

SUBJECT CODE	SUBJECT	PAPER										
A-10-03	JOURNALISM AND MASS COMMUNICATION	III										
HALL TICKET NUMBER												
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DURATION	MAXIMUM MARKS	NUMBER OF PAGES										
2 HOUR 30 MINUTES	150	16										
		NUMBER OF QUESTIONS										
		75										

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidate's Signature

Name and Signature of Invigilator

Instructions for the Candidates

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of seventy five multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to **open the booklet and compulsorily examine it as below** :
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.**
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.
Example: (A) (B) (C) (D)
 where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Answer Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.** The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము డెబ్బైఐదు బహుళవికల్ ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టిక్కర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషప్రకారితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అందించగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతిప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.
ఉదాహరణ : (A) (B) (C) (D)
 (C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దేశ స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- నిల్/స్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషిద్ధం.
- తప్పని సమాధానాలకు మార్కుల తగ్గింపు లేదు.



DO NOT WRITE HERE



JOURNALISM AND MASS COMMUNICATION

Paper – III

1. Cardoid is
 - (A) A unidirectional microphone
 - (B) Bi-directional microphone
 - (C) Omnidirectional microphone
 - (D) Boom microphone
2. When was the first Press Regulation Act passed in India ?
 - (A) 1780
 - (B) 1790
 - (C) 1792
 - (D) 1799
3. Over exposure to messages that can get confusing and contradictory so people become apathetic and don't get involved in the political process. This is called
 - (A) Heterophily
 - (B) Catharsis
 - (C) Narcotizing dysfunction
 - (D) Homophily
4. In offset printing, the plate carries the image to be printed in _____ form.
 - (A) Readable
 - (B) Machine Readable
 - (C) Invisible
 - (D) Mirror image
5. The essential tenets of media technological determinism include all of the following EXCEPT
 - (A) Communication technology is fundamental to society
 - (B) Communication revolution lead to social revolution
 - (C) Media provide the materials for reality construction
 - (D) Each technology has a bias to a particular communication form contents and uses
6. The arbitrary nature of the relationship between signifier and the signified makes it
 - (A) Polysemic
 - (B) Convenient
 - (C) Prohibitive
 - (D) Purposeless
7. The concept of individual's privacy has been explained in
 - (A) Article 10 of the Universal Declaration of Human Rights (1948)
 - (B) Article 12 of the Universal Declaration of Human Rights (1948)
 - (C) Article 10(A) of the Universal Declaration of Human Rights (1948)
 - (D) Article 13 of the Universal Declaration of Human Rights (1948)



8. The part of the lower case of a letter that excludes ascenders and descenders is called
- (A) Y-Column
 - (B) X-height
 - (C) Overlay
 - (D) Gutter
9. Foreign letters, words, phrases and symbols are always
- (A) In italics
 - (B) In bold face
 - (C) Underlined
 - (D) Printed according to the policy of the engineering editor
10. Who was the founder of Madras Courier ?
- (A) Bernard Messink
 - (B) John Z. Kiernander
 - (C) Richard Johnston
 - (D) Peter Reed
11. _____ is / are technique(s) of propaganda.
- (A) Nerve calling
 - (B) Glittering generalities
 - (C) Bandwagon
 - (D) All of the above
12. Which newspaper is published in Berliner format ?
- (A) Business Line
 - (B) Business Standard
 - (C) The Economic Times
 - (D) The Mint
13. The persuasive communications process should start with
- (A) A basic belief about the communication piece
 - (B) An audit of all the potential contacts – target consumers have with the company and its brands
 - (C) An evaluation of the history of advertising used by the firm
 - (D) Hiring communication experts to handle the communication problems of the firm
14. _____ is direct communication with carefully targeted individual consumers to obtain an immediate response.
- (A) Personal Selling
 - (B) Public Relations
 - (C) Direct Marketing
 - (D) Sales Promotion
15. Participatory theories criticized the modernization theory on the grounds that it promoted a _____, _____, _____ view of development.
- I. Top down
 - II. Ethnocentric
 - III. Paternalistic
 - IV. Colonialistic
- Codes:**
- (A) II, III, IV
 - (B) I, II, III
 - (C) I, III, IV
 - (D) II, I, IV



