education – 1986
- (3) Vision of Teacher Education in India : Quality and Regulatory Perspective – 2012
- (4) Draft National Education Policy – 2019

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753172

Option 1 ID : 61547512373

Option 2 ID : 61547512374

Option 3 ID : 61547512375

Option 4 ID : 61547512376

Status : Answered

Chosen Option : 2

Comprehension:

For questions (46-50) :

Read the passage carefully and answer questions that follow :

Political 'representation' nonetheless is the vehicle that enabled the re-introduction of "democracy" into the modern, practical political vernacular. The resulting liberal democracy does not directly descend from the ancient Athenian democracy. Between the eras virtually nothing existed that approached "democracy" as an actual or named political form and when it again became a focus of politics and theory, it was wedded to representation – so that what we call a democracy is, in fact, a distinctive kind of democracy, "a representative democracy". While elections and popular pressure surely have political impact, the actions of representatives are the primary, official mechanism for translating democratic citizenship into political power. We rely on the representative process to promote political goodness in democratic society. But when one imagines the idea of 'representation' these days, its association with ethics or goodness does not spring to mind. It is an impersonal process, after all – a mechanical method by which one entity stands for or re-presents another, politically required by the need to channel the judgements of millions of citizens into the legally authoritative hands of a small number of public representatives, or even the sentiments of thousands into the leadership of single person.

SubQuestion No : 46

Q.46 Which of the following implies the characteristic of modern political vernacular?

- | | |
|-----------------------|--------------------------|
| (1) Populist politics | (2) Absence of structure |
| (3) Ethical discourse | (4) Representiveness |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753175

Option 1 ID : 61547512381

Option 2 ID : 61547512382

Option 3 ID : 61547512383

Option 4 ID : 61547512384

Status : Answered

Chosen Option : 4

Comprehension:

For questions (46-50) :

Read the passage carefully and answer questions that follow :

Political 'representation' nonetheless is the vehicle that enabled the re-introduction of "democracy" into the modern, practical political vernacular. The resulting liberal democracy does not directly descend from the ancient Athenian democracy. Between the eras virtually nothing existed that approached "democracy" as an actual or named political form and when it again became a focus of politics and theory, it was wedded to representation – so that what we call a democracy is, in fact, a distinctive kind of democracy, "a representative democracy". While elections and popular pressure surely have political impact, the actions of representatives are the primary, official mechanism for translating democratic citizenship into political power. We rely on the representative process to promote political goodness in democratic society. But when one imagines the idea of 'representation' these days, its association with ethics or goodness does not spring to mind. It is an impersonal process, after all – a mechanical method by which one entity stands for or re-presents another, politically required by the need to channel the judgements of millions of citizens into the legally authoritative hands of a small number of public representatives, or even the sentiments of thousands into the leadership of single person.

SubQuestion No : 47**Q.47** What is the perception of the author with regard to representational democracy?

- (1) Legal as well as ethical
- (2) Universal participation
- (3) Arbitrarily authoritative
- (4) Centralisation of power in a few individuals

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753179

Option 1 ID : 61547512397

Option 2 ID : 61547512398

Option 3 ID : 61547512399

Option 4 ID : 61547512400

Status : Answered

Chosen Option : 1

Comprehension:

For questions (46-50) :

Read the passage carefully and answer questions that follow :

Political 'representation' nonetheless is the vehicle that enabled the re-introduction of "democracy" into the modern, practical political vernacular. The resulting liberal democracy does not directly descend from the ancient Athenian democracy. Between the eras virtually nothing existed that approached "democracy" as an actual or named political form and when it again became a focus of politics and theory, it was wedded to representation – so that what we call a democracy is, in fact, a distinctive kind of democracy, "a representative democracy". While elections and popular pressure surely have political impact, the actions of representatives are the primary, official mechanism for translating democratic citizenship into political power. We rely on the representative process to promote political goodness in democratic society. But when one imagines the idea of 'representation' these days, its association with ethics or goodness does not spring to mind. It is an impersonal process, after all – a mechanical method by which one entity stands for or re-presents another, politically required by the need to channel the judgements of millions of citizens into the legally authoritative hands of a small number of public representatives, or even the sentiments of thousands into the leadership of single person.

SubQuestion No : 48

Q.48 The political representation enabled the emergence of

- | | |
|------------------------|---------------------------|
| (1) Athenian democracy | (2) Liberal democracy |
| (3) Actual democracy | (4) Theoretical democracy |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753176**

Option 1 ID : **61547512385**

Option 2 ID : **61547512386**

Option 3 ID : **61547512387**

Option 4 ID : **61547512388**

Status : **Answered**

Chosen Option : **2**

Comprehension:

For questions (46-50) :

Read the passage carefully and answer questions that follow :

Political 'representation' nonetheless is the vehicle that enabled the re-introduction of "democracy" into the modern, practical political vernacular. The resulting liberal democracy does not directly descend from the ancient Athenian democracy. Between the eras virtually nothing existed that approached "democracy" as an actual or named political form and when it again became a focus of politics and theory, it was wedded to representation – so that what we call a democracy is, in fact, a distinctive kind of democracy, "a representative democracy". While elections and popular pressure surely have political impact, the actions of representatives are the primary, official mechanism for translating democratic citizenship into political power. We rely on the representative process to promote political goodness in democratic society. But when one imagines the idea of 'representation' these days, its association with ethics or goodness does not spring to mind. It is an impersonal process, after all – a mechanical method by which one entity stands for or re-presents another, politically required by the need to channel the judgements of millions of citizens into the legally authoritative hands of a small number of public representatives, or even the sentiments of thousands into the leadership of single person.

SubQuestion No : 49

Q.49 According to the author, the idea of democracy is viewed as

- | | |
|------------------------------|--|
| (1) Ethical politics | (2) Goodness of representation |
| (3) A representative process | (4) Channelising views of a few people |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753178**

Option 1 ID : **61547512393**

Option 2 ID : **61547512394**

Option 3 ID : **61547512395**

Option 4 ID : 61547512396

Status : Answered

Chosen Option : 3

Comprehension:

For questions (46-50) :

Read the passage carefully and answer questions that follow :

Political 'representation' nonetheless is the vehicle that enabled the re-introduction of "democracy" into the modern, practical political vernacular. The resulting liberal democracy does not directly descend from the ancient Athenian democracy. Between the eras virtually nothing existed that approached "democracy" as an actual or named political form and when it again became a focus of politics and theory, it was wedded to representation – so that what we call a democracy is, in fact, a distinctive kind of democracy, "a representative democracy". While elections and popular pressure surely have political impact, the actions of representatives are the primary, official mechanism for translating democratic citizenship into political power. We rely on the representative process to promote political goodness in democratic society. But when one imagines the idea of 'representation' these days, its association with ethics or goodness does not spring to mind. It is an impersonal process, after all – a mechanical method by which one entity stands for or re-presents another, politically required by the need to channel the judgements of millions of citizens into the legally authoritative hands of a small number of public representatives, or even the sentiments of thousands into the leadership of single person.

SubQuestion No : 50**Q.50** According to the passage actions of political representatives manifest

- | | |
|---------------------|-----------------------------|
| (1) Political will | (2) Popular pressure |
| (3) Political power | (4) Self-effacing behaviour |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753177

Option 1 ID : 61547512389

Option 2 ID : 61547512390

Option 3 ID : 61547512391

Option 4 ID : 61547512392

Status : Answered

Chosen Option : 3

Section : PART II Mass Communication and Journalism**Q.1** The participatory use of media for development is characterised by

- | | |
|-------------------------------------|-----------------------------------|
| (1) Centrally controlled programmes | (2) Decentralised programmes |
| (3) Production by specialists | (4) Single source, many receivers |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753184

Option 1 ID : 61547512417

Option 2 ID : 61547512418

Option 3 ID : 61547512419

Option 4 ID : 61547512420

Status : Answered

Chosen Option : 4

Q.2

The main postulates of cultivation theory are

- (a) Media consumers unknowingly absorb dominant symbols, images and messages of media.
- (b) Television cultivates among viewers common beliefs about the world.
- (c) Media do not reflect non-mediated reality.
- (d) Mediated stereotypes do not matter.
- (e) There are no variables in mediated cultivation.
- (f) Media do not cultivate anything among TV viewers.

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (d) and (e)
- (3) (d), (e) and (f)
- (4) (a), (d) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753220

Option 1 ID : 61547512561

Option 2 ID : 61547512562

Option 3 ID : 61547512563

Option 4 ID : 61547512564

Status : Answered

Chosen Option : 1

Q.3 The three main measures applied in news effect research are

- (a) The extent of audience research
- (b) Audience recall of news content
- (c) Unilateral content production
- (d) Audience comprehension of particular items of news
- (e) Elimination of audience-specific content

Choose the correct option :

- (1) (a), (b) and (d)
- (2) (a), (c) and (e)
- (3) (b), (c) and (e)
- (4) (b), (c) and (d)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753240

Option 1 ID : 61547512641

Option 2 ID : 61547512642

Option 3 ID : 61547512643

Option 4 ID : 61547512644

Status : Answered

Chosen Option : 4

Q.4 Which of the following are the effects of digital technology on print media production?

