

TS SET

Notations :

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

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

Group 1

Group Number :	1
Group Id :	51714462
Group Maximum Duration :	0
Group Minimum Duration :	180
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	300
Is this Group for Examiner? :	No
Examiner permission :	Cant View
Show Progress Bar? :	No

Paper I

Section Id :	517144123
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	42
Number of Questions to be attempted :	42
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	517144379
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 1 Question Id : 5171449285 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What does "learning style" refer to in education?

విద్యకు సంబంధించి అభ్యాసశైలి అనగానేమి

Options :

The innate ability to acquire knowledge.

1. ✘ జ్ఞానార్జనకు సహజ సామర్థ్యము

The cognitive capacity for critical thinking.

2. ✘ విమర్శనా ఆలోచనకు అభిజ్ఞా సామర్థ్యము

The personal approach to learning and processing information.

3. ✔ అభ్యాసమునకు, సమాచారము ప్రాసేస్ చేయుటకు వ్యక్తిగత దృక్పథము

The teaching methods used by educators.

4. ✘ బోధించే వారు వాడు బోధనా పద్ధతులు

Question Number : 2 Question Id : 5171449286 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

How can a positive learning environment enhance the learning process?

ధనాత్మక అభ్యాస వాతావరణము, అభ్యాస ప్రక్రియను ఎట్లు అధికం చేయును

Options :

1. ✘

By discouraging collaboration among students.

విద్యార్థుల మధ్య సహకారాన్ని నిరుత్సాహపరచుట

By providing limited access to resources.

2. ✘ వనరులకు పరిమిత ప్రవేశమును అందించుట

By fostering motivation, engagement, and creativity.

3. ✔ ప్రేరణ, నిమగ్నత, సృజనాత్మకత పెంపొందించుట

By imposing strict rules and regulations.

4. ✘ కఠినమైన నియమ నిబంధనలను విధించుట

Question Number : 3 Question Id : 5171449287 Question Type : MCQ Option Shuffling : No Is

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

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

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

Correct Marks : 2 Wrong Marks : 0

What is a key principle of learner-centered methods?

అభ్యసించువాని కేంద్రీకృత పద్ధతుల కీలక సూత్రమేది

Options :

Passive role of students in learning.

1. ✘ అభ్యాసములో విద్యార్థుల నిష్క్రియాత్మక పాత్ర

Teacher's responsibility to memorize all content.

2. ✘ మొత్తం పాఠ్యాంశము గుర్తించుకొనుటలో బోధకుని బాధ్యత

Focus on adapting to individual student needs.

వ్యక్తిగత విద్యార్థి అవసరాలనుసరించి దృష్టి

3. ✓

Strict adherence to a standardized curriculum.

ప్రామాణిక పాఠ్యాంశమునకు కఠినంగా కట్టుబడి ఉండుట

4. ✘

Question Number : 4 Question Id : 5171449288 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What does SWAYAM stand for?

స్వయం అంటే ?

Options :

1. ✘ System for Web-based Assessment and Youth-oriented Monitoring

2. ✘ Study Webs of Active Youth for Advanced Learning Management

3. ✓ Study Webs of Active-Learning for Young Aspiring Minds

4. ✘ Sustainable Web-based Academic Yearly Assessment and Management

Question Number : 5 Question Id : 5171449289 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

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

Correct Marks : 2 Wrong Marks : 0

What is the primary purpose of a Learning Management System (LMS)?

యాజమాన్య పద్ధతి నేర్చుకొనుటలో ముఖ్య ఉద్దేశ్యమేమి ?

Options :

1. ✘ To manage financial transactions for educational institutions
విద్యాసంస్థలకు ఆర్థిక వ్యవహారాలు నిర్వహించుట
2. ✘ To facilitate communication between students, parents and teachers
విద్యార్థుల తల్లి తండ్రులు, ఉపాధ్యాయుల మధ్య వార్తలు సులభం చేయుట
3. ✔ To create and deliver online courses, manage content, and track student progress
అన్లైన్ కోర్సులను, సృష్టించి నడుపుట, పాఠ్యాంశము నిర్వహించుట, విద్యార్థి పురోగతిని గుర్తించుట
4. ✘ To replace traditional textbooks with digital resources
సాంప్రదాయక పాఠ్యపుస్తకములను డిజిటలు వనరులతో భర్తీ చేయుట

Question Number : 6 Question Id : 5171449290 Question Type : MCQ Option Shuffling : No Is

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

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

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

Correct Marks : 2 Wrong Marks : 0

Which type of research aims to explore new theories and ideas to generate hypotheses?

పరికల్పనలను ఉత్పత్తి చేయుటకు ఏ పరిశోధనా పద్ధతులు,కొత్త సిద్ధాంతములను ఆలోచనలను అన్వేషించుటకు సహాయపడును.

Options :

1. ✘

Descriptive research

వర్ణనాత్మక పరిశోధన

2. ✓ Exploratory research
అన్వేషణాత్మక పరిశోధన

3. ✘ Experimental research
ప్రయోగత్మక పరిశోధన

4. ✘ Quantitative research
పరిమాణాత్మక పరిశోధన

Question Number : 7 Question Id : 5171449291 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Positivism in research emphasizes:

పరిశోధనలో ధనాత్మక దేనిని ఉద్ఘాటించును

Options :

1. ✘ Subjective interpretation and personal beliefs
ఆత్మాశ్రయమైన వివరణ, వ్యక్తిగత నమ్మకాలు

2. ✘ The importance of intuition and gut feelings
అంతర్దృష్టి, అంత్రముల స్పందనా ప్రాముఖ్యత

3. ✓ The use of rigorous scientific methods to uncover objective truths
నిష్పక్షపాత నిజాలను వెలికి తీయుటలో కఠినమైన శాస్త్రీయ పద్ధతుల ఉపయోగము

4. ✘ The rejection of empirical evidence in favor of abstract theories
వైరుష్య సిద్ధాంతం అనుకూలంగా, అనుభావిక సాక్ష్యాన్ని నిరాకరించుట

Question Number : 8 Question Id : 5171449292 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

What is the first step in the research process?

పరిశోధనా ప్రక్రియలో మొదటి అడుగు ఏది

Options :

1. ✘ Data analysis
దత్తాంశ విశ్లేషణ

2. ✘ Writing the research report
పరిశోధన రిపోర్టు వ్రాయుట

3. ✓ Formulating research questions or hypotheses
పరిశోధన ప్రశ్నలను, పరికల్పనలను సూత్రీకరించుట

4. ✘ Conducting a literature review
గ్రంథ సమీక్ష చేయుట

Question Number : 9 Question Id : 5171449293 Question Type : MCQ Option Shuffling : No Is

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

The appendices section of a thesis includes:

ఒక పరిశోధన యొక్క అనుగ్రంథాల విభాగంలో యిది ఉండును

Options :

1. ✘ The acknowledgments and dedication pages
గౌరవించు, అంకితంచేయు పేజీలు
2. ✘ A list of all the tables and figures in the thesis
సిద్ధాంత వ్యాసములలో పట్టికల, అంకెల జాబితా
3. ✔ Extra information, such as data tables, survey forms, or supplementary materials
దత్తాంశ పట్టీలు, సర్వే ఫారాలు, అదనపు అంశాలు వంటి అధిక సమాచారము
4. ✘ A detailed description of the research methodology
పరిశోధన పద్ధతి విస్తృత వివరణ

Question Number : 10 Question Id : 5171449294 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

How does ICT impact research dissemination?

