

PROVISIONAL ANSWER KEY

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Question1:-Which article of the Indian Constitution guarantees Equal Justice and free Legal Aid to the citizen of India?

A:-Article 38(1)

B:-Article 39(A)

C:-Article 39(d)

D:-Article 48(A)

Correct Answer:- Option-B

Question2:-In which state of India launched the revolutionary Rural Employment Guarantee Scheme for the first time in 1970s?

A:-Kerala

B:-Karnataka

C:-Tamilnadu

D:-Maharashtra

Correct Answer:- Option-D

Question3:-When was the National Food Security Act came into force?

A:-2009

B:-2011

C:-2013

D:-2015

Correct Answer:- Option-C

Question4:-In whose Diwanship separate fund for educational activities was started in Travancore?

A:-T. Madhava Rao

B:-A. Seshayya Sastri

C:-Nanoo Pillai

D:-T. Rama Rao

Correct Answer:- Option-A

Question5:-In which year Kerala started a news paper from Cochin was started?

A:-1821

B:-1854

C:-1870

D:-1876

Correct Answer:- Option-C

Question6:-Who was known as 'Lincoln' of Kerala?

A:-C. Kesavan

B:-Pandit Karuppan

C:-Dr. Palppu

D:-K.P. Vallon

Correct Answer:- Option-B

Question7:-Who exhorted the world famous dictum 'One caste, One religion, One clan, One world, One God'?

A:-Sree Narayana Guru

B:-Sahodaran Ayyappan

C:-Ayya Vaikundar

D:-Chattampi Swamikal

Correct Answer:- Option-C

Question8:-Who made an official declaration granting lower caste Channar Women the right to cover their breasts in Travancore in 1859?

A:-Ayilyam Thirunna

B:-Sri Moolam Thirunna

C:-Swathi Thirunna

D:-Chithira Thirunna

Correct Answer:- Option-A

Question9:-When was Malabar temple entry Act came into force?

- A:-1930
- B:-1936
- C:-1946
- D:-1947

Correct Answer:- Option-D

Question10:-Which satyagraha was associated with Irinjalakkuda Kudalmanikyam temple?

- A:-Paliyam
- B:-Vaikkam
- C:-Kuttamkulam
- D:-Chevayoor

Correct Answer:- Option-C

Question11:-Which among the following newspaper was edited by Muhammad Abdurahiman Sahib?

- A:-Mitavadi
- B:-Prabhatham
- C:-Malayalee
- D:-Al-Ameen

Correct Answer:- Option-D

Question12:-Who translated the first historical novel 'Akbar' to Malayalam?

- A:-Kerala Varma Valiya Koi Thampuran
- B:-C. Anthapayi
- C:-Joseph Mooliyil
- D:-C. Krishnan Nair

Correct Answer:- Option-A

Question13:-Who was the founder of Trivandrum Public Library?

- A:-John Alan Brown
- B:-Col. Edward Codogan
- C:-S.R. Ranganathan
- D:-P.N. Panickar

Correct Answer:- Option-B

Question14:-Which among the following women of Kerala participated in the Civil Disobedience Movement, carrying two month old baby in her arms and led the procession of Women?

- A:-Lalitha Prabhu
- B:-Arya Pallam
- C:-Parvathi Nenmenimangalam
- D:-A.V. Kuttimalu Amma

Correct Answer:- Option-D

Question15:-What is the original name of Swami Ananda Theerthan?

- A:-Ananda Mohan
- B:-Ananda Shenoyi
- C:-Ramachandra Rao
- D:-Govinda Menon

Correct Answer:- Option-B

Question16:-Who wrote the famous story Pottiya Izhakal?

- A:-Vaikom Muhammad Basheer
- B:-Thakazhi Sivasankaran Pillai
- C:-S.K. Pottakkad
- D:-Ponkunnam Varkey

Correct Answer:- Option-D

Question17:-Which book won the Man Booker Prize for Fiction in 2015?

- A:-Satin Island
- B:-A Little Life
- C:-A Brief History of Seven Killings
- D:-The Fishermen

Correct Answer:- Option-C

Question18:-Who was the fastest runner in the 2015 World Athletic Championship held in Beijing?