- (a) Expansion of single edition newspapers
- (b) Extensive use of colour in printing
- (c) Emergence of new concepts of designing
- (d) Reduction in production time
- (e) Emphasis on mechanical creativity
- (f) Large-sized newspapers being preferred

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (c), (d) and (e)
- (4) (d), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753235**

Option 1 ID : **61547512621**

Option 2 ID : **61547512622**

Option 3 ID : **61547512623**

Option 4 ID : **61547512624**

Status : **Answered**

Chosen Option : **3**

Q.5 According to Melvin Mancher, objectivity in news reports promotes

- (1) Active journalism
- (2) Advocacy journalism
- (3) Attachment journalism
- (4) Passive journalism

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753191**

Option 1 ID : **61547512445**

Option 2 ID : **61547512446**

Option 3 ID : **61547512447**

Option 4 ID : **61547512448**

Status : **Answered**

Chosen Option : **2**

Q.6 Identify the correct sequence of diffusion of innovation, according to E.M. Rogers

- (1) Innovation, time, social system, communication channels
- (2) Innovation, social system, time, communication channels
- (3) Innovation, communication channels, time, social system
- (4) Communication channels, time, innovation, social system

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753257

Option 1 ID : 61547512709

Option 2 ID : 61547512710

Option 3 ID : 61547512711

Option 4 ID : 61547512712

Status : Answered

Chosen Option : 2

Q.7 Match the following ethical concepts with their originators :

- | | |
|----------------------------------|----------------------|
| (a) Virtuous communication | (i) John Stuart Mill |
| (b) Obey the professional duty | (ii) John Rawls |
| (c) Principles of utilitarianism | (iii) Aristotle |
| (d) Veil of ignorance | (iv) Immanuel Kant |

Choose the correct option from those given below :

- | | | | | |
|-----|-----------|-----------|-----------|-----------|
| (1) | (a) (ii) | (b) (i) | (c) (iv) | (d) (iii) |
| (2) | (a) (iii) | (b) (iv) | (c) (i) | (d) (ii) |
| (3) | (a) (iv) | (b) (ii) | (c) (iii) | (d) (i) |
| (4) | (a) (i) | (b) (iii) | (c) (ii) | (d) (iv) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753254

Option 1 ID : 61547512697

Option 2 ID : 61547512698

Option 3 ID : 61547512699

Option 4 ID : 61547512700

Status : Answered

Chosen Option : 2

Q.8 The Batesonian school deals with _____ communication.

- | | |
|--------------------|--------------------|
| (1) Intra-personal | (2) Inter-personal |
| (3) Group | (4) Mass |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753181

Option 1 ID : 61547512405

Option 2 ID : 61547512406

Option 3 ID : 61547512407

Option 4 ID : 61547512408

Status : Answered

Chosen Option : 1

Q.9

Social responsibility theory broadly reflects the three concepts as follows:

- (a) Journalists have obligations to society
- (b) Arbitrary control of media by the authority
- (c) Courts' intervention in journalistic work is not possible
- (d) Self-regulation by the media
- (e) Access to various points of view

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (a), (c) and (d)
- (3) (a), (b) and (e)
- (4) (a), (d) and (e)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753221
Option 1 ID : 61547512565
Option 2 ID : 61547512566
Option 3 ID : 61547512567
Option 4 ID : 61547512568
Status : Answered
Chosen Option : 1

Q.10 Who is the author of the works 'Cinema-I Movement Image' (1983) and 'Cinema-II Time Image' (1985)?

- (1) Christian Metz
- (2) Friedrich Kittler
- (3) Siegfried Kracauer
- (4) Gilles Deleuze

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753213
Option 1 ID : 61547512533
Option 2 ID : 61547512534
Option 3 ID : 61547512535
Option 4 ID : 61547512536
Status : Answered
Chosen Option : 3

Q.11 The sequence of elements of a deductive explanation is

- (1) Universal generalization, statement of conditions that make generalizations appear true, explicandum, rules of logic
- (2) Rules of logic, universal generalization, explicandum, statement of conditions that make generalization appear true
- (3) Statement of conditions that make generalization appear true, rules of logic, explicandum, universal generalization
- (4) Explicandum, rules of logic, universal generalization, statement of conditions that make generalization appear true

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**Question ID : **6154753263**Option 1 ID : **61547512733**Option 2 ID : **61547512734**Option 3 ID : **61547512735**Option 4 ID : **61547512736**Status : **Answered**Chosen Option : **4****Q.12** C.E. Osgood is known to have introduced _____ in communication studies.

(1) Semiotics

(2) Semiology

(3) Sign

(4) Semantic differential

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**Question ID : **6154753208**Option 1 ID : **61547512513**Option 2 ID : **61547512514**Option 3 ID : **61547512515**Option 4 ID : **61547512516**Status : **Answered**Chosen Option : **2****Q.13** The publication of expunged proceedings of a house of the legislature will constitute

(1) Freedom of expression

(2) Personal liberty

(3) Public Good

(4) Contempt of house

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**Question ID : **6154753203**Option 1 ID : **61547512493**Option 2 ID : **61547512494**Option 3 ID : **61547512495**Option 4 ID : **61547512496**Status : **Answered**Chosen Option : **4****Q.14**

A sub-editor is often called the best critic of a reporter because of

- (a) Personal rivalry
- (b) Space issues
- (c) The factor of brevity
- (d) Making the story simple
- (e) Market pressure
- (f) Invisibility of work

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (c), (d) and (e)
- (4) (d), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753227

Option 1 ID : 61547512589

Option 2 ID : 61547512590

Option 3 ID : 61547512591

Option 4 ID : 61547512592

Status : Answered

Chosen Option : 2

Q.15 Under the ordinary law, any newspaper with a particular title is considered as s

- (1) Liability
- (2) Property
- (3) Public obligation
- (4) Public good

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753202

Option 1 ID : 61547512489

Option 2 ID : 61547512490

Option 3 ID : 61547512491

Option 4 ID : 61547512492

Status : Answered

Chosen Option : 1

Q.16

The impact of new technology on mass media has resulted in

- (a) Fragmented audience
- (b) Problems of audience measurement
- (c) Higher advertising revenue
- (d) High readership of newspaper worldwide
- (e) Surveillance of audience
- (f) Sustainability of privacy

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (c), (d) and (f)
- (4) (a), (b) and (e)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ

Question ID : 6154753236

Option 1 ID : 61547512625

Option 2 ID : 61547512626

Option 3 ID : 61547512627

Option 4 ID : 61547512628

Status : Answered

Chosen Option : 4

Q.17 The chronology of inter titles in Sergei Eisenstein's film 'Strike' (1924) is

- (1) 'The factory stands idle', 'All quiet at the factory', 'The immediate cause of strike', 'The strike is protracted', 'Engineering a massacre', 'Slaughter'
- (2) 'All quiet at the factory', 'The immediate cause of strike', 'The strike is protracted', 'Engineering a massacre', 'Slaughter', 'The factory stands idle'
- (3) 'All quiet at the factory', 'The immediate cause of strike', 'The factory stands idle', 'The strike is protracted', 'Engineering a massacre', 'Slaughter',
- (4) 'The factory stands idle', 'The immediate cause of strike', 'The strike is protracted', 'Engineering a massacre', 'Slaughter', 'All quiet at the factory'

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ

Question ID : 6154753262

Option 1 ID : 61547512729

Option 2 ID : 61547512730

Option 3 ID : 61547512731

Option 4 ID : 61547512732

Status : Answered

Chosen Option : 3

Q.18 A stance that a company adopts to position itself amongst the target publics is called corporate

- (1) Mix
- (2) Plank
- (3) Identity
- (4) Proximity

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ
Question ID : 6154753199
Option 1 ID : 61547512477
Option 2 ID : 61547512478
Option 3 ID : 61547512479
Option 4 ID : 61547512480
Status : Answered
Chosen Option : 3

Q.19 How does Laura Marks describe the trend of digitally perfect images being turned 'dirty' again in her work, 'Touch : Sensuous Theory and Multisensory Media' (2002)?

- (1) Analogue nostalgia
- (2) Visuality
- (3) Affective framing
- (4) Analogue visuality

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ
Question ID : 6154753212
Option 1 ID : 61547512529
Option 2 ID : 61547512530
Option 3 ID : 61547512531
Option 4 ID : 61547512532
Status : Answered
Chosen Option : 1

Q.20 Headlines writers are described as

- (1) Brevity experts
- (2) Grammarians
- (3) Lexicographers
- (4) Proof readers

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ
Question ID : 6154753190
Option 1 ID : 61547512441
Option 2 ID : 61547512442
Option 3 ID : 61547512443
Option 4 ID : 61547512444
Status : Answered
Chosen Option : 3

Q.21 Which organization promotes social development and community affairs as part of CSR?

- (1) The Confederation of Indian Industry
- (2) The Computer Society of India
- (3) National Association of Software and Service Companies
- (4) Indian Advertisers Association

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ
Question ID : 6154753198

Option 1 ID : **61547512473**
 Option 2 ID : **61547512474**
 Option 3 ID : **61547512475**
 Option 4 ID : **61547512476**
 Status : **Answered**
 Chosen Option : **2**

Q.22 What form of communication was adopted by Buddha to experience the 'otherness'?

- (1) Soliloquy (2) Monologic
 (3) Dialogic (4) Proxemics

Options 1. 1
 2. 2
 3. 3
 4. 4

Question Type : **MCQ**
 Question ID : **6154753182**
 Option 1 ID : **61547512409**
 Option 2 ID : **61547512410**
 Option 3 ID : **61547512411**
 Option 4 ID : **61547512412**
 Status : **Answered**
 Chosen Option : **1**

Q.23 The term 'Uses and Gratifications' implies that

- (a) Audiences are passive.
 (b) Audiences are active.
 (c) Audiences are neutral.
 (d) Audiences are unwilling to expose themselves to media.
 (e) Audiences willingly expose themselves to media.
 (f) Audiences experience satisfaction by using media.