ICT పరిశోధనా వ్యాప్తి పై ఎటువంటి ప్రభావం చూపుతుంది

Options :

1. ✘

It limits research dissemination to local audiences only
పరిశోధనా వ్యాప్తిని స్థానిక శ్రోతలకే పరిమితం చేస్తుంది

It enhances research dissemination through online platforms, social media, and open-access journals

ఆన్‌లైన్ వేదికలు, సామాజిక మాధ్యమము, ప్రవేశము తెరచి ఉన్న పత్రికలు ద్వారా పరిశోధనా వ్యాప్తి పెరుగుతుంది

2. ✓

It replaces the need for written research reports

పరిశోధన వ్రాత రిపోర్టుల అవసరాన్ని భర్తీ చేస్తుంది

3. ✘

It discourages researchers from sharing their findings with others

పరిశోధకులు తాము కనుగొన్నది ఇతరులకు అందించటంలో నిరుత్సాహ పరుస్తుంది

4. ✘

Sub-Section Number :	2
Sub-Section Id :	517144380
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Id : 5171449295 Question Type : COMPREHENSION Sub Question Shuffling Allowed :
No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator :
None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed
Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval
to replay(In Seconds) : 0 Allow Volume Control : No
Question Numbers : (11 to 15)
Question Label : Comprehension

Note: Answer the questions 11-15 by reading the following passage:

గమనిక: క్రింద ఇవ్వబడిన సమాచారం ఆధారంగా Q. 11 నుండి Q. 15 ప్రశ్నలకు సమాధానాలు వ్రాయండి.

The investigation of the geology of all the places visited was far more important, as reasoning here comes into play. On first examining a new district nothing can appear more hopeless than the chaos of rocks; but by recording the stratification and nature of the rocks and fossils at many points, always reasoning and predicting what will be found elsewhere, light soon begins to dawn on the district, and the structure of the whole becomes more or less intelligible. I had brought with me the first volume of Lyell's 'Principles of Geology,' which I studied attentively; and the book was of the highest service to me in many ways. The very first place which I examined, namely St. Jago in the Cape de Verde islands, showed me clearly the wonderful superiority of Lyell's manner of treating geology, compared with that of any other author, whose works I had with me or ever afterwards read.

సందర్శించిన అన్ని ప్రదేశాల భుగర్భ శాస్త్రం యొక్క పరిశోధన చాలా ముఖ్యమైనది, ఎందుకంటే ఇక్కడ తార్కికం అమలులోకి వస్తుంది. కొత్త ప్రాంతం మొదట పరిశీలించినప్పుడు రాళ్ల గందరగోళం తప్ప ఏమి కనిపించదు. కానీ రాళ్ళు మరియు శిలాజాల యొక్క అనేక పాయింట్ల స్తరీకరణ మరియు స్వభావం రికార్డ్ చేయడం ద్వారా, ఎల్లప్పుడూ తర్కించడం మరియు మరెక్కడ కనుగొనబడుతుందో అంచనా వేయడం ద్వారా, ఆ కొత్త ప్రాంతంపై పూర్తి వెలుగు ప్రసరిస్తుంది.

నేను శ్రద్ధగా అధ్యయనం చేసిన లియెల్ యొక్క 'ప్రిన్సిపుల్స్ ఆఫ్ జియాలజీ' యొక్క మొదటి సంపుటం ఈ పుస్తకం నాకు అనేక విధాలుగా గొప్ప సహాయం చేసింది. నేను పరిశీలించిన మొదటి ప్రదేశం, కేప్ డి వెర్డె దీవులలోని సెయింట్ జాగో. నా దగ్గర ఉన్న లేదా ఆ తర్వాత చదివిన ఇతర రచయితలతో పోలిస్తే, లియెల్ యొక్క అద్భుతమైన భుగర్భ శాస్త్రం నాకు స్పష్టంగా అర్థం అయ్యింది.

Sub questions

Question Number : 11 Question Id : 5171449296 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The author is interested in the study of _____

రచయిత _____ అధ్యయనంపై ఆసక్తి కలిగి ఉన్నారు.

Options :

1. ✘ Environment
పర్యావరణం
2. ✔ rocks and fossils
శిలలు మరియు శిలాజాలు
3. ✘ nature
ప్రకృతి
4. ✘ minerals
ఖనిజాలు

Question Number : 12 Question Id : 5171449297 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

On his first investigation, he finds the rocks very _____

రచయిత కొత్త ప్రాంతం సందర్శించినప్పుడు _____ రాళ్ళ గుట్టలని చూస్తారు.

Options :

1. ✔ disorderly
అస్వచ్ఛమైనంగా ఉన్న
2. ✘ disturbing
కలవరపెట్టే

3. ✘ welcoming
స్వాగతించని

4. ✘ inhospitable
ఆదరించని

Question Number : 13 Question Id : 5171449298 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

The phrase- 'light soon begins to dawn' means _____
'త్వరలో వెలుగు ప్రసరిస్తుంది' అంటే _____

Options :

1. ✘ day-breaks
తెల్లవారుతుంది

2. ✘ Sun shines brightly
సూర్యుడు ప్రకాశవంతంగా ప్రకాశిస్తాడు

3. ✔ clarity emerges about the situation
పరిస్థితి పై స్పష్టత వస్తుంది

4. ✘ daylight begins
పగటి వెలుగు ప్రారంభమవుతుంది

Question Number : 14 Question Id : 5171449299 Question Type : MCQ Option Shuffling : No Is

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

The author finds the book, 'Principles of Geology' as most _____
రచయిత భౌగోళిక శాస్త్ర సూత్రాలు పుస్తకాన్ని అత్యంత _____ దిగా పరిగణిస్తారు.

Options :

1. ✓ exemplary
ఆదర్శప్రాయమైన

2. ✘ imperfect
అసంపూర్ణమైన

3. ✘ mediocre
సాధారణమైన

4. ✘ inferior
నాసిరకమైన

Question Number : 15 Question Id : 5171449300 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Mr. Lyell is an/ a _____
మిస్టర్ లియెల్ ఒక _____

Options :

1. ✘ Geophysicist
జియోఫిజిసిస్ట్

2. ✘ Author
రచయిత

3. ✔ Geologist and author
భూవిజ్ఞాన శాస్త్రవేత్త మరియు రచయిత

4. ✘ explorer
అన్వేషకుడు

Sub-Section Number : 3
Sub-Section Id : 517144381
Question Shuffling Allowed : Yes
Is Section Default? : null

Question Number : 16 Question Id : 5171449301 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

A _____ communication prevents misunderstandings and helps in
establishing a constructive relationship.

_____ కమ్యూనికేషన్ అపార్థాలను నివారిస్తుంది మరియు నిర్మాణాత్మక సంబంధాన్ని
వీర్పరచడంలో సహాయపడుతుంది

Options :

1. ✔ positive
సానుకుల

2. ✘

passive
నిష్క్రియ

reflective

లోతైన ఆలోచనతో కూడిన

3. ✘

retentive

ధారణ శక్తి గల

4. ✘

Question Number : 17 Question Id : 5171449302 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Being _____ in communication helps in establishing credibility as a
professional

ప్రోఫెషనల్ కమ్యూనికేషన్లో _____ గా ఉండటం వల్ల విశ్వసనీయతను స్థాపించడంలో
సహాయపడుతుంది

Options :

reserved

మితభాషి

1. ✘

confident

నమ్మకం

2. ✔

soft spoken

మృదుభాషి

3. ✘

4. ✘

indifferent
ఉదాసీనత

Question Number : 18 Question Id : 5171449303 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Classroom communication is effective only if the teacher is _____
ఉపాధ్యాయుడు _____ తరగతి గది కమ్యూనికేషన్ ప్రభవవంతంగా ఉంటుంది

Options :

1. ✘ emphatic
నొక్కివక్కాణిస్తే

2. ✔ empathetic
సానుభుతి గల వారు అయితే

3. ✘ gentle
సౌమ్యుడు అయితే

4. ✘ loud
బిగ్గరగా చెబితే

Question Number : 19 Question Id : 5171449304 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Usage of _____ can be avoided in inter cultural communication to steer clear of misunderstanding and ambiguity

అంతర సంస్కృతి సంభాషణలో, దీనిని వాడకపోవట వలన అపార్థం మరియు అస్పష్టతని నివారించవచ్చును.

