

136/2015

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. Communication is derived from the Latin noun :  
(A) Communis (B) Communism  
(C) Mechanism (D) Community
2. Interpersonal Communication is :  
(A) Communication within oneself  
(B) Communication between a group of People  
(C) Communication between two persons  
(D) Communication between media and People
3. Grapevine is \_\_\_\_\_ type of Communication.  
(A) Formal (B) Informal  
(C) Real (D) Telephonic
4. Commercial theory is also known as :  
(A) Play theory (B) Multistep theory  
(C) Two step theory (D) Laissez faire theory
5. Which one of the following is not an operating system?  
(A) MS-Dos (B) Windows XP  
(C) Bing (D) Windows 8
6. Computer language used on internet is :  
(A) PASCAL (B) Java  
(C) Basic (D) Logo
7. CSS stands for :  
(A) Comprehensive style sheets (B) Collecting style sheets  
(C) Comparative style sheets (D) Cascading style sheets

8. Extension of CPU :
- (A) Central processing Unit (B) Central Position Unit  
(C) Central point Unit (D) Central programme Unit
9. The term used for transferring files from one computer to another computer or server :
- (A) Download (B) Decode  
(C) Encode (D) Upload
10. Father of 'www' is :
- (A) Tim Berners Lee (B) Charles Babage  
(C) Zukker Berg (D) Berelson and Steiner
11. The file extension of MS-WORD document in office 2007 is :
- (A) .pdf (B) .docx  
(C) .doc (D) .txt
12. Identify the IP address from the following :
- (A) 300.215. 317.3 (B) 202.50.20.148  
(C) 301.215 @ 428.52 (D) 200-30-10-100
13. Binary equivalent of decimal number 45 is :
- (A) 101101 (B) 100011  
(C) 110001 (D) 110101
14. Which day is observed as National PR Day in India?
- (A) May 21 (B) March 21  
(C) April 21 (D) June 21
15. Who is the father of PR?
- (A) Ivy Lee (B) Georgina Cavendish  
(C) Abraham Maslow (D) Scott Cultip
16. Name the first PR agency :
- (A) Public Relation Society (B) The Publicity Bureau  
(C) Legislation Public Relations (D) None of these

17. The first All India Public Relations Conference was held at New Delhi on :
- (A) 22 August 1967 (B) 18 June 1958  
(C) 10 May 1969 (D) 21 April 1968
18. In Public Information model of public relations, importance is given to :
- (A) Truth (B) Reception  
(C) Fair deal (D) Impact
19. \_\_\_\_\_ is the basis of Public Relations, advocated by the English Philosopher, Jeromy Bentham.
- (A) Religious morality (B) Internationalism  
(C) Utilitarianism (D) Stakeholder benefit
20. D.T.P means :
- (A) Desk Top Printer (B) Desk Tips Printer  
(C) Desk Top Publisher (D) None of the above
21. Editing in News Papers means the removal of \_\_\_\_\_ in writing.
- (A) Letters (B) Space  
(C) Fog (D) Snow
22. In offset printing, the plate image is transferred to :
- (A) Internet (B) Paper sheet  
(C) Printer (D) Rubber blanket
23. The word Stringer is used for :
- (A) Part-time-Reporter (B) Writer  
(C) Reporter (D) Journalist
24. What is NFDC?
- (A) National Facebook Development Corporation  
(B) National Forest Development Corporation  
(C) National Film Development Corporation  
(D) National Fisheries Development Corporation

25. The Spine of a book is it :
- (A) Binding edge where the forms are joined
  - (B) Content Page edge joined
  - (C) Cover Page
  - (D) First page
26. Which one of the following is an indication of the quality of a research journal?
- (A) Index factor
  - (B) Impact factor
  - (C) Content factor
  - (D) Page factor
27. Simple Random Sampling is also known as :
- (A) Preparation Sampling
  - (B) Deliberate Sampling
  - (C) Chance Sampling
  - (D) Determining Sampling
28. The Purpose of research is to :
- (A) Discover answers to questions
  - (B) To study the subject
  - (C) To see the issues
  - (D) To settle the Problems
29. Principles of Replication states :
- (A) Experiment is research
  - (B) Experiment states
  - (C) Experiment repeated more than twice
  - (D) Experiment repeated more than once
30. MDS means what?
- (A) Multi Design Sample
  - (B) Multi Design Search
  - (C) Multi Dimensional Scaling
  - (D) Multi Design Scale
31. Observation method is the most commonly used method specially studies relating to :
- (A) Behavioural Sciences
  - (B) Experiment Sciences
  - (C) Psychological Sciences
  - (D) Determination factor
32. The name of L.L Thurstone is associated with :
- (A) Arbitrary Scales
  - (B) Method of rank order
  - (C) Differential Scales
  - (D) Method of classification

