



- (3) It is to step up investments in telecommunication.
- (4) It is to step up investments in sports.
3. Which country to host the World Sustainable Development Summit – 2018 ?
- (1) South Africa (2) Nepal  
(3) Brazil (4) India
4. Which HRD Ministry-appointed committee is drafting new National Education Policy (NEP)?
- (1) Ram Shanker Kureel committee  
(2) K Kasturirangan committee  
(3) V G S Rathore committee  
(4) KJ Alphonse committee
5. With reference to Paris agreement on climate change, consider the following statements :
- I. It was signed by 195 nations in Dec 2015 at Paris  
II. The main aim is to keep a global temperature rise this century well below 3 degrees Celsius  
III. It further aims to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels
- Which of the above statements are correct ?
- (1) I and II (2) II and III  
(3) I, II and III (4) I and III
6. Which of the following statements are correct?
- a. Parliament cannot alter the name and territory of J&K without the consent of the State legislature
- b. The Union shall have the power to suspend the State Constitution on the ground of failure to comply with the directions given by the Union.
- c. No proclamation of Emergency can be made by the President under Article 352 on the ground of “internal disturbance” in J&K without the concurrence of J&K Government
- Which of the above statements are correct ?
- (1) (a) and (b) (2) (b) and (c)

(3) (a) and (c)

(4) (a), (b), (c)

7. **Assertion (A):** Global warming is the increase in Earth's near-surface air and ocean temperatures.

**Reason (R):** The greenhouse effect is when water and carbon dioxide absorb outgoing infrared radiation, increasing the planet's temperature

Choose the correct code:

(1) Both (A) and (R) are correct      (2) Both (A) and (R) are incorrect,

(3) (A) is true and (R) is true      (4) (A) is false and (R) is true

8. Which of these pairs are correctly matched ?

a. The Vienna Convention : Protection of Ozone Layer

b. Montreal Protocol : Substances that Deplete the Ozone Layer

c. The Minamata Convention : Lead

(1) a only

(2) a and b only

(3) c only

9. Representation of the People (Amendment and Validation) Bill, 2013, brought two key changes. These changes were :

- Even if a person is prohibited from voting due to being in police custody or in jail, he can file nomination for an election.

- Definition of "disqualified" in the Act has been amended. disqualification has to be due to conviction for certain specified offences and can be on no other ground.

- Anyone in prison or on the lawful custody of the police (other than preventive detention) is not entitled to vote.

Select the correct answer using the codes given below.

(1) I and ii only

(2) I and iii only

(3) ii and iii only

(4) I, ii, iii

10. Match List – I and List – II and identify the correct code:

a. World Health Day

i. 16th September

b. World Population Day

ii. 1st December

c. World Ozone Day

iii. 11th July

d. World AIDS Day

iv. 7th April



**Codes:**

A B C D

1. ii i iii iv

2. iii iv ii i

3. ii iii i iv

4. ii iv iii i

**14.** Consider the following statements :

- a. Teaching is the stimulation, guidance, direction and encouragement of learning
- b. Good teaching is as much about passion as it is about reason
- c. Good teaching is also about bridging the gap between theory and practice

Which of the above statements are correct ?

- (1) a and b
- (2) b and c
- (3) a and c
- (4) a, b and c

**15.** Consider the following statements about NITI Aayog :

- a. The National Institution for Transforming India, also called NITI Aayog, was formed via a resolution of the Union Cabinet on January 1, 2015
- b. NITI Aayog fosters Cooperative Federalism
- c. The President is its Chairman

Which of the statements given above is/are correct ?

- (1) a and b only
- (2) b and c only
- (3) a and c
- (4) a, b and c

**16.** 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?

- (1) Horizontal communication
- (2) Vertical communication
- (3) Corporate communication
- (4) Cross communication

**17.** An unsolicited e-mail message sent to many recipients at once is a

- (1) Worm
- (2) Virus
- (3) Threat
- (4) Spam

**18.** If the proposition 'All thieves are poor' is false, which of the following propositions can be claimed certainly to be true?

### Propositions :

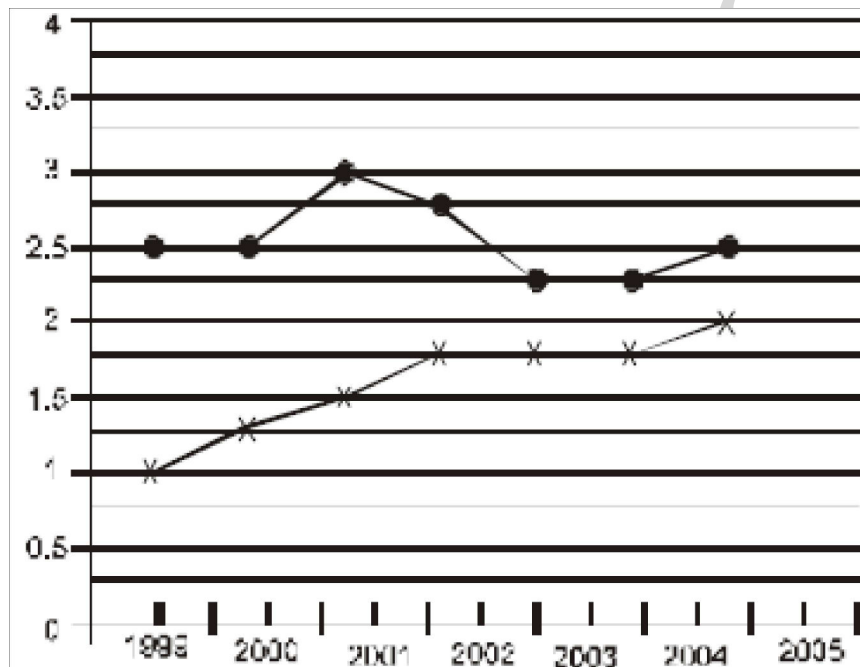
- (1) Some thieves are poor.                      (2) Some thieves are not poor.  
(3) No thief is poor.                              (4) No poor person is a thief.

19. It is communication of feelings, emotions, attitudes, and thoughts through body movements / gestures / eye contact, etc.” which type of communication is this?

- (1) Oral communication                      (2) Written communication  
(3) Non verbal communication              (4) None

Questions 20-24 Study the following graph carefully to answer the given questions.