Options :

1. ✘ translation
అనువాదం
2. ✘ non -verbal communication
అశాబ్దిక సంభాషణ
3. ✘ accent
యాస
4. ✔ jargon
పరిభాష

Question Number : 20 Question Id : 5171449305 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

One of the important forms of traditional media is _____

సాంప్రదాయ మాధ్యమం యొక్క ముఖ్యమైన రూపాలలో _____ ఒకటి

Options :

1. ✔ Theatre and drama
రంగస్థలం మరియు నాటకం
2. ✘

Newspapers
వార్తాపత్రికలు

3. ✘ Novels
నవలలు

4. ✘ journals
పత్రికలు

Question Number : 21 Question Id : 5171449306 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

6, 8, 19, 61, 249, ____

Options :

1. ✘ 1249

2. ✘ 1261

3. ✔ 1251

4. ✘ 1256

Question Number : 22 Question Id : 5171449307 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

**Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

ABFL, BDLX, CFRJ, DHXV, _____

Options :

1. ✘ EICH

2. ✘ EJDI

3. ✔ EJDH

4. ✘ FICH

**Question Number : 23 Question Id : 5171449308 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

In a certain code language if the word SOLUTIONS is coded as SNOITULOS,
then the word ANSWER coded in that language is _____

ఒక నిర్దిష్ట కోడ్ భాషలో SOLUTIONS అనే పదం SNOITULOSగా కోడ్ చేయబడితే, ఆ భాషలో
ANSWER కోడ్ చేయబడిన పదం _____

Options :

1. ✘ RENSWA

2. ✘ RENSAW

3. ✘ REASWN

4. ✔ REWSNA

Question Number : 24 Question Id : 5171449309 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The cost of 3 pens and 21 pencils equal to the cost of 5 pens and 7 pencils. The ratio of the cost of a pencil to that of a pen is ____

3 పెన్నులు మరియు 21 పెన్సిల్స్ ధర 5 పెన్నులు మరియు 7 పెన్సిల్స్ ధరకు సమానం. పెన్సిల్ ధర మరియు పెన్ను ధర నిష్పత్తి ____

Options :

1. ✘ 7:3

2. ✘ 5:3

3. ✘ 3:2

4. ✔ 1:7

Question Number : 25 Question Id : 5171449310 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

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

Correct Marks : 2 Wrong Marks : 0

An A.C. is purchased for Rs. 55,000 and sold it for Rs. 44,000. The loss percentage is __

ఒక ఏసీని రూ. 55,000 కొని మరియు దానిని రూ. 44,000 అమ్మితే దాని నష్టం శాతం __

Options :

1. ✘ 15%

2. ✘ 25%

3. ✔ 20%

4. ✘ 33%

Question Number : 26 Question Id : 5171449311 Question Type : MCQ Option Shuffling : No Is

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

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

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

Correct Marks : 2 Wrong Marks : 0

Statements:

Some gold are silver.

Some silver are bronze.

No bronze is iron.

ప్రకటనలు:

కొంత బంగారం వెండి.

కొన్ని రజతాలు కాంస్యం.

కంచు అంటే ఇనుము కాదు.

Conclusion:

I. Some bronze are gold.

II. Some iron being bronze is possibility.

III. Some iron being gold as well as silver is a possibility.

తీర్మానాలు:

I. కొన్ని కాంస్యాలు బంగారం.

II. కొంత ఇనుము కంచుగా ఉండే అవకాశం ఉంది.

III. కొంత ఇనుము బంగారంతో పాటు వెండి కూడా ఉండే అవకాశం ఉంది.

Options :

I and III follow

1. ✘ I మరియు III అనుసరించును

III follows

2. ✔ III అనుసరించును

II and III follow

3. ✘ II మరియు III అనుసరించును

II follows

4. ✘ II అనుసరించును

Question Number : 27 Question Id : 5171449312 Question Type : MCQ Option Shuffling : No Is

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

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

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

Correct Marks : 2 Wrong Marks : 0

In a class of 80 students 30 students like tea, 35 students like milk and 25 students like coffee. It is also known that 15 students like both tea and milk, 17 students like both milk and coffee and 14 students like both tea and coffee, 9 students like tea, coffee as well as milk. The total number of students who like neither tea nor coffee nor milk?

80 మంది విద్యార్థులున్న క్లాసులో, 30 మంది విద్యార్థులు టీ, 35 మంది పాలు, 25 మంది కాఫీని ఇష్టపడతారు. 15 మంది విద్యార్థులు టీ, పాలు, 17 మంది విద్యార్థులు పాలు, కాఫీలు, 14 మంది విద్యార్థులు టీ, కాఫీలు, 9 మంది విద్యార్థులు టీ, కాఫీ, పాలు తాగుతున్నారు. టీ, కాఫీ, పాలు ఇష్టపడని విద్యార్థుల సంఖ్య ఎంత?

Options :

1. ✓ 27

2. ✗ 12

3. ✗ 10

4. ✗ 8

Question Number : 28 Question Id : 5171449313 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

How is my father's father's only daughter-in-law's brother related to me?
మా నాన్నగారి నాన్నగారి ఒక్కగానొక్క కోడలి తమ్ముడికి నాకు సంబంధం ఏమిటి?

Options :

1. ✗ Father

2. ✗ Paternal Uncle

3. ✓ Maternal Uncle

4. ✘ Cousin

Question Number : 29 Question Id : 5171449314 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The distinction between Savikalpaka (determinate) and Nirvikalpaka (indeterminate) is made with respect to which of the following pramanas?
సవికాల్పక (నిర్ణయాత్మకం) మరియు నిర్వికల్పక (నిర్దిష్ట) మధ్య వ్యత్యాసం ఈ క్రింది

వాటిలో ఏ ప్రమాణానికి చేయబడింది

Options :

Anumana (inference)

1. ✘ అనుమాన (అంచనా)

Pratyaksa (perception)

2. ✓ ప్రత్యక్ష (అవగాహన)

Arthapatti (postulation)

3. ✘ అర్థపట్టి (పోస్టులేషన్)

Upamana (comparison)

4. ✘ ఉపమాన (పోలిక)

Question Number : 30 Question Id : 5171449315 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Consider the following statements and choose the right option

దిగువ స్టేట్‌మెంట్‌లను పరిగణనలోకి తీసుకోండి మరియు సరైన ఆప్షన్ ఎంచుకోండి.

- (a) Middle term should be distributed in atleast one premise
మధ్యకాలికాన్ని కనీసం ఒక ప్రమేయంలో పంపిణీ చేయాలి.
- (b) Middle term should be present in the conclusion
ముగింపులో మధ్య పదం ఉండాలి.
- (c) Both premises can be particular in a valid argument
చెల్లుబాటు అయ్యే వాదనలో రెండు ప్రమేయాలు నిర్దిష్టంగా ఉండవచ్చు.
- (d) Both premises can be negative in a valid argument
చెల్లుబాటు అయ్యే వాదనలో రెండు ప్రమేయాలు ప్రతికూలంగా ఉండవచ్చు.