- A:-Justin Gatlin
- B:-Andre De Grasse
- C:-Trayvon Bromell

D:-Usain Bolt

Correct Answer:- Option-D

Question19:-In which year A.R. Rahman won the Oscar award?

A:-2008

B:-2009

C:-2010

D:-2011

Correct Answer:- Option-B

Question20:-Which organisation won the Nobel Prize for peace in 2012?

A:-National Dialogue Quartet

B:-Organisation for the Prohibition of Chemical Weapons (OPCW)

C:-Both (1) and (2)

D:-European Union (EU)

Correct Answer:- Option-D

Question21:-The largest Professional Public Relations Organisation is

A:-IPRA

B:-PRSA

C:-NAPRC

D:-APRA

Correct Answer:- Option-B

Question22:-National Public Relations Day is observed on

A:-April 21

B:-April 24

C:-November 16

D:-March 8

Correct Answer:- Option-A

Question23:-The American President while drafting his 'Seventh Address' to the congress who first included the term Public Relations is

A:-Ronald Reagan

B:-Jimmy Carter

C:-Thomas Jefferson

D:-Bill Clinton

Correct Answer:- Option-C

Question24:-PR people who discuss ideas with the boss and put them into articles that blend with the news and features of different publications are known as

A:-Interpreters

B:-Translators

C:-Freelancers

D:-Ghost writers

Correct Answer:- Option-D

Question25:-The informal uncontrolled word of mouth, which carries information much more exciting than simple facts or truth is known as

A:-Public opinion

B:-Grapevine

C:-Persuasion

D:-Message

Correct Answer:- Option-B

Question26:-Creating newsworthy stories and events to attract media attention and to gain public notice is

A:-Press release

B:-Public affairs

C:-Press agency

D:-Scoop

Correct Answer:- Option-C

Question27:-A specialised and criticised part of public affairs attempts to influence legislative and regulatory decisions in government is

A:-Investor Relations

B:-Development Relations

C:-Lobbying

D:-Public Relations

Correct Answer:- Option-C

Question28:-The aggregation of individual views on some issue is

- A:-Public campaign
- B:-Public opinion
- C:-View point
- D:-Angle

Correct Answer:- Option-B

Question29:-Information placed in the media by an identified sponsor that pays for the time or space is

- A:-Advertising
- B:-Marketing
- C:-Propaganda
- D:-Publicity

Correct Answer:- Option-A

Question30:-The social or interpersonal concept of public opinion of two or more individuals oriented to and communicating about an object of mutual interest is

- A:-Orientation
- B:-Persuasion
- C:-Coorientation
- D:-Bias

Correct Answer:- Option-C

Question31:-The process of employing a participative approach in which employees, customers and opinion leaders help select projects to receive funds, volunteerism, gifts and services in kind for building relationships with key publics in communities is known as

- A:-Public Communication
- B:-Corporate Philanthropy
- C:-Corporate Communication
- D:-Fund raising campaign

Correct Answer:- Option-B

Question32:-A pocket folder containing information for promotion, crisis etc. to the print and broadcast media

- A:-Media kit
- B:-Brochure
- C:-Handout
- D:-Press release

Correct Answer:- Option-A

Question33:-The PR professionals who can whitewash even the darkest corporate sins earned the reputation as

- A:-Propagandists
- B:-Publicists
- C:-Press agents
- D:-Spin doctors

Correct Answer:- Option-D

Question34:-CSR campaigns are great and the efforts of one of the company was noteworthy for its activities to combat Ebola

- A:-Apple
- B:-Samsung
- C:-Google
- D:-Sony

Correct Answer:- Option-C

Question35:-An uncontrolled method of placing messages in the media and has news value and the source does not pay the media for placement is

- A:-Campaign
- B:-Advertising
- C:-Publicity
- D:-Marketing

Correct Answer:- Option-C

Question36:-A process in which a public relations representative sends out press releases to various media outlets to promote a company change, a new product or a new service is known as

- A:-Print campaigns
- B:-Organisational communication
- C:-Message
- D:-Company release

Correct Answer:- Option-A

Question37:-An advertisement disguised into form of a news story or feature is known as

- A:-Editorial
- B:-Middle piece
- C:-Column
- D:-Advertorial

Correct Answer:- Option-D

Question38:-Communicating with staff at all levels and ensuring every member of staff feels part of a forward thinking team is

- A:-Internal PR
- B:-External PR
- C:-Crisis Communication
- D:-Company PR

Correct Answer:- Option-A

Question39:-A large outdoor printed sign is a

- A:-Billboard
- B:-Logo
- C:-Hoarding
- D:-Masthead

Correct Answer:- Option-A

Question40:-The promotion of specific ideas or views, often political in nature

- A:-Ideology
- B:-Propaganda
- C:-Strategy
- D:-Lobbying

Correct Answer:- Option-B

Question41:-The dissemination of promotional material to draw interest or generate sales

- A:-Human interest
- B:-Sales promotion
- C:-Publicity
- D:-Promotion technique

Correct Answer:- Option-C

Question42:-The business of generating goodwill towards an individual, cause, company or product is

- A:-Public Relations
- B:-Corporate Communication
- C:-Balanced Communication
- D:-Copywriting

Correct Answer:- Option-A

Question43:-The 'Cannes Award' is given for excellence in which of the following fields?

- A:-Journalism
- B:-Public Relations
- C:-Advertising
- D:-Films

Correct Answer:- Option-D

Question44:-Who amongst the following is the author of the book 'Namesake'?

- A:-Anita Nair
- B:-Jhumpa Lahiri
- C:-Shashi Tharoor
- D:-Khushwant Singh

Correct Answer:- Option-B

Question45:-The Headquarters of WHO is located at

- A:-Geneva
- B:-Paris
- C:-Washington
- D:-London

Correct Answer:- Option-A

Question46:-Whose biography is 'Romancing With Life'?

- A:-Amitabh Bachan
- B:-Aamir Khan
- C:-Dev Anand

D:-Raj Kapoor

Correct Answer:- Option-C

Question47:-Barren Island is located in

A:-Japan

B:-Cuba

C:-Philippines

D:-Andaman-Nicobar

Correct Answer:- Option-D

Question48:- _____ is known as the 'Eternal City'.

A:-Rome

B:-Tokyo

C:-Delhi

D:-Amritsar

Correct Answer:- Option-A

Question49:-The author of "The General Theory of Employment, Interest and Money".

A:-Karl Marx

B:-J.M. Keynes

C:-J.S. Mill

D:-Adam Smith

Correct Answer:- Option-B

Question50:-Persons working secretly to subvert a government or a party or an organisation from within

A:-Fourth Estate

B:-Mafia

C:-Fifth Column

D:-Ghost Writers

Correct Answer:- Option-C

Question51:-'Island of Blood' is a book written by

A:-Anita Pratap

B:-Arun Shoorie

C:-Chetan Bhagat

D:-Shoba De

Correct Answer:- Option-A

Question52:-Written or printed statement about somebody that damages his reputation

A:-Slander

B:-Felony

C:-Libation

D:-Libel

Correct Answer:- Option-D

Question53:-Person who writes or speaks several languages

A:-Linguist

B:-Polyglot

C:-Pluralist

D:-Philologist

Correct Answer:- Option-B

Question54:-Who manufacture the Macintosh computers?

A:-IBM

B:-Microsoft

C:-Apple

D:-Samsung

Correct Answer:- Option-C

Question55:-The newly appointed chairman of the Film and Television Institute of India

A:-Gajendra Chauhan

B:-Nafeesa Ali

C:-Girish Karnad

D:-Imtiaz Ali

Correct Answer:- Option-A

Question56:-The Grand Old Man of Indian Journalism

A:-Tushar Gandhi

B:-James Augustus Hickey

C:-Chalapati Rao

D:-B.G. Goenka

Correct Answer:- Option-A

Question57:-_____ is known as the father of Indian Politics and Economics.

A:-Amartya Sen

B:-K.N. Raj

C:-Dadabhai Naoroji

D:-Prof. Mahalanobis

Correct Answer:- Option-C

Question58:-Dadasaheb Phalke Award was instituted in

A:-1957

B:-1969

C:-1963

D:-1965

Correct Answer:- Option-B

Question59:-When a radio station transmits radiowave, which layer in the atmosphere reflects it back to the earth?

A:-Stratosphere

B:-Troposphere

C:-Ionosphere

D:-Lithosphere

Correct Answer:- Option-C

Question60:-The 'Hortus Malabaricus' was compiled by

A:-The English

B:-The Germans

C:-The French

D:-The Dutch

Correct Answer:- Option-D

Question61:-The newspaper 'National Herald' was started by

A:-Gandhiji

B:-Jawaharlal Nehru

C:-Raja Ram Mohan Roy

D:-Gokhale

Correct Answer:- Option-B

Question62:-Who was known as the 'liberator of the press'?

A:-Metcalfe

B:-Bentinck

C:-Hastings

D:-Macaulay

Correct Answer:- Option-A

Question63:-The first Sanskrit film in India directed by G.V. Iyer

A:-Samskriti

B:-Sri Narayana Guru

C:-Adi Sankara

D:-Aparajitho

Correct Answer:- Option-C

Question64:-'Beyond Genocide' is a documentary based on

A:-Endosulfan Victims

B:-Chernobyl Tragedy

C:-Tsunami Victims

D:-Bhopal Gas Tragedy

Correct Answer:- Option-D

Question65:-'The Last Emperor' and 'Little Buddha' are films directed by

A:-Christopher Nolan

B:-Steven Spielberg

C:-Meera Nayar

D:-Bernardo Bertolucci

Correct Answer:- Option-D

Question66:-A journalist who was Indian High Commissioner in London in 1990

A:-Arun Shourie

B:-Kuldip Nayyar
C:-Vinod Mehta
D:-Dilip Padgaunkar
Correct Answer:- Option-B

Question67:-The company whose chemical plant in Bhopal had a disastrous gas leak in 1984

A:-Union Carbide
B:-Lavlin
C:-Mosanto
D:-Saint Gobain

Correct Answer:- Option-A

Question68:-Who introduced transformational generative grammar?

A:-Adam Smith
B:-Tonny Bennet
C:-Noam Chomsky
D:-Edvard Munch

Correct Answer:- Option-C

Question69:-The best American film of all time, according to the American Film Institutes contest for 100 best films

A:-First Blood
B:-Citizen Kane
C:-Jurassic Park
D:-The Godfather

Correct Answer:- Option-B

Question70:-Okra is another name for

A:-Bitterguard
B:-Brinjal
C:-Tomato
D:-Lady's Finger

Correct Answer:- Option-D

Question71:-The great inventor who was professor of vocal physiology at Boston University

A:-Thomas Edison
B:-Albert Einstein
C:-Alexander Graham Bell
D:-Issac Newton

Correct Answer:- Option-C

Question72:-Lazlo Biro, who created the first ball-point pen, was a Hungarian

A:-Doctor
B:-Scientist
C:-Journalist
D:-Lawyer

Correct Answer:- Option-C

Question73:-Name the writer who began his first novel in the channel Islands, finished it in London and saw published it in India titled 'The Room on the Roof'

A:-Ruskin Bond
B:-Vikram Seth
C:-Salman Rushdie
D:-Chetan Bhagat

Correct Answer:- Option-A

Question74:-German actress Ursula Patzschke is the worlds first

A:-Sound recordist
B:-Television announcer
C:-Woman film director
D:-Doctor

Correct Answer:- Option-B

Question75:-"No drama" is a classic Japanese theatrical form. What does 'no' mean?

A:-Ignorance
B:-Arrogance
C:-Tolerance
D:-Talent

Correct Answer:- Option-D

Question76:-The average of first 5 odd numbers between 10 and 30

- A:-25
- B:-35
- C:-15
- D:-20

Correct Answer:- Option-C

Question77:-If 10 percentage of 100 is equal to X percentage of 50, then the value of X is _____.

- A:-20
- B:-10
- C:-25
- D:-30

Correct Answer:- Option-A

Question78:-'A' can do a piece of work in 15 days, while 'B' can do it in 10 days, with the help of 'C' they finish the work in 5 days, then 'C' alone could do it in _____ days.

- A:-26
- B:-25
- C:-34
- D:-30

Correct Answer:- Option-D

Question79:-There are 75 employees in a firm, during one year 2/15 of them left, how many remain?

- A:-55
- B:-65
- C:-60
- D:-70

Correct Answer:- Option-B

Question80:-Who is sometimes referred to as the Lincoln of Literature?

- A:-Mark Twain
- B:-Tolstoy
- C:-J.S. Mill
- D:-Marquez

Correct Answer:- Option-A

Question81:-Bob Hunter was co-founder of

- A:-Amnesty International
- B:-Red Cross
- C:-League of Nations
- D:-Green Peace

Correct Answer:- Option-D

Question82:-Who coined the term 'around sourcing'?

- A:-Marshal McLuhan
- B:-Alwin Tofler
- C:-Thomas L. Friedman
- D:-Stephen Hawking

Correct Answer:- Option-C

Question83:-The Act of saving a web document for future access is known as

- A:-Bookmark
- B:-Cache
- C:-History
- D:-Favorite

Correct Answer:- Option-A

Question84:-UNESCO called this Sanskrit Drama form of Kerala as a 'masterpiece of the oral and intangible heritage of humanity'

- A:-Kooth
- B:-Koodiyattom
- C:-Kathakali
- D:-Ballet

Correct Answer:- Option-B

Question85:-Obtaining of exclusive rights to a story by payment of large sums of money is

- A:-Paid News
- B:-Chequebook Journalism

- C:-Sensationalism
- D:-Syndicated News

Correct Answer:- Option-B

Question86:-The oldest existing newspaper in India is _____.

- A:-Deepika
- B:-The Hindu
- C:-Bombay Samachar
- D:-Mathrubhumi

Correct Answer:- Option-C

Question87:-Wi-Fi stand for _____.

- A:-Wireless fixed
- B:-Wired fidelity
- C:-Wireless fidelity
- D:-Wireless firm

Correct Answer:- Option-C

Question88:-The personal journals or diaries posted online are known as

- A:-Wiki
- B:-Online diary
- C:-Tweets
- D:-Blogs

Correct Answer:- Option-D

Question89:-A person who thinks and acts in an independent and different way is known as a _____.

- A:-Maverick
- B:-Veteran
- C:-Genius
- D:-Allrounder

Correct Answer:- Option-A

Question90:-The words and expressions that may lead to a legal action if they are not carefully handled in news releases or other messages from an organization is known as

- A:-Red flag
- B:-Glossary
- C:-Intro
- D:-Golden words

Correct Answer:- Option-A

Question91:-The concept that a public relations writer should be prepared to provide extensive information in new situations is

- A:-Constraint recognition
- B:-Problem recognition
- C:-Stimulus response
- D:-Referent criterion

Correct Answer:- Option-D

Question92:-A new technology that merges people and machines into a computer-generated environment where they can interact with that environment and other people

- A:-Video conferencing
- B:-Virtual reality
- C:-Teleconference
- D:-Cyberspace

Correct Answer:- Option-B

Question93:-TQM stands for

- A:-Total Quick Management
- B:-Top Quick Movement
- C:-Total Quality Management
- D:-Total Quantity Management

Correct Answer:- Option-C

Question94:-Which of these is a retail giant?

- A:-Google
- B:-Carrefour
- C:-Ivy League
- D:-IFAD

Correct Answer:- Option-B

Question95:-The Deepa Mehta film that focuses on the plight of castigated widows of Varanasi

A:-Water

B:-Fire

C:-Bhumika

D:-Sparsh

Correct Answer:- Option-A

Question96:-The first person ever to win a Grammy, an Emmy an Oscar and a Tony Award

A:-Julia Roberts

B:-Barbara Streisand

C:-John Travolta

D:-Harrison Ford

Correct Answer:- Option-B

Question97:-Use of deceptive talk by government officials and others in order to influence public opinion

A:-Plainspeak

B:-Scoop

C:-Newspeak

D:-Masque

Correct Answer:- Option-C

Question98:-A term used to denote background stories and features of a forthcoming event published in order to create enthusiasm

A:-Embedded Story

B:-Embargo

C:-Articles

D:-Curtain Raiser

Correct Answer:- Option-D

Question99:-Symbol or pictures used in computer communication to convey emotions

A:-Cybernetics

B:-Emoticon

C:-Semiotics

D:-Cuneiform

Correct Answer:- Option-B

Question100:-The study of the systematic collection, storage, categorisation and retrieval of data in different formats especially in digital form

A:-Information Revolution

B:-Digitalisation

C:-Information Technology

D:-Information Science

Correct Answer:- Option-D