

Question Paper Preview

Notations :

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

Question Paper Name :	JOURNALISM MASS COMMUNICATION 10th Sep 2024 Shift 1
Subject Name :	JOURNALISM & MASS COMMUNICATION
Creation Date :	2024-09-10 14:14:16
Duration :	180
Total Marks :	300
Display Marks:	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 :	26544893
Group Maximum Duration :	0
Group Minimum Duration :	180
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	300

Paper I

Section Id :	265448185
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	42
Number of Questions to be attempted :	42

Section Marks :	100
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	265448572
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 26544814004 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The level of teaching that emphasizes memorizing facts and definitions is the:
విషయాలను, నిర్వచనాలను కంఠస్థము చేయుటను నొక్కి చెప్పు బోధనా స్థాయి:

Options :

1. ✘ Reflective level
ప్రతిబింబించు స్థాయి

2. ✘ Understanding level
అవగాహనా స్థాయి

3. ✔ Memory level
జ్ఞాపక స్థాయి

4. ✘ Application level
అనువర్తింపు స్థాయి

Question Number : 2 Question Id : 26544814005 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Adolescent learners, compared to adult learners, typically place a greater emphasis on:

వయోజన అభ్యాసకులతో పోలిస్తే, కౌమారదశ అభ్యాసకులు సాధారణంగా దీనిపై
ఎక్కువ దృష్టిపెడతారు:

Options :

1. ✘ Self-directed learning and goal setting
స్వీయ నిర్దేశ అభ్యాసం, లక్ష్య నిర్ణయం

2. ✔

Peer approval and social acceptance
తోటి వారి ఆమోదము, సామాజిక సమ్మతి

3. ✘ Abstract thinking and complex problem-solving
అమూర్త ఆలోచన, క్లిష్ట సమస్య పరిష్కారము

4. ✘ Prior Knowledge and experience
పూర్వ జ్ఞానము మరియు అనుభవము

Question Number : 3 Question Id : 26544814006 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following factors relating to the teacher can significantly impact the learning environment?

అధ్యాపకునికి సంబంధించిన ఈ క్రింది అంశాలలో ఏ అంశము అభ్యాస పర్యావరణాన్ని గణనీయంగా ప్రభావం చేయగలదు?

Options :

1. ✘ Teacher's preferred mode of transportation
అధ్యాపకుడు ప్రాధాన్యత ఇచ్చే రవాణా పద్ధతి

2. ✔ Teacher's passion for the subject matter
అధ్యాపకునికి విషయంపై ఉన్న అభిరుచి

3. ✘ Teacher's ability to travel long distances
అధ్యాపకునికి చాలా దూరం ప్రయాణం చేయగల సమర్థత

4. ✘ Teacher's knowledge of current events
వర్తమాన వ్యవహారాలపై అధ్యాపకుని పరిజ్ఞానము

Question Number : 4 Question Id : 26544814007 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A teaching method where the instructor delivers information through lectures and demonstrations is considered:

బోధకుడు ఉపన్యాసాలు, ప్రదర్శనలు ద్వారా సమాచారము బట్వాడా చేసే బోధనా పద్ధతిని ఇలా అంటారు:

Options :

1. ✘ Learner-centered
అభ్యాసక కేంద్రీకృత
2. ✘ Collaborative learning
సహాయక అభ్యాసము
3. ✔ Teacher-centered
ఉపాధ్యాయ కేంద్రీకృత
4. ✘ Project-based learning
ప్రాజెక్టు ఆధారిత అభ్యాసము

Question Number : 5 Question Id : 26544814008 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Traditional teaching support systems often rely heavily on:

సంప్రదాయక బోధనా మద్దతు పద్ధతులు తరచుగా వీనిపై ఎక్కువగా ఆధారపడతాయి:

Options :

1. ✘ Interactive online platforms and simulations
పరస్పర చర్య ఆన్‌లైన్ వేదికలు మరియు అనుకరణాలు
2. ✔ Blackboards, textbooks, and physical models
నల్లబల్లలు, పాఠ్యాంశపుస్తకాలు, భౌతిక నమూనాలు
3. ✘ Virtual reality tools and augmented reality experiences
వర్చువల్ రియాల్టీ పరికరాలు, వృద్ధి చెందిన రియాల్టీ అనుభవాలు
4. ✘ Collaborative online learning environments
సహాయక ఆన్‌లైన్ అభ్యాసక పర్యావరణాలు

Question Number : 6 Question Id : 26544814009 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

'Systematic investigation to establish facts and knowledge' is the definition of:
'నిజాలు, జ్ఞానము ఏర్పాటుకు క్రమబద్ధమైన శోధన' ఈ దిగువ దానికి నిర్వచనం

Options :

1. ✘ Learning
అభ్యాసము
2. ✘ Problem-solving
సమస్య పరిష్కారము
3. ✔ Research
పరిశోధన
4. ✘ Evaluation
మూల్యాంకనము

Question Number : 7 Question Id : 26544814010 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

When studying the lived experiences of a specific community, a researcher might employ a:

ఒక ప్రత్యేక సమాజం చూసిన నిజమైన అనుభవాలను అధ్యయనం చేయుటకు పరిశోధకుడు ఉపయోగించగలిగినది:

Options :

1. ✘ Positivist approach with standardized surveys
ప్రామాణికరణబడిన సర్వేలతో పాజిటివిస్ట్ దృక్పథము
2. ✔ Post-positivist approach through in-depth interviews
వివరణాత్మకమైన ఇంటర్వ్యూల ద్వారా పోస్ట్ పాజిటివిస్ట్ దృక్పథము
3. ✘

Both approaches equally
రెండు దృక్పథాలు సమానంగా

Both of the approaches are not employed.

రెండు దృక్పథాలను ఉపయోగించరు

4. ✘

Question Number : 8 Question Id : 26544814011 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In an experiment, the independent variable is the one that is:

ఒక ప్రయోగములో స్వతంత్ర చలాంశము ఏదనగా:

Options :

Measured or observed

1. ✘ కొలవగలిగేది, పరిశీలన చేయకలిగేది.

Manipulated by the researcher

2. ✔ పరిశోధకుడు తారుమారు చేయగలిగినది

Held constant for control

3. ✘ నియంత్రణకై నిలకడగా ఉండేవి

Not directly relevant to the study

4. ✘ అధ్యయనానికి ప్రత్యక్షంగా సంబంధించినది కాదు

Question Number : 9 Question Id : 26544814012 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Sharing your research findings with a wider audience through presentations or publications falls under the step of:

పరిశోధనా ఫలితాలను విస్తృత ప్రేక్షకులలో, నివేదికల ద్వారా ప్రచురణల ద్వారా పంచుకొను దశ:

Options :

Formulating the research hypothesis

1. ✘ పరిశోధనా పరికల్పనను తయారుచేయుట

Interpreting the results

2. ✘ ఫలితాలను అన్వయించుట

Writing the research report

3. ✘ పరిశోధనా రిపోర్టును వ్రాయుట

Disseminating research findings

4. ✔ పరిశోధనా ఫలితాలను వ్యాప్తి చేయుట

Question Number : 10 Question Id : 26544814013 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Reference management software can help with:

రిఫరెన్సు నిర్వహణ నిర్వహణా సాఫ్ట్‌వేర్ దీనికి సహాయపడును:

Options :

Generating random citations without checking sources

1. ✘ వనరులను తనికీ చేయకుండా యాదృచ్ఛిక అను లేఖనాలు ఉత్పత్తి చేయుట

Organizing and formatting your references in a specific style

2. ✔ ఒక ప్రత్యేకశైలిలో రిఫరెన్సులను వ్యవస్థీకరణ, ఫార్మాటింగు చేయుట

Automatically paraphrasing sources to avoid plagiarism

గ్రంథచౌర్యము నివారించుటకు స్వయంగా అధార సమాచారాన్ని పెరాగ్రాఫ్‌లలో సంక్షిప్తకరించుట

3. ✘

Finding sources for your research

4. ✘ పరిశోధనకు వనరులను వెతుకుట

Sub-Section Number :

2

Sub-Section Id :

265448573

Question Shuffling Allowed :