Options :

1. ✘ (c) and (d)

2. ✘ Only (c)

3. ✔ Only (a)

4. ✘ (b) and (c)

Sub-Section Number :

4

Sub-Section Id :

517144382

Question Shuffling Allowed :

No

Is Section Default? :

null

Question Id : 5171449316 Question Type : COMPREHENSION Sub Question Shuffling Allowed :

No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator :

None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed

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

Question Numbers : (31 to 35)

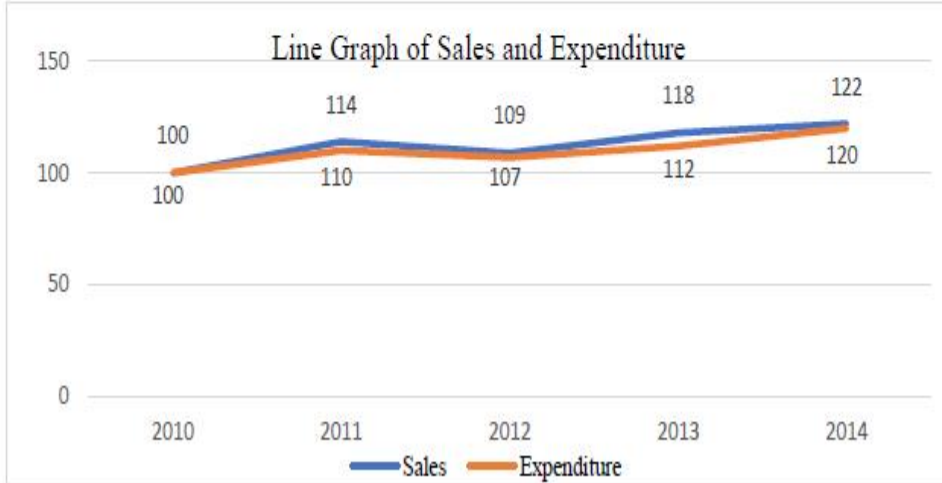
Question Label : Comprehension

Note: Answer the questions Q. 31 to Q. 35 on the basis of the information given below.

గమనిక: క్రింద ఇవ్వబడిన సమాచారం ఆధారంగా Q. 31 నుండి Q. 35 ప్రశ్నలకు సమాధానాలు వ్రాయండి.

The line graphs give the sales and expenditure of a company across five years, starting from 2010. The value of both sales and expenditure for the year 2010 is indexed to 100. It is known that the profit in 2012 was Rs. 1 cr.

2010 నుండి ప్రారంభమయ్యే ఐదేళ్ల లో కంపెనీ అమ్మకాలు మరియు వ్యయాలను క్రింది లైన్ గ్రాఫ్లు అందిస్తాయి. 2010 సంవత్సరానికి అమ్మకాలు మరియు వ్యయం రెండింటి విలువ 100కి సూచిక చేయబడింది. 2012లో లాభం రూ. ఒక కోటి.



Sub questions

Question Number : 31 Question Id : 5171449317 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In at least how many years did the company make a profit?

కనీసం, ఎన్ని సంవత్సరాలలో కంపెనీ లాభాలను ఆర్జించింది?

Options :

1. ✘ 2

2. ✔ 3

3. ✘ 4

4. ✘ 5

Question Number : 32 Question Id : 5171449318 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In which year was the profit the least ?

ఏ సంవత్సరంలో అతి తక్కువ లాభం వచ్చింది ?

Options :

1. ✘ 2010

2. ✘ 2012

3. ✘ 2014

4. ✔ Can not be determined
నిర్ణయించడం సాధ్యం కాదు

Question Number : 33 Question Id : 5171449319 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In which year the percentage income in sales is highest?
ఏ సంవత్సరంలో అమ్మకాలలో అత్యధిక శాతం ఆదాయం ఉంది ?

Options :

1. ✓ 2011

2. ✘ 2012

3. ✘ 2013

4. ✘ 2014

Question Number : 34 Question Id : 5171449320 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

If the sales of the company in 2010 was Rs. 250 cr. Then what was the profit in 2013

2010లో కంపెనీ విక్రయాలు రూ. 250 కోట్లు అప్పుడు 2013లో లాభం ఎంత?

Options :

1. ✘ 8.6 Cr

2. ✓ 10.8 Cr

3. ✘ 11.4 Cr

4. ✘ 14.1 Cr

Question Number : 35 Question Id : 5171449321 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What was the approximate percentage decrease in profit in 2012, when compared to 2011?

2011తో పోలిస్తే 2012లో లాభంలో సుమారు ఎంత శాతం తగ్గింది ?

Options :

1. ✘ 6

2. ✘ 8

3. ✘ 9

4. ✓ Can not be determined.
నిర్ణయించడం సాధ్యం కాదు

Sub-Section Number :

5

Sub-Section Id :

517144383

Question Shuffling Allowed :

Yes

Is Section Default? :

null

Question Number : 36 Question Id : 5171449322 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What is the full form of 'GIF' ?

'GIF' పూర్తి నామమేమి ?

Options :

1. ✘ Global Internet Format
2. ✘ Global Interface Format
3. ✔ Graphics Interchange Format
4. ✘ Graphical Interface Format

Question Number : 37 Question Id : 5171449323 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What is the primary function of an IP address?

IP చిరునామా ప్రాథమిక విధి ఏమి ?

Options :

1. ✔ To identify a device on a network
నెట్వర్కులో ఓక పరికరాన్ని గుర్తించుట

2. ✖ To store WebPages
వెబ్ పేజీలను స్టోరు చేయుట
3. ✖ To process email messages
ఇమెయిలు వార్తలను పంపిచుట
4. ✖ To encode video content
వీడియో విషయాన్ని ఎన్కోడు చేయుట

Question Number : 38 Question Id : 5171449324 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

SWAYAM PRABHA is a group of.....
స్వయంప్రభ వీటి యొక్క సమూహము

Options :

1. ✖ 30 DTH channels
30 డిటిహెచ్ ఛానెళ్ళు
2. ✔ 40 DTH channels
40 డిటిహెచ్ ఛానెళ్ళు
3. ✖ 60 DTH channels
60 డిటిహెచ్ ఛానెళ్ళు
4. ✖ 80 DTH channels
80 డిటిహెచ్ ఛానెళ్ళు

Question Number : 39 Question Id : 5171449325 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which of the following ICT initiatives of MHRD deals with E-governance for institutions / Universities?

యం. హెచ్.ఆర్.డి యొక్క ఈ దిగువ ఐసీఐఐ చొరవలు సంస్థల విశ్వ విద్యాలయాలకు సంబంధించినవి.

Options :

1. ✘ SWAYAM

2. ✔ SAMARTH

3. ✘ VIDWAN

4. ✘ IRINS

Question Number : 40 Question Id : 5171449326 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What does the term "Wi-Fi" stand for?

"వైఫై" అనగా నేమి ?

Options :

1. ✘ Wide Frequency
వైడ్ ఫ్రీక్వెన్సీ

Wireless Function

2. ✘ వైర్లెస్ ఫంక్షను

Wireless Fidelity

3. ✔ వైర్లెస్ ఫిడిలిటీ

Wide Functionality

4. ✘ వైడ్ ఫంక్షనాలిటీ

Question Number : 41 Question Id : 5171449327 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In which year was the United Nations Commission on Sustainable Development (CSD) started by the UN General Assembly?

అంతర్జాతీయ సాధారణ అసెంబ్లీ ఈ క్రింది సంవత్సరంలో స్థిరమైన అభివృద్ధిపై అంతర్జాతీయ కమీషనును ప్రారంభించింది.

Options :

1. ✔ 1992

2. ✘ 1993

3. ✘ 1994

4. ✘ 1995

Question Number : 42 Question Id : 5171449328 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which of the following is not a negative impact of urbanization on the environment?