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
 (2) (c), (d) and (e)
 (3) (d), (e) and (f)
 (4) (b), (e) and (f)

Options 1. 1
 2. 2
 3. 3
 4. 4

Question Type : **MCQ**
 Question ID : **6154753223**
 Option 1 ID : **61547512573**
 Option 2 ID : **61547512574**
 Option 3 ID : **61547512575**
 Option 4 ID : **61547512576**
 Status : **Answered**
 Chosen Option : **4**

Q.24

Which of the following are the steps in content analysis?

- (a) Formulation of research question
- (b) Defining the universe
- (c) Defining the discourses
- (d) Identifying literary elements
- (e) Selecting units of analysis
- (f) Monitoring respondents

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (a), (b) and (e)
- (4) (d), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753243

Option 1 ID : 61547512653

Option 2 ID : 61547512654

Option 3 ID : 61547512655

Option 4 ID : 61547512656

Status : Answered

Chosen Option : 4

Q.25 G. Comstock's transmission model of news learning involves the following stages. Identify the correct sequence.

- (1) Display – processing – exposure – recall – comprehension – learning
- (2) Learning – comprehension – processing – recall – display – exposure
- (3) Exposure – display – processing – recall – comprehension – learning
- (4) Display – exposure – processing – comprehension – recall – learning

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753255

Option 1 ID : 61547512701

Option 2 ID : 61547512702

Option 3 ID : 61547512703

Option 4 ID : 61547512704

Status : Answered

Chosen Option : 2

Q.26

The protection of qualified privilege under the Indian Constitution is of no avail

- (a) If the report is untrue
- (b) Even if the report is not a perverted form of the debate or speech
- (c) If the report is a perverted form of the debate or speech
- (d) If the report is actuated by malice
- (e) If the report is substantially true

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (d) and (e)
- (3) (a), (c) and (d)
- (4) (c), (d) and (e)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ

Question ID : 6154753231

Option 1 ID : 61547512605

Option 2 ID : 61547512606

Option 3 ID : 61547512607

Option 4 ID : 61547512608

Status : Answered

Chosen Option : 3

Q.27 In which of the following countries, lobbying was started as a legal public relations activity during mid-twentieth century?

- (1) The United Kingdom
- (2) The United States
- (3) Germany
- (4) France

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ

Question ID : 6154753196

Option 1 ID : 61547512465

Option 2 ID : 61547512466

Option 3 ID : 61547512467

Option 4 ID : 61547512468

Status : Answered

Chosen Option : 1

Q.28 Which form of advertising is heavily used to introduce a new product?

- (1) Public service advertising
- (2) Reminder advertising
- (3) Social advertising
- (4) Informative advertising

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : MCQ

Question ID : 6154753195

Option 1 ID : 61547512461

Option 2 ID : 61547512462
 Option 3 ID : 61547512463
 Option 4 ID : 61547512464
 Status : Answered
 Chosen Option : 3

Q.29 Match the following theories with their advocates

- | | |
|--------------------------------|------------------------|
| (a) Asian communication theory | (i) Herbert Marcuse |
| (b) Cybernetic theory | (ii) C.S. Peirce |
| (c) Critical theory | (iii) Norbert Weiner |
| (d) Semiotic theory | (iv) Shelton Gunaratne |

Choose the correct option from those given below :

- (1) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
 (2) (a)-(iv), (b)-(i), (c)-(ii), (d)-(iii)
 (3) (a)-(iv), (b)-(iii), (c)-(ii), (d)-(i)
 (4) (a)-(iv), (b)-(iii), (c)-(i), (d)-(ii)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
 Question ID : 6154753248
 Option 1 ID : 61547512673
 Option 2 ID : 61547512674
 Option 3 ID : 61547512675
 Option 4 ID : 61547512676
 Status : Answered
 Chosen Option : 4

Q.30 Responsibility of a news reporter reflects in the news story when it is

- | | |
|---------------|----------------|
| (1) Balanced | (2) Biased |
| (3) Redundant | (4) Inaccurate |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
 Question ID : 6154753188
 Option 1 ID : 61547512433
 Option 2 ID : 61547512434
 Option 3 ID : 61547512435
 Option 4 ID : 61547512436
 Status : Answered
 Chosen Option : 1

Q.31

Match the following advertising agencies with their headquarters?

- | | |
|---------------|----------------|
| (a) WPP Group | (i) Tokyo |
| (b) Omnicom | (ii) Paris |
| (c) Bcom 3 | (iii) New York |
| (d) Dentsu | (iv) London |

Choose the correct options from those given below :

- | | | | | |
|-----|-----------|-----------|-----------|-----------|
| (1) | (a) (iv) | (b) (iii) | (c) (ii) | (d) (i) |
| (2) | (a) (iii) | (b) (i) | (c) (iv) | (d) (ii) |
| (3) | (a) (ii) | (b) (iv) | (c) (i) | (d) (iii) |
| (4) | (a) (i) | (b) (ii) | (c) (iii) | (d) (iv) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753250

Option 1 ID : 61547512681

Option 2 ID : 61547512682

Option 3 ID : 61547512683

Option 4 ID : 61547512684

Status : Answered

Chosen Option : 1

Q.32 For John Pavlik, the correct sequence of media effects research is

- (1) Film effects, radio effects, television effects, internet effects
- (2) Radio effects, film effects, television effects, internet effects
- (3) Radio effects, television effects, film effects, internet effects
- (4) Film effects, television effects, radio effects, internet effects

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753261

Option 1 ID : 61547512725

Option 2 ID : 61547512726

Option 3 ID : 61547512727

Option 4 ID : 61547512728

Status : Answered

Chosen Option : 4

Q.33

The communitarian model of development considers the factors of

- (a) Religious affiliation
- (b) Geographical location
- (c) Cultural historicity
- (d) High level consumerism
- (e) Acceptance of westernization
- (f) Support to information monopoly

Choose the correct option :

- (1) (a), (e) and (f)
- (2) (b), (c) and (d)
- (3) (a), (b) and (c)
- (4) (c), (d) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753225

Option 1 ID : 61547512581

Option 2 ID : 61547512582

Option 3 ID : 61547512583

Option 4 ID : 61547512584

Status : Answered

Chosen Option : 3

Q.34 The doctrine of direct impact was applied by the Supreme Court of India in the case of

- (1) Virendra Vs State of Punjab
- (2) Narendra Vs Union of India
- (3) Maneka Gandhi Vs. Union of India
- (4) Babulal Vs State of Maharashtra

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753201

Option 1 ID : 61547512485

Option 2 ID : 61547512486

Option 3 ID : 61547512487

Option 4 ID : 61547512488

Status : Answered

Chosen Option : 4

Q.35

The three functions of the press, identified by Harold D. Lasswell, are

- (a) Surveillance
- (b) Correlation
- (c) Entertainment
- (d) Education
- (e) Transmission

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (a), (b) and (d)
- (3) (a), (b) and (e)
- (4) (a), (c) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753222

Option 1 ID : 61547512569

Option 2 ID : 61547512570

Option 3 ID : 61547512571

Option 4 ID : 61547512572

Status : Answered

Chosen Option : 4

Q.36 Match the radio stations with the type of broadcasting they have employed :

- | | |
|---------------|-----------------------|
| (a) Pandora | (i) Cable radio |
| (b) XM | (ii) FM radio |
| (c) CRW | (iii) Satellite radio |
| (d) Bloomberg | (iv) Internet radio |

Choose the correct option from those given below :

- (1) (a) (ii) (b) (i) (c) (iv) (d) (iii)
- (2) (a) (i) (b) (ii) (c) (iii) (d) (iv)
- (3) (a) (iv) (b) (iii) (c) (i) (d) (ii)
- (4) (a) (iii) (b) (iv) (c) (ii) (d) (i)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753252

Option 1 ID : 61547512689

Option 2 ID : 61547512690

Option 3 ID : 61547512691

Option 4 ID : 61547512692

Status : Answered

Chosen Option : 1

Q.37 Auditorium tests are used to evaluate

- (1) Recurrents of music (2) Documentaries
(3) Commercials (4) Television ratings

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753214
Option 1 ID : 61547512537
Option 2 ID : 61547512538
Option 3 ID : 61547512539
Option 4 ID : 61547512540
Status : Answered
Chosen Option : 2

Q.38 When media consumers search for knowledge as a motive, the need becomes

- (1) Speculative (2) Selective
(3) Affective (4) Cognitive

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753193
Option 1 ID : 61547512453
Option 2 ID : 61547512454
Option 3 ID : 61547512455
Option 4 ID : 61547512456
Status : Answered
Chosen Option : 1

Q.39 Which one of the following refers to the percentage of how often a keyword appears in relation to the total words on that webpage?