16. Press Trust of India is a
- (A) Public trust
 - (B) Private body
 - (C) Unit of I & B Ministry
 - (D) Statutory body
17. The term opinion leader was introduced by
- (A) Elihu Katz
 - (B) Lasswel
 - (C) E.M. Rogers
 - (D) Hovland
18. Use of social and behavioural science methods by reporters to gather news and analyze data is called
- (A) Scientific journalism
 - (B) Precision journalism
 - (C) Social science journalism
 - (D) Data journalism
19. In newspaper design, the 'golden ratio' of 1:16 is part of the principle of
- (A) Balance
 - (B) Proportion
 - (C) Contrast
 - (D) Rhythm
20. In terms of style, which of the following is NOT TRUE of broadcast news writing vs. print news writing.
- (A) In both broadcast and print news writing, contractions should be avoided
 - (B) In broadcast news writing, attributions should be placed before a quote, while in print they usually follow
 - (C) In broadcasting, if a phonetic pronunciation is needed, it should be added each time the word is used
 - (D) In broadcasting, even common abbreviations should be spelled out
21. A URL specifies the following :
- I. Protocol used
 - II. Domain name of server hosting web page
 - III. Name of folder with required information
 - IV. Name of document formatted using HTML
- Codes :**
- (A) I, II, III, IV
 - (B) II, III, IV, I
 - (C) I, III, IV, II
 - (D) I, III, II, IV
22. _____ formula examines the average sentence length and number of syllables per word to determine the reading ease.
- (A) Close Meryll
 - (B) Rudolph Flesch
 - (C) SPACHE
 - (D) Fry Graph
23. Scatter diagram is associated with
- (A) Quasi experiment
 - (B) Case study
 - (C) Experiment
 - (D) Correlation
24. When a citation includes more than _____ authors only the surname of the first author is cited followed by et al
- (A) 3
 - (B) 4
 - (C) 5
 - (D) 6



25. The art of making a real movie in a virtual world is called as
- (A) Video cinema
 - (B) Digital cinema
 - (C) Telefilm
 - (D) Machinima
26. Article 361A was incorporated in the Constitution in the year
- (A) 1956
 - (B) 1969
 - (C) 1978
 - (D) 1982
27. A published list of a media organisation's standard rates for advertising including deadline, specifications is termed as
- (A) Tariff card
 - (B) Rate card
 - (C) Menu card
 - (D) Fare card
28. "Many Voices One World" was published in the year
- (A) 1977
 - (B) 1980
 - (C) 1982
 - (D) 1990
29. Which organization provided radio services in India in the beginning ?
- (A) Indian Broadcasting Company
 - (B) Indian State Broadcasting Service
 - (C) BBC
 - (D) All India Radio
30. _____ is perceived to have mainly liberal Arab Nationalist and moderate Islamic perspectives.
- (A) Al Arabiya
 - (B) Al Jazeera
 - (C) Al Alam
 - (D) Al Mayaden
31. Processes by which events, persons, values and ideas are first defined or interpreted in a certain way and given value and priority, largely by mass media, leading to the personal construction of larger pictures of reality is
- (A) Symbolic interactionism
 - (B) Structural functionalism
 - (C) Social Constructionism
 - (D) Realism
32. Under the Press and Registration of Books Act (1867), _____ has the power to order the closure of a newspaper for irregular publication.
- (A) Press Registrar
 - (B) District Magistrate
 - (C) Home Secretary
 - (D) Commissioner / Superintendent of Police
33. The word 'Convergence' applied to online/web journalism indicates
- i. Text
 - ii. Graphics, Photo gallery
 - iii. Audio
 - iv. Video
- Codes :**
- (A) i, iv
 - (B) i, iii, ii
 - (C) i, ii, iv
 - (D) i, ii, iii, iv



34. To counter the heavily commercialized, biased media, Edward Sherman and Noam Chomsky suggested
- (A) Socially responsible media
 - (B) Alternative media
 - (C) Free media
 - (D) Capitalistic media
35. Reverse publishing implies
- (A) Desktop publishing
 - (B) Publishing using matte finish paper
 - (C) Publishing first digitally
 - (D) Publishing without using plates
36. _____ is the Hyderabad born founding editor of The Wall Street Journal.
- (A) Fareed Rafiq Zakaria
 - (B) Muralidhar Naidu
 - (C) Prashant Rao
 - (D) Raju Narisetti
37. _____ allots radio frequencies.
- (A) IPI
 - (B) WARC
 - (C) ITU
 - (D) WIPO
38. **Assertion (A)** : In all written work, the portion taken from any source (web or literature) must be referenced.
- Reason (R)** : It is important to give previous authors credit for their work and also allow readers to follow up on any material quoted.
- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
 - (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
 - (C) (A) is true, but (R) is false
 - (D) (A) is false, but (R) is true

39. **Assertion (A)** : Research suggests that delay conditioning is generally the most effective method for establishing a conditioned response.

