

UGC NET 2019

Test Time	9:30 AM - 12:30 PM
Test Date	20/06/2019
Subject	63 Mass Communication and Journalism

Section : PART I General Aptitude

Q.1 'Cone of Experience' related to teaching-learning was suggested by

- | | |
|----------------|----------------|
| (1) John Dewey | (2) Kilpatrick |
| (3) Froebel | (4) Edgar Dale |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010341

Option 1 ID : 64635040707

Option 2 ID : 64635040708

Option 3 ID : 64635040709

Option 4 ID : 64635040710

Status : Answered

Chosen Option : 1

Q.2 Which among the following is a non-cognitive characteristic of learner?

- | | |
|--|----------------------------|
| (1) Recalling | (2) Problem solving |
| (3) Identifying important sensory inputs | (4) Believing what is true |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010343

Option 1 ID : 64635040715

Option 2 ID : 64635040716

Option 3 ID : 64635040717

Option 4 ID : 64635040718

Status : Answered

Chosen Option : 2

Q.3 A good review of research literature aims at

- | |
|---|
| (1) Subjective analysis of the content |
| (2) Provides information about the authors and their affiliations |
| (3) Generates research questions and validating those questions |
| (4) Conducts multiple task based screening |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : **64635010347**
Option 1 ID : **64635040731**
Option 2 ID : **64635040732**
Option 3 ID : **64635040733**
Option 4 ID : **64635040734**
Status : **Answered**
Chosen Option : **1**

Q.4 Which of the following research formats focusses on hypothesis testing and generalisations?

- (1) Experimental and ex-post facto research
- (2) Intervention based action research
- (3) Phenomenological and narrative research
- (4) Case study research

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **64635010344**
Option 1 ID : **64635040719**
Option 2 ID : **64635040720**
Option 3 ID : **64635040721**
Option 4 ID : **64635040722**
Status : **Answered**
Chosen Option : **3**

Q.5 Which of the following is a social characteristic of a learner?

- (1) Power of sensory perception
- (2) Thinking ability
- (3) Power of synthetic imagination
- (4) Ability to relate oneself with others

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **64635010339**
Option 1 ID : **64635040699**
Option 2 ID : **64635040700**
Option 3 ID : **64635040701**
Option 4 ID : **64635040702**
Status : **Answered**
Chosen Option : **1**

Q.6 Which is the characteristic of formative evaluation?

- (1) Evaluation occurs at the terminal point
- (2) Evaluation is used before programme design
- (3) Evaluation relates to indicating learning outcome of teaching
- (4) Evaluation is conducted during teaching

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **64635010340**
Option 1 ID : **64635040703**
Option 2 ID : **64635040704**
Option 3 ID : **64635040705**
Option 4 ID : **64635040706**

Status : **Answered**
Chosen Option : **3**

Q.7 The field of study which uses role playing, simulation and self-evaluation as strategies for adult learners is known as

- (1) Pedagogy (2) Andragogy
(3) Anthropology (4) Psychology

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010342**
Option 1 ID : **64635040711**
Option 2 ID : **64635040712**
Option 3 ID : **64635040713**
Option 4 ID : **64635040714**
Status : **Answered**
Chosen Option : **2**

Q.8 A researcher fails to reject the null hypothesis (Ho) in his/her research. What implications will it carry for his/her principal research hypothesis?

- (1) Accepting the research hypothesis
(2) Rejecting the research hypothesis
(3) Not taking any decision on the research hypothesis
(4) Improving the research hypothesis

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010348**
Option 1 ID : **64635040735**
Option 2 ID : **64635040736**
Option 3 ID : **64635040737**
Option 4 ID : **64635040738**
Status : **Answered**
Chosen Option : **4**

Q.9 Which of the following action sets best represent an action research cycle?

- (1) Reflect, act, plan and observe (2) Plan, act, observe and reflect
(3) Observe, plan, reflect and act (4) Act, plan, observe and reflect

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010345**
Option 1 ID : **64635040723**
Option 2 ID : **64635040724**
Option 3 ID : **64635040725**
Option 4 ID : **64635040726**
Status : **Answered**
Chosen Option : **2**

Q.10

Which one of the following is the main feature of qualitative research?

- (1) Avoids positivist assumptions and data analysis
- (2) Subscribes to pre-existing categories
- (3) Collects data in numerical form
- (4) Uses empirical method of data analysis

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010346

Option 1 ID : 64635040727

Option 2 ID : 64635040728

Option 3 ID : 64635040729

Option 4 ID : 64635040730

Status : Answered

Chosen Option : 4

Comprehension:

Read the following passage and answer questions :

There is a common thread running through the unravelling of India's statistical system. A modern economy with sound institutions is characterised by timely dissemination of credible data. A long term policy needs an empirical basis and issues of veracity of data will influence investment decisions. In a country with a large population of youth, data on national development, especially in core sectors like agriculture, industry, health, education and employment, will be critical. Here comes the role of National Statistical Commission, a body created to establish standards. Questioning the data veracity is a global phenomenon. The official narrative is always questioned by the people on the other side of the fence. Dissemination of economic data is essential to reach out to the public who lived their reality. Lack of data will adversely impact the quality of national policies. India must start strengthening institutions such as the central statistical commission. These institutions must be granted autonomy and insulated from external interferences. Enhanced operational autonomy will make their work credible. An indicator of operational autonomy is their ability to stick to a dissemination calendar regardless of what the data indicates.

SubQuestion No : 11

Q.11 What is the work of National Statistical Commission?

- (1) Establishing standards
- (2) Questioning data veracity
- (3) Questioning official narrative
- (4) Supporting the public perception

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010352

Option 1 ID : 64635040747

Option 2 ID : 64635040748

Option 3 ID : 64635040749

Option 4 ID : 64635040750

Status : Answered

Chosen Option : 1

Comprehension:

Read the following passage and answer questions :

There is a common thread running through the unravelling of India's statistical system. A modern economy with sound institutions is characterised by timely dissemination of credible data. A long term policy needs an empirical basis and issues of veracity of data will influence investment decisions. In a country with a large population of youth, data on national development, especially in core sectors like agriculture, industry, health, education and employment, will be critical. Here comes the role of National Statistical Commission, a body created to establish standards. Questioning the data veracity is a global phenomenon. The official narrative is always questioned by the people on the other side of the fence. Dissemination of economic data is essential to reach out to the public who lived their reality. Lack of data will adversely impact the quality of national policies. India must start strengthening institutions such as the central statistical commission. These institutions must be granted autonomy and insulated from external interferences. Enhanced operational autonomy will make their work credible. An indicator of operational autonomy is their ability to stick to a dissemination calendar regardless of what the data indicates.

SubQuestion No : 12

Q.12 How can the quality of national policies be improved?

- (1) By living reality
- (2) By supporting external interferences
- (3) By controlling autonomous institutions
- (4) By enhanced operational freedom

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010353

Option 1 ID : 64635040751

Option 2 ID : 64635040752

Option 3 ID : 64635040753

Option 4 ID : 64635040754

Status : Answered

Chosen Option : 2

Comprehension:

Read the following passage and answer questions :

There is a common thread running through the unravelling of India's statistical system. A modern economy with sound institutions is characterised by timely dissemination of credible data. A long term policy needs an empirical basis and issues of veracity of data will influence investment decisions. In a country with a large population of youth, data on national development, especially in core sectors like agriculture, industry, health, education and employment, will be critical. Here comes the role of National Statistical Commission, a body created to establish standards. Questioning the data veracity is a global phenomenon. The official narrative is always questioned by the people on the other side of the fence. Dissemination of economic data is essential to reach out to the public who lived their reality. Lack of data will adversely impact the quality of national policies. India must start strengthening institutions such as the central statistical commission. These institutions must be granted autonomy and insulated from external interferences. Enhanced operational autonomy will make their work credible. An indicator of operational autonomy is their ability to stick to a dissemination calendar regardless of what the data indicates.

SubQuestion No : 13

Q.13 Investment decisions are impacted by

- | | |
|-----------------------------|--|
| (1) Youth population | (2) National development |
| (3) Issues of data veracity | (4) Establishment of national institutions |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010351

Option 1 ID : 64635040743

Option 2 ID : 64635040744

Option 3 ID : 64635040745

Option 4 ID : 64635040746

Status : Answered

Chosen Option : 4

Comprehension:

Read the following passage and answer questions:

There is a common thread running through the unravelling of India's statistical system. A modern economy with sound institutions is characterised by timely dissemination of credible data. A long term policy needs an empirical basis and issues of veracity of data will influence investment decisions. In a country with a large population of youth, data on national development, especially in core sectors like agriculture, industry, health, education and employment, will be critical. Here comes the role of National Statistical Commission, a body created to establish standards. Questioning the data veracity is a global phenomenon. The official narrative is always questioned by the people on the other side of the fence. Dissemination of economic data is essential to reach out to the public who lived their reality. Lack of data will adversely impact the quality of national policies. India must start strengthening institutions such as the central statistical commission. These institutions must be granted autonomy and insulated from external interferences. Enhanced operational autonomy will make their work credible. An indicator of operational autonomy is their ability to stick to a dissemination calendar regardless of what the data indicates.

SubQuestion No : 14**Q.14** What is important for a modern economy?

- (1) A common thread
- (2) Dissemination of credible data
- (3) Unravelling of statistical system
- (4) Selective distribution of data

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010350

Option 1 ID : 64635040739

Option 2 ID : 64635040740

Option 3 ID : 64635040741

Option 4 ID : 64635040742

Status : Answered

Chosen Option : 2

Comprehension:

Read the following passage and answer questions:

There is a common thread running through the unravelling of India's statistical system. A modern economy with sound institutions is characterised by timely dissemination of credible data. A long term policy needs an empirical basis and issues of veracity of data will influence investment decisions. In a country with a large population of youth, data on national development, especially in core sectors like agriculture, industry, health, education and employment, will be critical. Here comes the role of National Statistical Commission, a body created to establish standards. Questioning the data veracity is a global phenomenon. The official narrative is always questioned by the people on the other side of the fence. Dissemination of economic data is essential to reach out to the public who lived their reality. Lack of data will adversely impact the quality of national policies. India must start strengthening institutions such as the central statistical commission. These institutions must be granted autonomy and insulated from external interferences. Enhanced operational autonomy will make their work credible. An indicator of operational autonomy is their ability to stick to a dissemination calendar regardless of what the data indicates.