33. The Headline of the story is given over the nameplate of the Newspaper is called :
- (A) Overline (B) Skyline  
(C) Strapline (D) Baseline
34. PTI stands for :
- (A) Press Trinity of India (B) Propaganda Technology of India  
(C) Press Trust of India (D) Propaganda Trinity of India
35. Bennet and Coleman Publishers which news paper?
- (A) The Hindu (B) The New Indian Express  
(C) Deccan Chronicle (D) The Times of India
36. Who is known as the Father of Indian Cinema?
- (A) Dada Saheb Phalke (B) J.C. Daniel  
(C) Spencer Wilson (D) Dr. S.M. Mohsin
37. The Newspaper 'Kesari' was founded by :
- (A) Frankfurt (B) RajaRam MohanRoy  
(C) Lokmanya Bal Gangadhar Tilak (D) Subash Chandra Bose
38. The Vernacular Press Act (1878) was also called :
- (A) Full Control Law (B) Gagging Act  
(C) Press Information Act (D) Lytton's Act
39. Amrit Bazar Patrika was first published in :
- (A) 1867 (B) 1868  
(C) 1875 (D) 1878
40. Who differentiated between Hot & Cold Messages?
- (A) Gutenberg (B) Wilbur Schramm  
(C) Marshal Mc Luhan (D) Vel Geilgnd
41. DAB means :
- (A) Digital Audio Broadcasting (B) Digital Audio Box  
(C) Digital Analogue Box (D) Digital Analogue Broadcasting

42. Who invented the Radio?
- (A) Charles Babbage (B) Tim Berners Lee  
(C) Alexander Graham Bell (D) Guglielmo Marconi
43. F.M stands for :
- (A) Frequent Movement (B) Frequent Music  
(C) Frequency Modulation (D) Frequency Monitor
44. When was the Vividh Bharati Service started?
- (A) 2<sup>nd</sup> October 1957 (B) 1<sup>st</sup> October 1958  
(C) 3<sup>rd</sup> November 1966 (D) 2<sup>nd</sup> November 1966
45. Commercials were introduced on All India Radio in :
- (A) 1968 (B) 1973  
(C) 1978 (D) 1967
46. India Broadcasting Service was set up in :
- (A) 1928 (B) 1930  
(C) 1932 (D) 1948
47. Headquarters of Akashvani's National Channel is located in :
- (A) Indraprastha Bhavan, New Delhi  
(B) Parliament Street, New Delhi  
(C) Art Gallery Building  
(D) Jawaharlal Nehru Stadium, New Delhi
48. Who is a Cub?
- (A) Article Writer (B) Short story writer  
(C) An untrained reporter (D) The managing editor of a magazine
49. The book "Childhood and Society" was written by :
- (A) Erik Erikson (B) Miller  
(C) Sigmund Freud (D) Alfred Adler
50. \_\_\_\_\_ the place where the on-air signal is controlled.
- (A) VTR (B) CPR  
(C) TRP (D) MCR