Reason (R) : Conditioned stimulus helps predict forthcoming presentation of the unconditioned stimulus.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

40. **Assertion (A)** : A large body of research indicates that violence and aggression is learned through observation.

Reason (R) : Learning through observation takes place due to exposure to similar situation and experienced reinforcement.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true



41. Assertion (A) : Noise pollution is unwanted accumulation of noise in the atmosphere.

Reason (R) : It interferes with communication.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

42. Assertion (A) : A member of Parliament cannot be sued in a court of law for anything said by him in Parliament.

Reason (R) : Article 19 of Constitution protects freedom of speech and expression.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

43. Assertion (A) : Media organizations make all the efforts to attract advertisement revenue.

Reason (R) : Attracting advertisement revenue is the sole objective of newspapers.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

44. Assertion (A) : Heavy television viewers perceive reality exactly as it is in society as per the Cultivation Analysis.

Reason (R) : Heavy television viewers can see many channels which enable them to assess the reality accurately.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

45. Assertion (A) : Many people live in a confused state of mind after making some major decisions. They dislike to interact with others with a feeling that they may be further confused.

Reason (R) : Supportive information helps people to overcome cognitive dissonance.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true



46. Assertion (A) : Lighting is described as hard or soft depending on whether it gives shadows that are either hard or soft edged.

Reason (R) : Hard light is always diffused.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

47. Assertion (A) : In 1960s and 70s the business of publishing did not get the attention it needed.

Reason (R) : The low returns and high capital investment in the business were combined with an acute shortage of the primary raw material, newsprint.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

48. Identify the correct sequence for content analysis.

- I. Define unit of analysis and construct categories
- II. Formulate research question
- III. Define population and select sample
- IV. Establish coding system and code data
- V. Analyse data and draw conclusions

Codes :

- (A) III, II, IV, I, V
- (B) II, III, I, IV, V
- (C) IV, I, III, II, V
- (D) II, III, IV, I, V

49. Arrange the following in the right sequence in the development of a research idea.

- I. Research topic
- II. Research problem
- III. Research question
- IV. Research purpose
- V. Hypothesis

Codes :

- (A) II, I, III, IV, V
- (B) I, II, III, IV, V
- (C) I, II, IV, III, V
- (D) III, I, II, IV, V



50. Arrange the right sequence of the stages of audience fragmentation.

- I. Pluralism model
- II. Unitary model
- III. Breaking model
- IV. Core periphery model

Codes :

- (A) I, IV, III, II
- (B) IV, II, I, III
- (C) II, I, IV, III
- (D) III, IV, I, II

51. Arrange the following in the right sequence while selecting a sample using the systematic random sampling method.

- I. Population
- II. Sample size
- III. Sampling frame
- IV. Sampling interval

Codes :

- (A) I, II, III, IV
- (B) II, I, III, IV
- (C) III, II, I, IV
- (D) I, III, II, IV

52. The sequence of stages in which types of research is undertaken

- I. Pilot testing
- II. Processual
- III. Concurrent
- IV. Terminal Evaluation

Codes :

- (A) I, III, II, IV
- (B) II, III, I, IV
- (C) III, II, IV, I
- (D) I, II, III, IV

53. Identify the correct order according to the year of establishment.

- I. ITU
- II. IPDC
- III. Intelsat
- IV. Arabsat

Codes :

- (A) II, I, III, IV
- (B) I, III, IV, II
- (C) III, II, I, IV
- (D) IV, I, III, II

54. Arrange the steps in the right sequence tracing the evolution of mass media research.

- I. Uses and users of the media
- II. Media itself
- III. Effects of media
- IV. How the media improved

Codes :

- (A) I, II, III, IV
- (B) II, I, IV, III
- (C) IV, III, I, II
- (D) II, I, III, IV

55. Identify the right sequence in the inductive reasoning process of research.

- I. Observation
- II. Tentative hypotheses
- III. Pattern
- IV. Theory

Codes :

- (A) I, III, II, IV
- (B) I, II, III, IV
- (C) II, III, I, IV
- (D) III, I, II, IV



56. Identify the correct sequence of functional stages of developing a new product.

- I. Ideation
- II. Concept development
- III. Design development
- IV. Testing

Codes :

