

UGC NET - MASS COMMUNICATION MOCK TEST PAPER

- **PAPER - I** *This paper contains 50 objective type questions. Each question carries 2 marks.
Attempt all the questions.*
- **PAPER - II** *This paper contains 50 objective type questions. Each question carries 2 marks.
Attempt all the questions.*
- **PAPER - III** *This paper contains 75 objective type questions. Each question carries 2 marks.
Attempt all the questions.
(According to the NEW PATTERN)*
- *Pattern of questions : MCQs*
- *Total marks (PAPER I & II) : 350*
- *Duration of test : Paper I & II - 2.5 Hours
: Paper III - 2.5 Hours*

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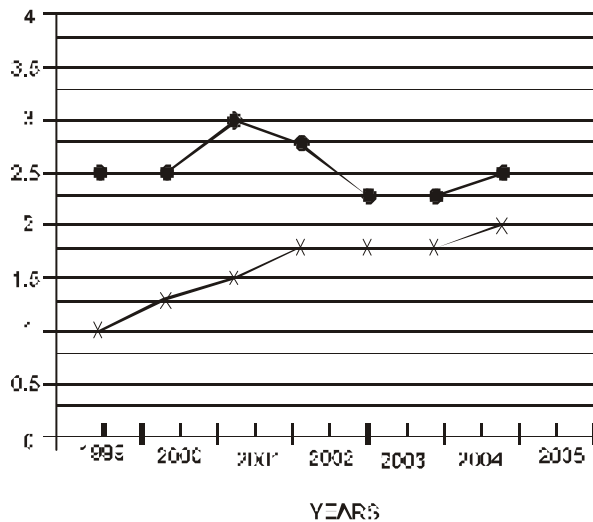
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PAPER – I

1. A manager must discover various analyze the reasons for their occurrence and take preventive steps.
(A) Cause to communication
(B) Barrier to communication
(C) Both (a) and (b)
(D) None
2. "It is communication of feelings, emotions, attitudes, and thoughts through body movements / gestures / eye contact, etc." which type of communication is this?
(A) Oral communication
(B) Written communication
(C) Non verbal communication
(D) None
3. Which of the following is a part of the English language which helps us to understand sounds of various alphabets?
(A) Phonetics
(B) Homophones
(C) Both (a) and (b)
(D) None

Questions 4-8 Study the following graph carefully to answer the given questions.

PRODUCTION OF TWO COMPANIES A AND B (IN CRORE UNITS) OVER THE GIVEN YEARS



4. For Company A, how much is the percent increase in production in 2000 from 1999?
 - (A) 0.25
 - (B) 2.5
 - (C) 25
 - (D) 12.5

5. How many units is the total production of Company A for the given years?
 - (A) 9crores
 - (B) 17.75 crores
 - (C) 12.25 crores
 - (D) 11 crores

6. What is the difference in units produced by the two companies in 1999?
 - (A) 1,50,000,000
 - (B) 15,00,00,000
 - (C) 15,00,000
 - (D) 15,000

7. How many units is the approximate average production of Company B for the given years?
 - (A) 3crores

- (B) 2.55 crores
(C) 2.75 crores
(D) 2.25 crores
8. In which year did both the companies have no change in production from the previous year?
(A) 2000
(B) 2002
(C) 2003
(D) 2004
9. If sampled in reconnaissance mode, data limitation requires use of
(A) Maximum
(B) Minimum
(C) Both (a) and (b)
(D) None
10. If estimating average concentrations is planned
(A) Exposure units must be defined
(B) Sufficient samples are required
(C) Both (a) and (b)
(D) None
11. Which Can be used to evaluate if constituents in subsurface are correlated and have the same or different sources?
(A) Scatter plots
(B) Ratio plots
(C) Multivariate plots
(D) None
12. Which of the following Can be used to evaluate if ratios of constituents in subsurface are similar or different from those in indoor/outdoor air?
(A) Scatter plots
(B) Ratio plots

- (C) Multivariate plots
(D) None
13. Which of the following collection techniques were used as the primary research methods for this study?
(A) Qualitative
(B) Quantitative
(C) Both (a) and (b)
(D) None
14. In order to organize, classify and analyze the gathered information, used
(A) Graphs
(B) Statistics
(C) Both (a) and (b)
(D) None

Direction (15-19) The strength of Indian Democracy lies in its tradition, in the fusion of the ideas of democracy and national independence which was the characteristic of the Indian Nationalist Movement long before independence. Although the British retained supreme authority in India until 1947, the provincial elections of 1937 provided real exercise in democratic practice before national independence. During the Pacific war India was not overrun or seriously invaded by the Japanese and after the war was over, the transfer of power to a government of the Indian Congress Party was a peaceful one as far as Britain was concerned. By 1947 'Indianisation' had already gone far in the Indian Civil Service and Army, so that the new government could start with effective instruments of central control. After independence, however, India was faced with two vast problems; the first, that of economic growth from a very low level of production and the second was that of ethnic diversity and the aspirations of sub nationalities. The Congress leadership was more aware of the former problem than of the second. As a new political elite which had rebelled not only against the British Raj but also against India's old social order, they were conscious of the need to initiate economic development and undertake social reforms, but

as nationalists who had led a struggle against the alien rule on behalf of all parts of India, they took the cohesion of the Indian nation too much for granted and underestimated the centrifugal forces of ethnic division, which were bound to be accentuated rather than diminished as the popular masses were more and more drawn into politics. The Congress party was originally opposed to the idea of recognizing any division of India on a linguistic basis and preferred to retain the old provinces of British India which often cut across linguistic boundaries. However, this was later conceded as the basis for a federal 'Indian Union'. The rights granted to the States created new problems for the Central Government. The idea of making Hindi the national language of a united India was thwarted by the recalcitrance of the speakers of other important Indian languages and the autonomy of the States rendered central economic planning extremely difficult. Land reforms remained under the control of the States and many large-scale economic projects required a degree of cooperation between the Central Government and one or more of the States which, it was found, was impossible to achieve. Coordination of policies was difficult even when the Congress party was in power both in the State and at the Centre. When a Congress Government in Delhi was confronted with non-Congress parties in office in the States, it became much harder.

15. Which of the following problems was India faced with after Independence ?
- (A) Military attack from a country across the border.
 - (B) Lack of coordination between the Central and State Governments.
 - (C) Improper coordination of various Government policies
 - (D) Increasing the production from a very low level
16. Which of the following issues was not appropriately realized by the Central Government.
- (A) Ethnic diversity of the people
 - (B) A national language for the country
 - (C) Implementation of the formulated policies
 - (D) Centre -State relations
17. Why was central economic planning found to be difficult?

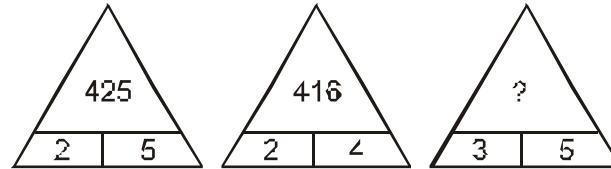
- (A) Multiplicity of States and Union Territories
(B) Lack of coordination in different Government departments
(C) Autonomy given to the States in certain matters
(D) Lack of will in implementing land reforms
18. Why was the linguistic reorganization of the State accepted?
(A) The States were not cooperating with the Central Government
(B) Non-Congress Governments in the States demanded such a reorganization of the States
(C) No common national language emerged
(D) Strong pressure from the States was exerted on the Central Government to create such States
19. Which, according to the passage, can be cited as an exercise in democratic practice in India before Independence?
(A) The handing over of power by the British to India
(B) The Indianisation of the Indian Civil Service
(C) A neutral role played by the Army
(D) None of the above
20. The information to be collected in survey method are related to
(A) Present Position
(B) Aims of the research
(C) The attainment of aim of research
(D) All of the above
21. Research is done for
(A) Knowledge of research process
(B) Solving a business problem
(C) Interest in research
(D) Experience
22. A research problem is feasible only when