వాతావరణంలో, ఈ దిగువ అంశము పట్టణీకరణపై ఋణాత్మక ప్రభావం చూపదు

Options :

1. ✘ Deforestation
అటవీ నిర్మూలన

2. ✘ Pollution
కాలుష్యం

3. ✔ Waste recycling
వ్యర్థాల రిసైక్లింగు

4. ✘ Loss of biodiversity
జీవవైవిధ్య నష్టాలు

Question Number : 43 Question Id : 5171449329 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which of the following gas is more in percentage in the air?

గాలిలో ఎక్కువ శాతంలో ఉన్న వాయువు పేరేమి?

Options :

1.

✘ Oxygen Gas
ఆక్సిజను

2. ✔ Nitrogen Gas
నైట్రోజను

3. ✘ Water Vapour
నీటి ఆవిరి

4. ✘ Carbon Dioxide Gas
బొగ్గు పులుసు వాయువు

Question Number : 44 Question Id : 5171449330 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

Why biogas is considered a 'good' source of energy?
బయోగాస్‌ను ఒక మంచిశక్తి వనరుగా ఎందువలన పరిగణిస్తారు

Options :

1. ✘ as it produces ashes
అది బూడిదను ఉత్పత్తి చేస్తుంది

2. ✘ as it produces methane
అది మిథేన్‌ని ఉత్పత్తి చేస్తుంది

3. ✔ as it burns without releasing smoke
అది పొగ లేకుండా మండుతుంది

as it decomposes in the absence of oxygen

ఆక్సిజన్ లేక శిథిలమై పోతుంది

4. ✘

Question Number : 45 Question Id : 5171449331 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What is objective of the Paris Agreement/Accord?

పారిస్ ఒడంబడిక/ సమ్మతి యొక్క లక్ష్యము

Options :

1. ✓ Decrease Global Warming below 2 degrees Celsius
ప్రపంచ వేడేక్కుటను 2 డిగ్రీల సేల్సియస్ దిగువకు తగ్గించుట

2. ✘ Decrease Global Warming below 3 degrees Celsius
ప్రపంచ వేడేక్కుటను 3 డిగ్రీల సేల్సియస్ దిగువకు తగ్గించుట

3. ✘ Decrease Global Warming below 1.5 degree Celsius
ప్రపంచ వేడేక్కుటను 1.5 డిగ్రీల సేల్సియస్ దిగువకు తగ్గించుట

4. ✘ Decrease Global Warming below 1 degree Celsius
ప్రపంచ వేడేక్కుటను 1 డిగ్రీల సేల్సియస్ దిగువకు తగ్గించుట

Question Number : 46 Question Id : 5171449332 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Under whom, Nalanda was greatly ransacked by the army of Mamluk dynastic of Delhi Sultanat?

ధిల్లీ సుల్తానాత్ యొక్క మామ్లక్ డైనాస్టిక్ సైన్యము ఎవరి పరిపాలనలో నలండా ఎక్కువగా కొల్లగొట్టబడింది.

Options :

1. ✘ Chandragupt Maurya
2. ✘ Aurang jeb
3. ✔ Bakhtiyar Khiliji
4. ✘ Allaudin Khiliji

Question Number : 47 Question Id : 5171449333 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The main governing body at the tertiary level of education in India is....

ఇండియా విద్యారంగ తృతీయ స్థాయిలో ముఖ్య పరిపాలన సంస్థ

Options :

1. ✘ NCERT
2. ✘ CBSE
3. ✘ AICTE

4. ✓ UGC

Question Number : 48 Question Id : 5171449334 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which of the following is an example of conventional learning programme in India?
ఈ దిగువ వానిలో ఏది ఇండియాలో సాంప్రదాయక అభ్యాసానికి ఉదాహరణ

Options :

1. ✘ Yoga
యోగ

2. ✘ Fine Arts
లలిత కళలు

3. ✓ Agriculture
వ్యవసాయము

4. ✘ Fashion Designing
సొగపైన రూపకల్పన

Question Number : 49 Question Id : 5171449335 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

One among is not a Core Critical Thinking Skills
ఇందులో ఒకటి ముఖ్య కీలక ఆలోచనా నైపుణ్యము కాదు

Options :

1. ✘ Interpretation
వివరణ
2. ✘ Analysis
విశ్లేషణ
3. ✘ Self-regulation
స్వీయ నియంత్రణ
4. ✔ Self esteem
ఆత్మ గౌరవం

Question Number : 50 Question Id : 5171449336 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0

The main objective of teaching at Higher Education Level is.....
ఉన్నత విద్యాస్థాయిలో బోధన యొక్క ముఖ్య లక్ష్యము

Options :

1. ✘ To prepare students to pass examination
విద్యార్థులను పరీక్షలో ఉత్తీర్ణులగుటకు తయారుచేయుట
2. ✔ To develop the capacity to take decisions
నిర్ణయం తీసుకునే శక్తిని వృద్ధి చేయుట
- 3.

To give new information

కొత్త సమాచారం ఇచ్చుట



To motivate students to ask questions during lecture

బోధనా సమయంలో విద్యార్థులను ప్రశ్నలు వేయుటకు ప్రేరేపించుట

4. ✖

Paper II

Section Id :	517144124
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	200
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	517144384
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 51 Question Id : 5171449337 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

A television programme of film based on the facts of the life of a person is called:

Options :

1. ✘ Docudrama
2. ✘ Feature
3. ✔ Biopic
4. ✘ Documentary

Question Number : 52 Question Id : 5171449338 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The mathematical ratio between the vertical and the horizontal measurements of a film/video is referred to as:

Options :

1. ✘ Format ratio
2. ✘ Size ratio
3. ✔ Aspect ratio
4. ✘ Frame ratio

Question Number : 53 Question Id : 5171449339 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The community radio concept is identified with:

Options :

1. ✘ Personal casting
2. ✔ Broadcasting
3. ✘ Podcasting
4. ✘ Narrowcasting

Question Number : 54 Question Id : 5171449340 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The up and down movement of camera on vertical axis is known as:

Options :

1. ✔ Tilt
2. ✘ Zoom

3. ✘ Tracking Shot

4. ✘ Passing Shot

Question Number : 55 Question Id : 5171449341 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Narrow-casting has a:

Options :

1. ✘ Non-geographical audience

2. ✔ Specific audience

3. ✘ Massive audience

4. ✘ Mass audience

Question Number : 56 Question Id : 5171449342 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

AFP is the abbreviation for which news organization?

Options :

1. ✘ Associated French Press
2. ✘ American Free Press
3. ✔ Agence France Presse
4. ✘ American Federal Press

Question Number : 57 Question Id : 5171449343 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In SMCR model of communication, the letter M stands for:

Options :

1. ✔ Message
2. ✘ Means
3. ✘ Medium
4. ✘ Mode

Question Number : 58 Question Id : 5171449344 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

**Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

ASCI stand for...

Options :

1. ✓ Advertising Standards Council of India
2. ✗ Advertising Scheme Council of India
3. ✗ Advertising System Corporation of India
4. ✗ Accounting System Council of India

**Question Number : 59 Question Id : 5171449345 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

The Prasar Bharati Act came into force in the year

Options :

1. ✗ 1992
2. ✗ 1995
3. ✗ 1996
4. ✓

Question Number : 60 Question Id : 5171449346 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

In DAB, what does the letter 'A' stand for?

Options :

1. ✘ Asterisk
2. ✔ Audio
3. ✘ Antenna
4. ✘ Automatic

Question Number : 61 Question Id : 5171449347 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ is called the magic multiplier?

Options :

1. ✔ Mass Media

2. ✘ Food Chain

3. ✘ GDP

4. ✘ Happiness Index

Question Number : 62 Question Id : 5171449348 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Who is known as the father of Panchayati Raj in India?

Options :

1. ✘ Mahatma Gandhi

2. ✔ Balwant Rai Mehta

3. ✘ Lord Ripon

4. ✘ Babu Jagjivan Ram

Question Number : 63 Question Id : 5171449349 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Which organization launched the initiative of e-Choupal?

