

FINAL ANSWER KEY

Question Paper Code:	46/2018/OL
Category Code:	562/2017
Exam:	Lecturer in Journalism
Medium of Question:	English
Date of Test	13-09-2018
Department	Collegiate Education
Alphacode	A

Question1:-"No caste, No religion and No God for mankind" are the words of

- A:-Pandit K.P. Karuppan
 - B:-Thykkad Ayya
 - C:-Sahodaran Ayyappan
 - D:-Brahmananda Sivayogi
- Correct Answer:- Option-C

Question2:-The Indian who won the Gold Medal in shooting [Women] in the 2018 Commonwealth games

- A:-Anjali Bhagavat
 - B:-Manu Bhakar
 - C:-Shreya Singh
 - D:-Mithali Raj
- Correct Answer:- Option-C

Question3:-"Suragi" is the autobiography of

- A:-Gauri Lankesh
 - B:-U.R. Anantha Murthy
 - C:-Lata Mangeshkar
 - D:-B.S. Karanth
- Correct Answer:- Option-B

Question4:-Achanakmar national park is in

- A:-Gujarat
 - B:-Uttarakhand
 - C:-Chhattisgarh
 - D:-Jharkhand
- Correct Answer:- Option-C

Question5:-World Psychology Day is on

- A:-October 24
 - B:-March 5
 - C:-April 12
 - D:-June 13
- Correct Answer:- Option-C

Question6:-Who is the Chairman of the 65th National Film Awards Committee ?

- A:-Bharati Raja
 - B:-Gautam Ghosh
 - C:-Shaji. N. Karun
 - D:-Shekhar Kapoor
- Correct Answer:- Option-D

Question7:-The film which won Indram, the Kerala State film Award for the best Actor ?

- A:-Ottamuri Velicham
 - B:-Bhayanakam
 - C:-Ottal
 - D:-Aalorukkam
- Correct Answer:- **Question Cancelled**

Question8:-Who is the Captain of the Indian Women Hockey team ?

- A:-Aditi Ashok
 - B:-Rani Rampal
 - C:-Deepika Kumari
 - D:-Jhulan Goswami
- Correct Answer:- Option-B

Question9:-Los Pinos is the official residence of the President of

A:-Cuba

B:-Venezuela

C:-Mexico

D:-Bolivia

Correct Answer:- Option-C

Question10:-Who among the following is known as Qaid-E-Azam :

A:-Khan Abdul Gaffar Khan

B:-Muhammed Ali Jinnah

C:-Mahatma Gandhi

D:-B.M. Suhrawardy

Correct Answer:- Option-B

Question11:-Sportsman Neeraj Chopra is associated with

A:-Javeline

B:-Pole-vault

C:-Table Tennis

D:-Snooker

Correct Answer:- Option-A

Question12:-The book "Englands' Debt to India" is written by

A:-Dadabhai Naoroji

B:-Ramesh Chandra Dutt

C:-Lala Lajpat Rai

D:-K.T. Telang

Correct Answer:- Option-C

Question13:-All India Kisan Sabha came into existence in

A:-1932

B:-1936

C:-1941

D:-1946

Correct Answer:- Option-B

Question14:-Unani System of Medicine was popularised in India by

A:-Iranians

B:-Afghans

C:-Arabs

D:-Turks

Correct Answer:- Option-C

Question15:-The first woman to win the Padmasree Award

A:-Vijaya Lakshmi Pandit

B:-Nargees Dutt

C:-Lata Mangeshkar

D:-Asha Poornadevi

Correct Answer:-**Question Cancelled**

Question16:-Who is known as the "Mayyazhi Gandhi" ?

A:-M. Mukundan

B:-I.K. Kumaran

C:-K. Kelappan

D:-A.K. Gopalan

Correct Answer:- Option-B

Question17:-"Charaka Samhitha" is a book on

A:-astronomy

B:-grammar

C:-music

D:-medicine

Correct Answer:- Option-D

Question18:-The Indian Prime Minister who abolished the privy-purse paid to the Kings of the erstwhile Indian Princely States ?

A:-Morarji Desai

B:-Rajeev Gandhi

C:-V.P. Singh

D:-Indira Gandhi

Correct Answer:- Option-D

Question19:-The Sikh Guru who founded the Golden Temple of Amritsar ?

A:-Guru Arjun Dev

B:-Guru Govind Singh

C:-Guru Har Rai

D:-Guru Har Kishan

Correct Answer:- Option-A

Question20:-In the year 2000, the union government of India appointed the Padmanabhayya Committee to make recommendations on

A:-Panchayathi Raj reforms

B:-Education reforms

C:-Police reforms

D:-Road Transport reforms

Correct Answer:- Option-C

Question21:-Which of the following is not a responsibility of a journalist ?

A:-Professional responsibility

B:-Legal responsibility

C:-Ethical responsibility

D:-None

Correct Answer:- Option-D

Question22:-Which among the following is related to legal responsibilities of a journalist ?

A:-Law of slander

B:-Libel

C:-Both 1 & 2

D:-None

Correct Answer:- Option-B

Question23:-Which among the following is included in the news related to parliamentary and assemblies ?

A:-Proceedings

B:-Calling attentions

C:-Zero hour mentions

D:-All the above

Correct Answer:- Option-D

Question24:-The inverted pyramid style of news writing began because

A:-Readers were becoming less interested in the news

B:-Readers like to read about the most important facts of a story first

C:-The telegraph was not always reliable

D:-It helped reporter to write the more in depth stories

Correct Answer:- Option-B

Question25:-Which of the following is not a subsidiary part of a formal report ?

A:-Glossary

B:-Appendix

C:-Table of content

D:-References

Correct Answer:-**Question Cancelled**

Question26:-A specific area assigned to a reporter for regular coverage is a (an)

A:-Beat

B:-Story

C:-Editorial

D:-Commonality

Correct Answer:- Option-A

Question27:-The portion of the layout that explains what is happening in pictures is a

A:-Dominant

B:-Explanation

C:-Caption

D:-Reference

Correct Answer:- Option-C

Question28:-Written defamation/slander refers to

A:-Review

- B:-Libel
- C:-Legal activity
- D:-News

Correct Answer:-**Question Cancelled**

Question29:-Spoken defamation is also known as

- A:-Libel
- B:-Slander
- C:-Review
- D:-Probe

Correct Answer:- Option-B

Question30:-Two facing pages are called a

- A:-Spread
- B:-Inverted Pyramid
- C:-Headline
- D:-Caption

Correct Answer:- Option-A

Question31:-Which phrase describes a feature ?

- A:-A hard news story
- B:-Any story that informs the reader
- C:-A soft news story
- D:-Any short newspaper article

Correct Answer:-**Question Cancelled**

Question32:-What is a lead ?

- A:-The main idea of a feature story
- B:-A piece of information that attracts and keeps the reader interested
- C:-A point in the story where the reader loses interest
- D:-The angle of a story

Correct Answer:- Option-B

Question33:-A summary lead contains

- A:-A direct quote
- B:-Instructions on how to read the story
- C:-The most important facts of the story
- D:-A list of all the sources quoted in the story

Correct Answer:- Option-C

Question34:-What is soft news ?

- A:-News that's based on opinions, not facts
- B:-News that's entertaining or interesting
- C:-News that's circulated on the Internet, not on paper
- D:-Advice columns

Correct Answer:- Option-B

Question35:-What do profiles stories focus on ?

- A:-A group's behaviour
- B:-An individual
- C:-Celebrity interviews only
- D:-Current events

Correct Answer:- Option-B

Question36:-What is meant by balance in a news story ?

- A:-Having several authors write a story
- B:-Getting a lawyer's opinion before writing an article
- C:-Giving the same amount of space to every paragraph
- D:-Covering all sides of an issue as fairly as possible

Correct Answer:- Option-D

Question37:-Your choice of a source should depend on

- A:-The source's expertise
- B:-The source's popularity
- C:-The source's availability
- D:-The source's height and weight

Correct Answer:- Option-A

Question38:-Right to Information Act came in to force in

- A:-`12^(th)` October 2005
 - B:-`22^(nd)` October 2005
 - C:-`12^(th)` June 2006
 - D:-`22^(nd)` October 2006
- Correct Answer:- Option-A

Question39:-Under RTI Act, information means

- A:-Documents
- B:-Advices
- C:-Contracts
- D:-All of these

Correct Answer:- Option-D

Question40:-Time limit for providing information under RTI Act concerning the life and liberty of a person is

- A:-24 hours
- B:-48 hours
- C:-30 days
- D:-7 days

Correct Answer:- Option-B

Question41:-Supreme Court of India came into being in

- A:-`28^(th)` Jan. 1950
- B:-`26^(th)` Jan. 1950
- C:-`28^(th)` Feb. 1950
- D:-`26^(th)` Feb. 1950

Correct Answer:- Option-A

Question42:-_____ means that a question that was dealt within a certain way continues to be dealt within that way in similar later situations.

- A:-Precedent
- B:-Pre-emption
- C:-Presumption
- D:-None of these

Correct Answer:- Option-A

Question43:-The Press and Registration of Books Act enacted in the year

- A:-1857
- B:-1867
- C:-1877
- D:-1897

Correct Answer:- Option-B

Question44:-The law for working journalists and other employees has been passed in the year

- A:-1953
- B:-1954
- C:-1955
- D:-1957

Correct Answer:- Option-C

Question45:-To improve the standard of news agencies and Newspapers _____ was reconstituted.

- A:-Press Council
- B:-Wage Boards
- C:-Press Forums
- D:-CBFC

Correct Answer:- Option-A

Question46:-The following is a defence against defamation

- A:-If it were for the public good
- B:-To publish a substantially true report of the proceedings of a court of justice
- C:-To express in good faith any opinion whatever respecting the conduct of a public servant in the discharge of his public functions
- D:-All of these

Correct Answer:- Option-D

Question47:-A person is said to be offender of Contempt of Court under the following circumstances

- A:-Charging the judge with inability
- B:-To threaten the witnesses
- C:-To attempt to obstruct in the police inquiry against the order of the judge

D:-All of these

Correct Answer:- Option-D

Question48:-'TRIPS' stands for

A:-Trade Related Aspects of Intellectual Property Rights

B:-Trade Related Acts of Intellectual Property Rights

C:-Trade Relations Act of Intellectual Property Rights

D:-Trade Relations Aspect of Intellectual Property Rights

Correct Answer:- Option-A

Question49:-Present Chairman of Press Council of India

A:-Justice Chandramauli Kumar Prasad

B:-Justice Markandey Katju

C:-Justice P. B. Sawant

D:-None of them

Correct Answer:- Option-A

Question50:-Contempt of Court was enacted for the first time in the year

A:-1952

B:-1962

C:-1971

D:-1982

Correct Answer:- Option-C

Question51:-At present films are certified under _____ categories.

A:-4

B:-3

C:-5

D:-6

Correct Answer:- Option-A

Question52:-The freedom of expression is guaranteed under _____ of Indian Constitution.

A:-Article 19(1) (a)

B:-Article 19(2)

C:-Article 19(1) (b)

D:-Article 21

Correct Answer:- Option-A

Question53:-Which one from the following is the threat for the journalism?

A:-Accuracy

B:-Bias

C:-All of these

D:-None of these

Correct Answer:- Option-B

Question54:-A wilful disobedience of a court order or a wilful interference with the administration of justice is

A:-Contempt of court

B:-Conflict of laws

C:-Compensatory damages

D:-None of these

Correct Answer:- Option-A

Question55:-Indecent Representation of Women (Prohibition) Act was enacted in the year

A:-1986

B:-1987

C:-1977

D:-1978

Correct Answer:- Option-A

Question56:-_____ refers to the order a court issues so that it can review the decision and proceedings in a lower court and determine whether there were any irregularities.

A:-Certiorari

B:-Caveat

C:-Appeal

D:-None of these

Correct Answer:- Option-A

Question57:-_____ refers to a party that is allowed to provide information to a court even though the party is not directly involved in the case at hand.

- A:-Amicus curiae
 - B:-Interim order
 - C:-Attorney General
 - D:-Advocate General
- Correct Answer:- Option-A

Question58:-Jurisprudence means

- A:-The topical area of the science of law and societal order
 - B:-A legal scholar
 - C:-Judicial system
 - D:-None of these
- Correct Answer:- Option-A

Question59:-Defamatory (false and injurious) written statements or materials including movies or photographs is called

- A:-Libel
 - B:-Slander
 - C:-Lien
 - D:-None of these
- Correct Answer:- Option-A

Question60:-Elements which must be present before a libel action that can be brought against a media report ?

- A:-Publication
 - B:-Harm to a person's reputation
 - C:-Proof of all
 - D:-None of these
- Correct Answer:- Option-C

Question61:-Which of the following are general Public Relations objectives for our program ?

- A:-To publicize the educational and recreational facilities available
 - B:-To encourage maximum use of the wading pool site in serving the community
 - C:-To promote the role of staff, enabling them to deliver effective service and leadership
 - D:-To seek the cooperation of patrons in the interest of their own safety and the safety of others
- Correct Answer:-**Question Cancelled**

Question62:-Which of these are examples of public relations ?

- A:-During conversations with patrons
 - B:-When disciplining children
 - C:-Among ourselves
 - D:-All of the above
- Correct Answer:-**Question Cancelled**

Question63:-What should you keep in mind when you are handling a complaint ?

- A:-Use a professional approach while listening carefully and maintaining eye contact
 - B:-Determine what the customer wants. Get the facts and rephrase
 - C:-Give choices if you have the authority
 - D:-All of the above
- Correct Answer:- Option-D

Question64:-Censorship is

- A:-A process which motivates people to work for the country and its people
 - B:-Suppression of any communication which is much familiar in press and media against the freedom of speech and freedom of expression
 - C:-A gatekeeper that prevents the media that act irresponsibly
 - D:-All the above
- Correct Answer:- Option-B

Question65:-Who has approached agenda setting theory ?

- A:-Maxwell McCombs
 - B:-Donald Shaw
 - C:-Both
 - D:-None of the above
- Correct Answer:- Option-C

Question66:-The main concept associated with the agenda setting theory is

- A:-Attribution theory
- B:-Gate keeping theory
- C:-Structuration theory
- D:-None of the above

Correct Answer:- Option-B

Question67:-The "Daily Me" is an example of

- A:-Highly personalised newsfeed that includes only those feeds that the audience or the readers prefer to hear or read
- B:-Student newspaper at Rutgers, the State University of New Jersey
- C:-Newspaper published by journalism students during the 1968 Columbia strike
- D:-MIT Media Lab founder Nicholas Negroponte's online 'zine

Correct Answer:-**Question Cancelled**

Question68:-The most applicable model to public speaking is

- A:-Two step flow
- B:-Lazarfeld's model of communication
- C:-Aristotle's model of communication
- D:-Shanon-Weaver model

Correct Answer:- Option-C

Question69:-The media has the responsibility of

- A:-Increasing confusion among the masses
- B:-Reducing confusion among the masses
- C:-Moulding public opinion
- D:-None

Correct Answer:-**Question Cancelled**

Question70:-The earliest model of communication is

- A:-Aristotle's model of communication
- B:-SMCR model of communication
- C:-Lasswell's model of communication
- D:-Wilbur Schramm's model

Correct Answer:- Option-A

Question71:-_____ is the person who decides what shall pass through each gate section, of which, in any process, there are several.

- A:-The gatekeeper
- B:-A king
- C:-A leader
- D:-Ombudsman

Correct Answer:- Option-A

Question72:-Which is the first model to introduce targeted audience in a communication process ?

- A:-Lasswell's model
- B:-Schramm's model
- C:-De fleur model of communication
- D:-The Relational Distances Model

Correct Answer:- Option-C

Question73:-The communication model recommends two way communication process is

- A:-De fleur model of communication
- B:-AIDA model of communication
- C:-Knowledge Gap
- D:-Transactional model

Correct Answer:-**Question Cancelled**

Question74:-Gatekeepers exist in

- A:-Only in media houses
- B:-Only in business sectors
- C:-Almost every industry
- D:-Innovation pools

Correct Answer:- Option-C

Question75:-_____ is when the media puts forward the most sensational messages to titillate consumers.

- A:-Transmission
- B:-Sensationalization
- C:-Mobilization
- D:-Teleplomacy

Correct Answer:- Option-B

Question76:-Which theory suggests "feedback device" ?

- A:-Semiotic theory
- B:-Spiral of silence

C:-De fleur model of communication

D:-SMCR model

Correct Answer:- Option-C

Question77:-Which theory suggested the communication process is circular as well as it gives possible two way feedback ?

A:-Muted group theory

B:-De fleur model of communication

C:-Social identity theory

D:-Barnlund's transactional model of communication

Correct Answer:-**Question Cancelled**

Question78:-De fleur combine these two models and creates new one called "De Fleur Model of Communication". The models are

A:-SMCR model and Propaganda model

B:-AIDA model and Poole's model

C:-Shannon and Weaver model and Wesley and Mclean model

D:-Constructionist model and Relational distances model

Correct Answer:- Option-C

Question79:-An ad agency that earns revenues through a retainer

A:-Bills client at an agreed upon price for a production

B:-Bills clients by the hour for essential services

C:-Bills clients by the day for essential services

D:-Is compensated through a charge on the placement of ads, typically 15% of the cost of the time or space

Correct Answer:- Option-A

Question80:-Authoritarian theory originated from the philosophy of

A:-Plato

B:-Socrates

C:-Aristotle

D:-Alexander the Great

Correct Answer:- Option-A

Question81:-The theory De fleur model of communication is expanded version of

A:-Aristotle's model of communication

B:-Shannon and Weaver model of communication

C:-Uses and gratification approach of communication

D:-Diffusion of innovation theory

Correct Answer:- Option-B

Question82:-_____ practiced Authoritarian media approach in Afghanistan.

A:-American government

B:-Taliban government

C:-Burmese government

D:-Pakistani government

Correct Answer:- Option-B

Question83:-Catharsis theory of mass communication is the brainchild of

A:-Sigmund Freud

B:-Baran and Davis

C:-D. McQuail

D:-Richard A. Lanham

Correct Answer:-**Question Cancelled**

Question84:-Agenda setting theory used in

A:-Political campaigns

B:-Business news, PR

C:-Ad campaign

D:-All of the above

Correct Answer:- Option-D

Question85:-Who first used the term 'gatekeeping' ?

A:-Kurt Lewin

B:-McCombs and Shaw

C:-T.J. Scheff

D:-Tim Vos

Correct Answer:- Option-A

Question86:-The whole part of _____ used this approach to control the middle class from starting a revolution after printing press was started.

- A:-America
- B:-Western Europe
- C:-Africa
- D:-South-East Asia

Correct Answer:-**Question Cancelled**

Question87:-Media focuses on the characters of issues how ?

- A:-People should think about
- B:-Government Should think about
- C:-Corporate people should think about
- D:-What the masses should think about

Correct Answer:- Option-D

Question88:-Framing is a process of

- A:-Selective control
- B:-Media control
- C:-Judgement
- D:-Media influencing similar versions as response among masses as in their articles

Correct Answer:- Option-D

Question89:-"The most important effect of mass communication is its ability to mentally order and organize our world for us. "To whose model the statement relates to ?

- A:-Maxwell McCombs
- B:-Donald Shaw
- C:-Both
- D:-None

Correct Answer:- Option-C

Question90:- _____ is an unauthorized use, typically of a patent or copyright.

- A:-Infringement
- B:-Invasion of privacy
- C:-Slander
- D:-Libel

Correct Answer:- Option-A

Question91:-The year the Official Secrets Act came into effect in India

- A:-1874
- B:-1911
- C:-1868
- D:-1923

Correct Answer:- Option-D

Question92:-Cross Merchandising is a form of

- A:-Sales promotion
- B:-Corporate merger
- C:-Global competition
- D:-Trading products

Correct Answer:- Option-A

Question93:-The conflict of interest between media that wants to cover a trial and a defendant who wants a fair trial is an example of

- A:-An impact issue
- B:-An ethical issue
- C:-A legal issue
- D:-A moral issue

Correct Answer:- Option-C

Question94:-A small group of company that dominates an industry is called

- A:-An oligopoly
- B:-A conglomerate
- C:-A monopoly
- D:-A corporation

Correct Answer:- Option-A

Question95:-According to text which among the following is one of the primary reasons for global dominance of American media ?

- A:-Its educational features

- B:-The uniformity of its audience
 - C:-The widespread use of English language
 - D:-Charge higher prices than the competitors
- Correct Answer:-**Question Cancelled**

Question96:-Mediated communications is the sharing of messages

- A:-With a large widespread audience
- B:-On a face to face basis
- C:-For the purpose of entertainment
- D:-Conveyed through an interposed device

Correct Answer:- Option-D

Question97:-One job of the gatekeeper is to determine

- A:-The amount of feedback that returns to the source of a media message
- B:-How messages to consumers are constructed
- C:-How mass communication affects interpersonal communication
- D:-How ratings data will be interpreted by the media

Correct Answer:- Option-B

Question98:-"Telegraphic" writing style made journalism more

- A:-Wordy and flowery
- B:-Terse and to the point
- C:-Honest and factual
- D:-Business-like

Correct Answer:- Option-B

Question99:-The formation of Associated Press helped establish the journalistic ideal of

- A:-Getting the facts straight
- B:-Writing from a political point of view
- C:-Sharing local news and correspondents
- D:-Separating fact from opinion

Correct Answer:- Option-D

Question100:-Media literacy means the ability to

- A:-Read and write
- B:-Create professional media
- C:-Understand and use media
- D:-Prepare for career in media

Correct Answer:- Option-C