- (A) It is researchable
(B) It has some utility
(C) It is new
(D) All of the above
23. One of the essential characteristics of research is
(A) Sensitivity
(B) Generalizability
(C) Usability
(D) Replicability
24. Identify the main Principle on which the Parliamentary System operates.
(A) Responsibility of Executive to Legislature
(B) Supremacy of Parliament
(C) Supremacy of Judiciary
(D) Theory of Separation of power
25. The reservation of seats for women in the Panchayat Raj Institutions is :
(A) 30% of the total seats
(B) 33% of the total seats
(C) 33% of the total population
(D) None
26. Match list I with list II and select the correct from the code given below :
- | List I (Institutions) | List II (Locations) |
|---|---------------------|
| 1. Indian Veterinary Research Institute | i. Pune |
| 2. Institute of Armament Technology | ii. Izat Nagar |
| 3. Indian Institute of Science | iii. Delhi |
| 4. National Institute for Educational Planning and Administrators | vi. Bangalore |
- (A) 1-ii, 2-i, 3-iv, 4-ii
(B) 1-ii, 2-iv, 3-ii, 4-iii
(C) 1-ii, 2-iii, 3-i, 4-iv

- (D) 1-iv, 2-iii, 3-ii, 4-i
27. Who was chairman of the UGC committee 1969 appointed for administrative legislation of the universities?
- (A). Dr. Zakir Hussain
(B) Dr. P B Gajendragadkar
(C) Dr. L S Mudaliar
(D) Dr. Radha Krishnan
28. UGC has launched career oriented program in
- (A) 1964-65
(B) 1994-95
(C) 1997-98
(D) 1980-81
29. The prime minister of India is appointed from _____
- (A) The leading Party in Lok Sabha
(B) The Leading Party in Rajya Sabha
(C) The leading party in Lok Sabha and Rajya Sabha combined
(D) None of the above
30. The study of interrelations between Organism and their environment is called____
- (A) Biosphere
(B) Ecology
(C) Synecology
(D) Autecology
31. The term ICT is now also used to refer to the convergence of
- (A) Audio visual
(B) Telephone network
(C) Both (a) and (b)
(D) None

- 32** Which was the first National Park established in India?
(A) Anshi National Park
(B) Gir National Park
(C) Kanha National Park
(D) Jim Corbett National Park
- 33** Fossil Fuels include
(A) Oil
(B) Natural Gas
(C) Coal
(D) All of the above
- 34** Noise in excess of _____ is called noise pollution
(A) 40-65 db
(B) 60-70 db
(C) 80-100 db
(D) None of the above
- 35** Effectiveness of teaching depends on _____
(A) Handwriting of Teacher
(B) Speaking ability of Teacher
(C) Qualification of the Teacher
(D) Subject Understanding of the Teacher
- 36** Verbal Guidance is least effective in the learning of _____
(A) Aptitudes
(B) Skills
(C) Attitudes
(D) Relationship
- 37** The participation of students will be maximum if _____ method is used for teaching.
(A) Text Books

- (B) Discussion Method
(C) Conference Method
(D) Lectures
38. The primary responsibility of the teacher's adjustment lies with
(A) The Students
(B) The Principal
(C) The Community
(D) The Teacher himself
39. The First Kindergarten was started by
(A) William James
(B) A D Clinton
(C) Freidrich Forebel
(D) J H Hills
40. In following questions, number series is given. One of the numbers in each series is wrong. After searching wrong number find the correct number in its place.
510, 254, 126, 64, 30, 14, 6
(A) 252
(B) 62
(C) 130
(D) 9
41. Which reasoning determines whether the truth of a conclusion can be determined for that rule, based solely on the truth of the premises?
(A) Deductive
(B) Inductive
(C) Abductive
(D) All
42. Insert the missing number or letter from among the given alternatives.



- (A) 140
- (B) 280
- (C) 875
- (D) 925

43. In the following question assuming the given statements to be true, find out which of the two assumptions I and II given below them is/are definitely true give answer as.
- (A) Only assumption I is implicit
 - (B) Only assumption II is implicit
 - (C) Either I or II is implicit
 - (D) Neither I nor II is implicit
 - (E) Both I and II are implicit

Statement: The State government has decided to appoint four thousand primary school teachers during the next financial year.

Assumptions:

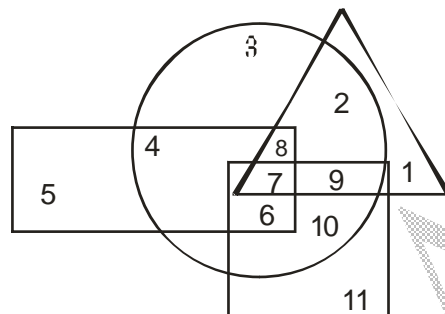
- I. There are enough schools in the state to accommodate four thousand additional primary school teachers.
- II. The eligible candidates may not be interested to apply as the government may not finally appoint such a large number of primary school teachers.

44. What is the latest write-once optical storage media?
- (A) Digital paper
 - (B) Magneto-optical disk
 - (C) WORM disk
 - (D) CD-ROM disk

45. Which of the following identifies a specific web page and its computer on the Web?

- (A) Web site
- (B) Web site address
- (C) URL
- (D) Domain Name

Direction (46-47) In the following figure, rectangle, square, circle and triangle represents the regions of wheat gram, maize and rice cultivation respectively. On the basis of the figure, answer the following questions.



46. Which of the area is cultivated for wheat and maize only?
- (A) 8
 - (B) 6
 - (C) 5
 - (D) 4
47. Which of the area is cultivated for maize only?
- (A) 10
 - (B) 2
 - (C) 3
 - (D) 4
48. Pointing to a photograph. Bajpai said, "He is the son of the only daughter of the father of my brother." How Bajpai is related to the man in the photograph?
- (A) Nephew

- (B) Brother
 - (C) Father
 - (D) Maternal Uncle
49. Light Year is a unit of:
- (A) Intensity of light
 - (B) Distance
 - (C) Time
 - (D) Planetary motion
50. Tsunamis are huge sea waves caused by :
- (A) Earthquakes
 - (B) Volcanoes
 - (C) Winds
 - (D) Icebergs

PAPER – II

1. An individual might have an extremely pleasing personality, in depth knowledge of the subject, a good and a very strong network but if he doesn't have effective _____. skills, he fails to prove his worth and his charm and talent go simply unnoticed.
- (A) Style
 - (B) Approach
 - (C) Money
 - (D) Communication
2. Who believes that communication doesn't start from day one but actually begins when the speaker receives signals or messages from his external surroundings?
- (A) Berlo's model

- (B) Westley and MacLean's model
- (C) Helical
- (D) None
3. How many C's are there for communication?
- (A) 4
- (B) 5
- (C) 6
- (D) 7
4. Which of the following is not under seven C's of communication?
- (A) Completeness
- (B) Consciousness
- (C) Clarity
- (D) Charity
5. Which of the following implies the message should show the sender's expression as well as should respect the receiver?
- (A) Completeness
- (B) Courtesy
- (C) Consideration
- (D) Clarity
6. The performance of goals is determined by corporate culture, human resource management and functional support systems. The outcomes are also influenced by
- (A) Communication system
- (B) Controlling
- (C) Organizational structure

(D) All of the above

7. Which can be the disadvantage for mass communication?
- (A) Media is subjected to physical, cultural and psychological barriers
- (B) Feedback from the masses is difficult to obtain.
- (C) Both (A) and (B)
- (D) None
8. Full form of AEJMC
- (A) Association for Elimination in Journalism and Mass Committee
- (B) Association for Education in Journalism and Mass Communication
- (C) Association for Emphasis on Journalism and Mass Communication
- (D) All of the above
9. AEJMC, is a major international membership organization for
- (A) HR
- (B) Security
- (C) Academic
- (D) All of the above
10. Which of the following is said to be the largest section of print media in the globe?
- (A) Canadian press
- (B) Indian press
- (C) British press
- (D) None
11. The new communication technologies in India integrate the characteristics of