Options :

1. ✓ ITC
2. ✗ Tata
3. ✗ Reliance
4. ✗ Gautam Adani

Question Number : 64 Question Id : 5171449350 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which act makes CSR mandatory in India?

Options :

1. ✗ Corporate Act
2. ✗ Commercial Act
3. ✗ Organization Act
4. ✓ Company Act

Question Number : 65 Question Id : 5171449351 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

What is the meaning of Unilinear?

- (1) Consistently Developing
- (2) Single Path Development
- (3) Steady Path Development

Codes:

Options :

1. ✘ Only 1 is correct

2. ✘ Only 2 is correct

3. ✘ 1 and 2 is correct

4. ✔ 1,2 and 3 is correct

Question Number : 66 Question Id : 5171449352 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Who coined the term "Fourth Estate"?

Options :

1. ✘ Charles Marian
2. ✘ James Bryce
3. ✔ Edmund Burke
4. ✘ Thomas Jefferson

Question Number : 67 Question Id : 5171449353 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Morgue is?

Options :

1. ✘ Photo achieve
2. ✔ News library
3. ✘ Back volume
4. ✘ Printing machine

Question Number : 68 Question Id : 5171449354 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

**Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

'Chief Minister resigned' is an example of:

Options :

1. ✘ Summary Intro
2. ✘ Common Intro
3. ✘ Question Intro
4. ✔ Bullet Intro

**Question Number : 69 Question Id : 5171449355 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

Mandatory deadline for the release of a story is called:

Options :

1. ✔ Embargo
2. ✘ Hold
3. ✘ Scoop

4. ✘ Release

Question Number : 70 Question Id : 5171449356 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Crystallizing public opinion was authored by:

Options :

1. ✘ Berlo

2. ✘ Aristotle

3. ✔ Edward Bernays

4. ✘ Black Sam

Question Number : 71 Question Id : 5171449357 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Which section of IPC defines the offence of defamation?

Options :

1. ✘ 408

2. ✘ 409

3. ✘ 489

4. ✔ 499

Question Number : 72 Question Id : 5171449358 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Four Theories of press is conceived by:

Options :

1. ✔ Wilbur Schramm

2. ✘ J Carey

3. ✘ Dennis McQuail

4. ✘ Marshal McLuhan

Question Number : 73 Question Id : 5171449359 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Folio line gives details of:

Options :

1. ✓ Page Numbers
2. ✗ Company Details
3. ✗ Index of Stories
4. ✗ Editorial Staff

Question Number : 74 Question Id : 5171449360 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

National Press Day is celebrated on:

Options :

1. ✗ October 21
2. ✗ November 1
3. ✓ November 16
4. ✗ January 7

Question Number : 75 Question Id : 5171449361 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

This is a hierarchy of effects or sequential model used to explain how advertising works:

Options :

1. ✓ AIDA

2. ✗ ADD

3. ✗ PESTLE

4. ✗ SWOT

Question Number : 76 Question Id : 5171449362 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Dividing the market based on age, income and educational qualification is known as:

Options :

1. ✗ Profile

2. ✓ Demography

3. ✘ Targeted Group

4. ✘ Census

Question Number : 77 Question Id : 5171449363 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Any device or word that identifies the origin of product, the manufacturing details etc is known as:

Options :

1. ✘ Trade Name

2. ✘ Brand Name

3. ✔ Trademark

4. ✘ Identity

Question Number : 78 Question Id : 5171449364 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Infomercials are designed to solicit a direct response which is _____ and are, therefore, a form of direct marketing.

Options :

1. ✓ Specific and Experimental
2. ✗ Persuasive
3. ✗ Advertising
4. ✗ Marketing Ethics

Question Number : 79 Question Id : 5171449365 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Copywriting is the act of writing copy for the purpose of selling or marketing a _____ business, or idea

Options :

1. ✗ Price
2. ✓ Product
3. ✗ Material
4. ✗ Concept

Question Number : 80 Question Id : 5171449366 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Series of messages that divide idea and theme which make up an integrated marketing communication, is known as?

Options :

1. ✘ Advertising
2. ✘ Advertising Research
3. ✔ Advertising Campaign
4. ✘ Product Placement

Question Number : 81 Question Id : 5171449367 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Handwritten posters in the sixteenth and the seventeenth century which are considered to be the forerunners of advertising are:

Options :

1. ✘ Pamphlets
2. ✔ Siquis
- 3.

✘ Billboards

4. ✘ Brochures

Question Number : 82 Question Id : 5171449368 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Printed matter that runs over the edges of an outdoor board or a page leaving no margin is known as

Options :

1. ✔ Bleed

2. ✘ Solus

3. ✘ Broadsheet

4. ✘ Classified

Question Number : 83 Question Id : 5171449369 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Placement of advertisements inside or outside transportation vehicles is known as

Options :

1. ✘ Aerial Advertising
2. ✘ Outdoor Advertising
3. ✔ Transit Advertising
4. ✘ Classifieds

Question Number : 84 Question Id : 5171449370 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Letters, folders, reprints, or other material sent through the mails directly to prospective purchases is_____.

Options :

1. ✔ Direct Mail Advertising
2. ✘ Instant Mail Advertising
3. ✘ Retrieve Mail Advertising
4. ✘ Spam

Question Number : 85 Question Id : 5171449371 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum

**Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

_____ is an elaborate booklet usually bound with a special cover.

Options :

1. ✘ Leaflet
2. ✔ Brochure
3. ✘ Pamphlet
4. ✘ Hoarding

**Question Number : 86 Question Id : 5171449372 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum
Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No
Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No
Correct Marks : 2 Wrong Marks : 0**

**Sponsoring educational and literacy programs, staging open houses and
conducting tours improve:**

Options :

1. ✘ Financial Relations
2. ✔ Community Relations
3. ✘ Government Relations
- 4.

✘ Media Relations

Question Number : 87 Question Id : 5171449373 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ theory is another way to look at how people process and accept information

Options :

1. ✘ Social Exchange

2. ✔ Situational

3. ✘ Systems

4. ✘ Diffusion

Question Number : 88 Question Id : 5171449374 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior.

Options :

1. ✘ Corporate Logo

2. ✘ Corporate Identify

3. ✘ Corporate Design

4. ✔ Corporate Reputation

Question Number : 89 Question Id : 5171449375 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

If the statement is written and published, the defamation is called _____

Options :

1. ✔ Slander

2. ✘ Libel

3. ✘ Copyright

4. ✘ Piracy

Question Number : 90 Question Id : 5171449376 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ is a page on company's website that contains resources and information for reporters and publishers.

Options :

1. ✘ RSS
2. ✘ VNR
3. ✔ Media Kit
4. ✘ VNR

Question Number : 91 Question Id : 5171449377 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ uses the economic metaphor of costs and benefits to predict behavior.

Options :

1. ✘ System Theory
2. ✘ Situation Theory
3. ✘ Diffusion Theory
4. ✔ Social Exchange Theory

Question Number : 92 Question Id : 5171449378 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ is the oldest form of public relations.

Options :

1. ✘ Two-way asymmetrical
2. ✘ Two-way symmetrical
3. ✔ Press Agency
4. ✘ Public Information

Question Number : 93 Question Id : 5171449379 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

An organization with a more favorable prior reputation will still have a stronger post crisis reputation because it has more _____ to spend than on organization with an unfavorable or neutral prior reputation

Options :

1. ✔ Reputational Capital
2. ✘ Capital

3. ✖ Resources

4. ✖ Money

Question Number : 94 Question Id : 5171449380 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The first step in organizing employee communication is _____.