SubQuestion No : 15**Q.15** What does the passage ultimately suggest to National Statistical Commission?

- (1) Restricting policy decisions
- (2) Critically examining data veracity
- (3) Stick to a calendar of data dissemination
- (4) Support development in core sectors

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010354

Option 1 ID : 64635040755

Option 2 ID : 64635040756

Option 3 ID : 64635040757

Option 4 ID : 64635040758

Status : Answered

Chosen Option : 4

Q.16 Some of the barriers to effective communication are

- (a) Polysemy
- (b) Simple language
- (c) Use of Cliche's
- (d) Easy construction of sentences

Choose the correct answer from the codes given below :

- (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 : 64635010356

Option 1 ID : 64635040763

Option 2 ID : 64635040764

Option 3 ID : 64635040765

Option 4 ID : 64635040766

Status : Answered

Chosen Option : 3

Q.17 In a classroom, use of communication technology pre-supposes

- (1) Inattentive audience
- (2) Luxurious ambience
- (3) Extrapolation of contents
- (4) New forms of expression and applications

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010357

Option 1 ID : 64635040767

Option 2 ID : 64635040768

Option 3 ID : 64635040769

Option 4 ID : 64635040770

Status : Answered

Chosen Option : 4

Q.18 If 60% of $(a - b) = 40\%$ of $(a + b)$, then what percent of a is b ?

- (1) 20%
- (2) 25%
- (3) 40%
- (4) 50%

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010363

Option 1 ID : 64635040791

Option 2 ID : 64635040792

Option 3 ID : 64635040793

Option 4 ID : 64635040794

Status : Answered

Chosen Option : 3

Q.19 Choose the missing term out of the following :

JAK, KBL, LCM, MDN, _____

(1) OEP

(2) NEO

(3) MEN

(4) PFQ

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010360

Option 1 ID : 64635040779

Option 2 ID : 64635040780

Option 3 ID : 64635040781

Option 4 ID : 64635040782

Status : Answered

Chosen Option : 2

Q.20 Assertion (A) : The correlation function of mass media is vital for any society.

Reasons (R) : The interpretational aspects that include advertising and public relations shape and influence public opinion.

Choose the correct answer from the codes given below :

Codes :

(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 : 64635010355

Option 1 ID : 64635040759

Option 2 ID : 64635040760

Option 3 ID : 64635040761

Option 4 ID : 64635040762

Status : Answered

Chosen Option : 2

Q.21 'All Judges are fairminded' is an example of _____ proposition.

(1) Universal affirmative

(2) Universal negative

(3) Particular affirmative

(4) Particular negative

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010365

Option 1 ID : 64635040799

Option 2 ID : 64635040800

Option 3 ID : 64635040801

Option 4 ID : 64635040802

Status : Answered

Chosen Option : 1

Q.22 The sequential order of elements in classroom communication is

(1) knowledge, interest, evaluation, awareness

(2) awareness, interest, evaluation, knowledge

(3) evaluation, awareness, knowledge, interest

(4) interest, knowledge, evaluation, awareness

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010359

Option 1 ID : 64635040775

Option 2 ID : 64635040776

Option 3 ID : 64635040777

Option 4 ID : 64635040778

Status : Answered

Chosen Option : 2

Q.23 If the number $345xy$ is divisible by 90, then $(x + y) = ?$

(1) 9

(2) 8

(3) 7

(4) 6

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010361

Option 1 ID : 64635040783

Option 2 ID : 64635040784

Option 3 ID : 64635040785

Option 4 ID : 64635040786

Status : Answered

Chosen Option : 4

Q.24 In a classroom, content produced for a specific user will lead to

(1) personality development

(2) content filtering

(3) personalisation

(4) general academic integration

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010358

Option 1 ID : 64635040771

Option 2 ID : 64635040772

Option 3 ID : 64635040773

Option 4 ID : 64635040774

Status : Answered

Chosen Option : 2

Q.25 Inference (anumāna) in Indian Logic is rooted in

- (1) variable relation between minor term and major term
- (2) invariable relation between middle term and minor term
- (3) variable concomitance between middle term and major term
- (4) invariable concomitance between middle term and major term

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010368

Option 1 ID : 64635040811

Option 2 ID : 64635040812

Option 3 ID : 64635040813

Option 4 ID : 64635040814

Status : Answered

Chosen Option : 1

Q.26 On a map, 1 inch represents 250 miles. What is the actual distance between two cities if they are $4\frac{1}{2}$ inches apart on the map?

- (1) 1100 miles
- (2) 1125 miles
- (3) 1150 miles
- (4) 1200 miles

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010362

Option 1 ID : 64635040787

Option 2 ID : 64635040788

Option 3 ID : 64635040789

Option 4 ID : 64635040790

Status : Answered

Chosen Option : 3

Q.27 A, B, C, D, E and F are six members in a family in which there are two married couples. E, a teacher is married to the doctor who is the mother of C and F. B, the lawyer is married to A. A has one son and one grandson. Of the two married ladies one is a housewife. There is also one student and one male engineer in the family. How is A related to C?

- (1) Grandfather
- (2) Mother
- (3) Sister
- (4) Grandmother

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ
Question ID : 64635010369
Option 1 ID : 64635040815
Option 2 ID : 64635040816
Option 3 ID : 64635040817
Option 4 ID : 64635040818
Status : Answered
Chosen Option : 4

Q.28 What will be the ratio of simple interest earned by certain amount at the same rate of interest for 9 years and that for 12 years?

- (1) 3 : 4 (2) 2 : 3
(3) 4 : 3 (4) Data inadequate

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010364
Option 1 ID : 64635040795
Option 2 ID : 64635040796
Option 3 ID : 64635040797
Option 4 ID : 64635040798
Status : Answered
Chosen Option : 1

Q.29 Six friends A, B, C, D, E and F are sitting in a closed circle facing the centre. E is to the left of D. C is between A and B. F is between E and A. Who is to the right of C?

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

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010367
Option 1 ID : 64635040807
Option 2 ID : 64635040808
Option 3 ID : 64635040809
Option 4 ID : 64635040810
Status : Answered
Chosen Option : 1

Q.30 In which of the following arguments 'the relation that exists between premises and conclusion is that of logical necessity'?

- (1) Inductive (2) Deductive
(3) Demonstrative (4) Analogical

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010366
Option 1 ID : 64635040803
Option 2 ID : 64635040804
Option 3 ID : 64635040805
Option 4 ID : 64635040806

Status : **Answered**
Chosen Option : **1**

Comprehension:

Consider the following table that shows the distribution of students in two sections A and B in a school according to the marks obtained by them. There is a total of 45 students in each of the sections A and B. Answer the questions based on the data contained in the table :

Marks obtained by students		
Marks in class interval	Number of students in	
	Section – A	Section – B
[0 – 9]	2	4
[10 – 19]	5	5
[20 – 29]	10	9
[30 – 39]	4	4
[40 – 49]	8	7
[50 – 59]	4	5
[60 – 69]	7	5
[70 – 79]	5	6

SubQuestion No : 31

Q.31 If the pass mark is 40, approximately what is the percentage of successful students in Section – B?

- (1) 48% (2) 51%
(3) 50% (4) 47%

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

Question Type : **MCQ**
Question ID : **64635010372**
Option 1 ID : **64635040823**
Option 2 ID : **64635040824**
Option 3 ID : **64635040825**
Option 4 ID : **64635040826**
Status : **Answered**
Chosen Option : **2**

Comprehension:

Consider the following table that shows the distribution of students in two sections A and B in a school according to the marks obtained by them. There is a total of 45 students in each of the sections A and B. Answer the questions based on the data contained in the table :

Marks obtained by students		
Marks in class interval	Number of students in	
	Section – A	Section – B
[0 – 9]	2	4
[10 – 19]	5	5
[20 – 29]	10	9
[30 – 39]	4	4
[40 – 49]	8	7
[50 – 59]	4	5
[60 – 69]	7	5
[70 – 79]	5	6

SubQuestion No : 32

Q.32 If the pass mark is 30, what is the number of failures in both the sections together?

- (1) 43 (2) 35
(3) 16 (4) 26

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

Question Type : **MCQ**
Question ID : **64635010371**
Option 1 ID : **64635040819**
Option 2 ID : **64635040820**

Option 3 ID : 64635040821
 Option 4 ID : 64635040822
 Status : Answered
 Chosen Option : 2

Comprehension:

Consider the following table that shows the distribution of students in two sections A and B in a school according to the marks obtained by them. There is a total of 45 students in each of the sections A and B. Answer the questions based on the data contained in the table :

Marks in class interval	Marks obtained by students	
	Section – A	Section – B
[0 – 9]	2	4
[10 – 19]	5	5
[20 – 29]	10	9
[30 – 39]	4	4
[40 – 49]	8	7
[50 – 59]	4	5
[60 – 69]	7	5
[70 – 79]	5	6

SubQuestion No : 33

Q.33 How many students in Section – A have obtained 30 or more marks but less than 50?

- (1) 12 (2) 14
 (3) 10 (4) 13

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

Question Type : MCQ
 Question ID : 64635010374
 Option 1 ID : 64635040831
 Option 2 ID : 64635040832
 Option 3 ID : 64635040833
 Option 4 ID : 64635040834
 Status : Answered
 Chosen Option : 1

Comprehension:

Consider the following table that shows the distribution of students in two sections A and B in a school according to the marks obtained by them. There is a total of 45 students in each of the sections A and B. Answer the questions based on the data contained in the table :

Marks in class interval	Marks obtained by students	
	Section – A	Section – B
[0 – 9]	2	4
[10 – 19]	5	5
[20 – 29]	10	9
[30 – 39]	4	4
[40 – 49]	8	7
[50 – 59]	4	5
[60 – 69]	7	5
[70 – 79]	5	6

SubQuestion No : 34

Q.34 How many students in Section – A and Section – B together have obtained marks less than 10?