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



20. For Company A, how much is the percent increase in production in 2000 from 1999?

- (1) 0.25    (2) 2.5  
(3) 25     (4) 12.5

21. How many units is the total production of Company A for the given years?

- (1) 9 crores                                         (2) 17.75 crores  
(3) 12.25 crores                                 (4) 11 crores

22. What is the difference in units produced by the two companies in 1999?

- (1) 1,50,000,000                                 (2) 15,00,00,000



(2) Non- Congress Governments in the States demanded such a reorganization of the States

(3) No common national language emerged

(4) Strong pressure from the States was exerted on the Central Government to create such States

30. Which, according to the passage, can be cited as an exercise in democratic practice in India before Independence?

(1) The handing over of power by the British to India

(2) The Indianisation of the Indian Civil Service

(3) A neutral role played by the Army

(4) None of the above

31. The information to be collected in survey method are related to

(1) Present Position

(2) Aims of the research

(3) The attainment of aim of research

(4) All of the above

32. One of the essential characteristics of research is

(1) Sensitivity

(2) Generalizability

(3) Usability

(4) Replicability

33. Identify the main Principle on which the Parliamentary System operates.

(1) Responsibility of Executive to Legislature

(2) Supremacy of Parliament

(3) Supremacy of Judiciary

(4) Theory of Separation of power

34. Match list I with list II and select the correct from the code given below :

**List I ( Institutions)**

1. Indian Veterinary Research Institute

2. Institute of Armament Technology

3. Indian Institute of Science

4. National Institute for Educational Pannesi and Administrators

(1) 1-ii, 2-i, 3-iv, 4-iii

(2) 1-ii, 2-iv, 3-ii, 4-iii

**List II (Locations)**

i. Pune

ii. Izat Nagar

iii. Delhi

vi. Bangalore

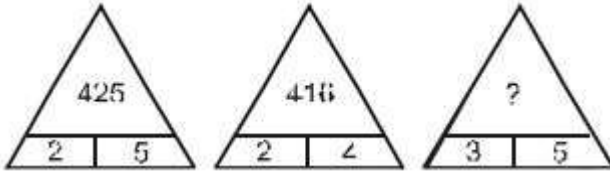


(3) 1-ii, 2-iii, 3- I, 4- iv                      (4) 1-iv, 2-iii, 3-ii, 4-i

- 35.** The prime minister of India is appointed from \_\_\_\_\_  
(1) The leading Party in Lok Sabha  
(2) The Leading Party in Rajya Sabha  
(3) The leading party in Lok Sabha and Rajya Sabha combined  
(4) None of the above
- 36.** The study of interrelations between Organism and their environment is called \_\_\_\_  
(1) Biosphere    (2) Ecology  
(3) Synecology    (4) Autecology
- 37.** The term ICT is now also used to refer to the convergence of  
(1) Audio visual    (2) Telephone network  
(3) Both (1) and (2)    (4) None
- 38.** Fossil Fuels include  
(1) Oil    (2) Natural Gas  
(3) Coal    (4) All of the above
- 39.** Noise in excess of \_\_\_\_\_ is called noise pollution  
(1) 40-65 db    (2) 60-70 db  
(3) 80-100 db    (4) None of the above
- 40.** Effectiveness of teaching depends on \_\_\_\_  
(1) Handwriting of Teacher                      (2) Speaking ability of Teacher  
(3) Qualification of the Teacher              (4) Subject Understanding of the Teacher
- 41.** The participation of students will be maximum if \_\_\_\_ method is used for teaching.  
(1) Text Books    (2) Discussion Method  
(3) Conference Method                              (4) Lectures
- 42.** 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  
(1) 252    (2) 62  
(3) 130    (4) 9
- 43.** Which reasoning determines whether the truth of a conclusion can be determined for that rule, based solely on the truth of the premises?

- (1) Deductive (2) Inductive  
 (3) Abductive (4) All

44. Insert the missing number or letter from among the given alternatives.



- (1) 140 (2) 280  
 (3) 875 (4) 925

45. 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.

- (1) Only assumption I is implicit  
 (2) Only assumption II is implicit  
 (3) Either I or II is implicit  
 (4) 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.

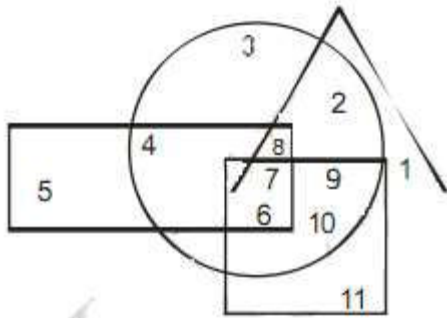
46. What is the latest write-once optical storage media?

- (1) Digital paper (2) Magneto-optical disk  
 (3) WORM disk (4) CD- ROM disk

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

- (1) Web site (2) Web site address  
 (3) URL (4) Domain Name

Direction (48-49) 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.



48. Which of the area is cultivated for wheat and maize only?
- (1) 8 (2) 6  
(3) 5 (4) 4
49. Which of the area is cultivated for maize only?
- (1) 10 (2) 2  
(3) 3 (4) 4
50. 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?
- (1) Nephew (2) Brother  
(3) Father (4) Maternal Uncle

## PAPER-II

1. Assertion (A) : The Indian press has become quite distinct from the western press during the last few years.

Reason (R) : The Indian press has registered a quantitative jump in terms of number of Publications and circulation.

Codes :

(1) Both (A) and (R) are true.

(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

(3) (A) is true, but (R) is false.

(4) (A) is false, but (R) is true.

2. Find the correct chronological order of the following :

(1) The Official Secrets Act - The Unlawful Activities (Prevention) Act - The Press Council of India Act - The Right to Information Act.

(2) The Unlawful Activities (Prevention) Act - The Official Secrets Act - The Press Council of India Act - The Right to Information Act.

(3) The Official Secrets Act - The Press Council of India Act - The Unlawful Activities (Prevention) Act - The Right to Information Act.

(4) The Official Secrets Act - The Right to Information Act - The Unlawful Activities (Prevention) Act - The Press Council of India Act.

3. Assertion (A) : Mass media audiences are acknowledged of their presence, but scant attention is paid to them

Reason (R) : Because mass media are an institutionalised product of a corporate society, it is easy to examine them rather than their audiences.

Codes :

(1) Both (A) and (R) are true.

(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

(3) (A) is true, but (R) is false.

(4) (A) is false, but (R) is true.

4. Match the following

List - I

(Concept)

a. Moral Panic

b. Reality Formation

c. Ideology endorsement

d. Social Control

List - II

(Description)

i. Acting as a mechanism to produce consensus between the state and society

ii. Reinforcement of a set of dominant values

iii. Production of a set of ideas as to social norms

iv. Inducing unfounded anxieties

Codes

- |     | a   | b   | c   | d  |
|-----|-----|-----|-----|----|
| (1) | i   | ii  | iii | iv |
| (2) | ii  | iii | iv  | i  |
| (3) | iv  | iii | ii  | i  |
| (4) | iii | iv  | i   | ii |

5. Which country included free expression as part of the Human Rights Act ?

(1) USA

(2) Sweden

(3) Denmark

(4) The UK

6. Match the following :

List - I

(Utility)

a. Social bookmarking

b. Social news

c. Social networking

d. Social photosharing

List - II

(Platform)

i. Instagram

ii. Twitter

iii. Reddify

iv. Delicious

Codes :

- |     | a   | b   | c   | d  |
|-----|-----|-----|-----|----|
| (1) | i   | iii | ii  | iv |
| (2) | iii | iv  | ii  | i  |
| (3) | iv  | iii | ii  | i  |
| (4) | ii  | iv  | iii | i  |

7. 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.
- (1) Style (2) Approach  
(3) Money (4) Communication
8. Who believes that communication doesn't start from day one but actually begins when the speaker receives signals or messages from his external surroundings?
- (1) Berlo's model (2) Westley and MacLean's model  
(3) Helical (4) None
9. How many C's are there for communication?
- (1) 4 (2) 5 (3) 6 (4) 7
10. Which of the following is not under seven C's of communication?
- (1) Completeness (2) Consciousness  
(3) Clarity (4) Charity
11. Which of the following implies the message should show the sender's expression as well as should respect the receiver?
- (1) Completeness (2) Courtesy  
(3) Consideration (4) Clarity
12. The performance of goals is determined by corporate culture, human resource management and functional support systems. The outcomes are also influenced by
- (1) Communication system (2) Controlling  
(3) Organizational structure (4) All of the above
13. Which can be the disadvantage for mass communication?
- (1) Media is subjected to physical, cultural and psychological barriers  
(2) Feedback from the masses is difficult to obtain.  
(3) Both (1) and (2)  
(4) None
14. AEJMC, is a major international membership organization for
- (1) HR (2) Security  
(3) Academic (4) All of the above

15. Which of the following is said to be the largest section of print media in the globe?  
(1) Canadian press (2) Indian press  
(3) British press (4) None
16. The new communication technologies in India integrate the characteristics of  
(1) Interpersonal (2) Mass communication  
(3) Both (1) and (2) (4) None
17. The messages are targeted to specific individuals that are called  
(1) Interpersonal (2) De-massification  
(3) Both (1) and (2) (4) None
18. By the 1990s, \_\_\_\_\_ were being used for communication purposes rather than as number-crunchers, their original use.  
(1) Telephone (2) Computers  
(3) Television (4) Radio
19. Without the media, people in societies would be \_\_\_\_\_, not only from the rest of the world, but from governments.  
(1) Isolated (2) Combined (3) Come together (4) All
20. The media is all around us. From the shows we watch on TV, the music we listen to on  
(1) Books (2) Magazines  
(3) Radio (4) Newspaper
21. The flow of information is important for the development of communities and the \_\_\_\_\_ facilitates this.  
(1) Media (2) Technology  
(3) Globalization (4) None
22. Which of the following can be the right /positive example for media effect on child?  
(1) When your child watches super hero fighting and then copies their moves during play.  
(2) When child watches shows of smoking and drinking  
(3) Both (1) and (2)  
(4) None

23. Whatever form they take (ads, movies, computer game, music videos), messages can be for your child.
- (1) Good (2) Bad  
(3) Both (1) and (2) (4) None
24. Advertising and movies send kids the message that smoking and drinking make a person \_\_\_\_\_ and that everyone does it.
- (1) Smart (2) Cool  
(3) Both (1) and (2) (4) Descent
25. Which of the following is the conclusion for study of wake field, loken and hornik?
- (1) mass media can directly or indirectly produce positive changes or prevent negative changes among large populations  
(2) 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  
(3) Both (1) and (2)  
(4) None
26. There are many ways in which ..... can supplement, enhance, and expand upon the meaning of a film's narrative, providing specific cinematic examples.
- (1) Motion picture (2) Motion picture soundtrack  
(3) Still picture (4) All of the above
27. Freedom of the press or freedom of the media is the freedom of communication and expression through mediums including \_\_\_\_\_.
- (1) Electronic media (2) Published material  
(3) Both (1) and (2) (4) None
28. 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
- (1) Sensitive (2) Secret (3) Classified (4) All
29. Which of the following can be called as sunshine laws?
- (1) RTI (2) Freedom of information legislation



- (3) Freedom of speech                      (4) None
- 30.** The principles of Journalistic codes of ethics are designed
- (1) To assist journalists in dealing with ethical dilemmas
- (2) Self monitoring and self correction
- (3) Both (1) and (2)
- (4) None
- 31.** The International Federation of Journalists launched a global Ethical Journalism Initiative in
- (1) 2007    (2) 2008
- (3) 2009    (4) 2010
- 32.** Which of the following is important as a core value and to maintain credibility?
- (1) Precision    (2) Reliability
- (3) Accuracy    (4) None
- 33.** Mass communicators want audiences to pay attention to their messages, learn the contents of the messages, and make appropriate changes in \_\_\_\_\_ .
- (1) Attitude    (2) Belief
- (3) Both (1) and (2)    (4) None
- 34.** Which of the following has been defined as the process by which we interpret sensory data?
- (1) Response    (2) Perception
- (3) Both (1) and (2)    (4) None
- 35.** From how many senses does the sensory data come?
- (1) 2                      (2) 3                      (3) 4                      (4) 5
- 36.** Which of the following has been the proud birthplace of the press in India?
- (1) Delhi    (2) Mumbai
- (3) Bengal    (4) Calcutta
- 37.** Which of the following paper was the first published from Calcutta in 1780?
- (1) Hicky gazette    (2) Times new
- (3) Hindustan sangh    (4) None
- 38.** 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?