- (A) Interpersonal
(B) Mass communication
(C) Both (A) and (B)
(D) None
12. The messages are targeted to specific individuals that are called
(A) Interpersonal
(B) De-massification
(C) Both (A) and (B)
(D) None
13. By the 1990s, _____ were being used for communication purposes rather than as number-crunchers, their original use.
(A) Telephone
(B) Computers
(C) Television
(D) Radio
14. Without the media, people in societies would be _____, not only from the rest of the world, but from governments.
(A) Isolated
(B) Combined
(C) Come together
(D) All
15. The media is all around us. From the shows we watch on TV, the music we listen to on
(A) Books
(B) Magazines

- (C) Radio
- (D) New paper
16. The flow of information is important for the development of communities and the _____ facilitates this.
- (A) Media
- (B) Technology
- (C) Globalization
- (D) None
17. Which of the following can be the right /positive example for media effect on child?
- (A) When your child watches superhero fighting and then copies their moves during play.
- (B) When child watches shows of smoking and drinking
- (C) Both (A) and (B)
- (D) None
18. Whatever form they take (ads, movies, computer game, music videos), messages can be for your child.
- (A) Good
- (B) Bad
- (C) Both (A) and (B)
- (D) None
19. Advertising and movies send kids the message that smoking and drinking make a person _____ and that everyone does it.
- (A) Smart
- (B) Cool

- (C) Both (A) and (B)
- (D) Descent

20. Who summarize the literature from 1998 that report the use of mass media to change health behaviors such as tobacco use?
- (A) Wakefield
 - (B) Loken
 - (C) Hornik
 - (D) All of the above
21. Which of the following is the conclusion for study of wakefield, loken and hornik?
- (A) mass media can directly or indirectly produce positive changes or prevent negative changes among large populations
 - (B) Out of the realm of intrapersonal communication exist from of communication which involves communication with mass audience and that's why it is called mass communication
 - (C) Both (A) and (B)
 - (D) None
22. There are many ways in which can supplement, enhance, and expand upon the meaning of a film's narrative, providing specific cinematic examples.
- (A) Motion picture
 - (B) Motion picture soundtrack
 - (C) Still picture
 - (D) All of the above
23. Sound can be congruent with
- (A) Dance
 - (B) Image

(C) Media

(D) None

24. The relationship between the auditory and visual component in cinema is

(A) Active

(B) Dynamic

(C) Both (A) and (B)

(D) Passive

25. Freedom of the press or freedom of the media is the freedom of communication and expression through mediums including _____.

(A) Electronic media

(B) Published material

(C) Both (A) and (B)

(D) None

26. With respect to governmental information, any government may distinguish which materials are public or protected from disclosure to the public based on classification of information as

(A) Sensitive

(B) Secret

(C) Classified

(D) All

27. Which of the following can be called as sunshine laws?

(A) RTI

(B) Freedom of information legislation

(C) Freedom of speech

(D) None

28. The principles of Journalistic codes of ethics are designed
- (A) To assist journalists in dealing with ethical dilemmas
 - (B) Self monitoring and self correction
 - (C) Both (A) and (B)
 - (D) None
29. The International Federation of Journalists launched a global Ethical Journalism Initiative in
- (A) 2007
 - (B) 2008
 - (C) 2009
 - (D) 2010
30. Which of the following is important as a core value and to maintain credibility?
- (A) Precision
 - (B) Reliability
 - (C) Accuracy
 - (D) None
31. Mass communicators want audiences to pay attention to their messages, learn the contents of the messages, and make appropriate changes in _____.
- (A) Attitude
 - (B) Belief
 - (C) Both (A) and (B)
 - (D) None
32. Which of the following has been defined as the process by which we interpret sensory data?

- (A) Response
- (B) Perception
- (C) Both (A) and (B)
- (D) None

33. From how many senses does the sensory data come?

- (A) 2
- (B) 3
- (C) 4
- (D) 5

34. Which can be the influences on our perception?

- (A) Structural
- (B) Functional
- (C) Both (A) and (B)
- (D) None

35. Which of the following has been the proud birthplace of the press in India?

- (A) Delhi
- (B) Mumbai
- (C) Bengal
- (D) Calcutta

36. Which of the following paper was the first published from Calcutta in 1780?

- (A) Hicky gazette
- (B) Times new
- (C) Hindustan sangh

(D) None

37. Which of the following Act tells that it regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses?
- (A) The Press and Registration of Books Act, 1867
(B) The Press (Objectionable Matters) Act, 1951
(C) The Newspaper (Prices and Pages) Act, 1956
(D) None
38. Which of the following statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size?
- (A) The Press and Registration of Books Act, 1867
(B) The Press (Objectionable Matters) Act, 1951
(C) The Newspaper (Prices and Pages) Act, 1956
(D) None
39. Which of the following Act came into force during the Emergency proclaimed in 1962?
- (A) Defence of India Act
(B) Delivery of Books and Newspapers (Public Libraries) Act
(C) Civil Defence Act
(D) None
40. The broadcast media was under complete monopoly of
- (A) State government
(B) Planning commission
(C) Government of India
(D) British Raj

41. Where the norms are breached and the freedom is defiled by unprofessional conduct, a way must exist to
- (A) Check
 - (B) Control
 - (C) Both (A) and (B)
 - (D) None
42. The Press Council is headed by
- (A) Chairman
 - (B) President
 - (C) Vice president
 - (D) None
43. Who was the sitting judge of Supreme Court of India in 1968?
- (A) J.R. Mudholkar
 - (B) Sudhir Awasthi
 - (C) Jairam Ramesh
 - (D) None
44. Till the 1990s _____ was the only channel available to a vast majority of Indians.
- (A) Zee news
 - (B) Doordarshan
 - (C) Akashvani
 - (D) None
45. Which of the following was/were already there before the arrival of television?
- (A) Radio
 - (B) Cinema

(C) Print

(D) All

46. Which of the following is an academic discipline that aims to explore the essence of the cinema and provides conceptual frameworks for understanding film's relationship?

(A) Print theory

(B) Radio theory

(C) Film theory

(D) All

47. Early film theory arose in the silent era and was mostly concerned with defining the crucial elements of the

(A) Source

(B) Receiver

(C) Medium

(D) None

48. Which of the following can be the feature of hierarchy method?

(A) Persuasion

(B) Vertical

(C) Individual change

(D) All of the above

49. For the communication of social change people rejects -

(A) Hierarch model

(B) Vertical model

(C) Both (A) and (B)

(D) None

50. Which of the following is notion of process?
- (A) Horizontal Vs vertical
 - (B) Process Vs. Campaign
 - (C) Long term Vs. short term
 - (D) All of the above

PAPER - III

1. Which of the following is the type of observation method?
- (A) Structured observation
 - (B) Controlled observation
 - (C) Participant observation
 - (D) All
2. What can be the advantage of observation method?
- (A) Current things get noted
 - (B) Time consuming
 - (C) Limited information
 - (D) All
3. The research design is the_____ specifying the methods and procedures for collecting and analyzing the needed information.
- (A) Master plan
 - (B) Slavery plan
 - (C) Both A and B
 - (D) None

4. Which of the following is the traditional category of research design?
- (A) Explorative
 - (B) Descriptive
 - (C) Casual
 - (D) All
5. The choice of the most appropriate design depends on
- (A) Objective of research
 - (B) Problem of research
 - (C) Both A and B
 - (D) None
6. The problem to be studied by researcher must be
- (A) Explicit
 - (B) Implicit
 - (C) Both (A) and (B)
 - (D) None
7. What can be the content of research proposal?
- (A) Objective
 - (B) Research problem
 - (C) Budget
 - (D) All
8. Any research report contains -
- (A) Description on methodology
 - (B) Results obtained
 - (C) Recommendation
 - (D) All