- (1) 10 (2) 11
 (3) 12 (4) 6

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

Question Type : MCQ

Question ID : 64635010373

Option 1 ID : 64635040827

Option 2 ID : 64635040828

Option 3 ID : 64635040829

Option 4 ID : 64635040830

Status : Answered

Chosen Option : 4

Comprehension:

Consider the following table that shows the distribution of students in two sections A and B in a school according to the marks obtained by them. There is a total of 45 students in each of the sections A and B. Answer the questions based on the data contained in the table :

Marks obtained by students		
Marks in class interval	Number of students in	
	Section – A	Section – B
[0 – 9]	2	4
[10 – 19]	5	5
[20 – 29]	10	9
[30 – 39]	4	4
[40 – 49]	8	7
[50 – 59]	4	5
[60 – 69]	7	5
[70 – 79]	5	6

SubQuestion No : 35

Q.35 How many students in Section – A and Section – B have obtained 50 or more than 50 marks?

(1) 23

(2) 43

(3) 32

(4) 34

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010375

Option 1 ID : 64635040835

Option 2 ID : 64635040836

Option 3 ID : 64635040837

Option 4 ID : 64635040838

Status : Answered

Chosen Option : 3

Q.36 Which one of the following computer components is fastest in terms of speed of access?

(1) USB Drive

(2) Solid State Drive

(3) RAM

(4) Hard Disk Drive

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010380

Option 1 ID : 64635040855

Option 2 ID : 64635040856

Option 3 ID : 64635040857

Option 4 ID : 64635040858

Status : Answered

Chosen Option : 3

Q.37 The constitution of India provides right to establish educational institutions of their choice by all minorities as per

(1) Article 30(1)

(2) Article 29

(3) Article 33

(4) Article 16(2)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010386

Option 1 ID : 64635040879

Option 2 ID : 64635040880

Option 3 ID : 64635040881

Option 4 ID : 64635040882

Status : Answered

Chosen Option : 4

Q.38 While sending an e-mail, to differentiate among To : , Cc : and Bcc : fields, which one of the following statements is True?

- (1) Recipients in the To : field can see the email addresses that are in the Bcc : and Cc : fields
- (2) Recipients in the Cc : field can see the email addresses that are in the To : and Bcc : fields
- (3) Recipients in the Bcc : field can see the email addresses that are in the To : and Cc : fields
- (4) Only the recipients in the Cc : field can see the other email addresses in the Bcc : field

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010376

Option 1 ID : 64635040839

Option 2 ID : 64635040840

Option 3 ID : 64635040841

Option 4 ID : 64635040842

Status : Answered

Chosen Option : 1

Q.39 The duration for which of the usable compost generation is 3–6 months?

- (1) Vermi composting
- (2) Semi-Automatic waste converter
- (3) Pit composting
- (4) Automatic waste converter

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010383

Option 1 ID : 64635040867

Option 2 ID : 64635040868

Option 3 ID : 64635040869

Option 4 ID : 64635040870

Status : Answered

Chosen Option : 3

Q.40 Software that you can download for free, but have to pay to continue its use after a trial period is called

- (1) public domain software
- (2) freeware
- (3) open-source software
- (4) shareware

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010379

Option 1 ID : 64635040851

Option 2 ID : 64635040852

Option 3 ID : 64635040853

Option 4 ID : 64635040854

Status : Answered

Chosen Option : 2

Q.41 Which one of the following is an educational FM radio network?

- | | |
|------------------|---------------|
| (1) Gyan Darshan | (2) Gyan Vani |
| (3) Gyan Dhara | (4) GIAN |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010388

Option 1 ID : 64635040887

Option 2 ID : 64635040888

Option 3 ID : 64635040889

Option 4 ID : 64635040890

Status : Answered

Chosen Option : 2

Q.42 SWAYAM refers to

- | |
|--|
| (1) Study World of Action-Learning for Young Aspiring Minds |
| (2) Study Webs of Active-Learning for Young Aspiring Minds |
| (3) Student World of Action-Learning for Young Ailing Minds |
| (4) Study Webs of Active-Learning for Youth Awareness Models |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010387

Option 1 ID : 64635040883

Option 2 ID : 64635040884

Option 3 ID : 64635040885

Option 4 ID : 64635040886

Status : Answered

Chosen Option : 2

Q.43 The time frame for the implementation of Millennium Development Goals was,

- | | |
|-----------------|-----------------|
| (1) 2000 – 2005 | (2) 2000 – 2015 |
| (3) 2005 – 2010 | (4) 2000 – 2012 |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010382

Option 1 ID : 64635040863

Option 2 ID : **64635040864**
 Option 3 ID : **64635040865**
 Option 4 ID : **64635040866**
 Status : **Answered**
 Chosen Option : **1**

Q.44 With increase in temperature, the dissolved oxygen content in a water body

- (1) decreases
- (2) increases
- (3) remain constant
- (4) may increase or decrease depending on the temperature range

Options 1. 1

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

Question Type : **MCQ**
 Question ID : **64635010385**
 Option 1 ID : **64635040875**
 Option 2 ID : **64635040876**
 Option 3 ID : **64635040877**
 Option 4 ID : **64635040878**
 Status : **Answered**
 Chosen Option : **1**

Q.45 One of the main outcomes of the Rio +20 conference was to develop a set of

- (1) Sustainable Development Goals
- (2) Millennium Development Goals
- (3) National Development Strategy
- (4) National Land Restoration Strategy

Options 1. 1

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

Question Type : **MCQ**
 Question ID : **64635010381**
 Option 1 ID : **64635040859**
 Option 2 ID : **64635040860**
 Option 3 ID : **64635040861**
 Option 4 ID : **64635040862**
 Status : **Answered**
 Chosen Option : **3**

Q.46 In internet terminology, what does the acronym WYSIWYG stand for?

- (1) Why You Saw Is What You Got
- (2) What You See Is What You Get
- (3) Where You See Is Where You Got
- (4) What You See Is What You Got

Options 1. 1

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

Question Type : **MCQ**
 Question ID : **64635010378**
 Option 1 ID : **64635040847**
 Option 2 ID : **64635040848**
 Option 3 ID : **64635040849**
 Option 4 ID : **64635040850**
 Status : **Answered**
 Chosen Option : **2**

Q.47 Oligotrophic lakes are characterized by

- | | |
|-----------------------------|----------------------------------|
| (1) High level of nutrients | (2) Low level of nutrients |
| (3) Absence of nutrients | (4) High level of organic matter |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010384**

Option 1 ID : **64635040871**

Option 2 ID : **64635040872**

Option 3 ID : **64635040873**

Option 4 ID : **64635040874**

Status : **Answered**

Chosen Option : **3**

Q.48 During which year the present system of affiliation of colleges to the Universities was introduced in India?

- | | |
|----------|----------|
| (1) 1857 | (2) 1948 |
| (3) 1928 | (4) 1966 |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010390**

Option 1 ID : **64635040895**

Option 2 ID : **64635040896**

Option 3 ID : **64635040897**

Option 4 ID : **64635040898**

Status : **Answered**

Chosen Option : **4**

Q.49 A group's access to digital technology and another group's lack of access to it, will cause a disparity known as

- | | |
|-----------------------------|--------------------|
| (1) Internet inequality | (2) Web inequality |
| (3) Technological imbalance | (4) Digital divide |

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010377**

Option 1 ID : **64635040843**

Option 2 ID : **64635040844**

Option 3 ID : **64635040845**

Option 4 ID : **64635040846**

Status : **Answered**

Chosen Option : **3**

Q.50 Which one of the following reports addressed the academic, technical and administrative problems of the examination system?

- | |
|--|
| (1) Report on standards of the Educational System (1965) |
| (2) Report of University Education Commission (1948-49) |
| (3) Sargent Report (1944) |
| (4) Hartog Committee report (1929) |

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010389

Option 1 ID : 64635040891

Option 2 ID : 64635040892

Option 3 ID : 64635040893

Option 4 ID : 64635040894

Status : Answered

Chosen Option : 1

Section : PART II Mass Communication and Journalism

Q.1

Which of the following file formats was developed by Adobe as an open-standard raw format?

1. JPEG

2. TIFF

3. DNG

4. PNG

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010404

Option 1 ID : 64635040951

Option 2 ID : 64635040952

Option 3 ID : 64635040953

Option 4 ID : 64635040954

Status : Answered

Chosen Option : 1

Q.2

What is the segmentation determined by a large number of variables like purchase occasions, benefits sought, user status and usage rate called?

1. Demographic

2. Psychographic

3. Behaviouristic

4. Locational

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010410

Option 1 ID : 64635040975

Option 2 ID : 64635040976

Option 3 ID : 64635040977

Option 4 ID : 64635040978

Status : Answered

Chosen Option : 1

Q.3

What kind of approach does Dziga Vertov's *Man with a Movie Camera* have?

1. Expository
2. Interactive
3. Reflexive
4. Observational

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010446

Option 1 ID : 64635041119

Option 2 ID : 64635041120

Option 3 ID : 64635041121

Option 4 ID : 64635041122

Status : Answered

Chosen Option : 4

Q.4

The chronological sequence of the following radio programmes broadcast over AIR is

1. Yuva Vani, Gyan Vani, Kisan Vani, Swasth Bharat
2. Kisan Vani, Yuva Vani, Gyan Vani, Swasth Bharat
3. Gyan Vani, Yuva Vani, Swasth Bharat, Kisan Vani
4. Kisan Vani, Swasth Bharat, Gyan Vani, Yuva Vani

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010467

Option 1 ID : 64635041203

Option 2 ID : 64635041204

Option 3 ID : 64635041205

Option 4 ID : 64635041206

Status : Answered

Chosen Option : 1

Q.5

It helps in identifying a brand, is timeless, reproducible, memorable and can be legally protected. It is the

1. brand image
2. corporate identity
3. patent
4. annual report

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010409

Option 1 ID : 64635040971

Option 2 ID : 64635040972

Option 3 ID : 64635040973

Option 4 ID : 64635040974

Status : Answered

Chosen Option : 1

Q.6

Assertion (A) : The National Film Awards given by the Directorate of Film Festivals has broken nonfeature films into genres.