- (1) Keyword phrase (2) Keyword stuffing
(3) Keyword graph (4) Keyword density

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753210
Option 1 ID : 61547512521
Option 2 ID : 61547512522
Option 3 ID : 61547512523
Option 4 ID : 61547512524
Status : Answered
Chosen Option : 4

Q.40

New media have facilitated a type of communication which is

- | | |
|-----------------------|-----------------|
| (1) Abstract | (2) Conceptual |
| (3) Non-associational | (4) Interactive |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753185

Option 1 ID : 61547512421

Option 2 ID : 61547512422

Option 3 ID : 61547512423

Option 4 ID : 61547512424

Status : Answered

Chosen Option : 4

Q.41 When a variable at the nominal level is changed so that it can be amenable to higher order statistics, it is known as

- | | |
|-------------------------|---------------------------|
| (1) Dummy variable | (2) Fill-in variable |
| (3) Equivalent variable | (4) Distributive variable |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753219

Option 1 ID : 61547512557

Option 2 ID : 61547512558

Option 3 ID : 61547512559

Option 4 ID : 61547512560

Status : Answered

Chosen Option : 3

Q.42 Truth is promoted in Public Relations as a model of

- | | |
|------------------------|------------------------|
| (1) Public Information | (2) Corporate Lobbying |
| (3) Corporate Profit | (4) Corporate Rivalry |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753197

Option 1 ID : 61547512469

Option 2 ID : 61547512470

Option 3 ID : 61547512471

Option 4 ID : 61547512472

Status : Answered

Chosen Option : 2

Q.43 Individual differences theory laid the foundation for

- | | |
|---------------------------------|---------------------------|
| (1) Stimulus-response theory | (2) Media violence theory |
| (3) Media rejection perspective | (4) Psycho dynamic model |

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
 Question ID : **6154753183**
 Option 1 ID : **61547512413**
 Option 2 ID : **61547512414**
 Option 3 ID : **61547512415**
 Option 4 ID : **61547512416**
 Status : **Answered**
 Chosen Option : **3**

Q.44 In media research, replication is done to confirm

- | | |
|---------------------------|---------------------|
| (1) Removal of hypotheses | (2) Duplication |
| (3) Incongruity | (4) Scientific fact |

- Options
- 1. 1
 - 2. 2
 - 3. 3
 - 4. 4

Question Type : **MCQ**
 Question ID : **6154753216**
 Option 1 ID : **61547512545**
 Option 2 ID : **61547512546**
 Option 3 ID : **61547512547**
 Option 4 ID : **61547512548**
 Status : **Answered**
 Chosen Option : **4**

Q.45 Match the following film-makers with their films

- | | |
|------------------|------------------------------------|
| (a) Laura Mulvey | (i) The Tempest (1978) |
| (b) Ken Loach | (ii) High Hopes (1988) |
| (c) Mike Leigh | (iii) The Riddles of Sphinx (1977) |
| (d) Derek Jarman | (iv) Raining Stones (1993) |

Choose the correct option from those given below :

- | | | | | |
|-----|-----------|-----------|-----------|-----------|
| (1) | (a) (iii) | (b) (iv) | (c) (ii) | (d) (i) |
| (2) | (a) (i) | (b) (ii) | (c) (iv) | (d) (iii) |
| (3) | (a) (iv) | (b) (iii) | (c) (i) | (d) (ii) |
| (4) | (a) (ii) | (b) (i) | (c) (iii) | (d) (iv) |

- Options
- 1. 1
 - 2. 2
 - 3. 3
 - 4. 4

Question Type : **MCQ**
 Question ID : **6154753253**
 Option 1 ID : **61547512693**
 Option 2 ID : **61547512694**
 Option 3 ID : **61547512695**
 Option 4 ID : **61547512696**
 Status : **Answered**
 Chosen Option : **3**

Q.46

What are the characteristics of scientific method of research?

- (a) Empirical
- (b) Predictive
- (c) Cumulative
- (d) Emphasis on single source
- (e) Legitimate source

Choose the correct option :

- (1) (c), (d) and (e)
- (2) (b), (c) and (d)
- (3) (a), (b) and (c)
- (4) (a), (b) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753242

Option 1 ID : 61547512649

Option 2 ID : 61547512650

Option 3 ID : 61547512651

Option 4 ID : 61547512652

Status : Answered

Chosen Option : 4

Q.47 'Toy Story' is the first animation film created by

- (1) Disney Studio
- (2) Lucas film
- (3) Pixar
- (4) Apple

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753211

Option 1 ID : 61547512525

Option 2 ID : 61547512526

Option 3 ID : 61547512527

Option 4 ID : 61547512528

Status : Answered

Chosen Option : 3

Q.48

Out of the following, which are the Gestalt principles that aid in explaining visual perception?

- (a) Figure ground separation
- (b) Eye movement
- (c) Grouping by proximity and similarity
- (d) Information zones

Choose the correct option from those given below :

- (1) (a) and (d)
- (2) (a) and (c)
- (3) (b) and (c)
- (4) (b) and (d)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753238

Option 1 ID : 61547512633

Option 2 ID : 61547512634

Option 3 ID : 61547512635

Option 4 ID : 61547512636

Status : Answered

Chosen Option : 3

Q.49 The sequence of formal properties at interval level is

- (1) Substitution, association, symmetry , commutation, uniqueness
- (2) Uniqueness, symmetry, commutation, substitution, association
- (3) Symmetry, association, commutation, substitution, uniqueness
- (4) Association, substitution, symmetry, commutation, uniqueness

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753264

Option 1 ID : 61547512737

Option 2 ID : 61547512738

Option 3 ID : 61547512739

Option 4 ID : 61547512740

Status : Answered

Chosen Option : 4

Q.50 Cultural imperialism perspectives emerged from the tradition of

- (1) Chicago School
- (2) Critical political economy
- (3) Participatory development
- (4) Annenberg School

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753180

Option 1 ID : 61547512401

Option 2 ID : **61547512402**
 Option 3 ID : **61547512403**
 Option 4 ID : **61547512404**
 Status : **Answered**
 Chosen Option : **2**

Q.51 Given below are two statements – one is labelled as Assertion (A) and the other is labelled as Reason (R) :

Assertion (A) : Magazine publication has an uncertain future.

Reason (R) : Audience fragmentation is due to inter-media competition prompted marketing strategy

In the light of the above two statements, choose the correct option :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
 Question ID : **6154753267**
 Option 1 ID : **61547512749**
 Option 2 ID : **61547512750**
 Option 3 ID : **61547512751**
 Option 4 ID : **61547512752**
 Status : **Answered**
 Chosen Option : **4**

Q.52 Respondents' reactions to experimental conditions are described as

- (1) experimental orientation
- (2) experimental mortality
- (3) demand characteristics
- (4) demand diversification

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
 Question ID : **6154753217**
 Option 1 ID : **61547512549**
 Option 2 ID : **61547512550**
 Option 3 ID : **61547512551**
 Option 4 ID : **61547512552**
 Status : **Answered**
 Chosen Option : **1**

Q.53

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

Assertion (A) : The constitutionality of any legislation limiting the media freedom in India cannot be challenged.

Reasons (R) : In their passion to create a welfare state, the governments tend to ignore the media's right to freedom.

In the light of the above two statements, choose the correct option :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753268

Option 1 ID : 61547512753

Option 2 ID : 61547512754

Option 3 ID : 61547512755

Option 4 ID : 61547512756

Status : Answered

Chosen Option : 1

Q.54

What is the aspect ratio of IMAX motion picture film format?

(1) 1.43 : 1

(2) 1.77 : 1

(3) 1.33 : 1

(4) 1.66 : 1

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753206

Option 1 ID : 61547512505

Option 2 ID : 61547512506

Option 3 ID : 61547512507

Option 4 ID : 61547512508

Status : Answered

Chosen Option : 2

Q.55

Which of the following procedures are needed to guard against external invalidity in sample selection?

- (a) Use of random sample
- (b) Use of heterogeneous samples
- (c) Avoiding replication of study
- (d) Selection of a representative sample
- (e) Use of homogeneous samples
- (f) Ignoring sampling errors

Choose the correct answer from the options given below :

- (1) (a), (c) and (f)
- (2) (a), (b) and (d)
- (3) (d), (e) and (f)
- (4) (b), (c) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753241

Option 1 ID : 61547512645

Option 2 ID : 61547512646

Option 3 ID : 61547512647

Option 4 ID : 61547512648

Status : Answered

Chosen Option : 1

Q.56 Given below are two statements – one is labelled as Assertion (A) and the other is labelled as Reason (R) :

Assertion (A) : The industrial advertisements should use teaser headlines.

Reasons (R) : Because advertising headlines should give specific news about the product and its application.

In the light of the above two statements, choose the correct option :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753269

Option 1 ID : 61547512757

Option 2 ID : 61547512758

Option 3 ID : 61547512759

Option 4 ID : 61547512760

Status : Answered

Chosen Option : 2

Q.57

Clarity in print news reports can be enhanced by using

- | | |
|-----------------------|---------------------------|
| (1) Adjectives | (2) Idiomatic expressions |
| (3) Figures of speech | (4) Conversational style |

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753189
Option 1 ID : 61547512437
Option 2 ID : 61547512438
Option 3 ID : 61547512439
Option 4 ID : 61547512440
Status : Answered
Chosen Option : 4

Q.58 Which two of the following are Central Government Mission Mode Projects under the national e-governance plan?

- (a) E-office
(b) Pension
(c) Public Distribution System
(d) National Land Records Modernisation Programme

Choose the correct option from those given below :

- (1) (a) and (b)
(2) (c) and (d)
(3) (a) and (c)
(4) (b) and (d)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753237
Option 1 ID : 61547512629
Option 2 ID : 61547512630
Option 3 ID : 61547512631
Option 4 ID : 61547512632
Status : Answered
Chosen Option : 3

Q.59 A set of related propositions that provide a systematic explanation of different phenomena by specifically identifying relationship among concepts is called a

- | | |
|----------------|----------------|
| (1) Theory | (2) Definition |
| (3) Prediction | (4) Procedure |

Options 1. 1
2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 6154753194
Option 1 ID : 61547512457
Option 2 ID : 61547512458
Option 3 ID : 61547512459

Option 4 ID : **61547512460**
 Status : **Answered**
 Chosen Option : **2**

Q.60 Identify the correct chronological sequence of the following editors of The Times of India

- (1) Stanley Reed – Lovat Fraser – Thomas Jewel Bennett – Robert Knight
- (2) Lovat Fraser – Stanley Reed – Robert Knight – Thomas Jewel Bennett
- (3) Robert Knight – Thomas Jewel Bennett – Lovat Fraser – Stanley Reed
- (4) Thomas Jewel Bennett, Robert Knight – Stanley Reed – Lovat Fraser

Options

1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753256**
 Option 1 ID : **61547512705**
 Option 2 ID : **61547512706**
 Option 3 ID : **61547512707**
 Option 4 ID : **61547512708**
 Status : **Answered**
 Chosen Option : **4**

Q.61 According to E.M. Rogers, communication is seen as a

- (1) Process of idea convergence
- (2) Process of data transfer
- (3) Process of information preservation
- (4) Process of trial and error experiment

Options

1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753187**
 Option 1 ID : **61547512429**
 Option 2 ID : **61547512430**
 Option 3 ID : **61547512431**
 Option 4 ID : **61547512432**
 Status : **Answered**
 Chosen Option : **2**

Q.62 In Film Fables, the French theorist Jacques Rancière distinguishes between two kinds of art experience which are

- (a) 'Poetics of action and representation'
- (b) 'Poetics of absence'
- (c) 'Poetics of reaction'
- (d) 'Poetics of presence'

Choose the correct option from the following :

- (1) (a) and (d)
- (2) (a) and (c)
- (3) (b) and (d)
- (4) (a) and (b)

Options

1. 1
2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753239

Option 1 ID : 61547512637

Option 2 ID : 61547512638

Option 3 ID : 61547512639

Option 4 ID : 61547512640

Status : Answered

Chosen Option : 2

Q.63 What technique combines live action performance and computer-generated animation?