- (A) I, II, III, IV
- (B) III, IV, I, II
- (C) IV, III, I, II
- (D) II, I, III, IV

57. Identify the correct sequence for developing an e-learning programme.

- I. Interface design
- II. Client need analysis
- III. Template design
- IV. Instructional design

Codes :

- (A) III, IV, I, II
- (B) I, II, IV, III
- (C) II, I, III, IV
- (D) IV, III, I, II

58. Match List – I with List – II

List – I

- I. What is the SES of audience ?
- II. Why do people read newspapers ?
- III. Does media violence lead to aggression ?
- IV. Studying media behavior during elections

List – II

- 1. Analytical
- 2. Experimental
- 3. Case study
- 4. Descriptive

Codes :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 1 | 3 | 4 | 2 |
| (B) | 4 | 3 | 1 | 2 |
| (C) | 4 | 1 | 2 | 3 |
| (D) | 3 | 2 | 1 | 4 |

59. Match List – I with List – II

List – I

- I. George Allen
- II. William Carey
- III. Robert Knight
- IV. E.K. Robinson

List – II

- 1. The Civil and Military Gazette
- 2. Statesman
- 3. The Pioneer
- 4. Friend of India

Codes :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 1 | 2 | 3 | 4 |
| (B) | 3 | 4 | 2 | 1 |
| (C) | 3 | 2 | 1 | 4 |
| (D) | 3 | 1 | 4 | 2 |

60. Match List – I with List – II

List – I

- I. Film (Moving outlines)
- II. Printing press
- III. Transistor radio
- IV. Microphone

List – II

- 1. Sony
- 2. Johann Gutenberg
- 3. Louis Prince
- 4. Alexander Graham Bell

Codes :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 2 | 4 | 1 | 3 |
| (B) | 4 | 1 | 3 | 2 |
| (C) | 3 | 2 | 1 | 4 |
| (D) | 1 | 2 | 3 | 4 |



61. Match List – I with List – II

List – I	List – II
I. Key informant	1. Group interview
II. Moderator	2. Field study
III. Test, re-test	3. Content analysis
IV. Inter-coder reliability	4. Experimental

Codes :

	I	II	III	IV
(A)	3	2	1	4
(B)	2	1	4	3
(C)	1	3	2	4
(D)	4	2	3	1

62. Match List – I with List – II

List – I	List – II
I. Headline above the mast head	1. Caption on the photo
II. Cutline	2. Precise positioning of subject in camera
III. Mortise	3. Caption below the photo
IV. Rule of thirds	4. Skyline

Codes :

	I	II	III	IV
(A)	1	2	3	4
(B)	2	1	4	3
(C)	3	4	1	2
(D)	4	3	2	1

63. Match List – I with List – II

List – I	List – II
I. S. Sadanand	1. Swarajya
II. Khasa Subba Rao	2. Leader
III. C.Y. Chintamani	3. National Herald
IV. M. Chalapathi Rau	4. Free Press Journal

Codes :

	I	II	III	IV
(A)	3	2	4	1
(B)	1	3	2	4
(C)	4	1	2	3
(D)	2	4	3	1

64. Match List – I with List – II

List – I	List – II
I. Ads across the news page	1. Ear Panel
II. Ads surrounded by news/ classified ads	2. Solus
III. Single display ad on front page on right side	3. Island
IV. Ads on either side of masthead	4. Ribbon

Codes :

	I	II	III	IV
(A)	2	4	1	3
(B)	4	3	2	1
(C)	3	1	2	4
(D)	1	2	4	3



65. Match List – I with List – II

List – I	List – II
I. Anand Patwardhan	1. Rabindranath Tagore
II. Sanjay Kaku	2. India Untouched
III. Stalin	3. Words on Water
IV. Satyajit Ray	4. Children of Mandala

Codes :

I	II	III	IV
(A) 4	3	2	1
(B) 2	1	4	3
(C) 1	3	2	4
(D) 3	4	1	2

66. Match List – I with List – II

List – I	List – II
I. Radio Mirchi	1. 98.3
II. Radio City	2. 91.1
III. Red FM	3. 93.5
IV. FM Rainbow	4. 101.9

Codes :

I	II	III	IV
(A) 4	1	2	3
(B) 2	4	1	3
(C) 2	3	4	1
(D) 3	4	1	2

67. Match List – I with List – II

List – I	List – II
I. McClelland	1. Pictures in our heads
II. Lippman	2. N-ach
III. Inkles	3. Empathy
IV. Lerner	4. Withdrawal of status