Reason (R) : This provides for a greater scope to give awards to diverse ideologies and subjects.

Choose the appropriate 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 : 64635010465

Option 1 ID : 64635041195

Option 2 ID : 64635041196

Option 3 ID : 64635041197

Option 4 ID : 64635041198

Status : Answered

Chosen Option : 1

Q.7

Who is the founder of the film magazine, *Cahiers du Cinema*?

1. Francois Truffaut
2. Claude Chabrol
3. Andre Bazin
4. Jean-Luc Godard

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010445

Option 1 ID : 64635041115

Option 2 ID : 64635041116

Option 3 ID : 64635041117

Option 4 ID : 64635041118

Status : Answered

Chosen Option : 4

Q.8

Dewesternisation of news values means less emphasis on

1. community programmes
2. village development
3. crime and violence
4. sports events

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010437

Option 1 ID : 64635041083

Option 2 ID : 64635041084

Option 3 ID : 64635041085

Option 4 ID : 64635041086

Status : Answered

Chosen Option : 3

Q.9

What was the suggestion of Robert McNamara for development of the Third World countries?

1. To take village as a unit
2. To take block as a unit
3. To take zone as a unit
4. To take region as a unit

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010420

Option 1 ID : 64635041015

Option 2 ID : 64635041016

Option 3 ID : 64635041017

Option 4 ID : 64635041018

Status : Answered

Chosen Option : 4

Q.10

Validity test is to establish the truthfulness of the content/data, whereas reliability test is for the

1. instrument/tool
2. design
3. statistics
4. structure of the thesis

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010453

Option 1 ID : 64635041147

Option 2 ID : 64635041148

Option 3 ID : 64635041149

Option 4 ID : 64635041150

Status : Answered

Chosen Option : 3

Q.11

The study of activities that people engage in while looking for products to satisfy their needs and desires is called

1. audience research
2. consumer behaviour
3. brainstorming
4. pre-test research

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010423

Option 1 ID : 64635041027

Option 2 ID : 64635041028

Option 3 ID : 64635041029

Option 4 ID : 64635041030

Status : Answered

Chosen Option : 1

Q.12

Match List-I with List-II :

List-I
(Technical terms)

List-II
(Research designs)

- | | |
|--------------------------|-----------------------|
| (a) Categorisation | (i) Survey design |
| (b) Thick description | (ii) Grounded method |
| (c) Intervening variable | (iii) Observation |
| (d) Memo writing | (iv) Content analysis |

Choose the correct option from the following :

1. (a)-(i); (b)-(ii); (c)-(iii); (d)-(iv)
2. (a)-(ii); (b)-(i); (c)-(iv); (d)-(iii)
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 : 64635010480

Option 1 ID : 64635041255

Option 2 ID : 64635041256

Option 3 ID : 64635041257

Option 4 ID : 64635041258

Status : Answered

Chosen Option : 1

Q.13 What is the blueprint of newspaper design called?

1. Visual print
2. Dummy
3. Gallery
4. Skeleton

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010415**

Option 1 ID : **64635040995**

Option 2 ID : **64635040996**

Option 3 ID : **64635040997**

Option 4 ID : **64635040998**

Status : **Answered**

Chosen Option : 2

Q.14 Set up in 2015, the Indian startup company that shows films at remote locations using mobile theatres is

1. Show Time
2. Picture Time
3. Show This
4. Picture This

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010442**

Option 1 ID : **64635041103**

Option 2 ID : **64635041104**

Option 3 ID : **64635041105**

Option 4 ID : **64635041106**

Status : **Answered**

Chosen Option : 1

Q.15

Match List-I with List-II :

List-I (Software)	List-II (Usage in media)
(a) InDesign	(i) Photo editing
(b) Lightroom	(ii) Websites development
(c) Dreamweaver	(iii) Audio editing
(d) Nuendo	(iv) Newspaper designing

Choose the correct option from the following :

- (a)–(ii); (b)–(i); (c)–(iii); (d)–(iv)
- (a)–(iii); (b)–(ii); (c)–(i); (d)–(iv)
- (a)–(iv); (b)–(i); (c)–(ii); (d)–(iii)
- (a)–(i); (b)–(iv); (c)–(ii); (d)–(iii)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010475

Option 1 ID : 64635041235

Option 2 ID : 64635041236

Option 3 ID : 64635041237

Option 4 ID : 64635041238

Status : Answered

Chosen Option : 4

Q.16

If an advertisement draws attention to a brand through sensual communication, which of the following appeals is it making use of?

- Lifestyle
- Sex appeal
- Provocation
- Rationale

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010406

Option 1 ID : 64635040959

Option 2 ID : 64635040960

Option 3 ID : 64635040961

Option 4 ID : 64635040962

Status : Answered

Chosen Option : 4

Q.17

Which of the following determines whether a certain media combination provides the greatest reach and frequency for the product/service?

1. Neuromarketing
2. Synergistic marketing
3. Service marketing
4. Ambush marketing

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010433

Option 1 ID : 64635041067

Option 2 ID : 64635041068

Option 3 ID : 64635041069

Option 4 ID : 64635041070

Status : Answered

Chosen Option : 3

Q.18 Assertion (A) : Communication audit is an examination of an organisation's communication strategies, activities and programmes.

Reason (R) : It is helpful in accessing the difference between how an organisation's stakeholders perceive the organisation and how it wishes to be seen.

Choose the appropriate 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 : 64635010459

Option 1 ID : 64635041171

Option 2 ID : 64635041172

Option 3 ID : 64635041173

Option 4 ID : 64635041174

Status : Answered

Chosen Option : 1

Q.19

Match List-I with List-II :

List-I (Web series)	List-II (Host)
(a) Sacred games	(i) AltBalaji
(b) Breathe	(ii) Netflix
(c) Bose : Dead/Alive	(iii) TVF
(d) Tripling	(iv) Prime Video

Choose the correct option from the following :

- (a)-(i); (b)-(ii); (c)-(iii); (d)-(iv)
- (a)-(iii); (b)-(i); (c)-(iv); (d)-(ii)
- (a)-(iv); (b)-(ii); (c)-(iii); (d)-(i)
- (a)-(ii); (b)-(iv); (c)-(i); (d)-(iii)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010477

Option 1 ID : 64635041243

Option 2 ID : 64635041244

Option 3 ID : 64635041245

Option 4 ID : 64635041246

Status : Answered

Chosen Option : 4

Q.20

Match List-I with List-II :

List-I (Authors/Editors)	List-II (Titles)
(a) Stuart Hall	(i) <i>The Gutenberg Galaxy</i>
(b) Raymond Williams	(ii) <i>Empire and Communications</i>
(c) Marshall McLuhan	(iii) <i>Culture and Society</i>
(d) Harold Innis	(iv) <i>New Left Review</i>

Choose the correct option from the following :

- (a)-(iii); (b)-(iv); (c)-(ii); (d)-(i)
- (a)-(ii); (b)-(i); (c)-(iv); (d)-(iii)
- (a)-(iv); (b)-(iii); (c)-(i); (d)-(ii)
- (a)-(i); (b)-(ii); (c)-(iii); (d)-(iv)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010473

Option 1 ID : 64635041227

Option 2 ID : 64635041228

Option 3 ID : **64635041229**
Option 4 ID : **64635041230**
Status : **Answered**
Chosen Option : **4**

Q.21 If the relationship between variables is linear, which of the following is correct?

1. The relationship can be most accurately represented by a straight line
2. All the points will fall on a curved line
3. The relationship is best represented by parallel lines
4. All the points must fall exactly on a wavy line

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **64635010450**
Option 1 ID : **64635041135**
Option 2 ID : **64635041136**
Option 3 ID : **64635041137**
Option 4 ID : **64635041138**
Status : **Answered**
Chosen Option : **3**

Q.22 What is the major indicator of development according to the communitarian view?

1. Per capita income
2. Free movement of goods and services
3. Political and intellectual freedom
4. Intellectual property rights

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **64635010412**
Option 1 ID : **64635040983**
Option 2 ID : **64635040984**
Option 3 ID : **64635040985**
Option 4 ID : **64635040986**
Status : **Answered**
Chosen Option : **4**

Q.23 If an independent variable is manipulated in a research method, it is known as

1. experimental research
2. ethnographic research
3. focus group discussion
4. participant observation

Options 1. 1

2. 2

- 3. 3
- 4. 4

Question Type : **MCQ**
Question ID : **64635010452**
Option 1 ID : **64635041143**
Option 2 ID : **64635041144**
Option 3 ID : **64635041145**
Option 4 ID : **64635041146**
Status : **Answered**
Chosen Option : **4**

Q.24 The correct sequence of making animation videos is

- 1. storyboard, modelling, texturing, rigging, animation
- 2. animation, modelling, texturing, storyboard, rigging
- 3. rigging, texturing, storyboard, modelling, animation
- 4. storyboard, rigging, texturing, modelling, animation

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

Question Type : **MCQ**
Question ID : **64635010470**
Option 1 ID : **64635041215**
Option 2 ID : **64635041216**
Option 3 ID : **64635041217**
Option 4 ID : **64635041218**
Status : **Answered**
Chosen Option : **4**

Q.25 Punishment for violation of privacy is described under one section of Information Technology Act, 2000. What is that section?