Options :

1. ✔ Taking a close look at the organization and its structure

2. ✖ Identifying tools and tactics

3. ✖ Developing and implementing plan

4. ✖ Measuring the effectiveness of the communication plan

Question Number : 95 Question Id : 5171449381 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

_____ is the main role of corporate communication with respect to brand

Options :

1. ✘ Recognition

2. ✘ Loyalty

3. ✘ Value

4. ✔ Positioning

Question Number : 96 Question Id : 5171449382 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

The Copyright Act came in the year _____.

Options :

1. ✘ 1954

2. ✔ 1957

3. ✘ 1958

4. ✘ 1963

Question Number : 97 Question Id : 5171449383 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No

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

Correct Marks : 2 Wrong Marks : 0

Official Secrets Act was enacted in the year _____.

Options :

1. ✓ 1923

2. ✗ 1933

3. ✗ 1943

4. ✗ 1953

Question Number : 98 Question Id : 5171449384 Question Type : MCQ Option Shuffling : No Is

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

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

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

Correct Marks : 2 Wrong Marks : 0

Defamatory (false and injurious) written statements or material including movies or photographs is called:

Options :

1. ✓ Libel

2. ✗ Slander

3. ✗ Lien

4. ✗ None o f the above

Question Number : 99 Question Id : 5171449385 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No Correct Marks : 2 Wrong Marks : 0

Press is subject to the restrictions that are provided under the Article _____ of Indian Constitution.

Options :

1. ✘ 19 (1)

2. ✔ 19 (2)

3. ✘ 19 (3)

4. ✘ 19 (4)

Question Number : 100 Question Id : 5171449386 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

_____ refers to the order a court issues so that it can review the decision and proceedings in a lower court and determine whether there were any irregularities.

Options :

1. ✔ Certiorari

2.

✘ Caveat

3. ✘ Appeal

4. ✘ None of the above

Question Number : 101 Question Id : 5171449387 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The methodology of communication although has changed and dispersed in numerous directions based on the source of its _____ impact.

Options :

1. ✔ Socio-cultural

2. ✘ Modern Culture

3. ✘ Inactive

4. ✘ Agriculture

Question Number : 102 Question Id : 5171449388 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :

No

Correct Marks : 2 Wrong Marks : 0

Propaganda is commonly created by _____, but some forms of mass-communication created by other powerful organizations can be considered propaganda as well.

Options :

1. ✘ Public Sector

2. ✔ Governments

3. ✘ Local

4. ✘ Judiciary

Question Number : 103 Question Id : 5171449389 Question Type : MCQ Option Shuffling : No

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

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

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

No

Correct Marks : 2 Wrong Marks : 0

The first major newspaper in India The Bengal Gazette was started in _____.

Options :

1. ✔ 1779

2. ✘ 1879

3. ✘ 1929

4. ✘ 1939

Question Number : 104 Question Id : 5171449390 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

_____ is the function of management which follows planning. It is a function in which the synchronization and combination of human, physical and financial resources takes place.

Options :

1. ✘ Performance

2. ✘ Preparation

3. ✘ Persuasion

4. ✔ Organizing

Question Number : 105 Question Id : 5171449391 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

TRAI stands for _____.

Options :

1. ✘ Training Rural Achievement India
2. ✘ Telecom Regulation Advertising in India
3. ✔ Telecom Regulatory Authority of India
4. ✘ Teaching Radio Act India

**Question Number : 106 Question Id : 5171449392 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

Keyword optimization is the act of researching, analyzing, selecting the best keywords to drive qualified traffic to your website.

Options :

1. ✔ True
2. ✘ False
3. ✘ Maybe
4. ✘ May Not

Question Number : 107 Question Id : 5171449393 Question Type : MCQ Option Shuffling : No

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

Correct Marks : 2 Wrong Marks : 0

What is the full form of PPC?

Options :

1. ✘ Per Pay Click
2. ✔ Pay Per Click
3. ✘ Prize Per Click
4. ✘ Price Per Click

**Question Number : 108 Question Id : 5171449394 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

VPN stands for...

Options :

1. ✔ Virtual Private Network
2. ✘ Very Private Network
- 3.

✘ Voice Protocol Network

4. ✘ None of the above

Question Number : 109 Question Id : 5171449395 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Bitmap images are made of...

Options :

1. ✘ Pictures

2. ✘ Pixels

3. ✔ Lines and Curves

4. ✘ None of the above

Question Number : 110 Question Id : 5171449396 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Magnetic Disks are also known as...

Options :

1. ✘ Compact Disk
2. ✘ Soft Disk
3. ✔ Hard Disk
4. ✘ None of the above

**Question Number : 111 Question Id : 5171449397 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

TAM is _____.

Options :

1. ✔ Television Audience Measurement
2. ✘ Television Air Marketing
3. ✘ Tele Air Marketing
4. ✘ Television Audio Measurement

Question Number : 112 Question Id : 5171449398 Question Type : MCQ Option Shuffling : No

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

Correct Marks : 2 Wrong Marks : 0

In video editing the first work is _____.

Options :

1. ✘ Timeline
2. ✔ Capture
3. ✘ Shorts
4. ✘ Dump

**Question Number : 113 Question Id : 5171449399 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

**The first edited version of a TV programme which needs further polishing
and corrections before the actual broadcast is called as _____.**

Options :

1. ✔ Rough Cut
2. ✘ Match Cut
3. ✘ First Print

4. ✘ Rushes

Question Number : 114 Question Id : 5171449400 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Generation loss is most minimal in_____.

Options :

1. ✘ Linear Editing
2. ✘ Assemble Mode
3. ✘ Transferring
4. ✔ Non-Linear Editing

Question Number : 115 Question Id : 5171449401 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

In which area is digital technology superior to analog technology?

Options :

1. ✘ Signal to noise ratio
2. ✘ Frequency response
3. ✘ Dynamic range
4. ✔ All of the above

**Question Number : 116 Question Id : 5171449402 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

A signal to an anchor or presenter to start talking or begin his action is termed as _____.

Options :

1. ✘ Command
2. ✔ Cue
3. ✘ Order
4. ✘ Call

**Question Number : 117 Question Id : 5171449403 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A**

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

Correct Marks : 2 Wrong Marks : 0

_____ theory of media effects suggest that TV portrayal of violence reinforce whatever established pattern of behavior, viewers bring with them to the media situation.

Options :

1. ✘ Catharsis
2. ✘ Aggressive Cues
3. ✔ Reinforcement
4. ✘ None of the above

Question Number : 118 Question Id : 5171449404 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

_____ is a branch of philosophy dealing with nature of beauty, art, and taste and with the creation and appreciation of beauty.

Options :

1. ✘ Design
2. ✔ Aesthetics

3. ✖ Glamour

4. ✖ Psychoanalysis

**Question Number : 119 Question Id : 5171449405 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

Red, Yellow and _____ are primary colours.

Options :

1. ✔ Blue

2. ✖ Black

3. ✖ White

4. ✖ Violet

**Question Number : 120 Question Id : 5171449406 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

Which of the following is a problem associated with survey research.

Options :

1. ✘ The problem of objectivity
2. ✘ The problem of 'going naïve'
3. ✔ The problem of omission
4. ✘ The problem of robustness

Question Number : 121 Question Id : 5171449407 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Which form of data below can usually be obtained more quickly and at a lower cost than the others?

Options :

1. ✘ Survey Research
2. ✔ Secondary Data
3. ✘ Primary Data
4. ✘ Data from online Marketing Research

Question Number : 122 Question Id : 5171449408 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

A research hypothesis can take either

- (1) Declarative form
- (2) Null form
- (3) Question form

Codes:

Options :

- 1. ✘ 1 only
- 2. ✘ 2 only
- 3. ✘ 1 and 2 only
- 4. ✔ 1, 2 and 3

Question Number : 123 Question Id : 5171449409 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Which of the following best suits 'Action Research'?