No

Question Id : 26544814014 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Question Numbers : (11 to 15)

Question Label : Comprehension

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

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

In the smaller cities the presence of this significant landmark is almost invariable. There is ever the lone and lorn tower, belfry, or spire painted in dark sad colours, seen from afar off, rising from the decayed little town below; often of some antique, original shape that pleases, and yet with a gloomy misanthropical air, as of total abandonment. They are rusted and abraded. From their ancient jaws we hear the husky, jangling chimes, musical and melancholy, the disorderly rambling notes and tunes of a gigantic musical box. Towards the close of some summer evening, as the train flies on, we see the sun setting on the grim walls of some dead city, and on the clustered houses. Within the walls are the formal rows of trees planted in regimental order which fringe and shelter them; while rises the dark, copper-coloured tower, often unfinished and ragged, but solemn and funereal, or else capped by some quaint lantern, from whose jaws presently issue the muffled tones of the chimes, halting and broken, and hoarse and wheezy with centuries of work. Often we pass on; sometimes we descend, and walk up to the little town and wander through its deserted streets. We are struck with wonder at some vast and noble church, cathedral-like in its proportions, and nearly always original—such variety is there in these antique Belgian fanes—and facing it some rustic mouldering town-hall of surprising beauty.

చిన్న పట్టణాలలో గణనీయమైన కొండ గుర్తు ఉనికి దాదాపు మార్చులేనిది. అక్కడ ఎప్పుడూ ఒంటరి దిక్కుమాలిన బురుజు, గంటగూడు లేదా నల్లని విచార రంగులతో పెయింట్ చేయబడిన మతస్థల గుడి గోపురము ఉంటుంది. దీనిని దూరం నుండి చూపవచ్చు. దిగువన ఉన్న క్షీణించిన చిన్న పట్టణం నుండి పైకి లేస్తూ కనిపిస్తుంది. తరచుగా అప్లౌడకరమైన ఒక పురాతన అసలు రూపంలో ఉంటుంది. అయినా పూర్తిగా వదలి వేసినట్లు, దిగులుగా మానవ సంబంధంకాని గాలితో ఉంటుంది. అవి తుప్పు పట్టి, రాపిడి జరిగినట్లు ఉంటాయి. వాటి పురాతన దవడల నుండి మనము జీరగాఉండి గలగలలాడే మేకతాళాలు, విచారకరమైన సంగీతము, బ్రహ్మాండమైన సంగీత పెట్టె నుండి క్రమరహిత అల్లకల్లోల స్వరరాగాలు వినవచ్చును. వేసవి చివరి సాయంత్రము వాన ఎగురుతూ ఉంటే మనం, సూర్యుడు మృతపట్టణ భయంకర గోడలపై, గుంపు గృహాలపై అస్తమిస్తున్నట్లు చూడవచ్చును. ఆ గోడల లోపల అక్కడ ఉన్న సిపాయి దళక్రమములో పాతిన లాంఛన చెట్ల వరుసలు ఉన్నాయి. అవి వంగి ఆశ్రయం కలిగిస్తాయి. అటులనే చీకటిపడి, రాగి రంగులోని బురుజు తరచు పూర్తికాని, రగిలిపోయిన, కాని గంభీరమైన మరియు చావు ఉర్రేగింపు లేదా కప్పబడిన విచిత్రమైన కుండలో పెట్టిన దీపంలా ఉంటుంది. ఆ దీపపు దవడలు ప్రస్తుతం గంటల మూగబోయిన రాగాలు, ఆగిపోయే, విరిగినట్లుగా కమ్మినగొంతులో గుర్రు గుర్రు శబ్దాలు, శతాబ్దాల పనిగా వినిపిస్తుంది. అటు మనం వెడుతున్నప్పుడు, దిగి ఆ చిన్న పట్టణం వరకు నడుస్తాము. ఎడారి బారిన వీధులగుండా సంచరిస్తాము. మనం ఆశ్చర్యంలో విశాలమైన కీర్తిగల, పొందికలో పెద్ద గుడి కంటే చర్చి వద్ద ఇరుక్కుపోతాము. అది ఎప్పుడూ “ప్రథమం” ది. అటు వంటి పురాతన బెల్లియం గదులలో కనుపిస్తుంది. వాటి ఎదురుగా తుప్పుపట్టిన మట్టిలో కలసిపోతున్న ఆశ్చర్యపరచే సుందర టౌన్ హాల్ ఉంది.

Sub questions

Question Number : 11 Question Id : 26544814015 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A regular and significant feature of smaller cities, according to the author is a

_____.

రచయిత ప్రకారము చిన్న పట్టణాల క్రమ, గణనీయ లక్షణం.

Options :

1. ✘ Watch tower
కాపలా బురుజు
2. ✘ Light house
లైట్ హౌసు
3. ✔ Bell tower
గంట బురుజు

- Clock tower
గడియార బురుజు
4. ✘

Question Number : 12 Question Id : 26544814016 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The word that means, 'erode' in the above paragraph is _____.
పై పారాగ్రాఫ్‌లో "erode" అని అర్థమిచ్చే పదము.

Options :

1. ✘ Gloomy
2. ✓ Abrased
3. ✘ Muffled
4. ✘ Ragged

Question Number : 13 Question Id : 26544814017 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The phrase, 'fringe and shelter' in the above context means "trees
that _____."
పై సందర్భములో "ఫ్రింజ్ మరియు షెల్టర్" అంటే చెట్లు _____.

Options :

1. ✓ Border and cover the walls
2. ✘ Encircle the house
3. ✘ Run around a group of houses
4. ✘ Creep over the walls

Question Number : 14 Question Id : 26544814018 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In the above context, the phrase 'solemn and funereal' ring in a/an _____ mood.

పై సందర్భములో "సాలెమ్ మరియు ఫునెరల్" ఈ మానసికస్థితి లో మోగుతాయి.

Options :

1. ✘ Blissful
2. ✘ Enthusiastic
3. ✘ Spirited
4. ✔ Dismal

Question Number : 15 Question Id : 26544814019 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The train passed through a/an _____ city.

రైలు _____ వంటి నగరం గుండా పయనించింది.

Options :

1. ✘ Crowded and crammed
2. ✔ Old and abandoned
3. ✘ New and upcoming
4. ✘ Busy and bustling

Sub-Section Id :

265448574

Question Shuffling Allowed :

Yes

Question Number : 16 Question Id : 26544814020 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The message sent by the sender in the form of words, pictures and gestures etc is _____ by the receiver.

ఒక వార్త మాటలలో, బొమ్మలలో, సంజ్ఞలు మొదలగు వానిలో పంపితే, వార్త అందుకున్న వాడు దానిని ఈ విధంగా చేస్తాడు.

Options :

1. ✘ Encoded
2. ✔ Decoded
3. ✘ Encrypted
4. ✘ Scripted

Question Number : 17 Question Id : 26544814021 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

_____ communication cannot be fully relied upon in inter-cultural communication because of differences in cultures which may lead to misinterpretation.

సంస్కృతుల మధ్య సమాచారంలో _____ సమాచారం మనం పూర్తిగా ఆధారపడలేము, ఎందుకంటే సంస్కృతుల మధ్య భేదాల వలన అది తప్పు వివరణకు దారితీస్తుంది.

Options :

1. ✘ Verbal
శాబ్దిక
2. ✘ Written
లిఖిత
3. ✔

Non-verbal

అశాబ్దిక

Listening

4. ✘ శ్రవణ

Question Number : 18 Question Id : 26544814022 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A teacher should be _____ towards students in order to have a positive classroom communication.

క్రియాత్మక తరగతి సందేశము కావాలంటే, ఉపాధ్యాయుడు తమ విద్యార్థులతో ఇలా ఉండాలి.

Options :

1. ✔ Empathetic

2. ✘ Prejudiced

3. ✘ Biased

4. ✘ Stern

Question Number : 19 Question Id : 26544814023 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A noisy room that interferes with the smooth flow of communication can be considered as a _____ barrier.

సందడితో కూడిన తరగతి గది సందేశ ప్రవాహంలో జోక్యం చేసుకొంటుంది. దీనిని ఈ అడ్డంకి అంటారు.

Options :

1. ✘ Psychological

2. ✘ Physiological

3. ✘ Social

4. ✔ Physical

Question Number : 20 Question Id : 26544814024 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Theatre, music and dance formats belong to _____ media.

థియేటరు, సంగీతము, నృత్యము ఈ మాధ్యమానికి సంబంధించినది.

Options :

1. ✘ Digital

2. ✔ Traditional

3. ✘ Electronic

4. ✘ Social

Question Number : 21 Question Id : 26544814025 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Complete the series with next coming number: 999, 1000, 501, 168, 43, _____

క్రమములో తరువాత వచ్చే సంఖ్య తో పూరించండి: 999, 1000, 501, 168, 43, _____

Options :

1. ✘ 10

2. ✘ 8.6

3. ✔ 9.6

4. ✘ 11

Question Number : 22 Question Id : 26544814026 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A's father, pointing towards a person B, said "She is the sister of my mother's only sibling" How is the person related to A?

A యొక్క తండ్రి, B అనే వ్యక్తి వైపు చూపిస్తూ, "ఆమె నా తల్లి యొక్క ఏకైక తోబుట్టువు యొక్క సోదరి" అని చెప్పాడు, ఆ వ్యక్తి A తో ఎలా సంబంధం కలిగి ఉన్నాడు?

Options :

1. ✘ Mother
2. ✘ Aunt
3. ✘ Sister
4. ✔ Grandmother

Question Number : 23 Question Id : 26544814027 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In a race, A gives B a HeadStart of 200 m and still beats him by 100 m. If A's speed is $\frac{10}{7}$ times B's speed what is the length of the race?

ఒక రేసులో, A, B కి 200 మీటర్ల హెడ్‌స్టార్ట్ ఇస్తుంది మరియు అయినప్పటికీ అతనిని 100 మీటర్లతో ఓడించింది. A వేగం B వేగం కంటే $\frac{10}{7}$ రెట్లు ఉంటే రేసు పొడవు ఎంత?

Options :

1. ✘ 1.5 km
2. ✘ 2.0 km
3. ✔ 1.0 km
4. ✘ 3.0 km

Question Number : 24 Question Id : 26544814028 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

'A' sold a watch at a profit of 10%. If he had bought it at 10% less and sold it for Rs. 13 less he would have made a profit of 15%. What is the cost price of watch ?

A ఒక వాచ్‌ను 10% లాభంతో విక్రయించాడు. అతను 10% తక్కువకు కొనుగోలు చేసి రూ. 13 తక్కువకు అమ్మితే అతను 15% లాభం పొందాడు. దాని ధర ఎంత?

Options :

1. ✓ 200

2. ✗ 300

3. ✗ 400

4. ✗ 480

Question Number : 25 Question Id : 26544814029 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A sum of money compounded annually amounts to Rs. 5,120 in 3 years and Rs. 7,290 in 6 years. Find its annual rate of interest.

సంవత్సరానికి లెక్కించే చక్రవడ్డీతో కలిపిన మొత్తం రూ. 3 సంవత్సరాలలో 5,120 6 సంవత్సరాలలో 7,290 అయితుంది. వార్షిక వడ్డీ రేటును కనుగొనండి.

Options :

1. ✗ 7.5%

2. ✗ 10%

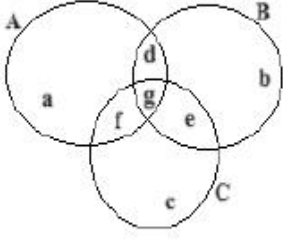
3. ✓ 12.5%

4. ✗ 15%

Question Number : 26 Question Id : 26544814030 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Consider the Venn diagram with three sets A, B and C like as follows, with $a=10$, $b=3$, $c=12$, $d=5$, $e=8$, $f=6$, $n(A)=30$, $n(B)=25$; $n(C)=35$. Then $g = ?$



ఈ క్రింద చూపిన విధంగా A,B,C అనే మూడు సెట్లు కలిగిన 'వెన్' చిత్రపటంలో $a=10$, $b=3$, $c=12$, $d=5$, $e=8$, $f=6$, $n(A)=30$, $n(B)=25$; $n(C)=35$ అయితే $g = ?$

Options :

1. ✘ 6
2. ✘ 8
3. ✔ 9
4. ✘ 12

Question Number : 27 Question Id : 26544814031 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Statements:

నివేదికలు:

No building is a wall.

ఏ భవనమూ ఒక గోడ కాదు.

Some walls are rooms.

కొన్ని గోడలు గదులు.

All buildings are rocks.

అన్ని భవనాలు రాళ్ళు

Conclusions:

ముగింపు అభిప్రాయం:

- I. No building is a room.
ఏ భవనమూ గది కాదు.
- II. Some rooms are buildings.
కొన్ని గదులు భవనాలు.
- III. Some rocks which are not buildings being walls is a possibility.
భవనాలు కాని కొన్ని రాళ్ళు, గోడలయ్యే అవకాశం ఉంది.

Options :

1. ✘ Only III follows
2. ✘ Either I or II follows.
3. ✘ Only I and III follows
4. ✔ Only III and either I or II follows.

Question Number : 28 Question Id : 26544814032 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The distinction between Savikalpaka (determinate) and Nirvikalpaka (indeterminate) is made with respect to which of the following pramanas?
సావికల్పక, నిర్వికల్పక మధ్య బేధాన్ని ఈ దిగువ ప్రమాణాన్ని బట్టి నిర్ణయిస్తారు?

Options :

1. ✘ Anumana (inference)
2. ✔ Pratyaksa (perception)
3. ✘ Arthapatti (postulation)
4. ✘ Upamdana (comparison)

Question Number : 29 Question Id : 26544814033 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In a certain code language, if SP is coded as UR and LO is coded as NQ then TV is coded as
ఒక కోడ్ భాషలో SPను UR గాను, LO ను NQ గాను క్రోడీకరించినట్లయితే TV ని యిలా క్రోడీకరిస్తారు.

Options :

1. ✘ VW

2. ✘ WV

3. ✘ VN

4. ✔ VX

Question Number : 30 Question Id : 26544814034 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Match the following lists with correct ones:

సరియైన వాటితో జతపరచుము:

List-I

జాబితా-I

a. Pratyksha

ప్రత్యక్ష

b. Anumiti

అనుమాన

c. Upamana

ఉపమాన

d. Anumana

అనుమాన

List-II

జాబితా - II

i. Perception

అర్థం చేసుకొన్నది

ii. Presumption

ఊహ

iii. Comparison

పోలిక

iv. Inference

భావన

Options :

1. ✘ a-i, b-ii, c-iii, d-iv

2. ✘ a-iv, b-ii, c-i, d-iii

3. ✔ a-i, b-iv, c-iii, d-ii

4. ✘ a-iv, b-iii, c-ii, d-i

Sub-Section Number :

4

Sub-Section Id :

265448575

Question Shuffling Allowed :

No

Question Id : 26544814035 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Question Numbers : (31 to 35)

Question Label : Comprehension

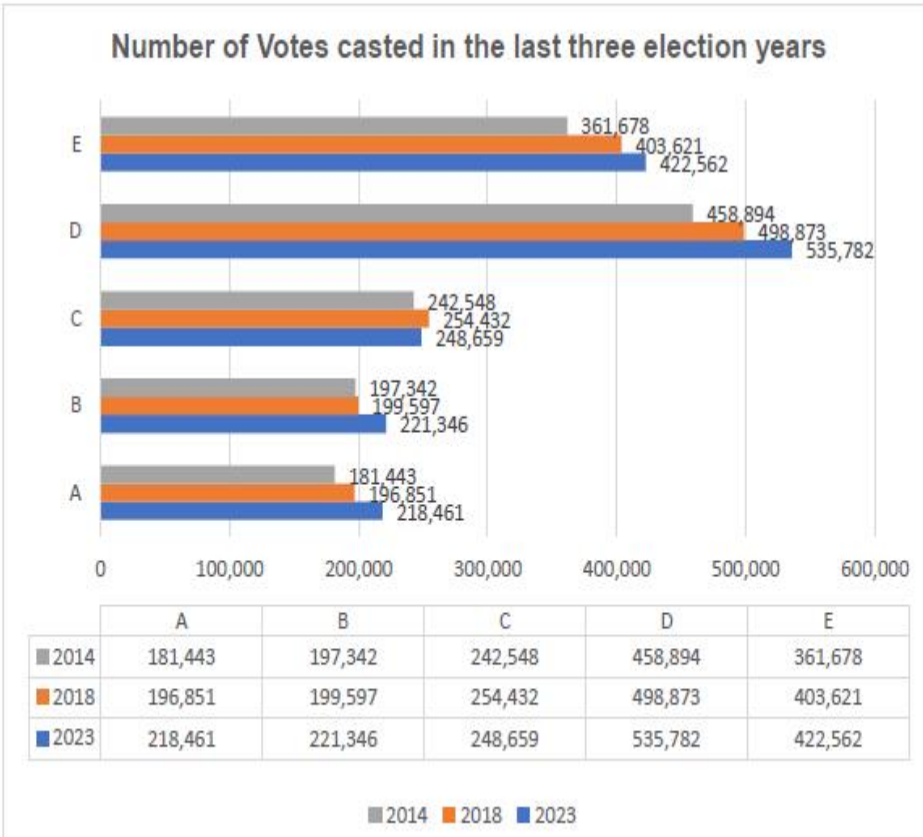
Note: Answer the questions Q.31 to Q. 35 on the basis of the information given below.

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

The number of votes cast in an election in five Assembly constituencies: A, B, C, D and E in the state of Telangana during the last three election years 2014, 2018 and 2023 are presented in the following Bar diagram.

గత మూడు ఎన్నికలు 2014, 2018 మరియు 2023లో తెలంగాణ రాష్ట్రంలోని ఐదు అసెంబ్లీ

నియోజకవర్గాలు A, B, C, D మరియు E లలో జరిగిన ఎన్నికల్లో పోలైన ఓట్ల సంఖ్య క్రింది బార్ రేఖాచిత్రంలో ప్రదర్శించబడింది.



Sub questions

Question Number : 31 Question Id : 26544814036 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What is the total number of votes cast in the five constituencies in the year 2018?

2018 లో ఐదు నియోజకవర్గాల్లో పోలైన మొత్తం ఓట్ల సంఖ్య ఎంత?

Options :

14,41,905

1. ✘

2. ✔

15,53,374

3. ✘ 15,43,374

4. ✘ 16,46,810

Question Number : 32 Question Id : 26544814037 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What is the least number of votes polled in the given five constituencies in the year 2023?

2023 సంవత్సరంలో ఇచ్చిన ఐదు నియోజకవర్గాల్లో తక్కువ పోలైన ఓట్ల సంఖ్య ఎంత?

Options :

1. ✘ 1,97,342

2. ✘ 1,81,443

3. ✔ 2,18,461

4. ✘ 1,99,597

Question Number : 33 Question Id : 26544814038 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In which constituency the number of voters decreased when compared with 2018 and 2023?

2018, 2023తో పోలిస్తే ఏ నియోజకవర్గంలో ఓటర్ల సంఖ్య తగ్గింది?

Options :

1. ✘ A

2. ✘ B

3. ✔ C

4. ✘ D

Question Number : 34 Question Id : 26544814039 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In which constituency the number of voters increased more when compared with 2018 and 2023?

2018 మరియు 2023తో పోలిస్తే ఏ నియోజకవర్గంలో ఓటర్ల సంఖ్య పెరిగింది?

Options :

1. ✘ A

2. ✘ B

3. ✘ C

4. ✔ D

Question Number : 35 Question Id : 26544814040 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The total number of votes polled in the C, D and E in 2018?

2018లో C, D, E యొక్క మొత్తం ఓటర్ల సంఖ్య ఎంత ?

Options :

1. ✔ 11,56,926

2. ✘ 11,63,126

3. ✘ 12,46,926

4. ✘ 15,53,923

Sub-Section Number :

5

Sub-Section Id :

265448576

Question Shuffling Allowed :

Yes

Question Number : 36 Question Id : 26544814041 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following is open source?

ఈ దిగువ వానిలో ఎవరైన స్వేచ్ఛగా ఉపయోగించగల వనరు ఏది?

Options :

1. ✘ MS Word
2. ✘ Windows
3. ✔ Mozilla Firefox
4. ✘ Acrobat Reader

Question Number : 37 Question Id : 26544814042 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What should you do to ensure secure online transactions?

అన్‌లైన్ వ్యవహారాల పరిరక్షణకు చేయవలసినది?

Options :

1. ✘ Lock your computer
కంప్యూటరు కు తాళం వేయుట
2. ✔ Give credit card or bank details only on safe websites
క్రెడిటుకార్డు, బాంకు వివరాలు క్షేమకరమైన వెబ్‌సైట్‌లకే ఇచ్చుట
3. ✘ Use anti-virus
యాంటీవైరస్ ఉపయోగించుట
4. ✘ Do not use pirated software
అనధీకృత సాఫ్ట్‌వేర్‌ను వాడకుండుట

Question Number : 38 Question Id : 26544814043 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What should a strong password consist of?
బలమైన పాస్‌వర్డ్ ఎలా ఉండాలి?

Options :

1. ✘ Only letters
అక్షరాలు మాత్రమే
2. ✘ Numbers and special characters
అంకెలు, ప్రత్యేక కారెక్టర్లు
3. ✘ Name of a person
వ్యక్తి పేరు
4. ✔ Letters, numbers and special characters
అక్షరాలు, అంకెలు, ప్రత్యేక కారెక్టర్లు

Question Number : 39 Question Id : 26544814044 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Internal communication within institutions is done through
సంస్థల లోపల అంతర్గత సందేశం దీని ద్వారా పంపిస్తారు

Options :

1. ✔ LAN
2. ✘ WAN
3. ✘ EBB
4. ✘ MMS

Question Number : 40 Question Id : 26544814045 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

HTML is used to create
దీనిని సృష్టించుటకు HTML వాడెదరు

Options :

1. ✘ Machine language program
యాంత్రిక భాష ప్రోగ్రాము
2. ✘ High level program
ఉన్నత స్థాయి ప్రోగ్రాము
3. ✔ Web page
వెబ్ పేజీ
4. ✘ Web server
వెబ్ సర్వరు

Question Number : 41 Question Id : 26544814046 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A source of renewable power which can be developed with minimum cost is:
కనిష్ట వ్యయంతో నవీకరణ శక్తి వనరును అభివృద్ధి చేయలిగినది

Options :

1. ✔ Biomass power
బయోమాస్ శక్తి
2. ✘ Tidal power
టైడల్ శక్తి
3. ✘ Wind mills
గాలి మరలు
4. ✘

Geothermal energy

ఉష్ణ సంబంధ శక్తి

Question Number : 42 Question Id : 26544814047 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In which part of India, the tropical Western Ghats are situated?
ఇండియాలో ఏ ప్రాంతమందు ఉష్ణమండల పడమటి కనుమలు కలవు?

Options :

1. ✘ Punjab
పంజాబ్
2. ✔ Kerala
కేరళ
3. ✘ Madhya Pradesh
మధ్య ప్రదేశ్
4. ✘ Rajasthan
రాజస్థాన్

Question Number : 43 Question Id : 26544814048 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Sustainable Development Goals (SDGs) are formally known as...
కొనసాగించగలిగే అభివృద్ధి లక్ష్యాలు అనగా:

Options :

1. ✔ Transforming Our World: 2030 Agenda
మన ప్రపంచాన్ని మార్చుట: 2030 అజెండా
2. ✘ Sustainable Living for All: 2022 Agenda
అందరికీ స్థిరమైన జీవనం: 2022 అజెండా

Life of Dignity for All: 2022 Agenda

3. ✖ అందరికీ గౌరవంతో కూడిన జీవితం: 2022 అజెండా

One Planet, One People: 2030 Agenda

4. ✖ ఒక గ్రహం, ఒకే జనం: 2030 అజెండా

Question Number : 44 Question Id : 26544814049 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Among the following fuels of energy, which are the most environments friendly?

ఈ దిగువ శక్తి ఇంధనాలలో, ఏవి ఎక్కువ పర్యావరణ సహకారిగా ఉంటాయి?

Options :

Biogas

1. ✖

CNG

2. ✖

Hydrogen

3. ✔

Ethanol

4. ✖

Question Number : 45 Question Id : 26544814050 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

One of the anthropogenic sources of gaseous pollutants chlorofluorocarbons in air is....

ఈ క్రింది వానిలో మానవజన్య వాయు కలుషాలలోని ఒకటి క్లోరోఫ్లోరోకార్బన్లుకు

మూలము:

Options :

Cement Industry

సిమెంటు పరిశ్రమ

1. ✖

Fertiliser industry

ఎరువుల పరిశ్రమ

2. ✖

3. ✓ Foam industry
ఫోమ్ పరిశ్రమ

4. ✘ Pesticide industry
పురుగు మందుల పరిశ్రమ

Question Number : 46 Question Id : 26544814051 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which is the first Engineering College of India?
ఇండియాలో మొదట ఇంజనీరింగు కాలేజీ ఏది?

Options :

1. ✓ Thompson College

2. ✘ P.S.G. College of Technology

3. ✘ JNTU

4. ✘ VIT

Question Number : 47 Question Id : 26544814052 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Prime Minister Research Fellowship is for students pursuing a Ph.D. programme in:
పి. హెచ్. డి ప్రోగ్రాములో ప్రధానమంత్రి పరిశోధనా ఉపకారవేతనం ఏ దిగువ విద్యార్థులకు
సంబంధించినది:

Options :

1. ✘ State and Central Universities

2. ✓ Central Universities, IISc, IITs, NITs, IISERs, and IIIT

3. ✘ IISc, IITs, NITs, IISERs, IIITs, State and Central Universities

4. ✖ IITs and IISc

Question Number : 48 Question Id : 26544814053 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The purpose of value education is best served by focussing on విలువలతో కూడిన విద్య ఉద్దేశం ఈ క్రింది వానిలో దేనిపై దృష్టి పెట్టటం వలన నెరవేరుతుంది?

Options :

1. ✖ Cultural practices prevailing in the society.
సమాజంలో ఉన్న సాంస్కృతిక ఆచరణలు
2. ✖ Norms of conduct lay down by a social group.
సామాజిక సమూహము ఏర్పదచిన ప్రవర్తనా నియమావళి
3. ✔ Concern for human values.
మానవ విలువలకు ఆందోళన
4. ✖ Religious and moral practices and instructions.
మతసంబంధ, నైతిక ఆచరణలు, సూచనలు

Question Number : 49 Question Id : 26544814054 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Why Environmental Education is considered essential for children? పిల్లలకు పర్యావరణ విద్య ముఖ్యము ఎందువలన అంటే?

Options :

1. ✖ Environmental education is only relevant to adults.
పర్యావరణ విద్య పెద్దవారికి మాత్రమే సంబంధించినది
2. ✔ Early exposure to environmental education can shape lifelong attitudes and behaviours.
ప్రారంభంలోనే పర్యావరణ విద్య ఉండటం వలన జీవిత వైఖరులు, నడవడాల పంథాను మార్చవచ్చు.

3. ✘ Children are too young to understand complex environmental concepts.
క్లిష్టమైన పర్యావరణ భావనలను అర్థం చేసుకొనుటకు పిల్లలు మరీ చిన్నవారు

4. ✘ Children are not affected by environmental issues.
పర్యావరణ సమస్యల ప్రభావం పిల్లలపై లేదు.

Question Number : 50 Question Id : 26544814055 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Good Governance' and 'Participating Civil Society for Development' were stressed
in World Bank Report of....

“సుపరిపాలన” ‘అభివృద్ధిలో పాల్గొనే పౌరసమాజము’ లను ఈ దిగువ ప్రపంచ బాంకు
రిపోర్టులలో నొక్కి చెప్పారు.

Options :

1. ✔ 1992

2. ✘ 1997

3. ✘ 2000

4. ✘ 2003

Paper II

Section Id :	265448186
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	200
Maximum Instruction Time :	0
Sub-Section Number :	1

Sub-Section Id :

265448577

Question Shuffling Allowed :

Yes

Question Number : 51 Question Id : 26544814056 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The tone for broadcast news stories should be

Options :

1. ✓ Conversational, informal, and relaxed.
2. ✘ Consistent with the rhetorical principles of Aristotle and Cicero.
3. ✘ Similar to the tone adopted by a college lecturer.
4. ✘ Similar to the tone of a lawyer advising a client.

Question Number : 52 Question Id : 26544814057 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

When a broadcast news story includes a name that may not be familiar to listeners that name should.

Options :

1. ✓ Be withheld until the audience's attention has been captured.
2. ✘ Be the first thing in the story so that the audience can get used to it.
3. ✘ Come at the very end of the story so as to increase suspense.
4. ✘ Be excluded entirely from the story.

Question Number : 53 Question Id : 26544814058 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

When used in reference to newspapers and magazines the verb “cover” means to

Options :

1. ✘ Include a wide variety of things in an article
2. ✘ Pretend to write the truth but to cover up the facts
3. ✔ Research and write a story
4. ✘ Consult sources

Question Number : 54 Question Id : 26544814059 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The function used to find information on the web is called the

Options :

1. ✘ Seek function
2. ✘ Collect function
3. ✔ Search function
4. ✘ Find function

Question Number : 55 Question Id : 26544814060 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Spam can be found

Options :

1. ✘ Mobile phones and emails
2. ✘ Emails
3. ✘ Mail boxes
4. ✔ Mobile phones, emails and mail boxes

Question Number : 56 Question Id : 26544814061 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

While writing a news story, never start a sentence with a figure, except that which begins with a

Options :

1. ✘ Month
2. ✔ Year
3. ✘ Day
4. ✘ Date

Question Number : 57 Question Id : 26544814062 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In this kind of page layout, articles are put side by side so that the headlines are adjacent

Options :

1. ✓ Tombstoning
2. ✗ Ears of newspaper
3. ✗ Banner
4. ✗ Kicker/Strapline

Question Number : 58 Question Id : 26544814063 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The headline with more than two lines which are justified on the right side and unjustified on the left is termed as

Options :

1. ✗ Hammer
2. ✗ Right angle
3. ✗ Crosser
4. ✓ Hanging indentation

Question Number : 59 Question Id : 26544814064 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

A recent trend in newspapers to highlight stories of inside pages on the first page below the flag

Options :

1. ✓ Flash
2. ✗ Deck
3. ✗ Headline
4. ✗ Lead

Question Number : 60 Question Id : 26544814065 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

_____ draws a vivid word picture of the news setting, surroundings or circumstances.

Options :

1. ✓ Narrative lead
2. ✗ Direct lead
3. ✗ Quotation lead
4. ✗ Staccato lead

Question Number : 61 Question Id : 26544814066 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The most notable event in Indian Journalism in 1948 was the formation of

Options :

1. ✘ Prasar Bharathi
2. ✔ Press Trust of India
3. ✘ Press Guild
4. ✘ United news of India

Question Number : 62 Question Id : 26544814067 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Program genres where the unscripted behaviors of ordinary people are the focus of interest is known as -----

Options :

1. ✘ Realism
2. ✔ Actuality footage
3. ✘ Naturalism
4. ✘ Reality TV

Question Number : 63 Question Id : 26544814068 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Name the first communication satellite which was launched in 1962

Options :

1. ✓ Early Bird
2. ✗ Intelset
3. ✗ Intersputnik
4. ✗ Insat

Question Number : 64 Question Id : 26544814069 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which of the following was developed the earliest?

Options :

1. ✓ AM Radio
2. ✗ Television
3. ✗ DRM
4. ✗ DTH

Question Number : 65 Question Id : 26544814070 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

----- is associated with the invention of printing

Options :

1. ✘ Franklin
2. ✔ Johannes Gutenberg
3. ✘ Charles Babbage
4. ✘ Marcon

Question Number : 66 Question Id : 26544814071 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The nodal agency of the government to disseminate the information related to government policies to print media:

Options :

1. ✔ PIB
2. ✘ Doordarshan
3. ✘ Akashvani
4. ✘ Films Division

Question Number : 67 Question Id : 26544814072 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The first Chairman of the Press Council of India was

Options :

1. ✔ Justice J. R. Mudholkar

2. ✘ Justice Y.V. Chandrachud.