- 1. 66A
- 2. 66B
- 3. 66C
- 4. 66E

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

Question Type : **MCQ**
Question ID : **64635010429**
Option 1 ID : **64635041051**
Option 2 ID : **64635041052**
Option 3 ID : **64635041053**
Option 4 ID : **64635041054**
Status : **Answered**
Chosen Option : **2**

Q.26

Designed with journalistic visual materials and facts, 'Gone Gitmo' project offers the users to enter Guantanamo Prison Camp as a prisoner and experience it. What type of journalism does 'Gone Gitmo' fall under?

1. Analytical journalism
2. Guerrilla journalism
3. Gonzo journalism
4. Immersive journalism

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010417

Option 1 ID : 64635041003

Option 2 ID : 64635041004

Option 3 ID : 64635041005

Option 4 ID : 64635041006

Status : Answered

Chosen Option : 1

Q.27

Which one of the following international agencies is criticised for representing the Western interests in global economic development?

1. Oxfam
2. ILO
3. IMF
4. JICA

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010395

Option 1 ID : 64635040915

Option 2 ID : 64635040916

Option 3 ID : 64635040917

Option 4 ID : 64635040918

Status : Answered

Chosen Option : 1

Q.28

The correct sequence of steps of pre-crisis phase is

1. response–recovery–development
2. preparedness–mitigation–prevention
3. relief–recovery–rehabilitation
4. planning–prevention–evaluation

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : **64635010426**
Option 1 ID : **64635041039**
Option 2 ID : **64635041040**
Option 3 ID : **64635041041**
Option 4 ID : **64635041042**
Status : **Answered**
Chosen Option : **4**

Q.29

Unitisation of news is followed in

1. frame analysis
2. deconstruction
3. content analysis
4. critical discourse analysis

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010454**
Option 1 ID : **64635041151**
Option 2 ID : **64635041152**
Option 3 ID : **64635041153**
Option 4 ID : **64635041154**
Status : **Answered**
Chosen Option : **3**

Q.30

Identify the chronology in which the following television metrics have been adapted in India :

- (a) aMAP
- (b) TAM
- (c) DART
- (d) INTAM

Choose the correct option from the following :

1. (c), (b), (d), (a)
2. (c), (d), (b), (a)
3. (c), (a), (b), (d)
4. (d), (c), (a), (b)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010469**
Option 1 ID : **64635041211**
Option 2 ID : **64635041212**
Option 3 ID : **64635041213**
Option 4 ID : **64635041214**
Status : **Answered**
Chosen Option : **1**

Q.31

Everett Rogers in his book *Diffusion of Innovations* adopted the methodology of

1. survey design
2. meta-analysis
3. experimental design
4. case study

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010399

Option 1 ID : 64635040931

Option 2 ID : 64635040932

Option 3 ID : 64635040933

Option 4 ID : 64635040934

Status : Answered

Chosen Option : 4

Q.32 Match List-I with List-II :

List-I (Animation techniques)	List-II (Explanation)
(a) 3D	(i) Cel
(b) Motion Graphics	(ii) CGI
(c) 2D	(iii) Typographical animation
(d) Traditional	(iv) Vector-based

Choose the correct option from the following :

1. (a)-(ii); (b)-(iii); (c)-(iv); (d)-(i)
2. (a)-(i); (b)-(ii); (c)-(iii); (d)-(iv)
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 : 64635010478

Option 1 ID : 64635041247

Option 2 ID : 64635041248

Option 3 ID : 64635041249

Option 4 ID : 64635041250

Status : Answered

Chosen Option : 4

Q.33 Identify the news portal run exclusively by women for rural journalism in India :

1. Gaon Connection
2. Khabar Lahariya
3. Grassroot
4. Kurukshetra

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010396

Option 1 ID : 64635040919

Option 2 ID : 64635040920

Option 3 ID : 64635040921

Option 4 ID : 64635040922

Status : Answered

Chosen Option : 1

Q.34 A virtual reality video aspect is

1. 90 degree

2. 120 degree

3. 360 degree

4. 180 degree

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010402

Option 1 ID : 64635040943

Option 2 ID : 64635040944

Option 3 ID : 64635040945

Option 4 ID : 64635040946

Status : Answered

Chosen Option : 2

Q.35 Assertion (A) : Newspaper editors are not tolerant of the digital manipulation of photography for hard news stories, whereas they agree with such photographs for soft news item.

Reason (R) : Nicely cropped photographs increase the sales of newspapers.

Choose the appropriate 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 : 64635010462

Option 1 ID : 64635041183

Option 2 ID : 64635041184

Option 3 ID : 64635041185

Option 4 ID : 64635041186

Status : Answered

Chosen Option : 2

Q.36

Assertion (A) : Today citizen journalists have become a source for content in professional media.

Reason (R) : The user-generated content is accepted as the media world is becoming network based.

Choose the appropriate 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 : 64635010456

Option 1 ID : 64635041159

Option 2 ID : 64635041160

Option 3 ID : 64635041161

Option 4 ID : 64635041162

Status : Answered

Chosen Option : 2

Q.37 Match List-I with List-II :

List-I (Media terms)	List-II (Connotation)
(a) Media characteristics	(i) Forms of communication that support sales
(b) Media reach	(ii) A standardized system for evaluating the effectiveness of communication
(c) Media measurement	(iii) Relative strengths and weaknesses of each medium keeping in view its inherent characteristics
(d) Marketing communication	(iv) Percentage of people in various SEC categories accessing media

Choose the correct option from the following :

1. (a)-(ii); (b)-(iii); (c)-(iv); (d)-(i)
2. (a)-(iii); (b)-(iv); (c)-(ii); (d)-(i)
3. (a)-(iv); (b)-(i); (c)-(ii); (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 : 64635010476

Option 1 ID : 64635041239

Option 2 ID : 64635041240

Option 3 ID : 64635041241

Option 4 ID : 64635041242

Status : Answered

Chosen Option : 1

Q.38

The sequence of four basic media effects, as listed by Marshall McLuhan and Eric McLuhan is

1. displacement, retrieval, conversion, amplification
2. retrieval, conversion, amplification, displacement
3. conversion, amplification, displacement, retrieval
4. amplification, displacement, retrieval, conversion

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010466

Option 1 ID : 64635041199

Option 2 ID : 64635041200

Option 3 ID : 64635041201

Option 4 ID : 64635041202

Status : Answered

Chosen Option : 3

Q.39

Match List-I with List-II :

List-I (Theory)	List-II (Propounders/Theorists)
(a) Dependency	(i) Carl Hovland
(b) Inoculation	(ii) Ball-Rokeach and Defleur
(c) Persuasion and attitude change	(iii) Lawrence Kincaid
(d) Convergence and divergence	(iv) McGuire and Papageorgis

Choose the correct option from the following :

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

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010471

Option 1 ID : 64635041219

Option 2 ID : 64635041220

Option 3 ID : 64635041221

Option 4 ID : 64635041222

Status : Answered

Chosen Option : 1

Q.40

Match List-I with List-II :

List-I (Journalists)	List-II (Area of work)
(a) Patricia Mukhim	(i) Newspaper cartoonist
(b) Goutam Bhattacharya	(ii) Photojournalist
(c) O. V. Vijayan	(iii) Newspaper editor
(d) Pablo Bartholomew	(iv) Sports journalist

Choose the correct option from the following :

- (a)–(ii); (b)–(i); (c)–(iii); (d)–(iv)
- (a)–(iii); (b)–(iv); (c)–(i); (d)–(ii)
- (a)–(i); (b)–(iii); (c)–(iv); (d)–(ii)
- (a)–(iv); (b)–(ii); (c)–(iii); (d)–(i)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010474

Option 1 ID : 64635041231

Option 2 ID : 64635041232

Option 3 ID : 64635041233

Option 4 ID : 64635041234

Status : Answered

Chosen Option : 2

Q.41

The natural zero point is the characteristic of which level of measurement?

- Interval
- Ratio
- Ordinal
- Nominal

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010455

Option 1 ID : 64635041155

Option 2 ID : 64635041156

Option 3 ID : 64635041157

Option 4 ID : 64635041158

Status : Answered

Chosen Option : 2

Q.42

The epistemology of communitarian discourse in development communication was analysed by

1. Majid Tehranian
2. E. M. Rogers
3. Daniel Lerner
4. Andre Gunder Frank

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010397

Option 1 ID : 64635040923

Option 2 ID : 64635040924

Option 3 ID : 64635040925

Option 4 ID : 64635040926

Status : Answered

Chosen Option : 2

Q.43 Assertion (A) : A television programme has both temporal and formal boundaries.

Reason (R) : A programme over television is not a fragmented output.

Choose the appropriate 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 : 64635010458

Option 1 ID : 64635041167

Option 2 ID : 64635041168

Option 3 ID : 64635041169

Option 4 ID : 64635041170

Status : Answered

Chosen Option : 2

Q.44 The third sector initiatives are meant to support the policy framework of the

1. private sector
2. cooperative sector
3. corporate sector
4. public sector

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010394

Option 1 ID : 64635040911

Option 2 ID : 64635040912

Option 3 ID : 64635040913

Option 4 ID : 64635040914

Status : Answered

Chosen Option : 2

Q.45

Which two features make the experimental design stronger?

1. Randomisation and sample size
2. Control groups and sample size
3. Randomisation and control groups
4. Sample size and error

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010440

Option 1 ID : 64635041095

Option 2 ID : 64635041096

Option 3 ID : 64635041097

Option 4 ID : 64635041098

Status : Answered

Chosen Option : 1

Q.46

Which of the following is NOT a video editing software?

1. Final Cut Pro
2. Premier Pro
3. Pinnacle
4. Protocols

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010403

Option 1 ID : 64635040947

Option 2 ID : 64635040948

Option 3 ID : 64635040949

Option 4 ID : 64635040950

Status : Answered

Chosen Option : 4

Q.47

What type of a radio station would be best to address the concerns and issues of a particular group of people?