- (1) The Press and Registration of Books Act, 1867
- (2) The Press (Objectionable Matters) Act, 1951
- (3) The Newspaper (Prices and Pages) Act, 1956
- (4) None

- 39.** Which of the following statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size?
- (1) The Press and Registration of Books Act, 1867
  - (2) The Press (Objectionable Matters) Act, 1951
  - (3) The Newspaper (Prices and Pages) Act, 1956
  - (4) None
- 40.** Which of the following Act came into force during the Emergency proclaimed in 1962?
- (1) Defence of India Act
  - (2) Delivery of Books and Newspapers (Public Libraries) Act
  - (3) Civil Defence Act
  - (4) None
- 41.** The broadcast media was under complete monopoly of
- (1) State government
  - (2) Planning commission
  - (3) Government of India
  - (4) British Raj
- 42.** Where the norms are breached and the freedom is defiled by unprofessional conduct, a way must exist to
- (1) Check
  - (2) Control
  - (3) Both (1) and (2)
  - (4) None
- 43.** The Press Council is headed by
- (1) Chairman
  - (2) President
  - (3) Vice president
  - (4) None
- 44.** Till the 1990s \_\_\_\_\_ was the only channel available to a vast majority of Indians.
- (1) Zee news
  - (2) Doordarshan

- (3) Akashvani (4) None
45. Which of the following was/ were already there before the arrival of television?  
 (1) Radio (2) Cinema (3) Film theory (4) All
46. Early film theory arose in the silent era and was mostly concerned with defining the crucial elements of the  
 (1) Source (2) Receiver  
 (3) Medium (4) None
47. For the communication of social change people rejects -  
 (1) Hierarch model (2) Vertical model  
 (3) Both (1) and (2) (4) None
48. Which of the following is the type of observation method?  
 (1) Structured observation (2) Controlled observation  
 (3) Participant observation (4) All
49. The research design is the \_\_\_\_\_ specifying the methods and procedures for collecting and analyzing the needed information.  
 (1) Master plan (2) Slavery plan  
 (3) Both A and B (4) None
50. Which of the following is the traditional category of research design?  
 (1) Explorative (2) Descriptive  
 (3) Casual (4) All
51. The choice of the most appropriate design depends on  
 (1) Objective of research (2) Problem of research  
 (3) Both A and B (4) None
52. The problem to be studied by researcher must be  
 (1) Explicit (2) Implicit  
 (3) Both(1) and(2) (4) None
53. Before writing the report  
 (1) the researcher must know his or her audience  
 (2) he/she may have to make assumptions about the composition  
 (3) both(1) and(2)  
 (4) none

54. The writing style is designed to facilitate
- (1) easy
  - (2) rapid reading
  - (3) both(1) and(2)
  - (4) none
55. Which is the correct layout of research report?
- (1) Executive summary > nature of study> method of data collection> analysis
  - (2) Nature of study> method of data collection> analysis> executive summary
  - (3) Analysis> executive summary> method of data collection> nature of study
  - (4) None
56. Digital Cinema Initiatives (DCI) was formed in
- (1) 2002
  - (2) 2003
  - (3) 2004
  - (4) 2005
57. DCI was formed to
- (1) develop a system specification for digital cinema
  - (2) develop a system specification for analog cinema
  - (3) both(1) and(2)
  - (4) none
58. Which of the following can be the type of sampling technique?
- (1) Random
  - (2) Systematic
  - (3) Stratified
  - (4) All
59. In which method of sampling, member of the total population has an equal chance of being selected?
- (1) Random
  - (2) Systematic
  - (3) Stratified
  - (4) All
60. Which of the following is the undoing of colonialism?
- (1) Decolonization
  - (2) Colonization
  - (3) Both 1 and 2
  - (4) None
61. Decolonisation is related with
- (1) Politics
  - (2) Culture
  - (3) Both (1) and (2)
  - (4) None
62. The actions of the native population are characterized by
- (1) Violence
  - (2) Non violence
  - (3) Both (1)and(2)
  - (4) None

- 63.** International news agencies belong to such society as are  
 (1) People oriented (2) Action oriented  
 (3) Both(1) and(2) (4) None
- 64.** The effected developing societies are  
 (1) Gregarious (2) V- based  
 (3) Inefficient (4) All
- 65.** There is a clash of ideology in between  
 (1) East and west (2) North and south  
 (3) East and south (4) North and west
- 66.** International news agencies are criticised on following grounds  
 (1) Religious (2) Geography  
 (3) Age (4) Gender
- 67.** The nations of the west have advanced societies; they have some positive features to. They view humans as  
 (1) Human (2) Action  
 (3) Reaction (4) All
- 68.** Which of the following now being introduced have brought the global community into a state of rapid mutation?  
 (1) Cyberspace technology (2) Fiber technology  
 (3) Space satellite (4) All
- 69.** The Indian media was initiated since the late \_\_\_\_\_ century  
 (1) 18th (2) 19th (3) 20th (4) 21st
- 70.** Indian media-private media in particular-has been  
 (1) Free (2) Independent  
 (3)Both(1) and(2) (4)Dependent
- 71.** A good producer has relationships with people who would be of value to  
 (1) Production (2) Acting  
 (3) Finance (4) All
- 72.** Which of the following are the necessary resources to get the project completed?  
 (1) Attachment (2) Script  
 (3) Project (4) All

73. Who has the ability to bring the necessary resources to the project?  
 (1) Director (2) Producer  
 (3) Actor (4) Writer
74. A visual language is a system of communication using\_\_\_\_\_elements.  
 (1) Audio (2) Visual  
 (3) Both(1) and(2) (4) None
75. Just as people can 'verbalize' their thinking, they can\_\_\_it.  
 (1) Audio (2) Visualize  
 (3) Both(1) and(2) (4) None
76. Which of the following can be the example of visual language?  
 (1) Diagram (2) Map  
 (3) Painting (4) All
77. The structural unit of visual language includes  
 (1) Line (2) Color (3) Motion (4) All
78. Which of the following has strong influence on composition studies?  
 (1) Written (2) Spoken  
 (3) Visual (4) None
79. Libraries are using \_\_\_\_\_ to store their data and even books in this technology.  
 (1) Radio (2) Television  
 (3) Computers (4) None
80. 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?  
 (1) Promotion (2) Advertising  
 (3) Price (4) None
81. Deciding on a marketing communications strategy is one of the primary roles of  
 (1) Marketing supervisor (2) Marketing manager  
 (3) Both (1) and(2) (4) None
82. Most new spapers have a fairly\_\_\_\_\_approach to communicating with produc-  
 tion.  
 (1) Formal (2) Informal  
 (3) Structural (4) Non structural

83. Many production departments won't accept verbal communication of any kind. This not only helps reduce
- (1) Flaw less
  - (2) Errors
  - (3) Accuracy
  - (4) Precision
84. Although many production departments know \_\_\_\_ constraints an ad salesperson is under and will sometimes accept alternative ways of requesting an ad.
- (1) Times
  - (2) Space
  - (3) Both(1) and(2)
  - (4) None
85. Ad layout sheets are printed in
- (1) 8 1/2 by 11 inch
  - (2) 6 1/2 by 10 inch
  - (3) 6 1/2 by 11 inch
  - (4) None
86. PR is an essential and integrated component of
- (1) Public policy
  - (2) Public service
  - (3) Both(1) and(2)
  - (4) None
87. Which of the following can be pre requisite for PR training?
- (1) Media knowledge
  - (2) Knowledge about organization
  - (3) Both(1) and(2)
  - (4) None
88. Which of the following objective of the PR training programme?
- (1) Be able to explain PR concept and its importance
  - (2) Be able to develop 'PR' programmes
  - (3) Be able to maintain better media relations
  - (4) All
89. Which of the following can also be defined as the complex collection of opinions of many different people and the sum of all their views?
- (1) Public research
  - (2) Public opinion
  - (3) Both(1)and(2)
  - (4) None
90. Which of the following is the aggregate of individual attitudes or beliefs held by the adult population?
- (1) Public research
  - (2) Public opinion
  - (3) Both(1)and(2)
  - (4) None

91. Students are often asked to present an assignment or project which may be \_\_\_\_\_ text types
- (1) Literary (2) Factual  
(3) Both(1) and(2) (4) None
92. \_\_\_\_\_ is where one single item is made at a time and is often produced to the customer's individual specification.
- (1) job production (2) work production  
(3) time production (4) all
93. Examples of job production method are
- (1) Luxury cars (2) Craft goods  
(3) Designer cloths (4) All
94. A syndicate is formed to
- (1) transact some specific business, or to promote a common interest.  
(2) transact some common business, or to promote a common interest.  
(3) Both(1) and(2)  
(4) None
95. In the case of criminal activity, it is there to promote, and engage in, organized crime. here 'it' refers to
- (1) News (2) News agency  
(3) Syndicate (4) Freelancer
96. What did the Lessons with Eisenstein talk about?
- (1) Lessons of adaptation of literary works to cinema  
(2) Eisenstein's life  
(3) About cinema making  
(4) About what Eisenstein taught his students
97. What is the difference between the classical theory and recent film theory on adaptation?
- (1) The difference in authorship of the adapted film.  
(2) The variations on film themes.  
(3) The classical one talks about the original while the recent one talks about the new theme.



- (4) Classical theories talk about changes of codes, whereas the recent theories talk of variations of authorship of themes.
98. What is the opinion of McLuhan on adaptation?
- (1) A new work of art is created through adaptation.
  - (2) The new medium takes in the past works of art and absorbs.
  - (3) All art works are absorbed by television.
  - (4) All works of art are destroyed by emerging media.
99. Identify the areas of negative influence that television may have on an adapted film?
- (1) The director's business
  - (2) The story, character and dialogue
  - (3) The sound track, colour and framing
  - (4) The screening of a film in TV
100. What is the suggestion of Tarkovsky to solve the problem of 'life and death for a film'?
- (1) Showing a film in television to be made compulsory.
  - (2) Adaptation from literature is a must for films.
  - (3) Separate the author from the film.
  - (4) Separate literature from Cinema completely.

# 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	4	1	4	2	4	3	1	2	1	2	1	4	3	4	1	1	4	2	3	3
Question	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
Answer	4	1	2	4	1	4	1	3	4	2	4	3	1	1	1	2	3	4	3	4
Question	41	42	43	44	45	46	47	48	49	50										
Answer	2	2	1	4	1	4	4	4	3	4										

## PAPER-II

Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Answer	1	1	1	3	4	3	4	2	4	4	2	4	3	3	2	3	2	2	1	3
Question	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
Answer	1	1	3	3	1	2	3	4	2	3	2	3	3	2	4	3	1	1	3	1
Question	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
Answer	3	3	1	2	4	3	3	4	1	4	3	1	3	3	1	1	1	4	1	1
Question	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
Answer	3	2	2	4	1	1	1	1	1	3	1	3	2	2	2	4	4	3	3	1
Question	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Answer	2	1	2	1	1	3	3	4	2	2	3	1	4	1	3	1	4	2	3	4

## HINTS AND SOLUTIONS

### PAPER-I

1.(4) Eklavya schools will be established for scheduled caste (SC) and schedule tribe students by 2022 on the lines of Navodaya schools.

They will be model residential schools set up in each Block. It will in areas with more than 50% tribal areas and 20,000 tribal people.

These schools will be part of Navodaya Vidyalayas. It will provide training in sports and skill development.

It has special facilities for preserving local art and culture.

2.(1) Revitalising Infrastructure and Systems in Education (RISE) Scheme :

RISE scheme aims to lend low-cost funds to government higher educational institutions. It will be launched with a total investment of Rs. 1 lakh crore in the next four years. It will be financed via restructured higher education financing agency

(HEFA), a non-banking financial company.

**3.(4)** The World Sustainable Development Summit–2018 was held in New Delhi on February 16.

The summit will address a wide variety of issues, including combating land degradation and air pollution, effective waste management and create financial mechanisms to enable effective climate change mitigation.

The theme of the 2018 Summit is–Partnerships for a Resilient Planet, which seeks to create action frameworks to resolve some of the most urgent challenges facing developing economies in the backdrop of climate change.

It seeks to bring together on a common platform, global leaders and thinkers in the fields of sustainable development, energy and environment sectors.

**4.(2)** The 9-member committee, headed by former ISRO chief K Kasturirangan, was constituted by the Union HRD Ministry to draft new National Education Policy (NEP) on June 2017. The committee will submit its report by March 31, 2018. The existing NEP was framed in 1986 and revised in 1992.

**5.(4)** An historic agreement to combat climate change and unleash actions and investment towards a low carbon, resilient and sustainable future was agreed by 195 nations in Paris in Dec 2015.

The Paris Agreement for the first time brings all nations into a common cause based on their historic, current and future responsibilities.

The universal agreement's main aim is to keep a global temperature rise this century well below 2 degrees Celsius and to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels.

The 1.5 degree Celsius limit is a significantly safer defense line against the worst impacts of a changing climate.

**6.(3)** Under Part XXI of the Constitution of India, which deals with “Temporary, Transitional and Special provisions”, the State of Jammu and Kashmir has been accorded special status under Article 370. Even though included in 1st Schedule as 15th state, all the provisions of the Constitution which are applicable to other states are not applicable to J&K.

Special Features- J&K is the only state in India which has a Constitution of its own.

The Constitution of J&K was enacted by a separate Constituent Assembly set up by the State and it came into force on 26th January 1957.

**7.(1)** Global warming is the increase in Earth's near-surface air and ocean temperatures.

The greenhouse effect is when water and carbon dioxide absorb outgoing infrared radiation, increasing the planet's temperature. Greenhouse gases contribute to global warming. What is determined to be a greenhouse gas is any heat-trapping gas present in the Earth's atmosphere.

The two most common greenhouse gases are water vapor and carbon. These gases help absorb infrared radiation and regulate the Earth's climate. However, the increase in industrial production has increased the amount of greenhouse gases present in the atmosphere.

The increase in carbon dioxide emissions has made it difficult for heat to escape the atmosphere which in turn contributes to the warming effect.

**8.(2) The Vienna Convention** for the Protection of the Ozone Layer is a Multilateral Environmental Agreement. It was agreed upon at the Vienna Conference of 1985 and entered into force in 1988.

It acts as a framework for the international efforts to protect the ozone layer.

**The Montreal Protocol** on Substances that Deplete the Ozone Layer (a protocol to the Vienna Convention for the Protection of the Ozone Layer) is an international treaty designed to protect the ozone layer by phasing out the production of numerous substances that are responsible for ozone depletion.

**The Minamata Convention on Mercury** is an international treaty designed to protect human health and the environment from anthropogenic emissions and releases of mercury and mercury compounds.

The Convention was signed by delegates representing close to 140 countries on 19 January 2013 in Geneva and adopted later that year on 10 October 2013 on a Diplomatic Conference held in Kumamoto, Japan. The Convention is named after the Japanese city Minamata.

**9.(1)** In July 2013, Supreme Court had ruled that a person, who is in jail or in police custody, cannot contest elections to legislative bodies.

Representation of the People (Amendment and Validation) Bill, 2013

however, brought two key changes:

Firstly, even if a person is prohibited from voting due to being in police custody or in jail, as long as his name is entered on the electoral roll he shall not cease to be an elector. This implies that he can file nomination for an election. Secondly, definition of “disqualified” in the Act has been amended.

Prior to this act, the definition of disqualified means disqualified for either being chosen as or being a MP or MLA.

Secondly, definition of “disqualified” in the Act has been amended.

The amendment adds a ground to the definition that the disqualification has to be due to conviction for certain specified offences and can be on no other ground.

Conviction for only these certain offences would result in the person’s name being removed from the electoral roll and he would cease to be an elector.

## **10.(2)**

**11.(1)** Water Borne diseases are largely caused by micro-organisms present in human or animal waste, which find their way into human body.

These diseases are infectious, which means that they can spread from one person to another.

So high standards of hygiene and sanitation are needed to stop the disease from spreading.

Waterborne diseases include:

- (i) Typhoid fever
- (ii) Giardia
- (iii) Dysentery
- (iv) Cholera
- (v) Diarrhoea (caused by a variety of pathogens)
- (vi) Hepatitis
- (vii) Polio
- (viii) Worms

**12.(4)** Research has been defined in a number of different ways.

A broad definition of research is given by Godwin Colibao: “In the broadest sense of the word, the definition of research includes any gathering of data, information,

and facts for the advancement of knowledge.”

Another definition of research is given by John W. Creswell, who states that “research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue”.

It consists of three steps: pose a question, collect data to answer the question, and present an answer to the question.

The Merriam-Webster Online Dictionary defines research in more detail as “a studious inquiry or examination; especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws.

**13.(3) In descriptive survey method-** we’ve to use questionnaires (Because it’s ‘survey).

Descriptive research is all about describing people who take part in the study.

There are three ways a researcher can go about doing a descriptive research project, and they are: Observational, Case study and Survey, defined as a brief interview or discussion with an individual about a specific topic

**Historical method-** we have to use primary and secondary sources.

Historical method comprises the techniques and guidelines by which historians use primary sources and other evidence, including the evidence of archaeology, to research and then to write histories in the form of accounts of the past.

In **experimental method-** we can collect data in a way that permit standardized tests. The experimental method is a systematic and scientific approach to research in which the researcher manipulates one or more variables, and controls and measures any change in other variables.

**An ex post facto research design** is a method in which groups with qualities that already exist are compared on some dependent variable.

Also known as “after the fact” research, an ex post facto design is considered quasi-experimental because the subjects are not randomly assigned - they are grouped based on a particular characteristic or trait.

**14.(4)** According to Burton, Teaching is the stimulation, guidance, direction and encouragement of learning.

Good teaching requires some basics that a teacher should follow to achieve the main goal of teaching.

Good teaching is as much about passion as it is about reason. It's about not only motivating students to learn, but teaching them how to learn, and doing so in a manner that is relevant, meaningful, and memorable.

It's about caring for your craft, having a passion for it, and conveying that passion to everyone, most importantly to your students. Good teaching is also about bridging the gap between theory and practice. It is about listening, questioning, being responsive, and remembering that each student and class is different. It is about caring, nurturing, and developing minds and talents.

Diagnosis, Remedy, Direction and Feedback are required for good teaching.

**15.(1)** The National Institution for Transforming India, also called NITI Aayog, was formed via a resolution of the Union Cabinet on January 1, 2015.

NITI Aayog is the premier policy 'Think Tank' of the Government of India, providing both directional and policy inputs. While designing strategic and long term policies and programmes for the Government of India, NITI Aayog also provides relevant technical advice to the Centre and States.

The Government of India, in keeping with its reform agenda, constituted the NITI Aayog to replace the Planning Commission instituted in 1950.

An important evolutionary change from the past, NITI Aayog acts as the quintessential platform of the Government of India to bring States to act together in national interest, and thereby fosters Cooperative Federalism.

**The Prime minister is its Chairperson.**

**16.(1)** Horizontal communication is the communication where information or messages flows among the similar or same level statuses of people in the organizational structure.

Horizontal communication is the communication that flows laterally within the organization, involves persons at the same level of the organization. Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate. Thus in terms of statuses horizontal method is used.

**17.(4)** Spam is an irrelevant or unsolicited messages sent over the Internet, typically to large numbers of users, for the purposes of advertising, phishing, spreading malware, etc.

Spam is flooding the Internet with many copies of the same message, in an attempt to force the message on people who would not otherwise choose to receive it. Most spam is commercial advertising, often for dubious products, get-rich-quick schemes, or quasi-legal services.

**18.(2)** Propositions are contradictory when the truth of one implies the falsity of the other, and conversely.

if 'All thieves are poor' is false, then the proposition 'Some thieves are not poor' must be true.

**19.(3)** Non verbal communication is communication of feelings, emotions, attitudes, and thoughts through body movements / gestures / eye contact, etc.

$$\begin{aligned} \text{20.(3) \% increase} &= \frac{0.25 \text{ crore}}{1 \text{ crore}} \times 100 \\ &= 25\% \end{aligned}$$

**21.(4)** For company A

$$\begin{aligned} &1 + 1.25 + 1.5 + 1.75 + 1.75 + 1.75 + 2 \\ &= 11 \text{ crore} \end{aligned}$$

$$\begin{aligned} \text{22.(1)} \quad (2.5 - 1) \text{ crores} &= 1.5 \times 100 \text{ 00 000} \\ &= 150 \text{ 00 000} \end{aligned}$$

**23.(2)** Total production of B

$$\begin{aligned} &= 2.5 + 2.5 + 3 + 2.75 + 2.25 + 2.25 + 2.5 \\ &= 17.75 \end{aligned}$$

$$\text{Average production} = \frac{17.75}{7} = 2.55$$

**24.(4)** In year 2004.

**25.(1)** 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.



- 26.(4)** Production was at very low level.
- 27.(1)** Ethnic diversity of the people was not appropriately realized by the Central Government.
- 28.(3)** Central economic planning found to be difficult because autonomy was given to the States in certain matters
- 29.(4)** Because that time no common language emerged.
- 30.(2)** “The Indianisation of the Indian Civil Service” , can be cited as an exercise in democratic practice in India before Independence
- 31.(4)** The information to be collected in survey method are related to present position, aims of the research & the attainment of aim of research. 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)
- 32.(3)** One of the essential characteristics of research is usability.
- 33.(1)** 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.
- 34.(1)** IVRI is situated in Izat Nagar.  
IAT is situated in Pune  
IISc is situated in Bangalore  
NIEPA is situated in Delhi.
- 35.(1)** The prime minister of India is appointed from the leading Party in Lok Sabha.
- 36.(2)** The study of interrelations between Organism and their environment is called ecology.
- 37.(3)** 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.
- 38.(4)** Fossil fuels are fuels made by natural processes such as anaerobic decomposition

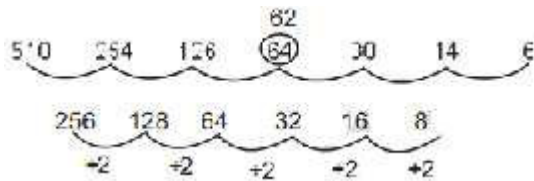
of buried dead organisms.Ex. Oil, Natural gas, coal etc.

**39.(3)** Noise in excess of 80-100DB is called noise pollution.

**40.(4)** Effectiveness of teaching depends on Subject Understanding of the Teacher

**41. (2)** The participation of students will be maximum if Discussion Method is used for teaching.

**42.(2)**



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

**43.(1)** Deductive reasoning determines whether the truth of a conclusion can be determined for that rule, based solely on the truth of the premises.

**44.(4)**  $(2)^2 = 4$ ,  $(5)^2 = 25 \Rightarrow 425$

$(2)^2 = 4$ ,  $(4)^2 = 16 \Rightarrow 416$

$(3)^2 = 9$ ,  $(5)^2 = 25 \Rightarrow 925$ .

**45.(1)** 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.

**46.(4)** CD-ROM disk is the latest write-once optical storage media

**47.(4)** Domain Name identifies a specific web page and its computer on the Web.

**48.(4)** 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

**49.(3)** The required region is the one which lies inside the circle but outside the rectangle, square and triangle,

**50.(4)** 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.

## PAPER-II

1.(1)

2.(1) The Official Secrets Act, 1923, The Unlawful Activities (Prevention ) Act, 1967, The Press Council of India Act, 1978, The Right to Information Act, 2005

3.(1)

4.(3) A moral panic is a feeling of fear spread among a large number of people that some evil threatens the well-being of society.

Reality formation: producing a set of ideas about what constitutes 'the real', especially in relation to social reality and social norms.

Sociologists identify two basic forms of social control:

1. Informal means of control - Internalization of norms and values by a process known as socialization, which is defined as "the process by which an individual, born with behavioral potentialities of enormously wide range, is led to develop actual behavior which is confined to the narrower range of what is acceptable for him by the group standards." [2]

2. Formal means of social control - External sanctions enforced by government to prevent the establishment of chaos or anomie in society. Some theorists, such as Émile Durkheim, refer to this form of control as regulation.

5.(4) The Human Rights Act 1998 is an Act of Parliament of the United Kingdom which received Royal Assent on 9 November 1998, and mostly came into force on 2 October 2000. Its aim was to incorporate into UK law the rights contained in the European Convention on Human Rights.

Article 10 gives everyone the right to freedom of expression, which includes the freedom to hold opinions and to receive and impart information and ideas without State interference.

This includes the right to communicate and to express oneself in any medium, including through words, pictures, images and actions (including through public protest and demonstrations). This is included in the act under Article 10 of HRA 1998 of UK.

6.(3) Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks.

Rediff.com is an Indian news, information, entertainment and shopping web portal, founded in 1996 as "Rediff On The Net".

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters.

Instagram is an online mobile photo-sharing site that allows its users to share pictures and videos either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

7.(4) 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.

8.(2) 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.

9.(4) There are 7 C's of effective communication which are applicable to both written as well as oral communication.

10.(4) The seven C's of communication are as follow - " Completeness

" Consciousness

" Clarity

" Consideration

" Concreteness

" Courtesy

" Correctness

11.(2) 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.

- 12.(4)** 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.
- 13.(3)** 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
- 14.(3)** 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.
- 15.(2)** 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.
- 16.(3)** The new communication technologies in India integrate the characteristics of Interpersonal & Mass communication.
- 17.(2)** New media or the communication technologies are like interpersonal communications: where the message are targeted to specific individual that are called de-massification.
- 18.(2)** 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.

- 19.(1)** 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.
- 20.(3)** 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.
- 21.(1)** 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.
- 22.(1)** Sometimes you can see the impact of media right away, such as when your child watches super heros fighting and then copies their moves during play.
- 23.(3)** 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.
- 24.(3)** 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".
- 25.(1)** After reviewing the evidence for each of these classes of health behaviors, Wakefield, Lichten and Hornik concluded that mass media can directly or indirectly produce positive changes or prevent negative changes among large populations.
- 26.(2)** The many ways in which the motion picture sound track can supplement, enhance, and expand upon the meaning of a film's narrative, providing specific cinematic example.
- 27.(3)** 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.

- 28.(4)** 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.
- 29.(2)** 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.
- 30.(3)** 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.
- 31.(2)** The International Federation of Journalists launched a global Ethical Journalism Initiative in 2008 aimed at strengthening awareness of these issues within professional bodies.
- 32.(3)** 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
- 33.(3)** 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
- 34.(2)** Perception has been defined as the process by which we interpret sensory data (Lahlry,1991).