- | | |
|-----------------------|-------------------------|
| (1) Impact editing | (2) Motion capture |
| (3) Multiple exposure | (4) Overlapping editing |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753209

Option 1 ID : 61547512517

Option 2 ID : 61547512518

Option 3 ID : 61547512519

Option 4 ID : 61547512520

Status : Answered

Chosen Option : 2

Q.64 Match the characteristics of typefaces with the kinds of print type and print method

- | | |
|-------------------------|---------------------|
| (a) Raised typefaces | (i) Screen printing |
| (b) Computer – set type | (ii) Hot metal type |
| (c) Lithography | (iii) Cold type |
| (d) Use of mesh | (iv) Offset |

Choose the correct options from those given below :

- | | | | | |
|-----|-----------|-----------|-----------|-----------|
| (1) | (a) (i) | (b) (ii) | (c) (iii) | (d) (iv) |
| (2) | (a) (ii) | (b) (iii) | (c) (iv) | (d) (i) |
| (3) | (a) (iii) | (b) (iv) | (c) (i) | (d) (ii) |
| (4) | (a) (iv) | (b) (i) | (c) (ii) | (d) (iii) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753251

Option 1 ID : 61547512685

Option 2 ID : 61547512686

Option 3 ID : 61547512687

Option 4 ID : 61547512688

Status : Answered

Chosen Option : 4

Q.65 When media companies are owned by non-media business houses, it is called

- | | |
|----------------------------|---------------------------|
| (1) Chain ownership | (2) Joint stock ownership |
| (3) Conglomerate ownership | (4) Charitable ownership |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753204

Option 1 ID : 61547512497

Option 2 ID : 61547512498

Option 3 ID : 61547512499

Option 4 ID : 61547512500

Status : Answered

Chosen Option : 1

Q.66 According to Indian Penal Code, malice means

- (a) Malice in fact
- (b) Ill-feeling or hatred
- (c) Absence of good faith
- (d) Improper motive
- (e) Critical view
- (f) Passive negation

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (d), (e) and (f)
- (4) (a), (b) and (d)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753230

Option 1 ID : 61547512601

Option 2 ID : 61547512602

Option 3 ID : 61547512603

Option 4 ID : 61547512604

Status : Answered

Chosen Option : 4

Q.67

Professional code of conduct for journalists includes the following

- (a) Publication of material that would lead to crime
- (b) Scurrilous writings against the authority
- (c) Respect for information authenticity
- (d) Respect for the integrity of sources
- (e) Responsible in framing public opinion

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (a), (c) and (e)
- (4) (c), (d) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753226

Option 1 ID : 61547512585

Option 2 ID : 61547512586

Option 3 ID : 61547512587

Option 4 ID : 61547512588

Status : Answered

Chosen Option : 2

Q.68

The revenue model of print media business focusses on

- (a) More advertisements
- (b) More news and editorials
- (c) Less serious and more soft contents
- (d) Infotainment
- (e) More circulation
- (f) More human resources

Choose the correct option :

- (1) (a), (b) and (f)
- (2) (a), (c) and (d)
- (3) (b), (e) and (f)
- (4) (c), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753233

Option 1 ID : 61547512613

Option 2 ID : 61547512614

Option 3 ID : 61547512615

Option 4 ID : 61547512616

Status : Answered

Chosen Option : 1

Q.69 Corporate communication campaign theories are linked to the following theoretical frameworks. They are :

- (a) Systems theory
- (b) Agenda-setting theory
- (c) Social construction of meaning theory
- (d) Legitimacy gap theory
- (e) Social exchange theory

Choose the correct option :

- (1) (a), (d) and (e)
- (2) (a), (b) and (c)
- (3) (a), (c) and (d)
- (4) (a), (b) and (e)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753229

Option 1 ID : 61547512597

Option 2 ID : 61547512598

Option 3 ID : 61547512599

Option 4 ID : 61547512600

Status : Answered

Chosen Option : 4

Q.70 Three essential characteristics of the Information Society are

- (a) Increased supply of information
- (b) Information poverty in society
- (c) Growth of information consumption
- (d) Information suppression in society
- (e) Information application and effect

Choose the correct option :

- (1) (a), (b) and (c)
- (2) (b), (d) and (e)
- (3) (a), (c) and (e)
- (4) (a), (d) and (e)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **6154753228**
Option 1 ID : **61547512593**
Option 2 ID : **61547512594**
Option 3 ID : **61547512595**
Option 4 ID : **61547512596**
Status : **Answered**
Chosen Option : **3**

Q.71 What determined the length and duration of the message in the pre-internet age?

- (1) Legal restrictions
- (2) The existing technology
- (3) Social responsibility
- (4) Industrial labour

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753207**
Option 1 ID : **61547512509**
Option 2 ID : **61547512510**
Option 3 ID : **61547512511**
Option 4 ID : **61547512512**
Status : **Answered**
Chosen Option : **1**

Q.72 The sequential images of media audiences are:

- (1) Mainstreamers, aspirers, succeeders, reformers
- (2) Aspirers, reformers, mainstreamers, succeeders
- (3) Succeeders, aspirers, reformers, mainstreamers
- (4) Reformers, mainstreamers, succeeders, aspirers

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753259**
Option 1 ID : **61547512717**
Option 2 ID : **61547512718**
Option 3 ID : **61547512719**
Option 4 ID : **61547512720**
Status : **Answered**
Chosen Option : **1**

Q.73

Match the following codes of communication with their description

- | | |
|-----------------------|--------------------------------|
| (a) Operational codes | (i) Collective perception |
| (b) Natural codes | (ii) Appreciation of artifacts |
| (c) Aesthetic codes | (iii) Message production |
| (d) Ideological codes | (iv) Socio-cultural world |

Choose the correct option from those given below :

- (1) (a)-(i), (b)-(iii), (c)-(ii), (d)-(iv)
(2) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
(3) (a)-(ii), (b)-(iv), (c)-(i), (d)-(iii)
(4) (a)-(iv), (b)-(iii), (c)-(ii), (d)-(i)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753246

Option 1 ID : 61547512665

Option 2 ID : 61547512666

Option 3 ID : 61547512667

Option 4 ID : 61547512668

Status : Answered

Chosen Option : 2

Q.74 When a person makes a false representation to others causing damage to the plaintiff — it is legally called

- | | |
|-------------------|-----------------|
| (1) Disparagement | (2) Passing off |
| (3) Innuendo | (4) Deception |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753200

Option 1 ID : 61547512481

Option 2 ID : 61547512482

Option 3 ID : 61547512483

Option 4 ID : 61547512484

Status : Answered

Chosen Option : 2

Q.75

Which of the following questions are not yet definitively answered by media research?

- (a) Why do people use mass media?
- (b) What individual needs make people use one medium over other mass media?
- (c) How many audience needs mass media fulfil?
- (d) Are media running out of soft fare?
- (e) Has audience research outlived its utility?
- (f) Media research means media syndrome has to be accounted

Choose the correct answer from the options given below :

- (1) (a), (b) and (c)
- (2) (b), (c) and (d)
- (3) (c), (d) and (e)
- (4) (d), (e) and (f)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753244

Option 1 ID : 61547512657

Option 2 ID : 61547512658

Option 3 ID : 61547512659

Option 4 ID : 61547512660

Status : Answered

Chosen Option : 3

Q.76 What is the colour temperature of HMI lights?

- (1) 10,000°K
- (2) 3200°K
- (3) 1000°K
- (4) 5600°K

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753205

Option 1 ID : 61547512501

Option 2 ID : 61547512502

Option 3 ID : 61547512503

Option 4 ID : 61547512504

Status : Answered

Chosen Option : 4

Q.77 Image effects in television advertisements to attract viewers are referred to as

- (1) Cross overs
- (2) Instillers
- (3) Inserts
- (4) Opticals

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753192

Option 1 ID : 61547512449

Option 2 ID : **61547512450**
 Option 3 ID : **61547512451**
 Option 4 ID : **61547512452**
 Status : **Answered**
 Chosen Option : **1**

Q.78 In International Communication, _____ emphasizes non-violent communication.