1. FM station
2. AM station
3. Community radio station
4. Satellite radio station

Options 1. 1

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

Question Type : MCQ
Question ID : 64635010405
Option 1 ID : 64635040955
Option 2 ID : 64635040956
Option 3 ID : 64635040957
Option 4 ID : 64635040958
Status : Answered
Chosen Option : 1

Q.48 In reality television programmes

- (a) cameras follow people around
- (b) live news stories are shown
- (c) game shows are shot using documentary style
- (d) people derive voyeuristic pleasure

Which of the following combinations of factors holds true for reality television programmes?

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

Options

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

Question Type : MCQ
Question ID : 64635010436
Option 1 ID : 64635041079
Option 2 ID : 64635041080
Option 3 ID : 64635041081
Option 4 ID : 64635041082
Status : Answered
Chosen Option : 4

Q.49 Which of the following press releases is issued to respond to an adverse comment in media by concerned organization?

- 1. Announcement release
- 2. Response news release
- 3. Bad news release
- 4. Spot news release

Options

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

Question Type : MCQ

Question ID : **64635010425**
Option 1 ID : **64635041035**
Option 2 ID : **64635041036**
Option 3 ID : **64635041037**
Option 4 ID : **64635041038**
Status : **Answered**
Chosen Option : **1**

Q.50

Which theory of the following is related to developmental communication?

1. Cultivation analysis
2. Spiral of silence
3. Magic bullet
4. Two-step flow

Options

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

Question Type : **MCQ**
Question ID : **64635010413**
Option 1 ID : **64635040987**
Option 2 ID : **64635040988**
Option 3 ID : **64635040989**
Option 4 ID : **64635040990**
Status : **Answered**
Chosen Option : **1**

Q.51

Which term is used to describe the cognitive structures built up by people as they interact with the environment in order to organise their experience?

1. Schemas
2. Theories
3. Models
4. Framework

Options

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

Question Type : **MCQ**
Question ID : **64635010451**
Option 1 ID : **64635041139**
Option 2 ID : **64635041140**
Option 3 ID : **64635041141**
Option 4 ID : **64635041142**
Status : **Answered**
Chosen Option : **4**

Q.52

Match List-I with List-II :

List-I (e-Governance initiatives)	List-II (Functions)
(a) NDLM	(i) Unified payment interface app
(b) E-TAAL	(ii) IT training aiming BPL citizens
(c) BHIM	(iii) Real time status on delivering electronic services
(d) E-Sampark	(iv) Mass communication via mail and mobile

Choose the correct option from the following :

- (a)-(i); (b)-(ii); (c)-(iii); (d)-(iv)
- (a)-(ii); (b)-(iii); (c)-(i); (d)-(iv)
- (a)-(iii); (b)-(iv); (c)-(ii); (d)-(i)
- (a)-(iv); (b)-(i); (c)-(iii); (d)-(ii)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010479

Option 1 ID : 64635041251

Option 2 ID : 64635041252

Option 3 ID : 64635041253

Option 4 ID : 64635041254

Status : Answered

Chosen Option : 4

Q.53

The first full-fledged newspaper editor among the following to become the Union Minister for Information and Broadcasting was

- P. Upendra
- P. A. Sangma
- P. R. Das Munshi
- R. R. Diwakar

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010393

Option 1 ID : 64635040907

Option 2 ID : 64635040908

Option 3 ID : 64635040909

Option 4 ID : 64635040910

Status : Answered

Chosen Option : 4

Q.54

Which research technique is used for the objective, systematic and quantitative description of the manifest content in media messages?

1. Survey analysis
2. Cohort analysis
3. Content analysis
4. Multivariate analysis

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010448

Option 1 ID : 64635041127

Option 2 ID : 64635041128

Option 3 ID : 64635041129

Option 4 ID : 64635041130

Status : Answered

Chosen Option : 1

Q.55

What was the mandate of the B. G. Verghese Committee in 1977?

1. To look into the issue of autonomy of Doordarshan and All India Radio
2. To make policy for FM radio stations
3. To improve rural radio coverage and access
4. To make policy for the community radio

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010400

Option 1 ID : 64635040935

Option 2 ID : 64635040936

Option 3 ID : 64635040937

Option 4 ID : 64635040938

Status : Answered

Chosen Option : 1

Q.56

Films which are made to counter stereotyping are called

1. counter-stereotyping films
2. transcoding films
3. counter-transcoding films
4. revenge films

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010443

Option 1 ID : **64635041107**
Option 2 ID : **64635041108**
Option 3 ID : **64635041109**
Option 4 ID : **64635041110**
Status : **Answered**
Chosen Option : **2**

Q.57 The financial health of Indian news agencies is affected because of

1. decline in advertising support
2. growth of local newspapers
3. lack of professional manpower
4. emergence of news portals

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010416**
Option 1 ID : **64635040999**
Option 2 ID : **64635041000**
Option 3 ID : **64635041001**
Option 4 ID : **64635041002**
Status : **Answered**
Chosen Option : **2**

Q.58 According to Robert Entman, the correct sequence of purposes of framing is

1. diagnose causes, define problems, suggest remedies, make moral judgements
2. define problems, diagnose causes, make moral judgements, suggest remedies
3. define problems, diagnose causes, suggest remedies, make moral judgements
4. make moral judgements, define problems, diagnose causes, suggest remedies

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010468**
Option 1 ID : **64635041207**
Option 2 ID : **64635041208**
Option 3 ID : **64635041209**
Option 4 ID : **64635041210**
Status : **Answered**
Chosen Option : **2**

Q.59

Using multiple sources of data to examine assertion in research is called

1. data interpretation
2. data triangulation
3. data circulation
4. data precision

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010434

Option 1 ID : 64635041071

Option 2 ID : 64635041072

Option 3 ID : 64635041073

Option 4 ID : 64635041074

Status : Answered

Chosen Option : 3

Q.60

Which type of organisational culture prefers to look outside its organisation to stay updated?

1. Role culture
2. Power culture
3. Task culture
4. Person culture

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010407

Option 1 ID : 64635040963

Option 2 ID : 64635040964

Option 3 ID : 64635040965

Option 4 ID : 64635040966

Status : Answered

Chosen Option : 3

Q.61

Ferdinand de Saussure divided language into

1. encoding and decoding
2. content and style
3. sub-text and hidden meaning
4. langue and parole

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : **64635010414**
Option 1 ID : **64635040991**
Option 2 ID : **64635040992**
Option 3 ID : **64635040993**
Option 4 ID : **64635040994**
Status : **Answered**
Chosen Option : **1**

Q.62 Laissez faire doctrine is associated with which of the following normative theories?

1. Marxist theory
2. Libertarian theory
3. Authoritarian theory
4. Democratic participation theory

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010398**
Option 1 ID : **64635040927**
Option 2 ID : **64635040928**
Option 3 ID : **64635040929**
Option 4 ID : **64635040930**
Status : **Answered**
Chosen Option : **3**

Q.63 The Directorate of Advertising and Visual Publicity (DAVP) is merged with

1. Bureau of Outreach and Communication
2. Directorate of Public Relations
3. Publications Division
4. Research & Reference Wing

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010428**
Option 1 ID : **64635041047**
Option 2 ID : **64635041048**
Option 3 ID : **64635041049**
Option 4 ID : **64635041050**
Status : **Answered**
Chosen Option : **2**

Q.64 The famous Bollywood actor who led a discussion after every episode of 'Hum Log' is

1. Dilip Kumar
2. Nutan
3. Amitabh Bachchan
4. Ashok Kumar

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010444

Option 1 ID : 64635041111

Option 2 ID : 64635041112

Option 3 ID : 64635041113

Option 4 ID : 64635041114

Status : Answered

Chosen Option : 3

Q.65

Assertion (A) : The growth of magazines is a historical phenomenon all over the world.

Reason (R) : Readers' loyalty always fluctuated in selecting a particular magazine for reading.

Choose the appropriate 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 : 64635010463

Option 1 ID : 64635041187

Option 2 ID : 64635041188

Option 3 ID : 64635041189

Option 4 ID : 64635041190

Status : Answered

Chosen Option : 1

Q.66

Which one among the following media houses first published the investigative coverage of Panama papers?

1. The Statesman
2. Washington Post
3. Wall Street Journal
4. Die Zeit

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010439

Option 1 ID : 64635041091

Option 2 ID : 64635041092

Option 3 ID : 64635041093

Option 4 ID : 64635041094

Status : **Answered**
Chosen Option : **3**

Q.67

Assertion (A) : The surveillance function confirms the tribal nature of news.

Reason (R) : It is against the dominant rituals of our lives.

Choose the appropriate 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 : **64635010460**
Option 1 ID : **64635041175**
Option 2 ID : **64635041176**
Option 3 ID : **64635041177**
Option 4 ID : **64635041178**
Status : **Answered**
Chosen Option : **1**

Q.68

The Dependista model of development communication is basically

1. ideological
2. mechanical
3. natural
4. supranational

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **64635010392**
Option 1 ID : **64635040903**
Option 2 ID : **64635040904**
Option 3 ID : **64635040905**
Option 4 ID : **64635040906**
Status : **Answered**
Chosen Option : **1**

Q.69

The process of moving from theoretical definition of concepts to numerical representation of these concepts into variables is called

1. sampling
2. testing of significance
3. operationalisation
4. hypothesis testing

Options 1. 1

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

Question Type : **MCQ**
Question ID : **64635010449**
Option 1 ID : **64635041131**
Option 2 ID : **64635041132**
Option 3 ID : **64635041133**
Option 4 ID : **64635041134**
Status : **Answered**
Chosen Option : **1**

Q.70

Which of the following variables can be counted in specific output analysis?

- 1. Source of story
- 2. Degree of exposure
- 3. Type of story
- 4. Footfalls in an event

Options

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

Question Type : **MCQ**
Question ID : **64635010424**
Option 1 ID : **64635041031**
Option 2 ID : **64635041032**
Option 3 ID : **64635041033**
Option 4 ID : **64635041034**
Status : **Answered**
Chosen Option : **1**

Q.71

Identify the issue for which 'Cambridge Analytica' is in news.