3. ✘ Justice V. R. Krishna Iyer

4. ✘ Justice Ranganath Mishra

Question Number : 68 Question Id : 26544814073 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

“Four Theories of Press” was conceived by

Options :

1. ✔ W. Schramm

2. ✘ J. Care

3. ✘ McQuail

4. ✘ Mc Luhan

Question Number : 69 Question Id : 26544814074 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which of the following denotes Internet radio broadcast?

Options :

1. ✘ Broadcast

2. ✘ Narrowcast

3. ✓ Podcast

4. ✘ Telecast

Question Number : 70 Question Id : 26544814075 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

The equalization of elements in a work of art is called

Options :

1. ✓ Balance

2. ✘ Unity

3. ✘ Rhythm

4. ✘ Movement

Question Number : 71 Question Id : 26544814076 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

The word 'Journalism' is derived from the word 'Diurnalis'.

Options :

1. ✓ Latin

2. ✘ French

3. ✘ Italian

4. ✘

Question Number : 72 Question Id : 26544814077 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

One line copy that describes the illustration, drawing or photograph is known as :

Options :

1. ✘ Cropline

2. ✔ Outline

3. ✘ Cut off

4. ✘ Cut out

Question Number : 73 Question Id : 26544814078 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A press run of a publication for one day

Options :

1. ✔ Edition

2. ✘ Publication

3. ✘ Imprint

4. ✘ Preprint

Question Number : 74 Question Id : 26544814079 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

The term Fourth Estate is coined by:

Options :

1. ✓ Edmund Burke
2. ✗ Thomas Carlyle
3. ✗ Chester Bernard
4. ✗ Henri Fayol

Question Number : 75 Question Id : 26544814080 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Which section of IPC defines the offence of defamation?

Options :

1. ✗ 409
2. ✓ 499
3. ✗ 498
4. ✗ 424

Question Number : 76 Question Id : 26544814081 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Crystallizing Public Opinions was authored by

Options :

1. ✘ Ivy Lee
2. ✔ Edward I. Bernays
3. ✘ Thomas Friedman
4. ✘ Black Sam

Question Number : 77 Question Id : 26544814082 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Science is heuristic. This means that:

Options :

1. ✘ Findings should be able to be extended to similar situations or to similar people.
2. ✘ Scientific research must be based on evidence.
3. ✔ Research findings should lead to more questions.
4. ✘ Research results are replicable or repeatable.

Question Number : 78 Question Id : 26544814083 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

A variable:

Options :

1. ✓ Can be identified as independent or dependent.
2. ✘ Is the same as an operationalization.
3. ✘ Only appears in a hypothesis.
4. ✘ Consists of only one level.

Question Number : 79 Question Id : 26544814084 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The independent variable:

Options :

1. ✘ Is sometimes called the criterion or outcome variable.
2. ✓ Is presumed to be the cause of change in the dependent variable.
3. ✘ Is not expected to vary.
4. ✘ Does not need to be identified in a research question.

Question Number : 80 Question Id : 26544814085 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Validity is achieved when:

Options :

1. ✘ Researchers are consistent in their use of data collection procedures.

2. ✓ The measurement does what it is intended to do.
3. ✘ Reliability is achieved.
4. ✘ The independent variable does not vary.

Question Number : 81 Question Id : 26544814086 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Measurement is:

Options :

1. ✘ The evaluation of a variable.
2. ✘ Describing something in a standardized form.
3. ✘ An interpretive device.
4. ✓ Everything the researcher does to arrive at the numerical estimate.

Question Number : 82 Question Id : 26544814087 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

A variable measured with discrete data means that the data identify participants as:

Options :

1. ✓ Belonging to one of at least two categories of a variable.
2. ✘ Belonging to several categories of a variable.

3. ✘ Having some position on a continuum of scores.
4. ✘ Being rank and compared to others.

Question Number : 83 Question Id : 26544814088 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The categories of discrete data should:

Options :

1. ✘ Be anonymous and confidential
2. ✘ Be ranked in importance or value to one another.
3. ✔ Be mutually exclusive, exhaustive and equivalent.
4. ✘ Always include one category for zero or none of that characteristic

Question Number : 84 Question Id : 26544814089 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

An operationalization is:

Options :

1. ✘ Key to developing a hypothesis or research question
2. ✘ The same as a conceptual scheme.
3. ✔ Exactly how a variable is observed and measured.

4. ✘ Needed only for the independent variable

Question Number : 85 Question Id : 26544814090 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which of the following is not a problem associated with using websites as sources of data?

Options :

1. ✘ New websites are constantly appearing while others are disappearing.

2. ✔ It is difficult to find any websites about most topics in business research.

3. ✘ The sample of websites is only as good as the keywords used to search for them.

4. ✘ The 'webspeak' is complex.

Question Number : 86 Question Id : 26544814091 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

What is distinctive about asynchronous online communication?

Options :

1. ✔ The interviewer and their respondents write at different times.

2. ✘ It cannot take place on the World Wide Web.

3. ✘ It occurs in real time, with participants responding to questions immediately.

It cannot be conducted by email.

4. ✖

Question Number : 87 Question Id : 26544814092 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What is a virtual ethnography?

Options :

The use of visual data rather than written texts for content analysis.

1. ✖

Virtually trying to understand ethnography.

2. ✖

A study that uses participant observation but not interviewing.

3. ✖

An ethnographic study of an online community or social setting.

4. ✔

Question Number : 88 Question Id : 26544814093 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Preliminary data collection is a part of-

Options :

Descriptive Research

1. ✖

Exploratory Research

2. ✔

Applied Research

3. ✖

Explanatory Research

4. ✖

Question Number : 89 Question Id : 26544814094 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Which of the following best suits for 'Action Research'?

Options :

1. ✓ It is applied research
2. ✗ It is quantitative research
3. ✗ It is survey research
4. ✗ It is population research

Question Number : 90 Question Id : 26544814095 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
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 : 91 Question Id : 26544814096 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

According to Agenda-Setting Theory, the media influences the public agenda by:

Options :

1. ✓ Giving more salience and exposure to particular topics
2. ✗ Telling the audience that a topic is good or bad
3. ✗ Offering all sides and opinions of the issue
4. ✗ Polling viewers and readers about their opinions

Question Number : 92 Question Id : 26544814097 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Cultivation Theory considers the media's impact on:

Options :

1. ✓ Our perceptions about the social world
2. ✗ Our beliefs about what is most important
3. ✗ Our attitudes toward social issues
4. ✗ Our willingness to act on persuasive messages

Question Number : 93 Question Id : 26544814098 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Noelle-Neumann sees the Spiral of Silence Theory as an all-encompassing theory of public opinion that connects the areas of social psychology, mass media, and

_____.

Options :

1. ✘ Sociology
2. ✘ Persuasion
3. ✘ Organizational communication
4. ✔ Interpersonal communication

Question Number : 94 Question Id : 26544814099 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The correlation between the "television world" and reported beliefs about the world is likely to be the strongest for:

Options :

1. ✔ Heavy television viewers
2. ✘ Light television viewers
3. ✘ Children, regardless of viewing habits
4. ✘ Uneducated individuals, regardless of viewing habits

Question Number : 95 Question Id : 26544814100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The correlation function of mass communication is important because _____.

Options :

1. ✓ The media can help maintain social stability.
2. ✘ The media can keep audiences informed about issues, events and other developments in society.
3. ✘ The media helps people learn how to fit into society.
4. ✘ Media convergence

Question Number : 96 Question Id : 26544814101 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which of the following is NOT one of the primary functions of mass communication?

Options :

1. ✘ Surveillance
2. ✘ Correlation
3. ✘ Cultural Transmission
4. ✓ Immunization

Question Number : 97 Question Id : 26544814102 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which of the following statements about the fragmentation of media channels is incorrect?

Options :

1. ✓ The fragmentation of media channels is drastically altering the media landscape, but this trend is lessened by the World Wide Web.