- 9 Before writing the report
- (A) the researcher must know his or her audience
 - (B) he/she may have to make assumptions about the composition
 - (C) both(A) and(B)
 - (D) none
10. The writing style is designed to facilitate
- (A) easy
 - (B) rapid reading
 - (C) both(A) and(B)
 - (D) none
11. Which of the following can be the type of report?
- (A) popular
 - (B) technical
 - (C) both(A) and(B)
 - (D) None
12. Which is the correct layout of research report?
- (A) Executive summary > nature of study> method of data collection> analysis
 - (B) Nature of study> method of data collection> analysis> executive summary
 - (C) Analysis> executive summary> method of data collection> nature of study
 - (D) None
13. Digital Cinema Initiatives (DCI) was formed in
- (A) 2002
 - (B) 2003
 - (C) 2004
 - (D) 2005

14. DCI is joint project of
- (A) Disney
 - (B) Fox
 - (C) MGM
 - (D) All
15. DCI was formed to
- (A) develop a system specification for digital cinema
 - (B) develop a system specification for analog cinema
 - (C) both(A) and(B)
 - (D) none
16. In 2004, DCI created standard evaluation material with whom?
- (A) American Society of Cinematographers
 - (B) Indian Society of Cinematographers
 - (C) china Society of Cinematographers
 - (D) all
17. Which of the following is shortcut method for investigating a whole population?
- (A) sampling
 - (B) sample
 - (C) frame
 - (D) all
18. Which of the following can be the type of sampling technique?
- (A) Random
 - (B) Systematic
 - (C) Stratified
 - (D) All

19. In which method of sampling, member of the total population has an equal chance of being selected?
- (A) Random
 - (B) Systematic
 - (C) Stratified
 - (D) All
20. In which method of sampling, A grid is drawn over a map of the study area?
- (A) Random point sampling
 - (B) Random line sampling
 - (C) Random area sampling
 - (D) All
21. Which of the following is the undoing of colonialism?
- (A) Decolonization
 - (B) Colonization
 - (C) Both A and B
 - (D) None
22. Decolonisation is related with
- (A) Politics
 - (B) Culture
 - (C) Both (A) and (B)
 - (D) None
23. Decolonization is a political process, frequently involving
- (A) Violence
 - (B) Non violence
 - (C) Both A and
 - (D) None

24. The actions of the native population are characterized by
- (A) Violence
 - (B) Non violence
 - (C) Both (a)and(B)
 - (D) None
25. International news agencies belong to such society as are
- (A) People oriented
 - (B) Action oriented
 - (C) Both(A) and(B)
 - (D) None
26. The effected developing societies are
- (A) Gregarious
 - (B) V- based
 - (C) Inefficient
 - (D) All
27. There is a clash of ideology in betw een
- (A) East andw est
 - (B) North and south
 - (C) East and south
 - (D) North and w est
28. International news agencies are criticised on follow ing grounds
- (A) Religious
 - (B) Geography
 - (C) Age
 - (D) Gender

29. The nations of the west have advanced societies; they have some positive features to. They view humans as
- (A) Human
 - (B) Action
 - (C) Reaction
 - (D) All
30. At the beginning of the _____ century, shifts in global economics and the communications revolution have initiated a new collective experience in dialogue.
- (A) 19th
 - (B) 20th
 - (C) 21st
 - (D) 22nd
31. Which of the following now being introduced have brought the global community into a state of rapid mutation?
- (A) Cyberspace technology
 - (B) Fiber technology
 - (C) Space satellite
 - (D) All
32. Mainstream media in the region ___ and the _____ that control them ___ have steadfastly tried to maintain the appearance of continuity.
- (A) Industry
 - (B) Government
 - (C) Technology
 - (D) All
33. Media of India consist of several different types of Indian communications media
- (A) Television

- (B) Radio
(C) New spaper
(D) All
34. The Indian media was initiated since the late _____ century
- (A) 18th
(B) 19th
(C) 20th
(D) 21st
35. Indian media-private media in particular-has been
- (A) Free
(B) Independent
(C)Both(A) and(B)
(D)Dependent
36. With 1,400 television stations as of 2009, the country ranks ____ in the list of countries by number of television broadcast stations.
- (A) 3rd
(B) 4th
(C) 5th
(D) 6th
37. A good producer has relationships w ith people who would be of value to
- (A) Production
(B) Acting
(C) Finance
(D) All
38. A savvy writer w ill find a valuable attachment first like

- (A) Known actor
(B) Talented director
(C) Investor
(D) All
39. Which of the following are the necessary resources to get the project completed?
(A) Attachment
(B) Script
(C) Project
(D) All
40. Who has the ability to bring the necessary resources to the project?
(A) Director
(B) Producer
(C) Actor
(D) Writer
41. A visual language is a system of communication using _____ elements.
(A) Audio
(B) Visual
(C) Both(A) and(B)
(D) None
42. Just as people can 'verbalize' their thinking, they can ____ it.
(A) Audio
(B) Visualize
(C) Both(A) and(B)
(D) None
43. Which of the following can be the example of visual language?
(A) Diagram

- (B) Map
- (C) Painting
- (D) All

44. The structural unit of visual language includes

- (A) Line
- (B) Color
- (C) Motion
- (D) All

45. Composition studies also refers

- (A) Rhetoric
- (B) Writing studies
- (C) Both(A) and(B)
- (D) None

46. Media-centered theory of composition is also referred as

- (A) Media theory
- (B) Communication theory
- (C) Both(A) and(B)
- (D) None

47. During _____ which saw the rise of the personal computer and the word processor, composition theorists began to examine the effects digital composition has on the writer.

- (A) 1980
- (B) 1981
- (C) 1990
- (D) 2000

48. Which of the following has strong influence on composition studies?

- (A) Written
- (B) Spoken
- (C) Visual
- (D) None

49. When computer was introduced in Pakistan?

- (A) 1960
- (B) 1970
- (C) 1980
- (D) 1990

50. Libraries are using _____ to store their data and even books in this technology.

- (A) Radio
- (B) Television
- (C) Computers
- (D) None

51. When was first gulf war happened?

- (A) 1940-41
- (B) 1990-91
- (C) 1980-81
- (D) None

52. In this online journalism some news paper and magazines are available on their

- (A) Computers
- (B) Television
- (C) Websites
- (D) None

53. Which is one of the key elements of the marketing mix, and deals with any one or two-way communication that takes place with the consumer?

- (A) Promotion
- (B) Advertising
- (C) Price
- (D) None

54.. Deciding on a marketing communications strategy is one of the primary roles of

- (A) Marketing supervisor
- (B) Marketing manager
- (C) Both (A) and(B)
- (D) None

55 Which of the following decides to how communication should be done?

- (A) Targeting
- (B) Segmentation
- (C) positioning
- (D) All

56. Dividing potential customers into discrete groups comes under

- (A) Targeting
- (B) Segmentation
- (C) Positioning
- (D) All

57. Most new papers have a fairly _____ approach to communicating with production.

- (A) Formal
- (B) Informal
- (C) Structural
- (D) Non structural

58. Many production departments won't accept verbal communication of any kind. This not only helps reduce

- (A) Flaw less
- (B) Errors
- (C) Accuracy
- (D) Precision

59. Although many production departments know ____ constraints an ad salesperson is under and will sometimes accept alternative ways of requesting an ad.

- (A) Times
- (B) Space
- (C) Both(A) and(B)
- (D) None

60. Ad layout sheets are printed in

- (A) 8 1/2 by 11 inch
- (B) 6 1/2 by 10 inch
- (C) 6 1/2 by 11 inch
- (D) None

61 .PR is an essential and integrated component of

- (A) Public policy
- (B) Public service
- (C) Both(A) and(B)
- (D) None

62. which of the following can be pre requisite for PR training?