Codes :

I	II	III	IV
(A) 1	2	3	4
(B) 3	1	2	4
(C) 4	2	1	3
(D) 2	1	4	3

68. Match List – I with List – II

List – I	List – II
I. Standard for photographic image	1. CCITT
II. Stores different types of images	2. GIF
III. Transmits graphic images over phone lines	3. TIFF
IV. Loss less compression of images	4. JPEG

Codes :

I	II	III	IV
(A) 4	3	2	1
(B) 3	2	1	4
(C) 2	1	3	4
(D) 1	2	3	4



It can be argued that much consumer dissatisfaction with marketing strategies arises from an inability to aim advertising at only the likely buyers of a given product. There are three groups of consumers who are affected by the marketing process. First, there is the market segment-people who need the commodity in question. Second, there is the program target-people in the market segment with the “best fit” characteristics for a specific product. Lots of people may need trousers, but only a few qualify as likely buyers of very expensive designer trousers. Finally, there is the programme audience. All people who are actually exposed to the marketing programme without regard to whether they need or want the product.

These three groups are rarely identical. An exception occurs occasionally in case where customers for a particular industrial product may be few and easily identifiable. Such customers, all sharing a particular need, are likely to form a meaningful target, for example, all companies with a particular application of the product in question, such as high-speed fillers of bottles at breweries. In such circumstances, direct selling (marketing that reaches only the programme target) is likely to be economically justified, and highly specialized trade media exist to expose members of the programme target and only members of the programme target to the marketing programme.

Most consumer-goods markets are significantly different. Typically, there are many rather than few potential consumers. Each represents a relatively small percentage of potential sales. Rarely do members of a particular market segment group themselves neatly into a meaningful programme target. There are substantial differences among consumers with similar demographic characteristics. Even with all the past-decade’s advances in information technology, direct selling of consumer goods is rare, and mass marketing – a marketing approach that aims at a wide audience remains the only economically feasible mode. Unfortunately, there are few media that allow the marketer to direct a marketing programme exclusively to the programme target. Inevitably, people get exposed to a great deal of marketing for products in which they have no interest and so they become annoyed.

Answer the following questions based on the passage.

69. The passage suggests which of the following about highly specialized trade media ?
- (A) They should be used only when direct selling is not economically feasible
 - (B) They can be used to exclude from the programme audience people who are not part of the programme target
 - (C) They are used only for very expensive products
 - (D) They are rarely used in the implementation of marketing programmes for industrial products



70. The passage suggests which of the following about direct selling ?
- (A) It is used in the marketing of most industrial products
 - (B) It is often used in cases where there is a large programme target
 - (C) It is not economically feasible for most marketing programmes
 - (D) It is used only for products for which there are many potential customers
71. The author mentions “trousers” most likely in order to
- (A) Make a comparison between the programme target and the programme audience
 - (B) Emphasize the similarities between the market segment and the programme target
 - (C) Provide an example of the way three groups of consumers are affected by a marketing programme
 - (D) Clarify the distinction between the market segment and the programme target
72. Which of the following best exemplifies the situation described in the last two sentences of the passage?
- (A) A product suitable for women aged 21– 30 is marketed at meetings attended only by potential customers
 - (B) A company develops a new product and must develop an advertising campaign to create a market for it
 - (C) A product suitable for men aged 60 and over is advertised in a magazine read by adults of all ages
 - (D) A new product is developed and marketers collect demographic data on potential consumers before developing a specific advertising campaign
73. The passage suggests that which of the following is true about the marketing of industrial products like those discussed in the third paragraph ?
- (A) The market segment and programme target are identical
 - (B) Mass marketing is the only feasible way of advertising such products
 - (C) The marketing programme cannot be directed specifically to the programme target
 - (D) More customers would be needed to justify the expenses of direct selling
74. The passage supports which of the following statements about demographic characteristics and marketing ?
- (A) Demographic research is of no use in determining how successful a product will be with a particular group of consumers
 - (B) A programme audience is usually composed of people with similar demographic characteristics
 - (C) Psychological factors are more important than demographic factors in defining market segments
 - (D) Consumers with similar demographic characteristics do not necessarily form a meaningful programme target
75. It can be inferred from the passage that which of the following is true for most consumer goods markets ?
- (A) The programme target and the programme audience are not usually identical
 - (B) The programme audience is smaller than the market segment.
 - (C) The programme audience and the market segment are usually identical
 - (D) The market segment and the programme target are usually identical



Space for Rough Work