2. ✘ A lack of a common media experience can segment groups and hurt the establishment of a civil society.

3. ✘ A greater diversity of voices now have better chances of reaching a larger media audience than in the past because of more media outlets.

4. ✘ Despite fragmentation, some events still draw record audiences such as big sporting events or man-made or natural disasters.

Question Number : 98 Question Id : 26544814103 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following is NOT true of the commercial forces shaping media content?

Options :

1. ✘ Commercial decisions often play a role in the type of media content that is created

2. ✘ Most media enterprises in the U.S. follow a profit model for their operation

3. ✘ Corporate sponsorship plays a large role in funding public television programs in the U.S., who get less than a third of their funding from the government

Large media companies like Time Warner, Walt Disney, and Viacom are global in scope and therefore rarely dominate local media.

4. ✓

Question Number : 99 Question Id : 26544814104 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The notion that audiences cannot simply be considered consumers anymore but often take an active role in producing content is referred as :

Options :

1. ✗ Net Neutrality

2. ✗ User Generated Content (UGC)s

3. ✗ Wikis

4. ✓ Producers

Question Number : 100 Question Id : 26544814105 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

In a digital world, what is a cookie?

Options :

1. ✓ Information that a website puts on a user's local hard drive so that it can recognize when that computer accesses the website again

2. ✗ A type of payment for syndicated programming

3. ✗ A device that boosts an electrical signal

Cable used for transmitting a digital signal via thin strands of flexible glass

4. ✘

Question Number : 101 Question Id : 26544814106 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Advertising in a digital world would include all but

Options :

1. ✘ E-Mail marketing

2. ✘ Classifieds

3. ✘ Viral Marketing

4. ✔ Handbills

Question Number : 102 Question Id : 26544814107 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

A type of advertising that makes extravagant claims about a product without saying anything concrete is called

Options :

1. ✘ Classified

2. ✘ Display

3. ✔ Puffery

4. ✘ Advertorial

Question Number : 103 Question Id : 26544814108 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Classifying content in social media happens through an activity such as

Options :

1. ✘ Alphabetizing
2. ✔ Tagging
3. ✘ Mapping
4. ✘ Line up

Question Number : 104 Question Id : 26544814109 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

_____ was one of the first uses of the Internet and is still the most popular use, accounting for most of the traffic on the Internet.

Options :

1. ✘ Blogs
2. ✘ Chat rooms
3. ✔ E-Mail
4. ✘ Discussion Boards

Question Number : 105 Question Id : 26544814110 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Social media audiences differ from those of traditional media because

Options :

1. ✓ Traditional media audiences consume material created FOR them while social media audiences either dictate the type of product they want or bypass traditional producers to find products more suitable to their particular needs or desires.

2. ✘ Traditional media audiences tend to be within a certain age, gender, and socio-economic group, while social media appeals to virtually every age, gender, and economic status.

3. ✘ Social media audiences tend to be the millennial generation while traditional media are mainly Gen-Y.

4. ✘ Social media audience is homogenous

Question Number : 106 Question Id : 26544814111 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Unsolicited e-mail advertising is known as _____.

Options :

1. ✘ Newsgroup

2. ✘ Junk ads

3. ✓ Spam

4. ✘ Paid media

Question Number : 107 Question Id : 26544814112 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

What makes discussion boards a vital form of mass communication on the Internet?

Options :

1. ✓ Participants are all experts and offer vital points to the discussions
2. ✘ They offer free entertainment to bored consumers and require stimulating conversations
3. ✘ Their format and asynchronous nature
4. ✘ Boards need nominal payment

Question Number : 108 Question Id : 26544814113 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Mediated form of communication technology involves storage technology that is

Options :

1. ✓ A process by which a message, or communication, is transmitted via some form, or medium.
2. ✘ The second stage in the escalation phase of romantic relationships.
3. ✘ All forms of communication other than words themselves.
4. ✘ Words and speech

Question Number : 109 Question Id : 26544814114 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What key aspect differentiates today's digital media from traditional media?

Options :

1. ✘ Longevity
2. ✔ Interactivity
3. ✘ Portability
4. ✘ Stand alone

Question Number : 110 Question Id : 26544814115 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

According to Harold Innis, centralized administrative systems are controlled by a few, powerful elite who were favored by civilizations that used the following?

Options :

1. ✘ Gold
2. ✘ Plastic
3. ✘ Papyrus
4. ✔ Stone or clay tablets

Question Number : 111 Question Id : 26544814116 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which is the first narrative feature film in India?

Options :

1. ✓ Pundalik
2. ✘ Raja Harishchandra
3. ✘ Alam Ara
4. ✘ Sant Tukaram

Question Number : 112 Question Id : 26544814117 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Pulitzer Prize-winning Indian Photojournalist Danish Siddiqui was killed in Afghanistan, he worked for.....

Options :

1. ✓ Reuters
2. ✘ Doordarshan
3. ✘ Voice of America
4. ✘ Kashmir Times

Question Number : 113 Question Id : 26544814118 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Who among the following invented the cinematograph?

Options :

1. ✓ Lumiere Brothers

2. ✘ Mani Sethna

3. ✘ Dada Saheb Phalke

4. ✘ Dhirendra Nath Ganguly

Question Number : 114 Question Id : 26544814119 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following models emphasizes the role of noise and interference in the communication process

Options :

1. ✔ Shannon and Weaver

2. ✘ Osgood and Schramm

3. ✘ David Berlo SMCR model

4. ✘ Dewey model

Question Number : 115 Question Id : 26544814120 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The concept of Transactional model of communication was introduced by

Options :

1. ✘ Shannon and Weaver

2. ✘ Osgood and Schramm

3. ✓ Dean Barnlund

4. ✘ Adler and Towne

Question Number : 116 Question Id : 26544814121 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

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

Options :

1. ✘ Gunar Myrdal

2. ✓ Balwant Rai Mehta

3. ✘ Aruna Roy

4. ✘ Mahatma Gandhi

Question Number : 117 Question Id : 26544814122 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Which of the following is not true about the grapevine?

Options :

1. ✓ It is somewhere between 75% and 95% as accurate

2. ✘ It is found in almost all organisations

3. ✘ Managers usually welcome its existence

4. ✘

It is faster at conveying information than an organisation's formal communication system

Question Number : 118 Question Id : 26544814123 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Development communication creates a space for in society.

Options :

1. ✘ Change
2. ✔ Mass campaigns
3. ✘ Reform
4. ✘ Development

Question Number : 119 Question Id : 26544814124 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Our 'self-concept' which influences our communication behaviour is developed due to the following factors:

1. Cultural traditions.
2. Self-evaluation
3. Social roles
4. Social organization

Options :

1. ✘ 1, 2 and 4
2. ✘ 2, 3 and 4
3. ✔

1, 2 and 3

4. ✘ 1, 3 and 4

Question Number : 120 Question Id : 26544814125 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Which era marked the development of communication technology?

Options :

1. ✘ 1950's

2. ✘ Early 1970's

3. ✘ 1990's

4. ✔ 21 st Century

Question Number : 121 Question Id : 26544814126 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Who said that, "Developmental communication seeks to accelerate social changes and reduce poverty"?

Options :

1. ✘ Naura Charles

2. ✘ Steven Cubell

3. ✔ Naura -Quebral

4. ✘

Question Number : 122 Question Id : 26544814127 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Arrange the first seven steps to develop a social marketing plan as given by Philip Kotler.

1. Conduct a situation analysis
2. Identify the competition and target market barriers
3. Develop a strategic marketing mix (4Ps)
4. Describe the plan background, purpose and focus
5. Set objectives and goals
6. Craft a desired positioning
7. Select target markets

Options :

1. ✘ 1, 2, 3, 4, 5, 6 and 7
2. ✘ 1, 2, 5, 7, 3, 6 and 4
3. ✘ 4, 1, 5, 6, 7, 3 and 2
4. ✔ 1, 7, 5, 2, 6, 3 and 4

Question Number : 123 Question Id : 26544814128 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

"The complex of values, ideas, attitudes and other meaningful symbols created by man to shape human behaviour and the artifacts of that behaviour as they are transmitted from one generation to the next" is known as

Options :

1. ✘ Character

2. ✓ Culture

3. ✘ Adaptation

4. ✘ Civilization

Question Number : 124 Question Id : 26544814129 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which act makes Corporate Social Responsibility mandatory in India?