- (A) Media know ledge
- (B) Know ledge about organization
- (C) Both(A) and(B)
- (D) None

63. Which of the following objective of the PR training programme?
- (A) Be able to explain PR concept and its importance
 - (B) Be able to develop 'PR' programmes
 - (C) Be able to maintain better media relations
 - (D) All
64. Which of the following can also be defined as the complex collection of opinions of many different people and the sum of all their view s?
- (A) Public research
 - (B) Public opinion
 - (C) Both(A)and(B)
 - (D) None
65. Which of the following is the aggregate of individual attitudes or beliefs held by the adult population?
- (A) Public research
 - (B) Public opinion
 - (C) Both(A)and(B)
 - (D) None
66. Since the 1950s, _____ has been the main medium for molding public opinion.
- (A) Television
 - (B) Radio
 - (C) Internet
 - (D) None
67. Different forms of writing are often know n as
- (A) Text
 - (B) Equation
 - (C) Verb

(D) Sentence

68. Which of the following text inform, instruct or persuade by giving facts and information?
- (A) Literary
 - (B) Factual
 - (C) Both(A) and(B)
 - (D) None
69. Students are often asked to present an assignment or project which may be _____ text types
- (A) Literary
 - (B) Factual
 - (C) Both(A) and(B)
 - (D) None
70. Which retells events which have already happened in time order?
- (A) Factual reading
 - (B) Factual text
 - (C) Factual recount
 - (D) All
71. _____ is where one single item is made at a time and is often produced to the customer's individual specification.
- (A) job production
 - (B) work production
 - (C) time production
 - (D) all
72. Examples of job production method are
- (A) Luxury cars
 - (B) Craft goods

(C) Designer cloths

(D) All

73. Which of the following is a self-organizing group of individuals?

(A) News

(B) News agency

(C) Syndicate

(D) Freelancer

74. A syndicate is formed to

(A) transact some specific business, or to promote a common interest.

(B) transact some common business, or to promote a common interest.

(C) Both(A) and(B)

(D) None

75. In the case of criminal activity, it is there to promote, and engage in, organized crime. here 'it' refers to

(A) News

(B) News agency

(C) Syndicate

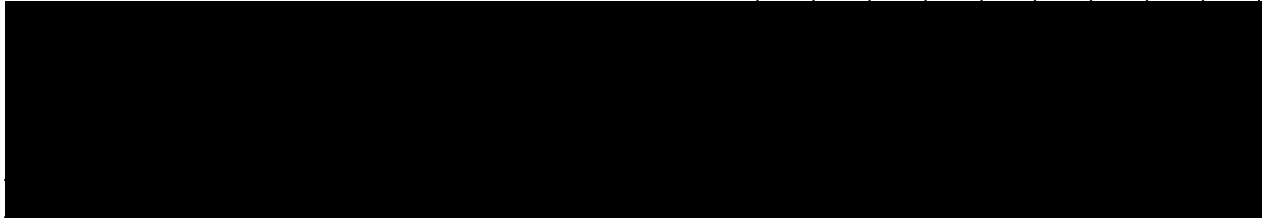
(D) Freelancer

ANSWER KEY

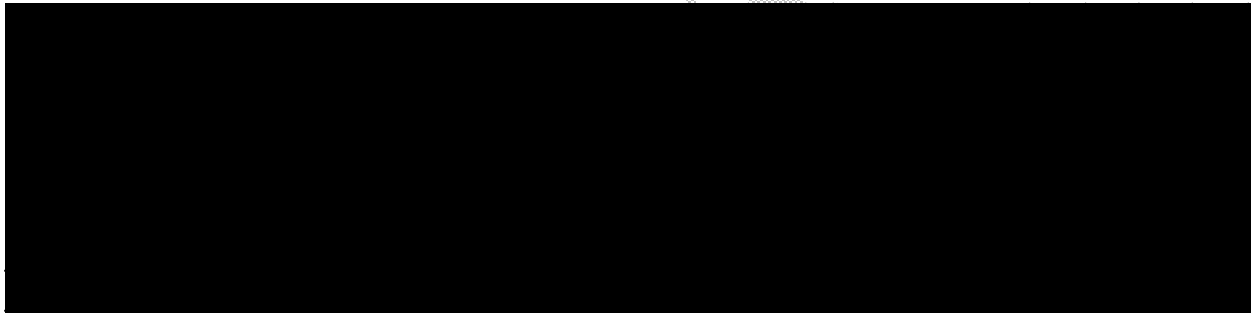
PAPER – I

Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Answer	B	C	A	C	D	A	B	D	A	C	A	B	A	C	D	A	C	D	B	D
Question	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
Answer	B	D	C	A	D	A	B	B	A	B	C	D	D	C	D	D	B	D	C	B
Question	41	42	43	44	45	46	47	48	49	50										
Answer	A	D	A	D	D	D	C	D	B	A										

PAPER – II



PAPER – III



HINTS AND SOLUTIONS

PAPER – I

1. (B) An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid

those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

2. (C) non verbal communication is communication of feelings, emotions, attitudes, and thoughts through body movements / gestures / eye contact, etc.
3. (A) Phonetics is a part of the English language which helps us to understand sounds of various alphabets. How an alphabet should sound is taught to us with the help of Phonetics.
- 4.(C) % increase = $\frac{0.25 \text{ crore}}{1 \text{ crore}} \times 100$
 = 25 %
- 5.(D) for company A
 $1 + 1.25 + 1.5 + 1.75 + 1.75 + 1.75 + 2$
 = 11 crore
- 6.(A) $(2.5 - 1) \text{ crores} = 1.5 \times 100 \text{ 00 000}$
 = 150 00 000
- 7.(B) Total production of B
 $= 2.5 + 2.5 + 3 + 2.75 + 2.25 + 2.25 + 2.5$
 = 17.75
 Average production = $\frac{17.75}{7} = 2.55$
- 8.(D) In year 2004.
- 9.(A) If sampled in reconnaissance mode, data limitation requires use of maximums. Results are screening level- not definitive.
- 10.(C) If estimating average concentrations is planned
 Exposure units must be defined Must be considered in developing DQOs for project, or results may not be accepted.
 Sufficient samples are required 8-10 samples when contaminant concentrations vary within a narrow range 10-15 sample when concentrations are less predictable

Calculate 90th Upper Confidence Limit (UCL)

- 11.(A) Scatter plots Can be used to evaluate if constituents in subsurface are correlated and have the same or different sources.
- 12.(B) Ratio plots Can be used to evaluate if ratios of constituents in subsurface are similar or different from those in indoor/outdoor air, potentially informing decisions about confounding ambient sources.
- 13.(A) Qualitative data collection techniques were used as the primary research methods for this study. Participant and direct observation plus note taking were the most important techniques used.
- 14.(C) qualitative data collection techniques were used as primary research methods. However in order to organize, classify and analyze the gathered information, we used graphs and statistics as a way to measure the students' level of improvement through the use of reading strategies
- 15.(D) Production was at very low level.
- 16.(A) Ethnic diversity of the people was not appropriately realized by the Central Government.
- 17.(C) Central economic planning found to be difficult because autonomy was given to the States in certain matters
- 18.(D) Because that time no common language emerged.
- 19.(B) "The Indianisation of the Indian Civil Service" , can be cited as an exercise in democratic practice in India before Independence
- 20.(D) The information to be collected in survey method are related to present position, aims of the research & the attainment of aim of research
21. (B) Research is done for solving a business problem
22. (D) A research problem is feasible only when it is researchable, it has some utility, and it is new .

23. (C) One of the essential characteristics of research is usability.

24.(A) A parliamentary system is a system of democratic government in which the ministers of the Executive Branch derive their legitimacy from and are accountable to a Legislature or parliament; the Executive and Legislative branches are interconnected. It is a political system in which the supreme power lies in a body of citizens who can elect people to represent them.

25.(D) The Cabinet approved the proposal for enhancing reservation for women in Panchayats from the present 33 per cent to 50 per cent with the provision being applicable to all seats filled through direct election, office of chairpersons and of offices reserved for SC/ST.

26.(A) IVRI is situated in Izat Nagar.

IAT is situated in Pune

IISc is situated in Bangalore

NIEPA is situated in Delhi.

27.(B) Dr. P B Gajendragadkar was chairman of the UGC committee 1969 appointed for administrative legislation of the universities.

28.(B) UGC has launched career oriented program in 1994-95.

29.(A) The prime minister of India is appointed from the leading Party in Lok Sabha.

30.(B) The study of interrelations between Organism and their environment is called ecology.

31.(C) The term ICT is now also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system.

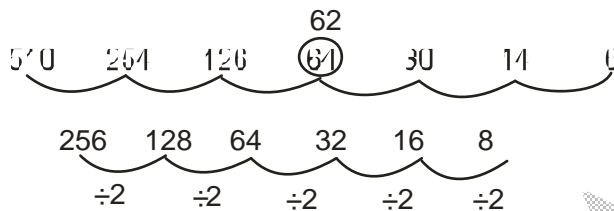
32.(D) Jim Corbett National Park was the first National Park established in India.

33.(D) Fossil fuels are fuels made by natural processes such as anaerobic decomposition of buried dead organisms.

Ex. Oil, Natural gas, coal etc.

34.(C) Noise in excess of 80-100DB is called noise pollution.

- 35.(D) Effectiveness of teaching depends on Subject Understanding of the Teacher
- 36.(D) Verbal Guidance is least effective in the learning of Relationship.
37. (B) The participation of students will be maximum if Discussion Method is used for teaching.
- 38.(D) The primary responsibility of the teacher's adjustment lies with The Teacher himself
- 39.(C) The First Kindergarten was started by Friedrich Froebel
- 40.(B)



30, 64 is wrong & must be replaced by 62.

- 41.(A) Deductive reasoning determines whether the truth of a conclusion can be determined for that rule, based solely on the truth of the premises.
- 42.(D) $(2)^2 = 4$, $(5)^2 = 25 \Rightarrow 425$
 $(2)^2 = 4$, $(4)^2 = 16 \Rightarrow 416$
 $(3)^2 = 9$, $(5)^2 = 25 \Rightarrow 925$.
43. (A) Such decisions as given in the statement are taken only after taking the existing vacancies into consideration. So, I implicit while II does not implicit.
- 44.(D) CD-ROM disk is the latest write-once optical storage media
- 45.(D) Domain Name identifies a specific web page and its computer on the Web.
- 46.(D) The required region is the one which is common only to the rectangle and circle and is not a part of either the triangle or square
- 47.(C) The required region is the one which lies inside the circle but outside the rectangle, square and triangle,

- 48.(D) The man in the photo is the son of the sister of Bajpai. Hence, Bajpai is the maternal uncle of the man in the photograph.
- 49.(B) Light Year is a unit of distance.
- 50.(A) Tsunamis are huge sea waves caused by earthquakes.

PAPER –II

- 1.(D) An individual might have an extremely pleasing personality, in depth knowledge of the subject, a good and a very strong network but if he doesn't have effective communication skills, he fails to prove his worth and his charm and talent go simply unnoticed. A person without effective communication skills will never be able to carve his niche in this fierce competitive world.
- 2.(B) Westley and MacLean believed that communication doesn't start from day one but actually begins when the speaker receives signals or messages from his external surroundings. In this model again the process of initiating communication by first sending messages takes a back seat and suggests that communication actually starts with receiving messages from the environment.
- 3.(D) There are 7 C's of effective communication which are applicable to both written as well as oral communication.
- 4.(D) The seven C's of communication are as follow -
- " Completeness
 - " Consciousness
 - " Clarity
 - " Consideration
 - " Concreteness
 - " Courtesy

" Correctness

- 5.(B)** Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.
- 6.(D)** The performance of goals is determined by corporate culture, human resource management and functional support systems. The outcomes are also influenced by the communication system, controlling and suitable organizational structure. The fulfillment of goals is based on the ability to respect and adapt to current conditions and the environment, provided there is a clear and shared company strategy.
- 7.(C)** The disadvantages of mass communication are: 1. Media is subjected to physical, cultural and psychological barriers. 2. Feedback from the masses is difficult to obtain
- 8.(B)** Full form of AEJMC is Association for Education in Journalism and Mass Communication.
- 9.(C)** AEJMC, is a major international membership organization for academics in the field, offering regional and national conferences and refereed publications. It has numerous membership divisions, interest groups, publications and websites.
- 10.(B)** Indian press media is said to be the largest section of print media in the globe. Indian printing houses publishes more daily newspaper than any other country in Asia, covering a range of language and educational diversity that is unmatched in the world.
- 11.(C)** The new communication technologies in India integrate the characteristics of Interpersonal & Mass communication.
- 12.(B)** New media or the communication technologies are like interpersonal communications: where the message are targeted to specific individual that are called de-massification.
- 13.(B)** The interactive technologies of communication in India are the heart of the communication revolution that has been occurring in India. The computer and its various application in satellite and cable television, telecommunication, and the internet are bringing about great social change in India. These technologies after becoming distinctive are converging gradually to deliver data, voice and video in ways that were not possible before. Here a cuasative relation is simplified, namely the new communication are dealing to change into

the society. By the 1990s computers were being used for communication process (such as email) rather than as number crunchers, their original use.

- 14.(A)** Without the media, people in societies would be isolated, not only from the rest of the world, but from governments, law-makers, and neighbouring towns and cities.
- 15.(C)** The media is all around us. From the shows we watch on TV, the music we listen to on the radio, to the books, magazines, and newspapers we read each day.
- 16.(A)** The flow of information is important for the development of communities and the media facilitates this. Without a wide array of information, people's opinions and views would be limited and their impressions and conclusions of the world around them stunted.
- 17.(A)** Sometimes you can see the impact of media right away, such as when your child watches superheros fighting and then copies their moves during play.
- 18.(C)** Whatever form they take (ads, movies, computer game, music videos), messages can be good or bad for your child. Just as you would limit certain foods in your child's diet that may be unhealthy, you also should limit her media diet of messages.
- 19.(C)** Messages about tobacco and alcohol are everywhere in media. Kids see characters on screen smoking and drinking. They see signs for tobacco and alcohol products and concerts and sporting events. Advertising and movies send kids the message that smoking and drinking make a person smart or cool that "Everyone does it".
- 20.(D)** Wakefield, Loken & Hornik (2010) summarize the literature from 1998 that report the use of mass media to change health behaviors such as tobacco use, heart disease risk factors, sex-related behaviors, road safety, cancer screening and prevention, child survival and organ or blood donation.
- 21.(A)** After reviewing the evidence for each of these classes of health behaviors, Wakefield, Loken and Hornik concluded that mass media can directly or indirectly produce positive changes or prevent negative changes among large populations.
- 22.(B)** The many ways in which the motion picture soundtrack can supplement, enhance, and expand upon the meaning of a film's narrative, providing specific cinematic example.