- 35.(4)** Sensory data come to us through our five senses. Like ear, tongue, eye, etc.
- 36.(3)** Bengal has been the proud birthplace of the press in India.
- 37.(1)** Chronicles record "Hicky's Gazette" as the first newspaper to be published in the country from Calcutta in 1780.
- 38.(1)** 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.
- 39.(3)** 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.
- 40.(1)** 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.
- 41.(3)** The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes.
- 42.(3)** 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 of ficial authorities may prove destructive of this freedom.
- 43.(1)** The Press Council is headed by a Chairman, who has, by convention, been a retired judge of the Supreme Court of India.
- 44.(2)** 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.(4)** 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.(3)** 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.

**47.(3) 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

**48.(4) 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

**49.(1)** 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.

**50.(4) Three traditional categories of research design:**

o Exploratory

o Descriptive

o Causal

**51.(3)** 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

**52.(1)** 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.

**53.(3)** 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.

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

**55.(1)** Layout of research report is -

Executive summary

Nature of the study

Objectives

Hypothesis

Methods of data collection

Analysis of data

Findings

Conclusion

Bibliography

**56.(1)** Digital Cinema Initiatives (DCI) was formed in March 2002.

**57.(1)** 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.

**58.(4)** Three main types of sampling strategy:

" Random

" Systematic

" Stratified

Within these types, you may then decide on a; point, line, area method.

**59.(1)** 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.

**60.(1)** Decolonization (alternative spelling: decolonisation) is the undoing of colonialism, the unequal relation of polities whereby one people or nation establishes and maintains dependent Territory (courial governments) over another.

**61.(3)** Decolonisation can be understood politically (attaining independence, autonomous home rule, union with the metropole or another state) or culturally (removal

of pernicious colonial effects.).

- 62.(2)** 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.
- 63.(2)** Finally, international news agencies belong to such society as are action oriented, individualisation, I- based and efficient.
- 64.(4)** The effected developing societies are providence oriented, gregarious V-based, and inefficient (well, most of them).
- 65(1)** 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.
- 66(1)** International news agencies are criticised on They produce religious conflicts.
- 67.(1)** 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.
- 68.(1)** 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.
- 69(1)** 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.
- 70.(3)** Indian media-private media in particular-has been "free and independent" through-

out most of its history.

- 71.(1)** 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.
- 72.(3)** The difference between a project and a script are attachments. Attachments are the necessary resources to get the project completed.
- 73.(2)** A producer has the ability to bring the necessary resources to the project and get commitments from cast, crew and vendors.
- 74.(2)** 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.
- 75.(2)** 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.
- 76.(4)** A diagram, a map, and a painting are all examples of uses of visual language.
- 77.(4)** Visual language's structural units include line, shape, color, form, motion, texture, pattern, direction, orientation, scale, angle, space and proportion.
- 78.(3)** Visual rhetoric, the consideration of visual, as opposed to written or spoken communication, has had a strong influence on composition studies.
- 79.(3)** 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.
- 80.(1)** 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.
- 81.(2)** 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.

- 82.(1)** Most newspapers have a fairly formal approach to communicating with production. In fact, many production departments won't accept verbal communication of any kind.
- 83.(2)** 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.
- 84.(1)** 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.
- 85.(1)** Ad layout sheets usually printed in 8 1/2 by 11 inch pads as well as a larger size.
- 86.(3)** PR is an essential and integrated component of public policy or service.
- 87.(3)** PRE-REQUISITE FOR PR TRAINING Knowledge about the organisations.  
Communication skill (oral and written) including language, presentation skills etc.  
Media Knowledge.
- 88.(4)** 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.
- 89.(2)** Public opinion can also be defined as the complex collection of opinions of many different people and the sum of all their views.
- 90.(2)** Public opinion is the aggregate of individual attitudes or beliefs held by the adult population.
- 91.(3)** Students are often asked to present an assignment or project which may be literary or factual text types.
- 92.(1)** Job production is where one single item is made at a time and is often produced to the customer's individual specification.
- 93.(4)** Examples of goods made by the job production method are:
- Craft goods
  - Luxury cards
  - Designer cloths

Double glazing

Stained glass windows

Landscap gradening

**94.(1)** A syndicate is a self-organizing group of individuals, companies or entities formed to transact some specific business, or to promote a common interest.

**95.(3)** 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.

Read the following passage and answer questions from 96 to 100

The matter of adaptation of literary or theatrical works to the Cinema has been taken for granted by most early filmmakers including - not the least among them - Sergei Eisenstein. The Lessons With Eisenstein, as recorded by one of his students, Vladimir Nizhny, are, in fact, lessons in film adaptation ... Reading Lessons with Eisenstein gives the impression that filmmaking is adaptation. We're not some of our most memorable film experiences derived from novels, plays, Broadway shows? So, what is the problem? The author is dead - or nearly so. Texts are open - or can be opened. Plagiarism is an empty concept.

Adaptation has been an issue in both classic and post-classic - that is, pre-mid-1960s and post-mid-1960s - film theory. But whereas classical theory dealt with the transfer of a work from one set of codes to another set, recent film theory of adaptation offers but variations on the theme of authorship. For, to paraphrase Robin Wood, if you have a masterpiece, sooner or later the presence of the master will be felt. This is why film adaptation remains an important issue today in as much as auteurism endures.

One could, of course, allude here to the observation of McLuhan that any new medium absorbs the products of earlier media. That is what film did with regard to literary and theatrical works. And we can see the same phenomenon occurring today with television. This new comer, indeed, absorbs everything; journalism, education, religion, entertainment, sports, arts, business - all. But McLuhan has not done much more, in this respect, than to help us to take note of a rather

obvious phenomenon. This phenomenon creates problems for the filmmaker. The latter shows that a screening of his or her film on the TV network has important implications regarding the very perception of the film - let alone necessary market implications. While making film, a filmmaker may have to keep in mind that his or her film may eventually be shown on TV and this may mean disaster to the complex sound track, to image composition where the values of colour and masses may be neutralized, and, above all, to framing. It is not a purists matter of the work being unaltered, faithfully reproduced. It is a matter of life or death: there are film segments that just won't go on the small screen.

Similarly, the adaptation of a literary or theatrical work to film can be a matter of life or death for the work concerned. As Andrey Tarkovsky has noticed:

Some works have a wholeness, and are endowed with a precise and original literary image, characters are drawn in unfathomable depths, the composition has an extraordinary capacity for enchantment, and the book is indivisible; through the pages comes the astonishing, unique personality of the author; books like that are master pieces, and only someone who is actually indifferent both to fine prose and to the Cinema can conceive the urge to screen them. It is all the more important to emphasize this point now, when the time has come for literature to be separated, once and for all, from cinema.

**96.(1)**

**97.(4)**

**98.(2)**

**99.(3)**

**100.(4)**