- | | |
|------------------------|----------------|
| (1) Covenant | (2) Convention |
| (3) Governance session | (4) Diplomacy |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753186**
 Option 1 ID : **61547512425**
 Option 2 ID : **61547512426**
 Option 3 ID : **61547512427**
 Option 4 ID : **61547512428**
 Status : **Answered**
 Chosen Option : **2**

Q.79 If any incorrect explanation is given by the researcher, it is called

- | | |
|----------------------------|----------------------------|
| (1) Operational invalidity | (2) Restrictive hypothesis |
| (3) Conceptual error | (4) Artifact |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753218**
 Option 1 ID : **61547512553**
 Option 2 ID : **61547512554**
 Option 3 ID : **61547512555**
 Option 4 ID : **61547512556**
 Status : **Answered**
 Chosen Option : **1**

Q.80 Match the following media concepts to the respective authors

- | | |
|--------------------------------|---------------------|
| (a) Audience analysis | (i) Stuart Hall |
| (b) Frames of reference | (ii) John B Thomson |
| (c) Self-formulation | (iii) Elihu Katz |
| (d) Resistance through rituals | (iv) Denis McQuail |

Choose the correct option from those given below :

- (1) (a)-(i), (b)-(ii), (c)-(iii), (d)-(iv)
 (2) (a)-(iv), (b)-(iii), (c)-(ii), (d)-(i)
 (3) (a)-(iii), (b)-(iv), (c)-(i), (d)-(ii)
 (4) (a)-(iv), (b)-(i), (c)-(ii), (d)-(iii)

Options 1. 1

2. 2

3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753247**
Option 1 ID : **61547512669**
Option 2 ID : **61547512670**
Option 3 ID : **61547512671**
Option 4 ID : **61547512672**
Status : **Answered**
Chosen Option : **3**

Q.81 Which of the following factors have affected the newspaper industry to a large extent?

- (a) Competition from other media
- (b) Increase in newspaper readership in neighbouring countries
- (c) ICT enabled live reporting on TV
- (d) Government policy of reducing newspaper reading

Choose the correct option :

- (1) (a) and (b)
- (2) (b) and (c)
- (3) (c) and (d)
- (4) (a) and (c)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **6154753234**
Option 1 ID : **61547512617**
Option 2 ID : **61547512618**
Option 3 ID : **61547512619**
Option 4 ID : **61547512620**
Status : **Answered**
Chosen Option : **4**

Q.82 Match the following themes of stories with the type of journalism each belongs to :

- | | |
|---|--------------------------------|
| (a) Misuse of public funds | (i) Interpretive Journalism |
| (b) Green movements | (ii) Data Journalism |
| (c) Increase in white collar crimes in cities | (iii) Investigative Journalism |
| (d) Local bodies' election | (iv) Campaign Journalism |

Choose the correct option from those given below :

- (1) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (2) (a)-(iv), (b)-(iii), (c)-(i), (d)-(ii)
- (3) (a)-(i), (b)-(ii), (c)-(iii), (d)-(iv)
- (4) (a)-(ii), (b)-(iii), (c)-(iv), (d)-(i)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**Question ID : **6154753249**Option 1 ID : **61547512677**Option 2 ID : **61547512678**Option 3 ID : **61547512679**Option 4 ID : **61547512680**Status : **Answered**Chosen Option : **1**

Q.83 Given below are two statements – one is labelled as Assertion (A) and the other is labelled as Reason (R) :

Assertion (A) : Media are more than the sum of their texts

Reason (R) : Because media do not operate in the context of political economy

In the light of the above two statements, choose the correct option :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**Question ID : **6154753265**Option 1 ID : **61547512741**Option 2 ID : **61547512742**Option 3 ID : **61547512743**Option 4 ID : **61547512744**Status : **Answered**Chosen Option : **1**

Q.84 Copyright extends to

- (a) Published works
- (b) Unpublished works
- (c) Parliamentary reports in newspapers
- (d) Academic writings for public use
- (e) Research papers in public domain
- (f) Creative art work

Choose the correct answer from the options given below :

- (1) (a), (b) and (f)
- (2) (b), (c) and (e)
- (3) (c), (d) and (e)
- (4) (d), (e) and (f)

Options 1. 1

- 2. 2
- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **6154753232**
Option 1 ID : **61547512609**
Option 2 ID : **61547512610**
Option 3 ID : **61547512611**
Option 4 ID : **61547512612**
Status : **Answered**
Chosen Option : **2**

Q.85 Which of the following scholars conducted an ethnographic study of film fan clubs in Madurai, India?

- | | |
|-------------------|-------------------|
| (1) Joselyn Zivin | (2) Steve Derne |
| (3) Sara Dickey | (4) Rachel D Wyer |

- Options
- 1. 1
 - 2. 2
 - 3. 3
 - 4. 4

Question Type : **MCQ**
Question ID : **6154753215**
Option 1 ID : **61547512541**
Option 2 ID : **61547512542**
Option 3 ID : **61547512543**
Option 4 ID : **61547512544**
Status : **Answered**
Chosen Option : **3**

Q.86 The post-colonial theory of communication rejects the myth of

- (a) Multiple interpretations
- (b) Objectivity
- (c) Balance
- (d) Pluviverse

Choose the correct option :

- (1) (a) and (b)
- (2) (c) and (d)
- (3) (b) and (c)
- (4) (a) and (d)

- Options
- 1. 1
 - 2. 2
 - 3. 3
 - 4. 4

Question Type : **MCQ**
Question ID : **6154753224**
Option 1 ID : **61547512577**
Option 2 ID : **61547512578**
Option 3 ID : **61547512579**

Option 4 ID : **61547512580**
 Status : **Answered**
 Chosen Option : **4**

Q.87 Match the following authors with their concepts

- | | |
|--------------------|------------------------------|
| (a) Tim Miller | (i) Explosion of narrativity |
| (b) Mark Slouka | (ii) Systems of space |
| (c) Mark Paster | (iii) Culture of simulation |
| (d) George Myerson | (iv) Digital soup |

Choose the correct option from those given below :

- (1) (a)-(iv), (b)-(iii), (c)-(ii), (d)-(i)
- (2) (a)-(iv), (b)-(iii), (c)-(i), (d)-(ii)
- (3) (a)-(iii), (b)-(iv), (c)-(ii), (d)-(i)
- (4) (a)-(i), (b)-(ii), (c)-(iii), (d)-(iv)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753245**
 Option 1 ID : **61547512661**
 Option 2 ID : **61547512662**
 Option 3 ID : **61547512663**
 Option 4 ID : **61547512664**
 Status : **Answered**
 Chosen Option : **2**

Q.88 Identify the correct sequence of the following press laws

- (1) Defence of India Act, Press Council Act, Publication of Objectionable Matter Act, Parliamentary Proceedings (protection of publication) Repeal Act
- (2) Parliamentary Proceedings (protection of publication) Repeal Act, Defence of India Act, Press Council Act, Publication of Objectionable Matter Act
- (3) Press Council Act, Publication of Objectionable Matter Act, Defence of India Act, Parliamentary Proceedings (protection of publication) Repeal Act
- (4) Publication of Objectionable Matter Act, Defence of India Act, Parliamentary Proceedings (protection of publication) Repeal Act, Press Council Act

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
 Question ID : **6154753258**
 Option 1 ID : **61547512713**
 Option 2 ID : **61547512714**
 Option 3 ID : **61547512715**
 Option 4 ID : **61547512716**
 Status : **Answered**
 Chosen Option : **3**

Q.89

The process of photographing an object has the sequence of

- (1) Camera movement, focus, framing, distance
- (2) Framing, focus, distance, camera movement
- (3) Focus, distance, framing, camera movement
- (4) Distance, focus, framing, camera movement

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753260

Option 1 ID : 61547512721

Option 2 ID : 61547512722

Option 3 ID : 61547512723

Option 4 ID : 61547512724

Status : Answered

Chosen Option : 2

Q.90 Given below are two statements – one is labelled as Assertion (A) and the other is labelled as

Reason (R) :

Assertion (A) : Matrix management is an approach relevant to media industry.

Reason (R) : It does not depend upon huge staff and facilities as people and resources can be used on project basis.

In the light of the above two statements, choose the correct option :

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

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753266

Option 1 ID : 61547512745

Option 2 ID : 61547512746

Option 3 ID : 61547512747

Option 4 ID : 61547512748

Status : Answered

Chosen Option : 3

Comprehension:

Read the following passage carefully and answer questions from 91 to 95 :

Over the course of the twentieth century, Britain and India, each in their turn, became arenas of competitive publicity wherein official propaganda vied with that of Indian political parties, commercial organizations, non-official Europeans, popular pressure groups and their respective media. The two world wars intensified the need for imperial control and news management, albeit in ways that were specific to large-scale international conflict. It is not intended to examine official war propaganda in this paragraph – a field that has received its fair share of academic attention – except to emphasise the advances made between the conduct of first and the second world wars by the Government of India and Whitehall, both in their approach to the imperative for such actions, civilian and military, as well as the resources deployed towards this end. London continued to serve as the pre-eminent geographic epicenter for political news, as it had in the nineteenth century, yet it is necessary to underline the global dimension of the information networks that had matured by the twentieth, encapsulated by, but limited to, institutional developments such as the Empire Press Union (EPU), as well as advances in transport technology (e.g. aviation) and the birth of new media (e.g. radio). Founded in London during 1909, the EPU brought together under the aegis of the British press, journalists and news agencies of her dependent empire, including India, the Dominions, Crown colonies and protectorates. The initiative was designed to harness the influence of communication and media technologies to the cause of imperial unity and to encourage intra-imperial cooperation and cultural interchange in the sphere of journalism, with the overall aim being to create a transnational information community. The prominent role of the British national press (Fleet Street) and Reuters international news agency as conveyors of information and conduits of influence continued apace, as did the reach of Reuters subsidiary catering to domestic news, the Associated Press of India (API), established in 1908. Yet there were challenges to this supremacy: the substantive threat to Reuters' foreign monopoly, was led by the Associated Press of America (AP) and the United Press of America (UP). Indians, too, had long resented Reuters' symbiotic relationship with the Raj, accusing the agency of subversion and subterfuge.

SubQuestion No : 91

Q.91 What did the two world wars contribute to competitive publicity?

- (1) Intensified conflict with political parties
- (2) Forming popular press groups
- (3) Managing news
- (4) Development of commercial organizations

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753271

Option 1 ID : 61547512761

Option 2 ID : 61547512762

Option 3 ID : 61547512763

Option 4 ID : 61547512764

Status : Answered

Chosen Option : 3

Comprehension:

Read the following passage carefully and answer questions from 91 to 95 :

Over the course of the twentieth century, Britain and India, each in their turn, became arenas of competitive publicity wherein official propaganda vied with that of Indian political parties, commercial organizations, non-official Europeans, popular pressure groups and their respective media. The two world wars intensified the need for imperial control and news management, albeit in ways that were specific to large-scale international conflict. It is not intended to examine official war propaganda in this paragraph – a field that has received its fair share of academic attention – except to emphasise the advances made between the conduct of first and the second world wars by the Government of India and Whitehall, both in their approach to the imperative for such actions, civilian and military, as well as the resources deployed towards this end. London continued to serve as the pre-eminent geographic epicenter for political news, as it had in the nineteenth century, yet it is necessary to underline the global dimension of the information networks that had matured by the twentieth, encapsulated by, but limited to, institutional developments such as the Empire Press Union (EPU), as well as advances in transport technology (e.g. aviation) and the birth of new media (e.g. radio). Founded in London during 1909, the EPU brought together under the aegis of the British press, journalists and news agencies of her dependent empire, including India, the Dominions, Crown colonies and protectorates. The initiative was designed to harness the influence of communication and media technologies to the cause of imperial unity and to encourage intra-imperial cooperation and cultural interchange in the sphere of journalism, with the overall aim being to create a transnational information community. The prominent role of the British national press (Fleet Street) and Reuters international news agency as conveyors of information and conduits of influence continued apace, as did the reach of Reuters subsidiary catering to domestic news, the Associated Press of India (API), established in 1908. Yet there were challenges to this supremacy: the substantive threat to Reuters' foreign monopoly, was led by the Associated Press of America (AP) and the United Press of America (UP). Indians, too, had long resented Reuters' symbiotic relationship with the Raj, accusing the agency of subversion and subterfuge.

SubQuestion No : 92

Q.92 Why was EPU founded in London?

- (1) For creation of transnational information community to help the empire
- (2) Development of relationship between British and Indian Governments
- (3) To study news media
- (4) For more coverage of anti-empire political news

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753273

Option 1 ID : 61547512769

Option 2 ID : 61547512770

Option 3 ID : 61547512771

Option 4 ID : 61547512772

Status : Answered

Chosen Option : 2

Comprehension:

Read the following passage carefully and answer questions from 91 to 95 :

Over the course of the twentieth century, Britain and India, each in their turn, became arenas of competitive publicity wherein official propaganda vied with that of Indian political parties, commercial organizations, non-official Europeans, popular pressure groups and their respective media. The two world wars intensified the need for imperial control and news management, albeit in ways that were specific to large-scale international conflict. It is not intended to examine official war propaganda in this paragraph – a field that has received its fair share of academic attention – except to emphasise the advances made between the conduct of first and the second world wars by the Government of India and Whitehall, both in their approach to the imperative for such actions, civilian and military, as well as the resources deployed towards this end. London continued to serve as the pre-eminent geographic epicenter for political news, as it had in the nineteenth century, yet it is necessary to underline the global dimension of the information networks that had matured by the twentieth, encapsulated by, but limited to, institutional developments such as the Empire Press Union (EPU), as well as advances in transport technology (e.g. aviation) and the birth of new media (e.g. radio). Founded in London during 1909, the EPU brought together under the aegis of the British press, journalists and news agencies of her dependent empire, including India, the Dominions, Crown colonies and protectorates. The initiative was designed to harness the influence of communication and media technologies to the cause of imperial unity and to encourage intra-imperial cooperation and cultural interchange in the sphere of journalism, with the overall aim being to create a transnational information community. The prominent role of the British national press (Fleet Street) and Reuters international news agency as conveyors of information and conduits of influence continued apace, as did the reach of Reuters subsidiary catering to domestic news, the Associated Press of India (API), established in 1908. Yet there were challenges to this supremacy: the substantive threat to Reuters' foreign monopoly, was led by the Associated Press of America (AP) and the United Press of America (UP). Indians, too, had long resented Reuters' symbiotic relationship with the Raj, accusing the agency of subversion and subterfuge.

SubQuestion No : 93

Q.93 Why did London become the pre-eminent geographic epicenter of political news?

- (1) The advances made during the first and second world wars by British Government
- (2) The development of 'information networks' globally
- (3) The increase in 'imperial control over India'
- (4) The response of Indian political parties

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 6154753272

Option 1 ID : 61547512765

Option 2 ID : 61547512766

Option 3 ID : 61547512767

Option 4 ID : 61547512768

Status : Answered

Chosen Option : 3

Comprehension:

Read the following passage carefully and answer questions from 91 to 95 :

Over the course of the twentieth century, Britain and India, each in their turn, became arenas of competitive publicity wherein official propaganda vied with that of Indian political parties, commercial organizations, non-official Europeans, popular pressure groups and their respective media. The two world wars intensified the need for imperial control and news management, albeit in ways that were specific to large-scale international conflict. It is not intended to examine official war propaganda in this paragraph – a field that has received its fair share of academic attention – except to emphasise the advances made between the conduct of first and the second world wars by the Government of India and Whitehall, both in their approach to the imperative for such actions, civilian and military, as well as the resources deployed towards this end. London continued to serve as the pre-eminent geographic epicenter for political news, as it had in the nineteenth century, yet it is necessary to underline the global dimension of the information networks that had matured by the twentieth, encapsulated by, but limited to, institutional developments such as the Empire Press Union (EPU), as well as advances in transport technology (e.g. aviation) and the birth of new media (e.g. radio). Founded in London during 1909, the EPU brought together under the aegis of the British press, journalists and news agencies of her dependent empire, including India, the Dominions, Crown colonies and protectorates. The initiative was designed to harness the influence of communication and media technologies to the cause of imperial unity and to encourage intra-imperial cooperation and cultural interchange in the sphere of journalism, with the overall aim being to create a transnational information community. The prominent role of the British national press (Fleet Street) and Reuters international news agency as conveyors of information and conduits of influence continued apace, as did the reach of Reuters subsidiary catering to domestic news, the Associated Press of India (API), established in 1908. Yet there were challenges to this supremacy: the substantive threat to Reuters' foreign monopoly, was led by the Associated Press of America (AP) and the United Press of America (UP). Indians, too, had long resented Reuters' symbiotic relationship with the Raj, accusing the agency of subversion and subterfuge.

SubQuestion No : 94

Q.94 What is the focus of the paragraph?

- (1) Examination of official propaganda
- (2) Technological advances during first and second world wars
- (3) Strategies needed for imperial information management
- (4) Reuters' contribution to the struggle of India

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753275**

Option 1 ID : **61547512777**

Option 2 ID : **61547512778**

Option 3 ID : **61547512779**

Option 4 ID : **61547512780**

Status : **Answered**

Chosen Option : **4**

Comprehension:

Read the following passage carefully and answer questions from 91 to 95 :

Over the course of the twentieth century, Britain and India, each in their turn, became arenas of competitive publicity wherein official propaganda vied with that of Indian political parties, commercial organizations, non-official Europeans, popular pressure groups and their respective media. The two world wars intensified the need for imperial control and news management, albeit in ways that were specific to large-scale international conflict. It is not intended to examine official war propaganda in this paragraph – a field that has received its fair share of academic attention – except to emphasise the advances made between the conduct of first and the second world wars by the Government of India and Whitehall, both in their approach to the imperative for such actions, civilian and military, as well as the resources deployed towards this end. London continued to serve as the pre-eminent geographic epicenter for political news, as it had in the nineteenth century, yet it is necessary to underline the global dimension of the information networks that had matured by the twentieth, encapsulated by, but limited to, institutional developments such as the Empire Press Union (EPU), as well as advances in transport technology (e.g. aviation) and the birth of new media (e.g. radio). Founded in London during 1909, the EPU brought together under the aegis of the British press, journalists and news agencies of her dependent empire, including India, the Dominions, Crown colonies and protectorates. The initiative was designed to harness the influence of communication and media technologies to the cause of imperial unity and to encourage intra-imperial cooperation and cultural interchange in the sphere of journalism, with the overall aim being to create a transnational information community. The prominent role of the British national press (Fleet Street) and Reuters international news agency as conveyors of information and conduits of influence continued apace, as did the reach of Reuters subsidiary catering to domestic news, the Associated Press of India (API), established in 1908. Yet there were challenges to this supremacy: the substantive threat to Reuters' foreign monopoly, was led by the Associated Press of America (AP) and the United Press of America (UP). Indians, too, had long resented Reuters' symbiotic relationship with the Raj, accusing the agency of subversion and subterfuge.

SubQuestion No : 95

Q.95 Which of the following posed a threat to Reuters' foreign monopoly?

- (1) Prominent role played by the British national press
- (2) Reuters' role in Fleet Street
- (3) Setting up of Associated Press of India
- (4) Emergence of Associated Press of America

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753274**

Option 1 ID : **61547512773**

Option 2 ID : **61547512774**

Option 3 ID : **61547512775**

Option 4 ID : **61547512776**

Status : **Answered**

Chosen Option : **2**

Comprehension:

Read the passage carefully and answer questions from 96 to 100 :

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Digitalization, automation, synergistic technologies and innovations are further signs of improvements, developments and new production methods and processes. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products, in particular as well as the workflow stages involved in media production. Processes and equipment used to produce print media require the use of a wide range of innovative technologies and components from all areas of technology and industry – the need for cross-functional, interdisciplinary working is particularly strong in the graphic arts industry and therefore involves cooperating with partners from many industrial sectors. It is the advances in computer and networking technology, digital control and processing of production equipment within the total production chain in print media creation – that is from concept to the final print media product – which more than anything else have enabled the traditional production areas of prepress, press and post-press to evolve together and be realized for practical use. Digital workflow has become a reality. Computer technologies characterize production with their wide range of possibilities for realizing digital print production. Novel printing technologies, production methods and strategies have become possible and are being used in practice. Digitalization has also created the premedia sector in which information for distribution is created as a digital master that forms the basis for duplication via both print media and electronic media. In order to produce the supply media products and services, companies, management and technical personnel, trainees, teachers and instructors must adapt equally to existing and continually developing new structures, technologies and opportunities in today's information society. Investment decisions must be made from a commercial, technical, market and customer specific point of view, based on a wide range of business and technical performance factors and criteria. Information and knowledge on this meteoric development and new possibilities have been published in numerous books and papers in technical literature and presented and discussed at national and international symposia and conferences, but mostly only describing specific subjects.

SubQuestion No : 96

Q.96 What is the requirement in graphic arts industry?

- (1) Expansion of electronic media
- (2) Distribution of print media channels
- (3) Need for cross-functional working from other industries
- (4) Innovative practices to market the products

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753278

Option 1 ID : 61547512785

Option 2 ID : 61547512786

Option 3 ID : 61547512787

Option 4 ID : 61547512788

Status : Answered

Chosen Option : 3

Comprehension:

Read the passage carefully and answer questions from 96 to 100 :

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Digitalization, automation, synergistic technologies and innovations are further signs of improvements, developments and new production methods and processes. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products, in particular as well as the workflow stages involved in media production. Processes and equipment used to produce print media require the use of a wide range of innovative technologies and components from all areas of technology and industry – the need for cross-functional, interdisciplinary working is particularly strong in the graphic arts industry and therefore involves cooperating with partners from many industrial sectors. It is the advances in computer and networking technology, digital control and processing of production equipment within the total production chain in print media creation – that is from concept to the final print media product – which more than anything else have enabled the traditional production areas of prepress, press and post-press to evolve together and be realized for practical use. Digital workflow has become a reality. Computer technologies characterize production with their wide range of possibilities for realizing digital print production. Novel printing technologies, production methods and strategies have become possible and are being used in practice. Digitalization has also created the premedia sector in which information for distribution is created as a digital master that forms the basis for duplication via both print media and electronic media. In order to produce the supply media products and services, companies, management and technical personnel, trainees, teachers and instructors must adapt equally to existing and continually developing new structures, technologies and opportunities in today's information society. Investment decisions must be made from a commercial, technical, market and customer specific point of view, based on a wide range of business and technical performance factors and criteria. Information and knowledge on this meteoric development and new possibilities have been published in numerous books and papers in technical literature and presented and discussed at national and international symposia and conferences, but mostly only describing specific subjects.

SubQuestion No : 97

Q.97 What is the focus of the passage?

- (1) Digitalization of learning
- (2) Need for reduction of prices in media sector
- (3) Other duplication methods of printing
- (4) Historical evolution of printing

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753281

Option 1 ID : 61547512797

Option 2 ID : 61547512798

Option 3 ID : 61547512799

Option 4 ID : 61547512800

Status : Answered

Chosen Option : 4

Comprehension:

Read the passage carefully and answer questions from 96 to 100 :

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Digitalization, automation, synergistic technologies and innovations are further signs of improvements, developments and new production methods and processes. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products, in particular as well as the workflow stages involved in media production. Processes and equipment used to produce print media require the use of a wide range of innovative technologies and components from all areas of technology and industry – the need for cross-functional, interdisciplinary working is particularly strong in the graphic arts industry and therefore involves cooperating with partners from many industrial sectors. It is the advances in computer and networking technology, digital control and processing of production equipment within the total production chain in print media creation – that is from concept to the final print media product – which more than anything else have enabled the traditional production areas of prepress, press and post-press to evolve together and be realized for practical use. Digital workflow has become a reality. Computer technologies characterize production with their wide range of possibilities for realizing digital print production. Novel printing technologies, production methods and strategies have become possible and are being used in practice. Digitalization has also created the premedia sector in which information for distribution is created as a digital master that forms the basis for duplication via both print media and electronic media. In order to produce the supply media products and services, companies, management and technical personnel, trainees, teachers and instructors must adapt equally to existing and continually developing new structures, technologies and opportunities in today's information society. Investment decisions must be made from a commercial, technical, market and customer specific point of view, based on a wide range of business and technical performance factors and criteria. Information and knowledge on this meteoric development and new possibilities have been published in numerous books and papers in technical literature and presented and discussed at national and international symposia and conferences, but mostly only describing specific subjects.

SubQuestion No : 98

Q.98 What enabled the traditional production areas of print to enhance quality?

- (1) Creation of new media products
- (2) Availability of new distribution channels for print media
- (3) Advances in computer and networking technologies
- (4) Spread of electronic media networks

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753279**

Option 1 ID : **61547512789**

Option 2 ID : **61547512790**

Option 3 ID : **61547512791**

Option 4 ID : **61547512792**

Status : **Answered**

Chosen Option : **2**

Comprehension:

Read the passage carefully and answer questions from 96 to 100 :

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Digitalization, automation, synergistic technologies and innovations are further signs of improvements, developments and new production methods and processes. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products, in particular as well as the workflow stages involved in media production. Processes and equipment used to produce print media require the use of a wide range of innovative technologies and components from all areas of technology and industry – the need for cross-functional, interdisciplinary working is particularly strong in the graphic arts industry and therefore involves cooperating with partners from many industrial sectors. It is the advances in computer and networking technology, digital control and processing of production equipment within the total production chain in print media creation – that is from concept to the final print media product – which more than anything else have enabled the traditional production areas of prepress, press and post-press to evolve together and be realized for practical use. Digital workflow has become a reality. Computer technologies characterize production with their wide range of possibilities for realizing digital print production. Novel printing technologies, production methods and strategies have become possible and are being used in practice. Digitalization has also created the premedia sector in which information for distribution is created as a digital master that forms the basis for duplication via both print media and electronic media. In order to produce the supply media products and services, companies, management and technical personnel, trainees, teachers and instructors must adapt equally to existing and continually developing new structures, technologies and opportunities in today's information society. Investment decisions must be made from a commercial, technical, market and customer specific point of view, based on a wide range of business and technical performance factors and criteria. Information and knowledge on this meteoric development and new possibilities have been published in numerous books and papers in technical literature and presented and discussed at national and international symposia and conferences, but mostly only describing specific subjects.

SubQuestion No : 99

Q.99 What are the teachers expected to adopt in today's information society?

- (1) New technologies and opportunities
- (2) Antique printing technologies
- (3) Learning about analogization of media sector
- (4) Frequent change of workflow stages

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 6154753280

Option 1 ID : 61547512793

Option 2 ID : 61547512794

Option 3 ID : 61547512795

Option 4 ID : 61547512796

Status : Answered

Chosen Option : 1

Comprehension:

Read the passage carefully and answer questions from 96 to 100 :

The technological change and evolution in the printing, publishing and communications industry and increasing market requirements in terms of quality, costs and distribution of print media, have led to a considerable change in the technologies and processes used for their production. Digitalization, automation, synergistic technologies and innovations are further signs of improvements, developments and new production methods and processes. Demand on print media is also influenced by the spread of electronic media together with new possibilities in information storage and availability, production and design of print media and the creation of new multimedia products, in particular as well as the workflow stages involved in media production. Processes and equipment used to produce print media require the use of a wide range of innovative technologies and components from all areas of technology and industry – the need for cross-functional, interdisciplinary working is particularly strong in the graphic arts industry and therefore involves cooperating with partners from many industrial sectors. It is the advances in computer and networking technology, digital control and processing of production equipment within the total production chain in print media creation – that is from concept to the final print media product – which more than anything else have enabled the traditional production areas of prepress, press and post-press to evolve together and be realized for practical use. Digital workflow has become a reality. Computer technologies characterize production with their wide range of possibilities for realizing digital print production. Novel printing technologies, production methods and strategies have become possible and are being used in practice. Digitalization has also created the premedia sector in which information for distribution is created as a digital master that forms the basis for duplication via both print media and electronic media. In order to produce the supply media products and services, companies, management and technical personnel, trainees, teachers and instructors must adapt equally to existing and continually developing new structures, technologies and opportunities in today's information society. Investment decisions must be made from a commercial, technical, market and customer specific point of view, based on a wide range of business and technical performance factors and criteria. Information and knowledge on this meteoric development and new possibilities have been published in numerous books and papers in technical literature and presented and discussed at national and international symposia and conferences, but mostly only describing specific subjects.

SubQuestion No : 100

Q.100 What is the reason for the change in print production?

- | | |
|------------------------------------|-----------------------------------|
| (1) Increasing market requirements | (2) Changes in work places |
| (3) Sub-standard print practices | (4) Prohibitive costs of printing |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **6154753277**

Option 1 ID : **61547512781**

Option 2 ID : **61547512782**

Option 3 ID : **61547512783**

Option 4 ID : **61547512784**

Status : **Answered**

Chosen Option : **3**