- 23.(B)** The terms film, cinema, and motion picture will be used interchangeably. The authors acknowledge the distinction between the three terms and the variety of media types upon which each may exist. Because sound can be congruent with an image, in dramatic opposition to what is expected, or simply different from what is conventionally anticipated, "The sound track can clarify image events, contradict them, or render them ambiguous".
- 24.(C)** The relationship between the auditory and visual components in cinema is both active and dynamic, affording a multiplicity of possible relation that can evolve - sometimes dramatically - as the narrative unfolds.
- 25.(C)** Freedom of the press or freedom of the media is the freedom of communication and expression through mediums including various electronic media and published materials. While such freedom mostly implies the absence of interference from an overreaching state, its preservation may be sought through constitutional or other legal protections.
- 26.(D)** With respect to governmental information, any government may distinguish which materials are public or protected from disclosure to the public based on classification of information as sensitive, classified or secret and being otherwise protected from disclosure due to relevance of the information to protecting the national interest.
- 27.(B)** Freedom of information laws by country detail legislation that gives access by the general public to data held by national governments. They establish a "right-to-know" legal process by which requests may be made for government-held information, to be received freely or at minimal cost, barring standard exceptions. Also variously referred to as open records, or sunshine laws (in the United States), governments are also typically bound by a duty to publish and promote openness. In many countries there are constitutional guarantees for the right of access to information, but usually these are unused if specific support legislation does not exist.
- 28.(C)** The principles of Journalistic codes of ethics are designed as guides through numerous difficulties, such as conflicts of interest, to assist journalists in dealing with ethical dilemmas. The codes and canons provide journalists a framework for self-monitoring and self-correction.

- 29.(B)** The International Federation of Journalists launched a global Ethical Journalism Initiative in 2008 aimed at strengthening awareness of these issues within professional bodies.
- 30.(C)** Accuracy is important as a core value and to maintain credibility, but especially in broadcast media, audience share often gravitates toward outlets that are reporting new information first. Different organizations may balance speed and accuracy in different ways
- 31.(C)** Mass communicators want audiences to pay attention to their messages, learn the contents of the messages, and make appropriate changes in attitude or belief or make desired behavioral responses
- 32.(B)** Perception has been defined as the process by which we interpret sensory data (Lahlry, 1991).
- 33.(D)** Sensory data come to us through our five senses. Like ear, tongue, eye, etc.
- 34.(C)** Research has identified two types of influences on our perception: structural and functional.
- 35.(C)** Bengal has been the proud birthplace of the press in India.
- 36.(A)** Chronicles record "Hicky's Gazette" as the first newspaper to be published in the country from Calcutta in 1780.
- 37.(A)** The Press and Registration of Books Act, 1867 - This Act regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses.
- 38.(C)** The Newspaper (Prices and Pages) Act, 1956 - This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter.
- 39.(A)** Defence of India Act, 1962 - This Act came into force during the Emergency proclaimed in 1962. This Act aimed at restricting the Freedom Of The Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China.
- 40.(C)** The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes.

- 41.(C) Where the norms are breached and the freedom is defiled by unprofessional conduct, a way must exist to check and control it. But, control by government or official authorities may prove destructive of this freedom.
- 42.(A) The Press Council is headed by a Chairman, who has, by convention, been a retired judge of the Supreme Court of India.
- 43.(A) the first chairman, Justice J. R. Mudholkar, who was a sitting judge of Supreme Court of India in 1968.
- 44.(B) However, television is a recent invention. Very few homes had television sets some fifty years ago. Also, till the 1990s Doordarshan was the only channel available to a vast majority of Indians.
- 45.(D) Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals.
- 46.(C) Film theory is an academic discipline that aims to explore the essence of the cinema and provides conceptual frameworks for understanding film's relationship to reality, the other arts, individual viewers, and society at large.
- 47.(C) Early film theory arose in the silent era and was mostly concerned with defining the crucial elements of the medium. It largely evolved from the works of directors like Germaine Dulac, Louis Delluc, etc.
- 48.(D) Hierarchic Models
Behavioural causes, Vertical, Persuasion, Individual change, Passive and "banking",
Objects of change, Massive diffusion, general assumptions, Short-term/Message.
- 49.(C) Communication for social change -
Process of dialogue and debate, based on tolerance, respect, equity, social justice and active participation of all stakeholders
Recovers lessons learned & experiences from developing countries
People centred : rejects hierarchic & vertical mass media intensive models

50.(D) The nature of process -

Horizontal Vs vertical > People as dynamic communicators

Process Vs. Campaign > Democratic participation in planning

Long term Vs. Short-Term > Processes need to be appropriated

Collective Vs. Individual > Serving the interests of the majority

PAPER –III

1.(D) Types of observation method.

- o Structured observation
- o Unstructured observation
- o Participant observation
- o Non Participant observation
- o Disguised (hidden) observation
- o controlled observation
- o Uncontrolled observation

2.(A) Advantages of observation method are -

- o Research does not depend on willingness of respondents.
- o Current things get noted
- o Don't have to ask questions to others
- o Less expensive
- o No past influence

3.(A) The research design is the master plan specifying the methods and procedures for collecting and analyzing the needed information. Although every problem and research

objective may seem unique, there are usually enough similarities among problems and objectives to allow decisions to be made in advance about the best plan to resolve the problem.

4.(D) Three traditional categories of research design:

- o Exploratory
- o Descriptive
- o Causal

5.(C) The choice of the most appropriate design depends largely on the objectives of the research and how much is known about the problem and these objectives

6.(A) The problem to be studied by researcher must be explicitly stated so that one may know what information is to be obtained for solving the problem.

7.(D) Content of research proposal -

- " Research Problem
- o Objectives
- o Method for data collection(primary n secondary data whichever is applicable)
- o Tools for data collection e.g. questionnaire
- o Time needed
- o Budget

8.(D) Any research report contains:

- descriptions on methodology,
- results obtained,
- and recommendations made.

9.(C) The basic orientation of a research report depends on its audience. Before writing the report

- the researcher must know his or her audience;
- he/she may have to make assumptions about the composition, background and interests of the target readers.

10.(C) The writing style is designed to facilitate easy and rapid reading and understanding of the research findings and recommendations.

11.(C) Two types of reports:-

- Technical Report: suitable for a target audience of researchers, research managers or other people familiar with and interested in the technicalities
- Popular Report: suitable for: a more general audience, interested mainly in the research findings as it is non-technical in nature

12.(A) Layout of research report is -

- o Executive summary
- o Nature of the study
- Objectives
- Hypothesis
- o Methods of data collection
- o Analysis of data
- o Findings
- o Conclusion
- " Bibliography

13.(A) Digital Cinema Initiatives (DCI) was formed in March 2002.

14.(D) Digital Cinema Initiatives (DCI) was formed in March 2002 as a joint project of many motion picture studios (Disney, Fox, MGM, Paramount, Sony Pictures Entertainment, Universal, and Warner Bros. Studios)

15.(A) Digital Cinema Initiatives (DCI) was formed in March 2002 as a joint project of many motion picture studios (Disney, Fox, MGM, Paramount, Sony Pictures Entertainment, Universal, and Warner Bros. Studios) to develop a system specification for digital cinema.

- 16.(A)** In April 2004, in cooperation with the American Society of Cinematographers, DCI created standard evaluation material (the ASC/DCI StEM material).
- 17.(D)** Sampling is a shortcut method for investigating a whole population. Data is gathered on a small part of the whole parent population or sampling frame, and used to inform what the whole picture is like
- 18.(D)** Three main types of sampling strategy:
- " Random
 - " Systematic
 - " Stratified
- Within these types, you may then decide on a; point, line, area method.
- 19.(A)** Random sampling is Least biased of all sampling techniques, there is no subjectivity - each member of the total population has an equal chance of being selected.
- 20.(A)** Random point sampling
- " A grid is drawn over a map of the study area
 - " Random number tables are used to obtain coordinates/grid references for the points
 - " Sampling takes place as feasibly close to these points as possible
- 21.(A)** Decolonization (alternative spelling: decolonisation) is the undoing of colonialism, the unequal relation of polities whereby one people or nation establishes and maintains dependent Territory (colonial governments) over another.
- 22.(C)** Decolonisation can be understood politically (attaining independence, autonomous home rule, union with the metropole or another state) or culturally (removal of pernicious colonial effects.).
- 23.(A)** Decolonization is a political process, frequently involving violence. In extreme circumstances, there is a war of independence, sometimes following a revolution.
- 24.(B)** In rare cases, the actions of the native population are characterized by nonviolence, with the Indian independence movement led by Mohandas Karamchand Gandhi being one of the most notable examples, and the violence comes as active suppression from the occupying

forces or as political opposition from forces representing minority local communities who feel threatened by the prospect of independence.