- 1. Data visualization
- 2. Data privacy
- 3. User analysis
- 4. Spam in user accounts

Options

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

Question Type : **MCQ**
Question ID : **64635010435**
Option 1 ID : **64635041075**
Option 2 ID : **64635041076**
Option 3 ID : **64635041077**
Option 4 ID : **64635041078**
Status : **Answered**
Chosen Option : **4**

Q.72

To which ethical theory the statement 'Do unto others as you would have them do unto you' belongs?

1. Categorical imperatives
2. Utilitarian
3. Relativism
4. Golden mean

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010430

Option 1 ID : 64635041055

Option 2 ID : 64635041056

Option 3 ID : 64635041057

Option 4 ID : 64635041058

Status : Answered

Chosen Option : 2

Q.73

Which of the following does NOT fall in the purview of ASCI's code of self-regulation for advertisements?

1. Not to be used for crass promotion in a monopolistic market
2. Truthful and fair to consumers and competitors
3. Within bounds of generally accepted standards of public decency
4. Not to be used indiscriminately for the promotion of product hazardous to the society/individuals

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010419

Option 1 ID : 64635041011

Option 2 ID : 64635041012

Option 3 ID : 64635041013

Option 4 ID : 64635041014

Status : Answered

Chosen Option : 1

Q.74

Which of the following CANNOT be included in pitfalls of copywriting?

1. Vagueness
2. Double meaning phrases
3. Stereotyping
4. Unintentional defamation

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010418
Option 1 ID : 64635041007
Option 2 ID : 64635041008
Option 3 ID : 64635041009
Option 4 ID : 64635041010
Status : Answered
Chosen Option : 2

Q.75

Visual stimuli which indicate relationships but not necessarily affect a response are called :

1. an index
2. a signal
3. a perspective
4. a shot

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010401
Option 1 ID : 64635040939
Option 2 ID : 64635040940
Option 3 ID : 64635040941
Option 4 ID : 64635040942
Status : Answered
Chosen Option : 3

Q.76

In which development communication model people are expected to solve their own problems?

1. Dominant paradigm
2. Organic model
3. Mechanistic model
4. Limited effects model

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ
Question ID : 64635010411
Option 1 ID : 64635040979
Option 2 ID : 64635040980
Option 3 ID : 64635040981
Option 4 ID : 64635040982
Status : Answered
Chosen Option : 1

Q.77

Assertion (A) : The 'Open Sky' policy led to the rapid spread of cable and satellite networks in India in the early 1990s.

Reason (R) : The policy was due to the restructuring of the Indian economy with a focus on globalisation.

Choose the appropriate 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 : 64635010464

Option 1 ID : 64635041191

Option 2 ID : 64635041192

Option 3 ID : 64635041193

Option 4 ID : 64635041194

Status : Answered

Chosen Option : 1

Q.78

Assertion (A) : The structuralist impact of advertising is drawn from critical political theories.

Reason (R) : The new business practices and market research approaches have their own role to play in this regard.

Choose the appropriate 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 : 64635010461

Option 1 ID : 64635041179

Option 2 ID : 64635041180

Option 3 ID : 64635041181

Option 4 ID : 64635041182

Status : Answered

Chosen Option : 1

Q.79

Which of the following is NOT a function of marketing services department of an ad agency?

1. Quality control
2. Systems and processes
3. Backend operations
4. Streamlining financial aspects

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010422

Option 1 ID : 64635041023

Option 2 ID : 64635041024

Option 3 ID : 64635041025

Option 4 ID : 64635041026

Status : Answered

Chosen Option : 3

Q.80 Assertion (A) : Mediated realism can be explained and understood in many ways.

Reason (R) : Some authors define mediated realism by its contents.

Select the appropriate 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 : 64635010457

Option 1 ID : 64635041163

Option 2 ID : 64635041164

Option 3 ID : 64635041165

Option 4 ID : 64635041166

Status : Answered

Chosen Option : 1

Q.81 The duration spent on each client when multiplied by the salary of the resource yields

1. human resource analysis
2. business analysis
3. cost-benefit analysis
4. time-cost analysis

Options 1. 1

2. 2
3. 3

4. 4

Question Type : MCQ

Question ID : 64635010421

Option 1 ID : 64635041019

Option 2 ID : 64635041020

Option 3 ID : 64635041021

Option 4 ID : 64635041022

Status : Answered

Chosen Option : 4

Q.82 Covering the in-camera proceedings in a court falls under

1. media freedom
2. contempt of court
3. breach of privilege
4. violation of human rights

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010431

Option 1 ID : 64635041059

Option 2 ID : 64635041060

Option 3 ID : 64635041061

Option 4 ID : 64635041062

Status : Answered

Chosen Option : 2

Q.83 What is Internet Saathi?

1. An initiative to reduce online gender disparity among rural Internet users of India
2. Voice-based online portal for central tribal India
3. Matrimonial portal
4. Job portal for BPL citizens of India

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010441

Option 1 ID : 64635041099

Option 2 ID : 64635041100

Option 3 ID : 64635041101

Option 4 ID : 64635041102

Status : Answered

Chosen Option : 4

Q.84

In Transactional Analysis theory, the author named 'the state of mind' as

1. ego
2. attitude
3. mood
4. mental state

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010391

Option 1 ID : 64635040899

Option 2 ID : 64635040900

Option 3 ID : 64635040901

Option 4 ID : 64635040902

Status : Answered

Chosen Option : 3

Q.85 82. Match List-I with List-II :

List-I
(Concepts of Development
Communication)

List-II
(Authors/Theorists)

- | | |
|---------------------------|----------------------|
| (a) Art and science | (i) F. Rozario-Braid |
| (b) Magic multiplier | (ii) Daniel Lerner |
| (c) Element of management | (iii) Wilbur Schramm |
| (d) Empathy | (iv) Nora Quebral |

Choose the correct option from the following :

1. (a)-(iv); (b)-(iii); (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)-(i); (c)-(iv); (d)-(iii)

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010472

Option 1 ID : 64635041223

Option 2 ID : 64635041224

Option 3 ID : 64635041225

Option 4 ID : 64635041226

Status : Answered

Chosen Option : 1

Q.86

A group of detailed, descriptive content analysis statistics that examines online messages, volume, tone and engagement is called

1. boundary scanning
2. communication audit
3. gatekeeping research
4. message analytics

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010408

Option 1 ID : 64635040967

Option 2 ID : 64635040968

Option 3 ID : 64635040969

Option 4 ID : 64635040970

Status : Answered

Chosen Option : 1

Q.87

In a four-point lighting design, which light separates the subject from the background?

1. Fill light
2. Back light
3. Key light
4. Background light

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010438

Option 1 ID : 64635041087

Option 2 ID : 64635041088

Option 3 ID : 64635041089

Option 4 ID : 64635041090

Status : Answered

Chosen Option : 3

Q.88

Which of the following campaign assessment research techniques provides important feedback to the advertiser while the campaign is still in progress?

1. Tracking studies
2. Projective techniques
3. Respondent diaries
4. Directed observation

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : **64635010432**
Option 1 ID : **64635041063**
Option 2 ID : **64635041064**
Option 3 ID : **64635041065**
Option 4 ID : **64635041066**
Status : **Answered**
Chosen Option : **2**

Q.89

The study of how images affect the ways one thinks, feels, behaves and interprets the meaning is called

1. proxemics
2. image behaviourism
3. visual literacy
4. visual recall

Options

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

Question Type : **MCQ**
Question ID : **64635010447**
Option 1 ID : **64635041123**
Option 2 ID : **64635041124**
Option 3 ID : **64635041125**
Option 4 ID : **64635041126**
Status : **Answered**
Chosen Option : **1**

Q.90

What is the frequency of *Sainik Samachar*?

1. Weekly
2. Monthly
3. Fortnightly
4. Bi-annual

Options

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

Question Type : **MCQ**
Question ID : **64635010427**
Option 1 ID : **64635041043**
Option 2 ID : **64635041044**
Option 3 ID : **64635041045**
Option 4 ID : **64635041046**
Status : **Answered**
Chosen Option : **1**

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

Jim McNamara, talking on the free publicity received in the media known as 'measurement by kilogram', opines that a quantifiable method does not indicate the quality of coverage. It also does not take into account whether the intended target audience was exposed to that and if yes, whether the impact of their attitude towards the company was the intended one.

Media measurement is defined as a standardized system for evaluating the effectiveness of communication between two or more organizations and their designated stakeholders through various media channels, through predetermined parameters that would encompass quantity, quality, positioning of news, its tone of coverage, etc.

Analysts often analyse the clippings on the basis of positive, negative, and neutral terms. It is considered positive, if it favours the company's point of view; it is negative, if it is critical; and it is neutral, if it has raised the necessary awareness without taking a positive or negative stand.

McNamara argues that this simple method of analysis runs into three major challenges to its validity and value.

The simple positive, negative, and neutral categorization of media articles run into the degree of subjectivity. Usually, evaluations are made casually and are based on personal judgement. Secondly, the method is crude, as it is possible that a story may have all the elements in it; then, how it is to be categorized. Thirdly, and most importantly, categorizing editorial articles as positive, negative, and neutral is a simplistic method of qualitative assessment, as it is possible that the so-called positive may not necessarily contain the key message or thrust of the company's viewpoint. Therefore, the article may be categorized as positive, but may not be strategically significant.

Globally, many consultancy firms and media monitoring agencies commonly use this method of media content analysis. In the US, PR researcher Delahaye and the Reputation Institute have been conducting research on free media coverage and their net positive impact on the reputation of companies in their yearly survey. The survey findings are placed on the public domain, which obviously has wider access and use. Besides media measurement is also done in a number of items-cum-centimetres, positioning after every media interface, such as press conferences, facility visits, etc., by the corporate communication managers, for their management's consumption.

SubQuestion No : 91

Q.91

Why does the author doubt the positive category of media measurement?

1. The coverage may not reflect the true situation
2. The coverage could be manipulated by the editor
3. The coverage may not reflect the primary messages
4. The coverage and parameter may not match

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010483

Option 1 ID : 64635041263

Option 2 ID : 64635041264

Option 3 ID : 64635041265

Option 4 ID : 64635041266

Status : Answered

Chosen Option : 1

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

Jim McNamara, talking on the free publicity received in the media known as 'measurement by kilogram', opines that a quantifiable method does not indicate the quality of coverage. It also does not take into account whether the intended target audience was exposed to that and if yes, whether the impact of their attitude towards the company was the intended one.

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SubQuestion No : 92

Q.92

What is media measurement?

1. It is the quantification and qualification of the published news/items as per determined variables
2. It is the space covered by certain news items
3. It is the position of placement of news items
4. It is the measurement/calculation of time

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010484

Option 1 ID : 64635041267

Option 2 ID : 64635041268

Option 3 ID : 64635041269

Option 4 ID : 64635041270

Status : Answered

Chosen Option : 1

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

Jim McNamara, talking on the free publicity received in the media known as 'measurement by kilogram', opines that a quantifiable method does not indicate the quality of coverage. It also does not take into account whether the intended target audience was exposed to that and if yes, whether the impact of their attitude towards the company was the intended one.

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SubQuestion No : 93

Q.93

What kind of research design do the consultancy firms apply for media measurement?

1. Survey design
2. Validity design
3. Content analysis design
4. Qualitative design

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010485

Option 1 ID : 64635041271

Option 2 ID : 64635041272

Option 3 ID : 64635041273

Option 4 ID : 64635041274

Status : Answered

Chosen Option : 2

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

Jim McNamara, talking on the free publicity received in the media known as 'measurement by kilogram', opines that a quantifiable method does not indicate the quality of coverage. It also does not take into account whether the intended target audience was exposed to that and if yes, whether the impact of their attitude towards the company was the intended one.

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SubQuestion No : 94

Q.94

91. Why did the author caution the reader about 'free publicity'?

1. Whether or not the audience had exposure and whether the company's intention was reflected in media exposure
2. The media reports are from the perspective of media
3. The media do not work for the company
4. The analysis is superficial

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010482

Option 1 ID : 64635041259

Option 2 ID : 64635041260

Option 3 ID : 64635041261

Option 4 ID : 64635041262

Status : Answered

Chosen Option : 1

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

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SubQuestion No : 95

Q.95 What is done with the survey findings of companies in the USA?

1. Submitted to the media owners
2. Presented in a seminar
3. Placed at a suitable platform for public
4. Stored as a classified document

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010486**

Option 1 ID : **64635041275**

Option 2 ID : **64635041276**

Option 3 ID : **64635041277**

Option 4 ID : **64635041278**

Status : **Answered**

Chosen Option : **3**

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

The new digital technologies have also united interpersonal and mass communication researchers in their study of health communication, employing various forms of communication to inform and influence people's decisions that enhance health. Among the most promising venues of inquiry are the use of the Internet as a substitute for a traditional visit to a health professional and the use of the new communication technologies in the service of public health campaigns.

Seventy-two percent of all Internet users search online for health information; a third of Americans go to the Web to diagnose medical conditions. Eight in ten of those efforts begin at a search engine rather than at a health-specific site (Heussner, 2013), and more than 40 percent of people's self e-diagnoses are eventually confirmed by a clinician (only 18 percent are disconfirmed), suggesting people are using the technology with some level of skill (Fox and Duggan, 2013). In fact, more people visit the digital doctor every day than visit actual health professionals. As a result, many health-care providers are taking advantage of the Internet delivery care. Many hospitals, clinics, and physicians maintain blogs to help people navigate, evaluate, and interpret online health information, often in advance of a visit. Many doctors offer—and most health plans pay for—e-visits, in which physicians and patients interact virtually instead of face-to-face. Used primarily to eliminate office visits for routine illnesses, patients simply enter their symptoms into an online system, and doctors, typically with the patients' health records electronically accessible, use that information to send a diagnosis and, when necessary, a prescription. Evaluation of e-visits undertaken by the American Medical Association suggests that the resulting diagnoses are accurate and far less costly to render (Mehrotra et. al., 2013). E-visits are not only effective and cost-efficient, they facilitate health communication in other ways as well. Doctors can attach to their replies information such as patient-education materials, lab results, prescriptions, referrals, and links to well-vetted websites.

Social networking is another site of health communication research interest, especially the use of information shared among social networking friends to improve health outcomes.

SubQuestion No : 96

Q.96

How does social networking help the people with health communication?

1. By sharing information among the members of a networking group
2. By advertising medicine
3. By providing information about sites for medicine
4. By pasting wrong doings of the doctors

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010492

Option 1 ID : 64635041295

Option 2 ID : 64635041296

Option 3 ID : 64635041297

Option 4 ID : 64635041298

Status : Answered

Chosen Option : 1

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

The new digital technologies have also united interpersonal and mass communication researchers in their study of health communication, employing various forms of communication to inform and influence people's decisions that enhance health. Among the most promising venues of inquiry are the use of the Internet as a substitute for a traditional visit to a health professional and the use of the new communication technologies in the service of public health campaigns.

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Social networking is another site of health communication research interest, especially the use of information shared among social networking friends to improve health outcomes.

SubQuestion No : 97

Q.97 How can a doctor initiate health communication in the process of e-visits?

1. By instructing the patients
2. By suggesting how to use new technology
3. By replying to the queries
4. By attaching health related material, web-site and other important link while replying

Options 1. 1

2. 2
3. 3
4. 4

Question Type : **MCQ**

Question ID : **64635010491**

Option 1 ID : **64635041291**

Option 2 ID : **64635041292**

Option 3 ID : **64635041293**

Option 4 ID : **64635041294**

Status : **Answered**

Chosen Option : **3**

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

The new digital technologies have also united interpersonal and mass communication researchers in their study of health communication, employing various forms of communication to inform and influence people's decisions that enhance health. Among the most promising venues of inquiry are the use of the Internet as a substitute for a traditional visit to a health professional and the use of the new communication technologies in the service of public health campaigns.

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Social networking is another site of health communication research interest, especially the use of information shared among social networking friends to improve health outcomes.

SubQuestion No : 98

Q.98

What are the uses of new communication technologies for health communication?

1. Research projects for health professionals
2. Health inquiry and health campaign
3. Research projects and trial for patients
4. Train the public and provide medicine

Options 1. 1

2. 2
3. 3
4. 4

Question Type : MCQ

Question ID : 64635010488

Option 1 ID : 64635041279

Option 2 ID : 64635041280

Option 3 ID : 64635041281

Option 4 ID : 64635041282

Status : Answered

Chosen Option : 2

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

The new digital technologies have also united interpersonal and mass communication researchers in their study of health communication, employing various forms of communication to inform and influence people's decisions that enhance health. Among the most promising venues of inquiry are the use of the Internet as a substitute for a traditional visit to a health professional and the use of the new communication technologies in the service of public health campaigns.

Seventy-two percent of all Internet users search online for health information; a third of Americans go to the Web to diagnose medical conditions. Eight in ten of those efforts begin at a search engine rather than at a health-specific site (Heussner, 2013), and more than 40 percent of people's self e-diagnoses are eventually confirmed by a clinician (only 18 percent are disconfirmed), suggesting people are using the technology with some level of skill (Fox and Duggan, 2013). In fact, more people visit the digital doctor every day than visit actual health professionals. As a result, many health-care providers are taking advantage of the Internet delivery care. Many hospitals, clinics, and physicians maintain blogs to help people navigate, evaluate, and interpret online health information, often in advance of a visit. Many doctors offer—and most health plans pay for—e-visits, in which physicians and patients interact virtually instead of face-to-face. Used primarily to eliminate office visits for routine illnesses, patients simply enter their symptoms into an online system, and doctors, typically with the patients' health records electronically accessible, use that information to send a diagnosis and, when necessary, a prescription. Evaluation of e-visits undertaken by the American Medical Association suggests that the resulting diagnoses are accurate and far less costly to render (Mehrotra et. al., 2013). E-visits are not only effective and cost-efficient, they facilitate health communication in other ways as well. Doctors can attach to their replies information such as patient-education materials, lab results, prescriptions, referrals, and links to well-vetted websites.

Social networking is another site of health communication research interest, especially the use of information shared among social networking friends to improve health outcomes.

SubQuestion No : 99

Q.99

What do people/patients do once they want to find the status of their health?

1. They visit special sites of medicine
2. They go to medicine shop to buy it
3. They visit digital doctors
4. They mostly start with search engine to get information about certain medical condition

Options 1. 1

2. 2

3. 3

4. 4

Question Type : MCQ

Question ID : 64635010489

Option 1 ID : 64635041283

Option 2 ID : 64635041284

Option 3 ID : 64635041285

Option 4 ID : 64635041286

Status : Answered

Chosen Option : 4

Comprehension:

Directions : Read the following passage carefully and answer the questions given below :

The new digital technologies have also united interpersonal and mass communication researchers in their study of health communication, employing various forms of communication to inform and influence people's decisions that enhance health. Among the most promising venues of inquiry are the use of the Internet as a substitute for a traditional visit to a health professional and the use of the new communication technologies in the service of public health campaigns.

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Social networking is another site of health communication research interest, especially the use of information shared among social networking friends to improve health outcomes.

SubQuestion No : 100

Q.100 What are e-visits?

1. Virtually visit hospital to see facilities
2. Virtually identify medicine from sites
3. The physicians and patients get connected virtually for consultation
4. Patients visiting the blog sites of the doctors

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**

Question ID : **64635010490**

Option 1 ID : **64635041287**

Option 2 ID : **64635041288**

Option 3 ID : **64635041289**

Option 4 ID : **64635041290**

Status : **Answered**

Chosen Option : **3**


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Candidate Details



Challenge/s regarding Answer Key

Remark	QuestionID	Correct Option(s)	ID Options claimed			
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