Options :

1. ✘ Corporate Act

2. ✓ Companies Act

3. ✘ Commercial Act

4. ✘ Organization Act

Question Number : 125 Question Id : 26544814130 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Who propounded Classical Marxism?

Options :

1. ✘ Immanuel Wallerstein

2. ✘ Larry Percy

3. ✘

Philip Kotler

Karl Marx

4. ✓

Question Number : 126 Question Id : 26544814131 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Under which set of theories and models does Neo- Marxism is included?

Options :

1. ✗ Linear

2. ✓ Non – Linear

3. ✗ Cyclical

4. ✗ Helical

Question Number : 127 Question Id : 26544814132 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What is the meaning of Unilinear development?

1. Consistently developing
2. Single development
3. Steady path development

Options :

1. ✗ Only 1 correct

2. ✗ Both 1 and 2 correct

3. ✗

1 and 3 correct

4. ✓ 1, 2 and 3 are correct

Question Number : 128 Question Id : 26544814133 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The right to liberty and freedom is a _____

Options :

1. ✓ Human Right

2. ✗ Judiciary saying

3. ✗ Convention

4. ✗ Fundamental Right

Question Number : 129 Question Id : 26544814134 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

MNREGA stands for?

Options :

1. ✗ Mahatma National Rural Employment Guarantee Act

2. ✗ Mahatma Gandhi National Regular Employment Guarantee Act

3. ✓ Mahatma Gandhi National Rural Employment Guarantee Act

4. ✗

Question Number : 130 Question Id : 26544814135 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following term used by Manuel Castells?

Options :

1. ✘ Pre-modern society
2. ✘ Risk society
3. ✘ Perceived necessity
4. ✔ Network society

Question Number : 131 Question Id : 26544814136 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Who coined the term, 'Pack Journalism'?

Options :

1. ✘ Raymond William
2. ✘ Karan Thapar
3. ✔ Timothy Crouse
4. ✘ Richard Rosenberg

Question Number : 132 Question Id : 26544814137 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Press Council Act was enacted in the year

Options :

1. ✘ 1960
2. ✘ 1982
3. ✘ 1987
4. ✔ 1978

Question Number : 133 Question Id : 26544814138 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Sociologist popularly known for his theory on the concepts of communicative rationality and the public sphere?

Options :

1. ✘ George Gerbner
2. ✔ Jürgen Habermas
3. ✘ Stuart Mill
4. ✘ Marshall McLuhan

Question Number : 134 Question Id : 26544814139 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

..... is the entirety of ideas, perspectives, attitudes, images, and other phenomena that are within the mainstream of a given culture?

Options :

1. ✓ Popular culture
2. ✗ Material culture
3. ✗ High culture
4. ✗ Low culture

Question Number : 135 Question Id : 26544814140 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Consider the following statements.

- I) Facilitate the development of social hierarchies
- II) Not interested in expansion across geographical boundaries
- III) Durable, heavy and difficult to move

According to Harold Innis, above statements are related to which type of communication media?

Options :

1. ✓ Time biased media
2. ✗ Space biased media
3. ✗ Print biased media
4. ✗ Electronic biased media

Question Number : 136 Question Id : 26544814141 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

The book 'The Long Revolution' is written by?

Options :

1. ✘ Harold Laswell
2. ✘ Raymond William
3. ✔ Marshall Mc luhan
4. ✘ Jürgen Habermas

Question Number : 137 Question Id : 26544814142 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

According to Habermas, a variety of factors such as the growth of commercial mass media and caused to eventual decay of the public sphere.

Options :

1. ✘ Accessibility of technology
2. ✘ Scientific development
3. ✔ Welfare state
4. ✘ Emergence of print media

Question Number : 138 Question Id : 26544814143 Question Type : MCQ Option Shuffling : No
Display Question Number : Yes
Correct Marks : 2 Wrong Marks : 0

Consider the following statements

- I) It provides commentary on a particular subject
- II) It functions as a more personal online diary;
- III) Suitable to online brand advertising of a particular individual or company

These statements are mainly related to Virtual communication

Options :

- 1. ✘ Whatsapp
- 2. ✔ Blog
- 3. ✘ Meta
- 4. ✘ Telegram

Question Number : 139 Question Id : 26544814144 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

The interconnection of information and communications technologies, computer networks, and media content in a digital atmosphere is referred to as:

Options :

- 1. ✔ Media convergence
- 2. ✘ Media diffusion
- 3. ✘ Media integration
- 4. ✘ Media regulation

Question Number : 140 Question Id : 26544814145 Question Type : MCQ Option Shuffling : No

Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following theorist proposed that 'hegemony was a form of control exercised primarily through a society's superstructure'?

Options :

1. ✘ Raymond William

2. ✔ Antonio Gramsci

3. ✘ Marshall Mc luhan

4. ✘ Jürgen Habermas

Question Number : 141 Question Id : 26544814146 Question Type : MCQ Option Shuffling : No

Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Web 3.O is also called as _____

Options :

1. ✘ Adhere web

2. ✘ Sentence web

3. ✘ Tactic web

4. ✔ Semantic web

Question Number : 142 Question Id : 26544814147 Question Type : MCQ Option Shuffling : No

Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

The systems theory of public relations, is described as a set of united

Options :

1. ✘ Pressure groups
2. ✔ Sub-systems
3. ✘ Employee systems
4. ✘ Production system

Question Number : 143 Question Id : 26544814148 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following facts/statement is not true for methods and tactics of corporate communication?

Options :

1. ✔ Formulation and guidance of policies
2. ✘ Management communication
3. ✘ Marketing communication
4. ✘ Organizational communication

Question Number : 144 Question Id : 26544814149 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc is called as:

Options :

1. ✓ Community relations

2. ✗ Media relations

3. ✗ Government relations

4. ✗ Customer relations

Question Number : 145 Question Id : 26544814150 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

What is the biggest change in crisis management of an organization in the current scenario?

Options :

1. ✗ Public relations

2. ✗ Corporate communications

3. ✓ Revolution of social media

4. ✗ Crisis communication

Question Number : 146 Question Id : 26544814151 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Sales records are an example of _____ data.

Options :

1. ✗ Primary

2. ✓

Secondary

3. ✘ Marketing information system (MIS)
4. ✘ Marketing decision support system (DSS)

Question Number : 147 Question Id : 26544814152 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Which of the following is not a component of the marketing information system (MIS)?

Options :

1. ✘ Internal reports system
2. ✘ Marketing intelligence system
3. ✔ Marketing information assistance system
4. ✘ Marketing decision support system

Question Number : 148 Question Id : 26544814153 Question Type : MCQ Option Shuffling : No Display Question Number : Yes

Correct Marks : 2 Wrong Marks : 0

Exploratory research focuses on:

Options :

1. ✔ Collecting either secondary or primary data and structures and interpreting those structures in an unstructured format using some type of an informal set of procedures
2. ✘

Using a set of scientifically based methods to collect data and create data structures that are used to identify, determine, and describe existing characteristics of a defined target population or market structure under investigation

Collecting raw data and creating data structures that will allow the decision maker to model cause-and-effect relationships between two or more market variables under investigation

3. ✘

Testing hypothesized interdependence between two or more variables

4. ✘

Question Number : 149 Question Id : 26544814154 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

Scale reliability refers to:

Options :

The scale's ability to significantly differentiate between the categorical scale-point description

1. ✘

The extent to which a scale can produce the same measurement results in repeated trial

2. ✔

A technique of measuring scale reliability by administering the same scale or measure to the same respondents at two different points in time to determine scale stability

3. ✘

The violation of distance and origin properties

4. ✘

Question Number : 150 Question Id : 26544814155 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Correct Marks : 2 Wrong Marks : 0

A specific type of concept that exists at a higher level of abstraction is called:

Options :

1. ✘ A scale
2. ✘ A measurement
3. ✔ A construct
4. ✘ Reliability