

Q-PRO-2017

SERIES :

D

SERIAL NO: 135

**02- JOURNALISM/ MASS COMMUNICATION/
PUBLIC RELATIONS**

Time Allowed: Two Hour

Maximum Marks: 100

I N S T R U C T I O N S

DO NOT OPEN THIS QUESTION BOOKLET SEAL UNTIL YOU ARE TOLD TO DO SO

1. Immediately after the commencement of the examination, you should check that this Test Booklet does not have any unprinted or torn or missing pages or items, etc. If so, get it replaced by a complete Test Booklet.
2. Write your Roll Number on the Test Booklet in the Box provided alongside.
3. This Test Booklet contains 100 items (questions). Each item comprises four responses (answers) written as **(a), (b), (c) and (d)**. You will select the response which you feel is correct and want to mark on the answer sheet.
4. You have to mark all your responses **ONLY** on the separate Answer Sheet provided. Also read the directions in the Answer Sheet. Fill in all the entries in the Answer Sheet correctly, failing which your Answer Sheet shall not be evaluated.
5. Count the number of questions attempted carefully and write it down in the space provided in the OMR Sheet. This has to be verified by the Invigilator before leaving.
6. After you have completed filling in all your responses on the Answer Sheet and the examination has concluded you should hand over to the Invigilator the Answer Sheet (in original). **You are permitted to take away 2nd Copy of OMR Answer Sheet and the Test Booklet.**
7. All items carry equal marks.
8. Candidature would be cancelled in case of non-compliance with any of these instructions.
9. **Penalty for wrong answers:**
THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY A CANDIDATE AS BELOW.
 - (i) For each question answered incorrectly, **0.5 marks will be deducted** as penalty.
 - (ii) If a candidate selects more than one answer out of the four probable answers to a question, it will be treated as a **wrong answer** even if one of the given answer happens to be correct and 0.5 marks deducted.
 - (iii) No negative marks will be allotted if a question is left blank, i.e. there will be no penalty for that question.

"Mobile phones, calculators, IT gadgets, smart watch and any other electronic device such as Bluetooth, etc. are not allowed inside the premises where the examination is being conducted. Any infringements of these instructions shall entail disciplinary action including ban from future examinations."

Question Starts

1. Which product is 'utterly butterly delicious' ---
 - a) Bornvita
 - b) Britannia Butter
 - c) Amul Butter
 - d) Patanjali Butter
2. AthithiDevoBhava is the slogan of which campaign ---
 - a) India Tourism
 - b) Manipur Tourism Department
 - c) North-Eastern Council
 - d) Delhi Tourism
3. What is clip ---
 - a) A flash about an important news in a TV news bulletin
 - b) A still photograph of an event inserted into a TV news bulletin
 - c) In broadcasting, a short segment from the whole or to be spliced in the print media, a clipping
 - d) All the three statements above are correct
4. Narrowcasting means ---
 - a) Producing and designing media contents in order to target a highly specific segment of the audience.
 - b) A tool of Public Relations
 - c) A special TV news bulletin on any particular issue
 - d) A curtain raiser programme TV / Radio on any important issue
5. Which of the following personalities of the North-Eastern Region has the privilege of being both the Director and Chairperson of the National School of Drama ---
 - a) AribamShyamSarma
 - b) RatanThiyam
 - c) JahnuBarua
 - d) HeisnamKanhailal
6. Which of the following famous personalities was associated with MatamgiManipur as an actor and music director ---
 - a) AribamShyamSarma
 - b) RatanThiyam
 - c) PawanHaokip
 - d) HeisnamKanhailal
7. Which are the types of certificates issued by Central Board for Film Certification ---
 - a) A, U, U/A
 - b) A, B A/C
 - c) X, Y, Z
 - d) A1, A2, A3
8. The number of operational Community Radio stations in the North-Eastern Region is (by July, 2017) ---
 - a) 2
 - b) 0
 - c) 5
 - d) 3
9. Where is the regional office of CBFC for the north-eastern situated ---
 - a) Guwahati
 - b) Shillong
 - c) Imphal
 - d) Agartala
10. The media situation of our country can be compared to which of the following theories of mass media ---
 - a) Libertarian
 - b) Authoritarian
 - c) Communist
 - d) All the three
11. Airtime refers to ---
 - a) Slots allotted specially for advertisement in a TV or Radio news bulletin
 - b) Amount of time given to a programme in Radio or TV broadcasting
 - c) Both a) and b) are correct
 - d) Both a) and b) are incorrect
12. The meaning of cross ownership of media is --
 - a) Ownership of more than one portals or websites of any kind by the same owner or company
 - b) Only the ownership of a string of cinema studios and cinema halls across the country
 - c) Ownership of only one particular media like a newspaper or TV channel across the world
 - d) Ownership of multiple media business by a person or corporation that may include TV, film, radio, print media, music etc.

13. Brand loyalty means ---
- One particular brand remaining with one company forever
 - Tendency of consumers to buy the same brands for future also that they have bought in the past
 - Both a) and b) are correct
 - Both a) and b) are incorrect
14. The meaning of the term 'audio' is ---
- Sound produced by any means for entertainment purpose only
 - The amount of noise in programmes in the electronic media
 - The voice in a documentary or film that is given by someone outside the frame, not by a character of the documentary
 - Related to sound or its reproduction, recorded sound material of any kind, including the sound component of a video or film recording
15. When we mention the term 'cross-media advertising' it means ---
- Advertising many brands or products of the same company in the same media at the same time
 - Advertising the same product in several media forms and outlets (radio, television, print, etc.)
 - Both a) and b) are correct
 - Both a) and b) are incorrect
16. In which year and which place the first All India Radio station was set up in the North-Eastern region ---
- