

Test Booklet No. _____

This booklet consists of 150 questions and 28 printed pages.

RGUPET/2024/___/___

**RGUPET 2024
Common Entrance Test, 2024**

DOCTOR OF PHILOSOPHY IN MASS COMMUNICATION

**Full Marks: 150
Hours**

Time: 3

Roll No.

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Day and Date of Examination: _____

Signature of Invigilator(s) _____

Signature of Candidate _____

General Instructions:

PLEASE READ ALL THE INSTRUCTIONS CAREFULLY BEFORE MAKING ANY ENTRY.

1. DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO.
2. Candidate must write his/her Roll Number on the space provided.
3. This Test Booklet contains 150 Multiple Choice Questions (MCQs) from the concerned subject. Each question carries 1 mark.
4. Please check the Test Booklet to verify that the total pages and total number of questions contained in the test booklet are the same as those printed on the top of the first page. Also check whether the questions are in sequential order or not.
5. Candidates are not permitted to enter into the examination hall after the commencement of the entrance test or leave the examination hall within two hour.
6. Making any identification mark in the OMR Answer Sheet or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
7. Candidates shall maintain silence inside and outside the examination hall. If candidates are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
8. In case of any dispute, the decision of the Entrance Test Committee shall be final and binding.
9. The OMR Answer Sheet consists of two copies, the Original copy and the Student's copy.

1	Choose the correct form of verb that is in agreement with the subject: Five rupees.....an excessive price to pay for a pen knife.				b
	a) are	b) is	c) have been	d) were	b) is
2	What is the synonym of the recuperate?				b
	a) Rehabilitate	b) Recover	c) Reimburse	d) Relocate	b) Recover
3	Which of the following word is antonym of extermination?				b
	a)Annihilation	b)Preservation	c) Destruction	d)Demolition	b)Preservation
4	Choose the correct transformation of the given sentence: Darshan speaks too fast for me to understand				a
	a)Dharshan speaks so fast that I cannot understand him	b) I cannot understand what Dharshan speaks as it is too fast	c)Dharshan speaks very fast and I cannot understand what he speak	d)Dharshan cannot understand that he speaks fast to me	a)Dharshan speaks so fast that I cannot understand him
5	He said 'I am tired.' Change into indirect speech:				c
	a) He told that I am tired	b) He said that I was tired	c) He said that he was tired	d) He said that he is tired	c) He said that he was tired
6	The term steeplechase is associated with which of the following sports?				d
	a) Boxing	b) Chess	c) Rowing	d) Horse Racing	d) Horse Racing
7	Which fund is created as per Article 266 of the Indian Constitution to consolidate all revenues received by the government of India?				c
	a) National Revenue Fund	b) National Consolidated Fund	c) Consolidated Fund of India	d) Consolidated Revenue Fund	c) Consolidated Fund of India
8	What did Wilhelm Conrad Roentgen discover?				c
	a)Conservation of electric charge	b)Electric bulb	c)X-Rays	d)Thermodynamics	c)X-Rays
9	Chalo is a dance form of which of the following states?				c
	a) Nagaland	b) Manipur	c) Arunachal Pradesh	d) Mizoram	c) Arunachal Pradesh
10	Which committee has been constituted by the Union Government to examine the existing framework with regard to Virtual Currencies?				a

	a) Dinesh Sharma committee	b) Shaktikanta Das committee	c) H R Khan committee	d) B S Dharamraj committee	a) Dinesh Sharma committee
11	Which state has prohibited the inscription of names of government functionaries on foundation stones and plaques?				b
	a) Uttar Pradesh	b) The Punjab	c) Rajasthan	d) Bihar	b) The Punjab
12	Kokborok is a language spoken in which of the following state?				d
	a) Assam	b) Nagaland	c) Mizoram	d) Tripura	d) Tripura
13	Which country topped the medal tally at the 2024 Hyundai Archery World cup stage 1 held in Shanghai, China				a
	a) India	b) China	c) Russia	d) Australia	a) India
14	When was the International day of Zero Waste 2024 observed across the globe?				c
	a) 29 th March 2024	b) 26 th March 2024	c) 30 th March 2024	d) 27 th March 2024	c) 30 th March 2024
15	Which state government has recently in February 2024 signed a Memorandum of understanding with Google for Artificial Intelligence led solutions across sectors				a
	a) Maharashtra	b) Madhya Pradesh	c) Andhra Pradesh	d) Karnataka	a) Maharashtra
16	The complementary angle of supplementary angle of 130° is-				c
	a) 30°	b) 50°	c) 40°	d) 60°	c) 40°
17	A sum of Rs.53 is divided among A, B and C in such a way that A gets Rs.7 more than what B gets and B gets Rs.8 more than what C gets. The ratio of their shares is-				c
	a) 27:17:08	b) 27:20:12	c) 25:18:10	d) 25:20:13	c) 25:18:10
18	Determine the missing number in the series 5,6,9,14,21,.....				a
	a) 30	b) 32	c) 29	d) 28	a) 30
19	A train leaves Guwahati at 5 a.m. and reaches Bongaigaon at 9 a.m. Another train leaves Bongaigaon at 7 a.m. and reaches Guwahati at 10:30 a.m. At what time do the two trains cross each other?				a
	a) 7:56 a.m.	b) 7:00 a.m.	c) 6:56 a.m.	d) 6:46 a.m.	a) 7:56 a.m.
20	Every rational number is a -				d
	a) Prime number	b) Natural number	c) Whole number	d) Real number	d) Real number
21	The conceptual framework in which research is carried out is called-				d
	a) Research hypothesis	b) Synopsis of research	c) Research paradigm	d) Research design	d) Research design

22	Which of the following research design is used to establish a relation between the cause and effect?				c
	a) Correlation research design	b) Explanatory research design	c) Experimental research design	d) Diagnostic research design	c) Experimental research design
23	Hypothesis is related to which of the following?				b
	a) Types of research	b) Elements of research	c) Research Methods	d) Types of sampling	b) Elements of research
24	What is the purpose of a pilot study?				b
	a) to determine the appropriate sample size	b) to test the feasibility of the research design	c) to collect preliminary data	d) to test the reliability and validity of the measures	b) to test the feasibility of the research design
25	The purpose of a control group in an experimental design is to-				c
	a) eliminate the effects of extraneous variables	b) manipulate the independent variable	c) provide a baseline against which to compare the experimental group	d) ensure that the results are consistent across different populations	c) provide a baseline against which to compare the experimental group
26	The post-test only control group design to avoid-				a
	a) sensitization of participants	b) non-cooperative participants	c) Experimental treatment	d) group comparison	a) sensitization of participants
27	Which research design will be most appropriate for a study on the relationship between level of aspiration and achievement of rural children?				b
	a) Cross sectional study design	b) Longitudinal study design	c) Pre and post study design	d) Double control study design	b) Longitudinal study design
28	In which type of qualitative research designs, individual stories are explored to describe the lives of people?				c
	a) Grounded theory research	b) Ethnography	c) Narrative research	d) Symbolic interaction	c) Narrative research
29	The term research methodology refers to				b
	a) the methods used in data collection and analysis	b) theoretical paradigm for data collection, analysis and interpretation	c) the rules for writing a research report	d) the specific methods of study analysis	b) theoretical paradigm for data collection,

					analysis and interpretation
30	Which of the following types of research design describes the present state of affairs as it exists without having any control over variables?				c
	a) Distinctive research	b) Analytical research	c) Descriptive research	d) Applied research	c) Descriptive research
31	In a population of 1000 students, a researcher wants to ensure representation from each grade level. Which sampling technique should be employed?				d
	a) Cluster sampling	b) Systematic sampling	c) Snowball sampling	d) Stratified sampling	d) Stratified sampling
32	Which sampling method is primarily used in qualitative research to identify key informants or experts in a particular field?				b
	a) Cluster sampling	b) Purposive sampling	c) Convenience sampling	d) Snowball sampling	b) Purposive sampling
33	Which of the following statement is true? A: The measurement of variables, both social and Psychological, in media research is a tough proposition. B: Because most characteristics in social science discipline are abstract.				a
	a) Both A and B are true	b) Both A and B are true, and B is not the correct explanation of A.	c) A is true and B is false.	d) A is false and B is true.	a) Both A and B are true
34	In the question given below are two statements labeled as Assertion (A) and Justification (B). In the context of the two statements, which one of the following is correct? Assertion (A): The history of mass Media Law is much integrated with the British rule. Justification (B): Media concept came from the British only.				c
	a) Both A and B are true, and B is the correct explanation of A	b) Both A and B are true, and B is not the correct explanation of A	c) A is true but B is false	d) A is false but B is true	c) A is true but B is false
35	Which of the following types of questions is most suitable for collecting demographic information?				a
	a) Closed - ended	b) Likert scale	c) Open-ended	d) Dichotomous	a) Closed - ended
36	Match the following data types with their respective examples:				c
	A) Interval Data	i) Gender (Male, Female)			

	B) Ordinal Data	ii) Rankings of universities based on academic reputation			
	C) Nominal Data	iii) Income levels of households in a certain region			
	D) Ratio Data	iv) Temperature measured in Celsius or Fahrenheit			
	a) A-(i), B-(ii), C-(iii) and D-(iv)	b) A-(ii), B-(iii), C-(i) and D-(iv)	c) A-(iv), B-(ii), C-(i) and D-(iii)	d) A-(iii), B-(iv), C-(ii) and D-(iii)	c) A-(iv), B-(ii), C-(i) and D-(iii)
37	Which measure of central tendency is influenced most by extreme values?				a
	a) Mean	b) Median	c) Mode	d) Standard deviation	a) Mean
38	In a longitudinal study, data is collected:				b
	a) at a single point in time	b) over a period of time from the same sample	c) from different samples at multiple points in time	d) through structured interviews over a period	b) over a period of time from the same sample
39	<p>In the question given below are two statements labelled as Assertion (A) and Justification (B). In the context of the two statements, which one of the following is correct?</p> <p>Assertion (A): Media manufactured culture is transient and keep on changing.</p> <p>Justification (B): Mediated culture is vulgar and does not have artistic value.</p>				c
	a) Both A and B are true, and B is the correct explanation of A	b) Both A and B are true but B is not the correct explanation of A	c) A is true but B is false	d) A is false but B is true	c) A is true but B is false
40	<p>Match the following:</p> <p>A) Snowball Sampling</p> <p>B) Quota Sampling</p> <p>C) Systematic Sampling</p> <p>D) Purposive Sampling</p>				a
	<p>i) This sampling method involves selecting every nth member of population after a random start</p> <p>ii) Researchers select participants based on their expertise or knowledge of the subject matter</p> <p>iii) Sampling starts with one participant or group, and additional participants are identified based on recommendations from previous participants</p> <p>iv) Population is divided into segments based on certain characteristics, and participants are selected non-randomly from each segment until quotas filled</p>				
	a) A-(iii), B-(iv), C-(i) and D-(ii)	b) A-(i), B-(iii), C-(iv) and D-(ii)	c) A-(iv), B-(ii), C-(i) and D-(iii)	d) A-(i), B-(ii), C-(iii) and D-(iv)	a) A-(iii), B-(iv), C-(i) and D-(ii)

41	What is the purpose of a pilot study in the context of data collection?				a
	a) To test the validity and reliability of measurement tools	b) To analyze the collected data	c) To select the final sample size	d) To determine the research question	a) To test the validity and reliability of measurement tools
42	Which of the following statements is true or false? A) Statements (I): An abstract is a detailed report of the research study conducted and is intended to generate interest among other researchers. B) Statement (II): The introduction section of a research paper, in addition to literature review, introduces the selected area of research and reflects the theoretical implications of proposed research projects.				d
	a) Both Statement (I) and Statement (II) are true.	b) Both Statement (I) and Statement (II) are false.	c) Statement (I) is true but Statement (II) is false.	d) Statement (I) is false but Statement (II) is true.	d) Statement (I) is false but Statement (II) is true.
43	Ethical norms in research do not involve guidelines for				d
	a) Patenting policy	b) Copyright	c) Data sharing policies	d) Thesis format	d) Thesis format
44	Which of the following statement is true or false? Statement I: The research questions should be linked to each other. Statement II: The research questions should be either broad or narrow.				c
	a) Both Statement I and Statement II are true	b) Both Statement I and Statement II are false	c) Statement I is true but Statement II is false	d) Statement I is false but Statement II is true	c) Statement I is true but Statement II is false
45	Which data collection method is most appropriate for studying sensitive topics like sexual behavior or substance abuse?				b
	a) Survey	b) Interview	c) Experiment	d) Case study	b) Interview
46	Which of the following measures is NOT considered a measure of variability?				b
	a) Range	b) Mean	c) Variance	d) Standard deviation	b) Mean
47	Seeking consent for collecting information in research refers to which of the following?				c
	a) The funding body	b) The researcher	c) Research participants	d) The supervisor	c) Research participants
48	In the context of published research DOI stands for:				b
	a) Data Object Integration	b) Digital Object Identifier	c) Data Object Interface	d) Digital Object Interface	b) Digital Object Identifier
49	Which of the following is NOT a characteristic of Quantitative Research?				a

	a) Believes that due to different perspectives, the world has many meanings	b) Hypothesis and research procedures stated before beginning the study	c) sample size is larger	d) little interaction with participants	a) Believes that due to different perspectives, the world has many meanings
50	External validity in research refers to:				d
	a) The rigour of the study	b) The accuracy of the procedure	c) The relation of the research problem with the researcher's personal problem	d) The extent generalizability that the result provides	d) The extent generalizability that the result provides
51	The concept of transactional model of communication was introduced by				b
	a) Shanon and Weaver	b) Barnlund	c) Wilbur Shramm	d) Adler and Towne	b) Barnlund
52	Which of the following was a key feature of "yellow journalism"?				d
	a) High standards of accuracy	b) Objective reporting	c) Focus on educational content	d) Sensationalized news stories	d) Sensationalized news stories
53	According to Marshall McLuhan, the phrase "the medium is the message" means:				b
	a) The content of the media is more important than the medium itself	b) The medium influences how the message is perceived	c) Media messages have no influence on the audience	d) The audience creates the message independently of the medium	b) The medium influences how the message is perceived
54	What does the term 'digital divide' refer to?				a
	a) The gap between those who have access to modern information and communication technology and those who do not	b) The difference between digital and analog signals	c) The competition between different digital device manufacturers	d) The transition from physical to digital media	a) The gap between those who have access to modern information and communication technology

					and those who do not
55	Which Public Relations tool involves a written communication that is sent to the media houses to announce something newsworthy?				b
	a) Media kit	b) Press release	c) Newsletter	d) Blog post	b) Press release
56	In Public Relations, what is 'spin'?				a
	a) A technique to present information in a biased or favorable way	b) The use of statistical data to create reports	c) The planning of corporate events	d) A method of direct sales	a) A technique to present information in a biased or favorable way
57	What does CPM stand for in advertising metrics?				b
	a) Cost Per Minute	b) Cost Per Thousand Impressions	c) Cost Per Million	d) Cost Per Marketing	b) Cost Per Thousand Impressions
58	The mathematical model of communication was put forward by				c
	a) Osgood and Schramm	b) Harold Lasswell	c) Shannon and Weaver	d) Berlo	c) Shannon and Weaver
59	The Two Step Flow theory was put forward by				c
	a) Daniel Learner	b) De-Fleur	c) Katz & Lazarsfeld	d) Claude Shannon	c) Katz & Lazarsfeld
60	Whose model of communication added the concept of 'Gatekeeper' to the Newcombs' ABX Model?				d
	a) Ray Birdwhistell	b) Wendell Johnsons	c) Robert Friere	d) Westley and McLean	d) Westley and McLean
61	Reception Theory containing concept of encoding and decoding of "meaning structures" was given by?				b
	a) Osgood and Schramm	b) Stuart Hall	c) Rosengren	d) Denis Mcquail	b) Stuart Hall
62	Declaration of what is right or wrong or what ought to be is called				b
	a) Ethical Dilemma	b) Ethics	c) Plaintiff f	d) Intentional Tort	b) Ethics
63	Brand names and Identity advertising are methods that advertisers use to encourage consumers to				d

	a) Reach their demographic potential	b) Perceive hidden messages	c) Satisfy the needs of the consumers	d) Make distinctions among products that are very similar	d) Make distinctions among products that are very similar
64	According to Maslow's Hierarchy of Needs theory, the need for fulfilment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of:				a
	a) Self-actualisation	b) Physiological	c) Social	d) Esteem	a)Self-actualisation
65	AIDA stands for				c
	a)Assurance, Interest, Desire and Action	b) Action, Intelligence, demand and Assurance	c) Attention, Interest, Desire and Action	d) Approach, Intelligence, Desire and Action	c) Attention, Interest, Desire and Action
66	The main purpose of asymmetric two-way model of public relations is:				b
	a) Distortion of facts	b) Scientific persuasion	c) Personality promotion	d) Discourage competition	b) Scientific persuasion
67	Which of the following best defines Public Relations?				b
	a)The act of selling products to customers	b) The strategic communication process that builds mutually beneficial relationships between organizations and their publics	c)The creation of advertisements for brand awareness	d)The management of a company's financial assets	b) The strategic communication process that builds mutually beneficial relationships between organizations and their publics
68	The first generation of the Web 1.0 is also known as				c
	a) Communicative Web	b) Social Web	c) Informational Web	d) Sound Web	c) Informational Web

69	Which of the following is the hacking approach where cyber-criminals design fake websites or pages for tricking or gaining additional traffic?				b
	a) Website Duplication	b) Pharming	c) Mimicking	d) Spamming	b) Pharming
70	What does the term 'viral marketing' refer to in new media?				b
	a) A type of malicious software	b) Marketing strategies that spread rapidly through social network	c) A marketing strategy using email spam	d) Traditional advertising methods	b) Marketing strategies that spread rapidly through social network
71	Match the following:				a
	A. Rajaram Mohan Roy		i. Vernacular Press Act		
	B. Viceroy Lytton		ii. SambadKamudi		
	C. Charles Metcalfe		iii. Indian Opinion		
	D. M K Gandhi		iv. Liberator of the Press		
	a) A- ii, B- i , C- iv, D- iii	b) A-i , B- iii , C-ii, D- iv	c) A- iv, B-i , C-iv, D- iii	d) A- iii, B- ii, C-i, D- iv	a)A- ii, B-i , C- iv, D- iii
72	Match the following:				a
	A. The concept of entropy as used in communication is related to		i. Laggards		
	B. The ABX model of Newcomb proposes to maintain		ii. Order		
	C. The diffusion of Innovation Theory identifies non-adaptors of technology as...?		iii. Subsystems		
	D. The Systems theory of public relations is described as a set of united		iv. Social Equilibrium		
	a) A- ii, B- iv , C-i, D-iii	b) A-iv , B-i , C-iii, D- ii	c) A- iii, B-ii , C-iv, D- i	d) A-i , B- iii , C-ii, D- iv	a)A- ii, B-iv , C-i, D-iii
73	Match the following:				c
	A. The Kesri		i. 1868		
	B. The Hindu		ii. 1881		
	C. Amrit Bazar Patrika		iii. 1818		
	D. The Samachar Darpan		iv. 1878		
	a) A-ii, B- iv , C-iii, D- i	b) A-iii , B-ii , C-i, D- iv	c) A- ii, B- iv, C-i, D- iii	d) A-i , B- iii , C-ii, D- iv	c)A- ii, B- iv, C-i, D- iii
74	Match the following:				d
	A. Blog		i. Flickr		
	B. Reference website		ii. YouTube		

	<table border="1"> <tr> <td>C. Video sharing</td> <td>iii. Wikipedia</td> </tr> <tr> <td>D. Photo sharing</td> <td>iv. Wordpress</td> </tr> </table>	C. Video sharing	iii. Wikipedia	D. Photo sharing	iv. Wordpress					
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80	Match the following:				c
	A. Billboards	i.Indirect advertising			
	B. Pop-up ads	ii.Mobile advertising			
	C. Transit advertising	iii.Internet advertising			
	D. Surrogate advertising	iv. Outdoor advertising			
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81	Match the following:				b
	A. Kinesics	i.Communication through use of space			
	B. Proxemis	ii.Communication through body language			
	C. Haptics	iii.Message conveyed through eyes			
	D. Oculescis	iv.Touch			
	a) A-iv, B- ii, C-iii, D- i	b) A-ii, B- i , C-iv, D- iii	c) A-iii , B- iv, C-i, D- ii	d) A- i, B- iii , C-ii, D- iv	b) A-ii, B- i , C-iv, D- iii
82	Match the following:				d
	A. Press Council of India	i. Independent, self-financing, private body for conducting regular audit of net circulation of newspapers			
	B. Registrar of newspapers of India	ii. Statutory adjudicating self-regulatory organisation			
	C. Audit Bureau of Circulation	iii. Non-profit co-operative agency owned by newspapers to provide efficient and unbiased news to subscribers			
	D. Press Trust of India	iv. Responsible for giving particulars like ownership and circulation of all newspapers published in India			
	a) A-iv , B- i , C-iii D- ii	b) A-iii , B- i , C-ii, D- iv	c) A- i , B- iv , C-iii, D- ii	d) A-ii , B- iv , C-i, D- iii	d)A-ii , B-iv , C-i, D- iii
83	Match the following:				c
	A. Hypermedia	i. Growth of user generated content			
	B. Social convergence	ii. Interactive media			
	C. Technological convergence	iii. Remixing of sound, image and written text			
	D. Textual convergence	iv. Computing communication and content			
	a) A- iv, B-iii , C-i, D- ii	b) A-i , B- iv, C-ii, D- iii	c) A-ii , B- i , C-iv, D- iii	d) A-iii , B-ii , C-iv, D- i	c) A-ii , B-i , C-iv, D- iii
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87	Which of the following statements are true and false about the 'Vidyanlakar Committee'? <p>(i) The committee was set up by Planning Commission of India</p> <p>(ii) The committee was set up by Ministry Information & Broadcasting of India</p> <p>(iii) The focus of the Committee was about only radio.</p> <p>(iv) The focus of the Committee was about only Television.</p> <p>(v) The committee was set up in 1963.</p>	c								

	a) (i) is false but (ii) & (iii) are true.	b) (i) is true but (iii) & (iv) are false.	c) (i), (iii) & (v) are true but (ii) & (iv) are false.	d) (i)&(iv) is false but (v) is true .	c) (i), (iii) & (v) are true but (ii) & (iv) are false.
88	Which of the following Statement is false about the role of an 'ombudsman' in journalism? Statement I: They create marketing strategies for news content. Statement II: They enforce legal actions against journalists.				d
	a)Statement I is true; Statement II is false	b)Statement I is false; Statement II is true	c) Both the statements are true	d)Both the statements are false	d) Both the statements are false
89	Which of the following is true and false about the Civil Law of Defamation in India: (i) It comes under IPC Section 499 (ii) It is based on French common law (iii) It is based on English common law (iv) It was introduced by Lord Macaulay in 1837				a
	a) (i), (iii) & (iv) are true but (ii) is false	b) (i) & (ii) are false but (iii) & (iv) are true.	c) (i) & (iv) are true but (ii) and (iii) are false	d) (i), (ii) & (iv) are true but (iii) is false	a) (i), (iii) & (iv) are true but (ii) is false.
90	Which of the following statements are false about the term 'Fair Use' in copyright law? Statement I: Fair use allows unlimited use of copyrighted material without permission. Statement II: Fair use applies only to educational institutions.				d
	a)Statement I is true; Statement II is false	b)Statement I is false; Statement II is true	c) Both the statements are true	d)Both the statements are false	d)Both the statements are false
91	Which of the following statements are true and false about covering the in-camera proceedings in a court: (i) It is a normal practice. (ii) It is not permissible. (iii) It is Contempt of Court (iv) It is against freedom of expression. (v) It does not come under the preview of media freedom.				a
	a)(ii), (iii) & (v) are true but (i) & (iv) are false	b) (ii) & (iii) are true but (i), (iv) & (v) are false	c)(i), (iv) & (v) are true but (ii) & (iii) are false	d)(i) & (v) are true but (ii), (iii) & (iv) are false	a)(ii), (iii) & (v) are true but (i) & (iv) are false.
92	Which of the following statements are true and false about ethical issues in media coverage of elections?				b

	(i) It is the responsibility of media to provide impartial coverage of all candidates and political parties. (ii) Media can publish exit poll before the completion of election. (iii) Media cannot publish opinion poll before election. (iv) Media can directly influence voting behaviour				
	a) (iii) is true but (i), (ii) & (iv) are false	b) (i) is true but (ii) (iii) & (iv) are false	c) (i) & (iv) are true but (ii) & (iii) are false.	d)(i) & (ii) are true but (iii) & (iv) are false	b)(i) is true but (ii) (iii) & (iv) are false.
93	Which of the following statements about the report of Hutchins Commission is false?				b
	It emphasized the social responsibility of the press.	(b)It recommended government regulation of the press.	c) It called for truthful and comprehensive accounts of the day's events.	d) It suggested the press should provide a forum for the exchange of comment and criticism.	(b) It recommended government regulation of the press.
94	Which of the following is false about skyline in the newspaper?				b
	a) It is after the sky	b) It is before the title of newspaper.	c) It is newspapers style	d) It is ownership line of newspaper.	b)It is before the title of newspaper.
95	Which of the following statements are true and false? (i) Law of sedition no longer exist (ii) Sedition law was introduced by the British (iii) Sedition law come under section 124 (A) (iv) Sedition law come under section 126 (A)				c
	a) (i)&(ii) are true but (iii)&(iv)are false	b) (ii)&(iv) are true but (i)&(iii) are false	c) (ii)& (iii) are true but (i)& (iv) are false	d) (iii)& (iv) are true but (i)& (ii) are false	c)(ii)& (iii) are true but (i)& (iv) are false
96	Which of the following statement about broadcasting regulations in India is false?				d
	a) The Ministry of Information and Broadcasting regulates broadcasting.	b) The Telecom Regulatory Authority of India (TRAI) oversees broadcasting tariffs.	c) Private broadcasters are required to follow content guidelines issued by the government.	d) All content broadcast on television must be pre-approved by the government	d)All content broadcast on television must be pre-approved by the government
97	Which of the following is true about element of newsworthiness identified by Galtung and Ruge?				a
	a) Threshold	b) Conviction	c) Conduct	d) Ideology	a)Threshold

98	Which of the following is false regarding the Official Secrets Act, 1923?				b
	a) The act deals with national security and confidentiality of sensitive information.	b) The act applies only to government employees.	c) The act criminalizes spying, espionage, and sharing of classified information	d) The act has been criticized for restricting press freedom.	b)The act applies only to government employees.
99	Which of the following statement about ethics in advertising is false?				c
	a) Advertising ethics require honesty and truthfulness in all claims.	b) Advertisers should avoid exploiting vulnerable audiences.	c) Advertising allows the use of misleading statements if they increase sales.	d) Advertisers should ensure their content does not propagate harmful stereotypes	c)Advertising allows the use of misleading statements if they increase sales.
100	Which of the following is false about conflict reporting?				c
	a) Conflict reporters often face significant risks.	b)Neutrality and objectivity are crucial in conflict reporting.	c) Conflict reporting should always take a side to promote peace.	d) Accurate and sensitive reporting is essential in conflict zones.	c)Conflict reporting should always take a side to promote peace.
101	Which of the following is true about the Digital Millennium Copyright Act (DMCA) in the US?				b
	a) It applies only to digital music.	b) It protects service providers from liability for user-generated content.	c) It does not cover fair use provisions.	d) It was enacted in 1998.	b)It protects service providers from liability for user-generated content.
102	Which of the following statement is false in the practice of "off-the-record" in journalism?				a
	a) "Off-the-record" information can be used but not attributed.	b) Journalists can agree to keep certain information "off-the-record."	c) Violating "off-the-record" agreements can damage journalistic credibility.	d) "Off-the-record" means the information cannot be published at all.	a)"Off-the-record" information can be used but not attributed.
103	Journalistic writing deals with				a
	a) Facts and Figures	b)a point of view	c) situations	d)an unusual event	a)Facts and Figures
104	In the question given below are two statements labelled as assertion (A) and Justification (B). In the context of the two statement, which one of the following is correct?				d

	Assertion (A) Editing is highly technical because it needs clarity, precision, and deep understanding. Justification (B) Journalism has no Professional ethics.				
	a) Both A and B are true, and B is the correct explanation of A	b) Both A and B are true, but A is not the correct explanation of B.	c) Both A and B are true.	d) A is true but B is false.	d) A is true but B is false.
105	Transcreation is not a transformation of				d
	a) Written data	b) images	c) graphics	d) watermarks	d) Watermarks
106	Who can be the chairman of Press Council of India?				c
	a) Any Individual	b) Retired judges of high court	c) Retired judges of supreme court	d) Any minister from incumbent government	c) Retired judges of supreme court
107	Collection of information in advance before designing communication strategy is known as				c
	a) Feedback	b) Feed-forward	c) Opinion poll	d) Research study	c) Opinion poll
108	Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B). Assertion (A): Communication has the power to persuade, inform and disinform. Justification (B): The process of propaganda makes the line of distinction transparent between its elements to being persuasive. In the light of the above statements, choose the correct answer form the codes given below				a
	a) (A) is true, but (B) is false	b) Both (A) and (B) are false	c) Both (A) and (B) are true	d) (A) is false, but (B) is true	a) (A) is true, but (B) is false
109	Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B). Assertion (A)-Formal communication tends to be fast and flexible. Justification (B) -Formal communication is a systematic and orderly flow of information. In the light of the above statements, choose the correct answer form the codes given below-				d
	a) (A) is true, but (B) is false	b) Both (A) and (B) are false	c) Both (A) and (B) are true	d) (A) is false, but (B) is true	d) (A) is false, but (B) is true

110	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Mass communication promotes national integration and provides entertainment.</p> <p>Justification (B) - It strengthens democracy in the country by providing news to the masses. They feel attached to the country and a feeling of Nationalism arises in them.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				a
	a) Both (A) and (B) are true and (B) is the correct explanation of (A)	b)Both (A) and (B) are true but (B) is not the correct explanation of (A)	c)(A)is true but (B) is false	d)Both (A)and (B) are false	a)Both (A)and (B) are true and (B) is the correct explanation of (A)
111	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Radio is an important form of mass communication.</p> <p>Justification (B) - Radio broadcast real time news and are able to educate the illiterate which newspapers were unable to do.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				d
	a)(A) is true but (B) is false	b)(A) is false but (B) is true	c)Both (A) and (B) are false	d)Both (A) and (B) are true	d)Both (A) and (B) are true
112	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - The digital divide in India is a serious national issue.</p> <p>Justification (B) - The concept of knowledge economy will become a reality when the civil society addresses the issue of digital divide.</p> <p>In the light of the above statements, choose the correct answer form the codes given below-</p>				a
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	a) Both (A) and (B) are true
113	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Folk media are now museum artifacts.</p>				a

	<p>Justification (B)-They are unable to survive against the power of technology-propelled mass media.</p> <p>In the light of the above statements, choose the correct answer form the codes given below-</p>				
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	a)Both (A) and (B) are true
114	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - The concept of development communication has failed to take-off in India.</p> <p>Justification (B) - Lack of professional approach and the people's passion for entertainment, not development, are responsible for the situation.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				a
	a) Both (A) and (B) are true and (B) is the correct explanation of (A)	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	a) Both (A) and (B) are true and (B) is the correct explanation of (A)
115	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Public relations as a profession cannot practice the code of Athens always.</p> <p>Justification (B) - The profession demands that the practitioners have to assess the assigned task carefully and devise suitable strategies accordingly.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				d
	a) Both (A) and (B) are true and (B) is the correct explanation of (A)	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	d)(A) is false, but (B) is true.
116	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - The Indian media houses have not lost their mission and vision relevant to a developing democracy.</p> <p>Justification (B) - The media managers of present generation lack a sense of social responsibility, as their main motto is to make profits.</p>				b

	In the light of the above statements, choose the correct answer form the codes given below				
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	b)Both (A) and (B)are true, but (B) is not the correct explanation of (A)
117	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Human reality cannot be accurately replicated by the new media Justification (B) - Social network sites promote hyper-reality In the light of the above statements, choose the correct answer using the codes given below</p>				a
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	a) Both (A) and (B) are true
118	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Media narratives quite often produce contradictions. Justification (B) - The tele-visual discourses produce negative secularities. In the light of the above statements, choose the correct answer using the codes given below</p>				c
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	c)(A) is true, but (B) is false
119	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - The advertising stage of a product can be understood only by the acceptance of the product by the consumers. Justification (B) - As people do not change their preferences, the product does not change its stages. In the light of the above statements, choose the correct answer using the codes given below</p>				b

	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)
120	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-Popular cultural capital is a outcome of meanings and pleasures. Justification (B)-Television is responsible for validating the social experience of cultural sub-ordinates. In the light of the above statements, choose the correct answer using the codes given below</p>				c
	a) Both (A) and (B) are true	b)Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false	d)(A) is false, but (B) is true	c)(A) is true, but (B) is false
121	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) - Technological determination as related to mass media is a myth. Justification (B)-Modern technology has profound impact on social, cultural, economic and political institutions. In the light of the above statements, choose the correct answer using the codes given below</p>				d
	a) Both (A) and (B) are true.	b) Both (A) and (B) are true, but (B) is not the correct explanation of (A)	c)(A) is true, but (B) is false.	d)(A) is false, but (B) is true.	d)(A) is false, but (B) is true
122	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A) – Optical fibres are increasingly becoming popular choice for internet connections to homes and businesses that uses light to transfer data. Justification (B)- Cellular phones uses towers distributed throughout a user's coverage area to provide seamless access to phone and internet services. In the light of the above statements, choose the correct answer using the codes given below</p>				a

	a) Both (A) and (B) are true.	b)Both (A) and (B) are true, but (B) is the correct explanation of (A)	c)(A) is true, but (B) is false.	d)(A) is false, but (B) is true.	a) Both (A) and (B) are true.
123	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)–Two-way communication is not possible in mass media Justification (B) –The message is conveyed but the feedback is not immediate.</p> <p>In light of the above statements, choose the most appropriate answer from the codes given below-</p>				a
	a) Both (A) and (B) are true and (B) is the correct explanation of (A)	b) Both (A) and (B) are true and (B) is not the correct explanation of (A)	c) (A) is true but (B) is false	d) (A) is false but (B) is true.	a)Both (A)and (B) are true and (B) is the correct explanation of (A)
124	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-Mail survey, a data collection technique in which questionnaires are mailed to potential respondents, who then fill and return at their convenience become obsolete. Justification (B)-Survey-Monkey, the free online survey tool has totally replaced the traditional Mail survey.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				b
	a) (A) is true, but (B) is false	b) Both (A) and (B) are false	c) Both (A) and (B) are true	d) (A) is false, but (B) is true	b)Both (A) and (B) are false
125	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-The correlation function of mass media is vital for any society. Justification (B)-The interpretational aspects that include advertising and public relations shape and influence public opinion.</p> <p>In the light of the above statements, choose the correct answer form the codes given below</p>				c
	a) (A) is true, but (B) is false	b) Both (A) and (B) are false	c) Both (A) and (B) are true and (B) is the correct	d) (A) is false, but (B) is true	c)Both (A) and (B) are true and (B) is the correct

			explanation of (A)		explanation of (A)
126	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-Mass media is communication whether written, broadcast, or spoken-that reaches a large audience. Justification (B)-Mass media includes television, radio, advertising, movies, the internet, newspapers, magazines, etc. In the light of the above statements, choose the correct answer form the codes given below</p>				c
	a) (A) is true, but (B) is false	b) Both (A) and (B) are false	c) Both (A) and (B) are true and (B) is not the correct explanation of (A)	d) (A) is false, but (B) is true	c) Both (A) and (B) are true and (B) is not the correct explanation of (A)
127	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-The do-it-yourself digital tools offer an audience public control over media environment. Justification (B)-The dominant media models are resorting to unbridled supply of frivolous entertainment to survive. In the light of the above statements, choose the correct answer form the codes given below</p>				b
	a) (A) is true, but (B) is false	b) Both (A) and (B) are true	c) Both (A) and (B) are true and (B) is not the correct explanation of (A)	d) (A) is false, but (B) is true	b)Both (A) and (B) are true) is false, but (B) is true
128	<p>Given below are two statements. One is labelled as Assertion (A) and the other is labelled as Justification (B).</p> <p>Assertion (A)-Editorial neutrality and political detachment are a great journalistic tradition. Justification (B)-Partisan media systems result in an alliance between a section of the media and government, which is a positive result. In the light of the above statements, choose the correct answer form the codes given below</p>				a
	a) (A) is true, but (B) is false	b) Both (A) and (B) are true	c) Both (A) and (B) are true and (B) is not the correct	d) (A) is false, but (B) is true	a)(A) is true, but (B) is false

			explanation of (A)		
129	Imagine you are working in an educational institution where people are of equal status. Which method of communication is best suited and normally employed in such a context?				a
	a)Horizontal Communication	b)Vertical communication	c)Corporate communication	d)Cross communication	a)Horizontal Communication
130	What are the barriers to effective communication?				c
	a)Use of simple words, cool reaction and defensive attitude	b)Dialogue, summary and self-review	c)Moralizing, being judgmental and comments of consolation	d)Personal statements, eye contact and simple narration	c)Moralizing, being judgmental and comments of consolation
131	Effectiveness of communication can be traced from which of the following? (i) Attitude surveys (ii) Performance records (iii) Students attendance (iv) Selection of communication channel Select the correct answer from the codes given below-				a
	a)(i), (ii), (iii) and (iv)	b)(i), (ii) and (iii)	c)(ii), (iii) and (iv)	d)(i), (ii) and (iv)	a)(i), (ii), (iii) and (iv)
132	While designing communication strategy feed-forward studies are conducted by				d
	a)Audience	b) Media	c)Satellite	d)Communicator	d)Communicator
133	Which form of data below can usually be obtained more quickly and at a lower cost than the others?				a
	a)Secondary Data	b) Survey Research	c) Online Marketing Research	d)Primary Data	a)Secondary Data
134	Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?				d
	a)Questionnaires	b) Questionnaires	c) Questionnaires	d)Observational	d)Observational
135	Which amongst the following is an advantage of Web Survey?				c
	a)data reliability	b) easy cooperation	c) faster medium to	d)population selection	c)faster medium to

			reach target audience		reach target audience
136	Census method of research is which type of method?				d
	a) Purposive	b) Biased	c) Qualitative	d) Quantitative	d) Quantitative
137	Which of the following best suits for 'Action Research'?				b
	a) It is an quantitative research	b) It is an applied research	c) It is a survey research	d) It is a population research	b) It is an applied research
138	Planning a survey involves two concurrent activities- one, construction of the survey instrument and which is the second?				c
	a) Coding of variables	b) Selection of the survey design	c) Selection of the sample	d) Selection of the survey mode	c) Selection of the sample
139	Which of the following is the first step in starting the research process?				b
	a) Searching for solutions to the problem	b) Identification of problem	c) Searching sources of information to locate problem.	d) Survey of related literature	b) Identification of problem
140	A statistical measure based upon the entire population is termed as parameter while measure based upon a sample is called –				c
	a) Sample variable	b) Sample parameter	c) Statistic	d) Independent variable	c) Statistic
141	Selecting a particular group to represent the entire population is known as-				b
	a) Survey	b) Sampling	c) Probing	d) Analysis	b) Sampling
142	Data used in nominal level of measurement is-				a
	a) Qualitative	b) Quantitative	c) Both Qualitative and Quantitative	d) Numerical	a) Qualitative
143	Which of the following involves the studying of multiple cases in one research study?				c
	a) Instrumental case study	b) Single case study	c) Collective case study	d) Intrinsic case study	c) Collective case study
144	Which of the following constitute the selectivity process in mass communication?				b

	(i) Selective suppression (ii) Selective attention (iii) Selective perception (iv) Selective retention (v) Selective ignorance Select the correct answer from the codes given below-	
	a)i, ii, and iii only b)ii, iii, and iv only c)iii, iv and v only d)i, iv and v only	b)ii, iii, and iv only
145	The sequential order of mass communication elements is- (i) Source and encoder (ii) Message (iii) Medium (iv) Decoder (v) Feedback Select the correct answer from the codes given below-	a
	a)i, ii, iii, iv and v b)ii, iv, v, i and iii c)i, ii, iii,v and iv d)i, iv, v,ii and iii	a)i, ii, iii, iv and v
146	Homogeneity of opinion among groups of people is mostly caused by (i) Source and encoder (ii) Message (iii) Medium (iv) Decoder (v) Feedback Select the correct answer from the codes given below-	c
	a)mass communication b)intrapersonal communication c)interpersonal communication d)abstraction in communication	c)interpersonal communication
147	Which of the following sets of statements is correct for describing the human communication process? (i) Non-verbal communication can stimulate ideas. (ii) Communication is a learnt ability. (iii) Communication is not a universal panacea. (iv) Communication cannot break-down. (v) More communication means more effective learning by students. (vi) Value of what is learnt through classroom communication is not an issue for students. Select the correct answer from the codes given below:	d
	a)i, iii, v and vi b)ii, iv, v and vi c)i, ii, iii and iv d)i, iv, v and vi	d)i, iv, v and vi
148	Media literacy is considered as a	d

	a)Corporate campaign	b)Limited objective	c)Temporary fad	d)Continuous process	d)Continuous process
149	<p>Given below are two statements-</p> <p>Statement I: Qualitative research paradigm emphasizes participant perspectives and uses an empirico-inductive approach</p> <p>Statement II: In the same research project, it is neither possible nor desirable to use both Qualitative and Quantitative research paradigms</p> <p>In light of the above statements, choose the most appropriate answer from the codes given below-</p>				c
	a) Both Statement I and Statement II are true	b) Both Statement I and Statement II are false	c) Statement I is correct but Statement II is false	d) Statement I is incorrect but Statement II is true	c)Statement I is correct but Statement II is false
150	<p>Spoken commentary for the benefit of visually impaired viewers that describes what is taking place on screen is called</p>				b
	a) Audio matching	b) Audio description	c) Audio comparison	d) Audio cast	b)Audio description