- 25.(B)** Finally, international news agencies belong to such society as are action oriented, individualisation, I-based and efficient.
- 26.(D)** The effected developing societies are providence oriented, gregarious V-based, and inefficient (well, most of them).
- 27.(A)** There is a clash of ideology which means the east and the west. The wars against Saddam Hussein, Osama Bin Laden, Muammar Qaddafi, The Taliban, North Korea, Syria, Iran, and Ultra organisations are to be viewed as wars of cultures.
- 28.(A)** International news agencies are criticised on They produce religious conflicts.
- 29.(A)** The nations of the west have advanced societies; they have some positive features to. They view humans as humans, they believe in the tenets of democracy and human freedom.
- 30.(C)** At the beginning of the 21st century, shifts in global economics and the communications revolution have initiated a new collective experience in dialogue, bringing the hope of a better level of mutual knowledge and understanding.
- 31.(A)** Cyberspace technologies now being introduced have brought the global community into a state of rapid mutation. These changes will undoubtedly alter the way humanity interacts and communicates in the future. As a result of these new developments in information and communication technology, the world is facing an unprecedented fusion and opening of cultures and economies that will impact cross cultural dialogues and relationships as well as stimulate development in cultural, social, economic, and educational arenas.
- 32.(B)** Mainstream media in the region -- and the governments that control them -- have steadfastly tried to maintain the appearance of continuity, hanging on to old formulas, even after years of momentous change that have catapulted the rest of the world into the information age.
- 33.(D)** Media of India consist of several different types of Indian communications media: television, radio, cinema, newspapers, magazines, and Internet-based Web sites.
- 34.(A)** The Indian media was initiated since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumière

moving pictures in Bombay initiated during the July 1895 -is among the oldest and largest media of the world.

- 35.(C)** Indian media-private media in particular-has been "free and independent" throughout most of its history.
- 36.(B)** With 1,400 television stations as of 2009, the country ranks 4th in the list of countries by number of television broadcast stations.
- 37.(A)** A good producer has relationships with people who would be of value to the production and has the ability to convince them to attach themselves to the project.
- 38.(D)** A savvy writer will find a valuable attachment first - a known actor, a talented director, an investor - and pitch their script to them first and get them excited about it.
- 39.(C)** The difference between a project and a script are attachments. Attachments are the necessary resources to get the project completed.
- 40.(B)** A producer has the ability to bring the necessary resources to the project and get commitments from cast, crew and vendors.
- 41.(B)** A visual language is a system of communication using visual elements. Speech as a means of communication cannot strictly be separated from the whole of human communicative activity that includes the visual and the term 'language' in relation to vision is an extension of its use to describe the perception, comprehension and production of visible signs.
- 42.(B)** An image that dramatizes and communicates an idea presupposes the use of a visual language. Just as people can 'verbalize' their thinking, they can 'visualize' it.
- 43.(D)** A diagram, a map, and a painting are all examples of uses of visual language.
- 44.(D)** Visual language's structural units include line, shape, color, form, motion, texture, pattern, direction, orientation, scale, angle, space and proportion.
- 45.(C)** Composition Studies (also referred to as "Composition and Rhetoric," "Rhetoric and Composition," "College Composition," "Writing Studies," or simply "Composition") is the professional field of writing research and instruction, focusing especially on writing at the college level in the United States.

- 46.(A)** Commonly called "new media," a media-centered theory of composition (hereafter referred to as "media theory") focuses on the tools used in the composition process, and their opportunities and constraints.
- 47.(A)** During the 1980s, which saw the rise of the personal computer and the word processor, composition theorists began to examine the effects digital composition has on the writer. The ubiquity of personal computing has not diminished the computer's role in understanding composition, but media theory's view has expanded beyond simply digital word processing.
- 48.(C)** Visual rhetoric, the consideration of visual, as opposed to written or spoken communication, has had a strong influence on composition studies.
- 49.(A)** Pakistan was introduced to this technology in 1960's, when university of engineering and technology Lahore had a computer in their lab which was huge enough to cover a complete room.
- 50.(C)** In present computer technology has developed so much that it is being used for millions of purposes. Libraries are using computers to store their data and even books in this technology.
- 51.(B)** In 1990-91 first Gulf war, U.S bombed Iraq using computer technology which was controlled through satellite. Similarly USA also used this technology in its war against Afghanistan.
- 52.(C)** In this online journalism some news paper and magazines are available on their websites, similarly Broadcasting services also give their news in their websites, where you can also listen to their bulletin and broadcast.
- 53.(A)** Promotion is one of the key elements of the marketing mix, and deals with any one or two-way communication that takes place with the consumer. This article concentrates is a high level introduction to developing a promotional strategy for your business focusing on advertising and other 'pull' tactics.
- 54.(B)** Deciding on a marketing communications strategy is one of the primary roles of the marketing manager and this process involves some key decisions about how who the customer is, how to contact the consumer them, and what the message should be.
- 55.(A)** Targeting - deciding which of these groups to communicate with, and how to talk to them

- 56.(B)** Dividing potential customers into discrete groups is vital if you want to increase the success rate of any communications message.
- 57.(A)** Most newspapers have a fairly formal approach to communicating with production. In fact, many production departments won't accept verbal communication of any kind.
- 58.(B)** many production departments won't accept verbal communication of any kind. This not only helps reduce errors, but will protect you and them if a problem later arises and an advertiser wants a full or partial credit.
- 59.(A)** Although many production departments know the time constraints an ad salesperson is under and will sometimes accept alternative ways of requesting an ad, if you follow these simple guidelines, you'll rarely see an error appear in your advertiser's ads.
- 60.(A)** Ad layout sheets usually printed in 8 1/2 by 11 inch pads as well as a larger size.
- 61.(C)** PR is an essential and integrated component of public policy or service.
- 62.(C)** PRE-REQUISITE FOR PR TRAINING
- Knowledge about the organisations.
 - Communication skill (oral and written) including language, presentation skills etc.
 - Media Knowledge.
- 63.(D)** On completion of the training programme the participant will:
- " Be able to explain PR concept and its importance.
 - " Be able to explain the importance of organisational image.
 - " Be able to develop 'PR' programmes.
 - " Be able to maintain better media relations.
- 64.(B)** Public opinion can also be defined as the complex collection of opinions of many different people and the sum of all their views.
- 65.(B)** Public opinion is the aggregate of individual attitudes or beliefs held by the adult population.
- 66.(A)** Since the 1950s, television has been the main medium for molding public opinion.
- 67.(A)** Writing is done for a number of different purposes and for different audiences. These different forms of writing are often known as text types at school.

- 68.(B)** Factual texts inform, instruct or persuade by giving facts and information.
- 69.(C)** Students are often asked to present an assignment or project which may be literary or factual text types.
- 70.(C)** Factual recount retells events which have already happened in time order
- " begins with an background information who, when, where
 - " describes the series of events in time order
 - " may end with a personal comment
- 71.(A)** Job production is where one single item is made at a time and is often produced to the customer's individual specification.
- 72.(D)** Examples of goods made by the job production method are:
- Craft goods
 - Luxury cards
 - Designer cloths
 - Double glazing
 - Stained glass windows
 - Landscaping
- 73.(C)** Syndicate is a self-organizing group of individuals, companies or entities formed.
- 74.(A)** A syndicate is a self-organizing group of individuals, companies or entities formed to transact some specific business, or to promote a common interest.
- 75.(C)** In the case of criminal activity, it is there to promote, and engage in, organized crime. The term syndicate is also associated with anarchist theory, specifically anarcho-syndicalism, in which it forms an alternative to both the nation state and capitalist corporations.



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