51. What is DAT?
- (A) Digital Analogue Transmitter (B) Digital Audio Tape  
(C) Direct Analogue Transmitter (D) Digital Audio Transmitter
52. Which of the Indian agency was a subsidiary of Reuters?
- (A) PTI (B) UNI  
(C) AFP (D) API
53. PTC is also known as :
- (A) Piece to Camera (B) Production Tape Controller  
(C) Piece to Cinema (D) Production Tape Connector
54. The medium shot of the camera is up to the :
- (A) Knees of the Subject (B) Shoulder of the Subject  
(C) Waist of the Subject (D) Feet of the Subject
55. Names or bits of information superimposed on the TV screen is called :
- (A) Stand-Up (B) Beat Reporting  
(C) Sky-writing (D) Supers
56. What is meant by CU?
- (A) Close Unit (B) Close Up  
(C) Cash Unit (D) Call Unit
57. Which is the supreme medium to express yesterday, today and tomorrow with its own unique language?
- (A) TV (B) Radio  
(C) Internet (D) Cinema
58. Which are the two events responsible for the growth of Indian Advertising Agencies in the early twentieth Century?
- (A) Swadeshi Movement and Rotary linotype machine  
(B) Freedom of Press and Offset Printing  
(C) Advertising agency and Advertisers  
(D) Open market and Advertisers

59. What is AAI?
- (A) American Agency Association of Institute
  - (B) Advertising and Ad Campaign Association
  - (C) American Association Agencies of Institute
  - (D) Advertising Agencies Association of India
60. In which year IENS was set up?
- (A) 1940
  - (B) 1939
  - (C) 1937
  - (D) 1945
61. Which type of Advertising Provides valuable information in a dry matter of fact manner?
- (A) Industrial Ad
  - (B) Corporate Ad
  - (C) Classified Ad
  - (D) Institutional Ad
62. AIDA stands for :
- (A) Attention Information Desire Action
  - (B) Action Interest Desire Attraction
  - (C) Attract Interest Desire Action
  - (D) Attention Interest Desire Action
63. The Indian Society of Advertisers was formed in :
- (A) 1951
  - (B) 1955
  - (C) 1950
  - (D) 1954
64. Advertising Agencies able to handle all phases of Advertising Process for its client is called :
- (A) Specialized Agencies
  - (B) Full service agencies
  - (C) In house Agencies
  - (D) Creative Boutique
65. What can be called as a battle cry in the field of sales and marketing?
- (A) Headings
  - (B) Layout
  - (C) Slogan
  - (D) Body Copy
66. When an Audio Message resonates in the listeners mind, it is called ?
- (A) Imagination process
  - (B) Echoic retention
  - (C) One-on-one Relationship
  - (D) Dangler POP



67. First Press Commission was constituted on :
- (A) 20<sup>th</sup> October 1954 (B) 25<sup>th</sup> October 1953  
(C) 27<sup>th</sup> October 1951 (D) 23<sup>rd</sup> September 1952
68. Press Institute of India was established on :
- (A) 1963 (B) 1961  
(C) 1962 (D) 1960
69. 'Nose for News' means :
- (A) Publish reports (B) Interpretative News  
(C) Objective News (D) Senses material for News
70. Contempt of Court Act was established on :
- (A) 1970 (B) 1971  
(C) 1972 (D) 1973
71. Right to Information Act came in to being on :
- (A) 2001 (B) 2004  
(C) 2000 (D) 2005
72. \_\_\_\_\_ was passed in Indian Parliament with the intention of net censorship.
- (A) Right to Information Act (B) Contempt of Court Act  
(C) The Information Technology Act (D) Copyright Act
73. What aims at preventing publication of Publications harmful to young persons?
- (A) Indecent Publications Act (B) Young Person's Act  
(C) Young Press Persons Act (D) You are Safe Act
74. Press Council of India Consist of \_\_\_\_\_ members.
- (A) 26 (B) 25  
(C) 21 (D) 28
75. Name the author of the book 'The Fall of Advertising and the Rise of PR' :
- (A) Al Ries and Laura Ries (B) Cultip and Center  
(C) Joy C. Gorden (D) Gable and Vibbert

76. The PR theory proposed by Peter M. Blau and Richard M. Emerson :
- (A) Structural and functional theory  
 (B) Conflict theory  
 (C) Social Exchange theory  
 (D) Symbolic Inter Actionism
77. Which movie is not by Adoor Gopalakrishnan?
- (A) Swayamvaram (B) Utharayanam  
 (C) Elipathayam (D) Mathilukal
78. Who is the primary source of News for a News Paper?
- (A) Editor (B) Reporter  
 (C) Layout artist (D) News paper agent
79. Father of modern Advertising :
- (A) James Dickson (B) David Ogily  
 (C) Thomas Baratt (D) Wilson M. Peter
80. 'Rhetoric' as the basis of better communication was emphasised by :
- (A) Aristotle (B) Wilbur Schramm  
 (C) Marshal Mc Luhan (D) Berlo
81. Guilt Edged market deals with :
- (A) Government security or securities guaranteed by Government  
 (B) Gold loan  
 (C) Securities not listed on stock exchanges  
 (D) Export or Import
82. Who headed the committee formed on 3<sup>rd</sup> February to study the demand of statehood for Telungana?
- (A) Justice M.K. Mukharjee (B) Dr.P.V. Rajamannar  
 (C) Justice Jacob Benjamin (D) Justice B.N. Srikrishna
83. Who termed the 1919 reforms as "dissatisfying disappointing and a sun without morning"?
- (A) Subhas Chandra Bose (B) Bal Gangadhar Tilak  
 (C) Dadabhai Naoroji (D) Arabindo Ghosh

84. 'Bharath Matha' is a well-known painting of :
- (A) Benode Bihari Mukherjee (B) Raja Ravi Varma  
(C) Nanda Lal Bose (D) Rabindranath Tagore
85. The soil which is most suitable for the cultivation of Tea :
- (A) Alluvial soil (B) Black soil  
(C) Laterite soil (D) Red soil
86. "Make Namboothiri a human being" was the slogan of :
- (A) Atma Vidya Sangham (B) Sadhu Jana Paripalana Yogam  
(C) Samatva Samajam (D) Yogakshema Sabha
87. Lubit, Subansiri, Tista, Manas are the main tributaries of which of the following rivers :
- (A) Indus (B) Brahmaputra  
(C) Ganga (D) Sutlej
88. 'Round Revolution' was introduced to raise the production of :
- (A) Potato (B) Tomoto  
(C) Orange (D) Onion
89. "Mokshapradipam" is a famous work of :
- (A) Vaikunta Swami (B) Swami Vagbhatananda  
(C) Chattampi Swamikal (D) Brahmananda Sivayogi
90. According to Human Development Report 2010 HDI (Human Development Index) value is :
- (A) 0.619 (B) 0.519  
(C) 0.419 (D) 0.717
91. Under which Constitutional Amendment Education became Fundamental Right?
- (A) 84<sup>th</sup> Amendment (B) 85<sup>th</sup> Amendment  
(C) 86<sup>th</sup> Amendment (D) 87<sup>th</sup> Amendment
92. Which climatic region has the characteristic like low rainfall, dry climate with high and low temperatures?
- (A) Tropical climate (B) Desert climate  
(C) Tundra climate (D) Monsoon climate

93. Name the author of the recently published book "The Accidental Prime Minister" :
- (A) V.N. Datta (B) Chethan Bhagath  
(C) Sanjaya Baru (D) Sudeep Sen
94. Bihar, Rajasthan and Uttar Pradesh are the three states among the 'BIMARU States'. Spot the missed one :
- (A) Meghalaya (B) Manipur  
(C) Maharashtra (D) Madhya Pradesh
95. The Indian Independent Act came into force on :
- (A) 15<sup>th</sup> August 1947 (B) 18<sup>th</sup> July 1947  
(C) 14<sup>th</sup> June 1947 (D) 9<sup>th</sup> August 1947
96. An Indian Classical Art form which is a blend of both Hindustani Music and Mughal Culture?
- (A) Odissi (B) Sattriya  
(C) Kathak (D) Manipuri
97. Who is regarded as 'The Prophet of Indian Nationalism'?
- (A) Mahadev Desai (B) Raja Ram Mohan Roy  
(C) Vinoba Bhave (D) Gopal Krishna Gokhale
98. Clouds which seen as white sheets in horizontal planes are :
- (A) Stratus clouds (B) Nimbus clouds  
(C) Cirrus clouds (D) Cumulus clouds
99. Who won the 2014 Pulitzer prize for his collection – 3 sections'?
- (A) Sidhartha Mukherjee (B) Gobind Behari Lal  
(C) Geeta Anand (D) Vijay Seshadri
100. The 2014 Winter Olympic game were held in which Russian City :
- (A) Moscow (B) St.Petersburg  
(C) Kirov (D) Sochi