Options :

- 1. ✔ It is an applied research

2. ✘ It is a quantitative research

3. ✘ It is a survey research

4. ✘ It is a population research

**Question Number : 124 Question Id : 5171449410 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

What is the full form for IRS?

Options :

1. ✘ Internal Revenue Service

2. ✔ Indian Readership Survey

3. ✘ International Readership Survey

4. ✘ Individualized Research Study

**Question Number : 125 Question Id : 5171449411 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

Suppose you are doing a survey in which sample quality and precision are of utmost importance and you need to ask some critical open-ended questions. Which survey mode would work best?

Options :

1. ✓ Face-to-face Interview
2. ✗ Telephone Interview
3. ✗ Mail Questionnaire
4. ✗ Mixed mode combining telephone interviews with a mailed questionnaire

Question Number : 126 Question Id : 5171449412 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

Research problem is selected from the stand point of?

- (1) Researcher's interest
- (2) Financial support
- (3) Social relevance

Codes:

Options :

1. ✗ 1 only
2. ✗ 2 only
3. ✗ 1 and 2 only

4. ✓ 1, 2 and 3

Question Number : 127 Question Id : 5171449413 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Which of the following is not a transition?

Options :

1. ✗ Fast Zoom

2. ✗ Fade in

3. ✗ Fade out

4. ✓ Zoom

Question Number : 128 Question Id : 5171449414 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Who is often referred to as the Father of Cinema?

Options :

1. ✘ Kuleshov

2. ✔ Griffith

3. ✘ Eisenstei Eisenstein

4. ✘ Hrishikesh Mukherjee

**Question Number : 129 Question Id : 5171449415 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

The technique of making transitions between shots as unnoticeable as possible is called _____.

Options :

1. ✘ Mise-en-scene

2. ✘ Segmentation

3. ✘ Dramatic unities

4. ✔ Seamless editing

Question Number : 130 Question Id : 5171449416 Question Type : MCQ Option Shuffling : No

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

Correct Marks : 2 Wrong Marks : 0

A _____ shot makes a character look less powerful.

Options :

1. ✘ Subjective Shot
2. ✔ High Angle Shot
3. ✘ Low Angle Shot
4. ✘ Perspective Shot

**Question Number : 131 Question Id : 5171449417 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

What is Syntactic?

Options :

1. ✘ The study of language in use
2. ✔ The study of relationship among words
3. ✘ The study of human interactions

4. ✘ The relationship between words and sentences

Question Number : 132 Question Id : 5171449418 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

According to the 'Global Village' concept of Marshall MacLuhan

Options :

1. ✔ Electronic media can help the masses to effect change
2. ✘ Maintain person to person relations
3. ✘ Most of new technologies make people scattered
4. ✘ Electronic technologies would not be able to enlighten the masses

Question Number : 133 Question Id : 5171449419 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Under which set of models does Rostow's stages of growth is included?

Options :

1. ✘ Uni-linear
2. ✘ Non uni-linear
3. ✘ Non-linear
4. ✔ Linear

Question Number : 134 Question Id : 5171449420 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

In which of the following paradigms, the idea of free market is suggested?

Options :

1. ✘ Mainstream Paradigm
2. ✔ Counter Revolution Paradigm
3. ✘ Dominant Paradigm
4. ✘ Populist Paradigm

Question Number : 135 Question Id : 5171449421 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A

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

Correct Marks : 2 Wrong Marks : 0

Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is:

Options :

1. ✘ Sales Promotion
2. ✘ Direct Marketing
3. ✘ Events and Experiences
4. ✔ Advertising

Question Number : 136 Question Id : 5171449422 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

People-to-people oral, electronic or written form of communications that associate with experiences or merits of buying or using services or products is:

Options :

1. ✘ Interactive Marketing
2. ✘ Direct Marketing

3. ✘ Personal Selling

4. ✔ Word-of-mouth Marketing

Question Number : 137 Question Id : 5171449423 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Leader writer is the one who writes the_____.

Options :

1. ✘ Main story

2. ✘ Middle

3. ✔ Editorial

4. ✘ Edit-page Article

Question Number : 138 Question Id : 5171449424 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

_____ is a detailed account of the coming event.

Options :

1. ✘ Feature story
2. ✘ Advancer
3. ✔ Curtain Raiser
4. ✘ Advance

Question Number : 139 Question Id : 5171449425 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

_____ is a deliberate attempt by PR practitioners to influence the public.

Options :

1. ✘ Publicity
2. ✘ Propaganda
3. ✔ Persuasion
4. ✘ Pseudo Events

Question Number : 140 Question Id : 5171449426 Question Type : MCQ Option Shuffling : No

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

Correct Marks : 2 Wrong Marks : 0

Diffusion theory has _____ discrete steps.

Options :

1. ✓ Five

2. ✗ Six

3. ✗ Eight

4. ✗ Ten

**Question Number : 141 Question Id : 5171449427 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

**To improve the standard of news agencies and Newspapers _____
was reconstituted.**

Options :

1. ✓ Press Council

2. ✗ Wage Board

3.

✘ Press Forums

4. ✘ None of the above

**Question Number : 142 Question Id : 5171449428 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

Jurisprudence means?

Options :

1. ✔ The topical area of the science of law and societal order

2. ✘ A legal scholar

3. ✘ Judicial System

4. ✘ None of the above

**Question Number : 143 Question Id : 5171449429 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No**

Correct Marks : 2 Wrong Marks : 0

A _____ is a short tune used in advertising and for other commercial uses.

Options :

1. ✘ Teaser
2. ✔ Jingle
3. ✘ Commercial
4. ✘ Spot

Question Number : 144 Question Id : 5171449430 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

The Press Institute of India PII is an independent nonprofit organization
founded in _____.

Options :

1. ✘ 1955
2. ✔ 1963
3. ✘ 1985
4. ✘ 1989

Question Number : 145 Question Id : 5171449431 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Tim Berners Lee is associated with:

Options :

1. ✓ World Wide Web
2. ✘ Arpanet
3. ✘ Hypertext Editing System
4. ✘ Personal Computer

Question Number : 146 Question Id : 5171449432 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

As products of mass culture, movies reflect...

Options :

1. ✘ Cultural Attitudes
2. ✘ Trends

3. ✘ Concerns

4. ✔ All of the above

Question Number : 147 Question Id : 5171449433 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Who is known as the first lady of Indian Cinema?

Options :

1. ✘ Nargis Dutt

2. ✔ Devika Rani

3. ✘ Laxhmi Rai

4. ✘ Bhanu Athaiya

Question Number : 148 Question Id : 5171449434 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

In ___ communication, words are not used in the process of sending and receiving messages.

Options :

1. ✘ Verbal
2. ✔ Non-Verbal
3. ✘ Prosody
4. ✘ Oculesics

Question Number : 149 Question Id : 5171449435 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control : No

Correct Marks : 2 Wrong Marks : 0

The information, which is transferred, has to be interpreted by the receiver. This process of interpretation is known as ___.

Options :

1. ✘ Feedback
2. ✘ Transmitter
3. ✔ Decoding
4. ✘ Channels

Question Number : 150 Question Id : 5171449436 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A
Minimum Instruction Time : 0 Allowed Progression : Yes Number of Replay : 999 Play On
Load : No Control Enable : Yes Time interval to replay(In Seconds) : 0 Allow Volume Control :
No

Correct Marks : 2 Wrong Marks : 0

Who propounded the concept of two step flow theory?

Options :

1. ✓ Katz and Paul Lazarsfeld

2. ✗ Joseph Klapper

3. ✗ Shannon and Weaver

4. ✗ Aristotle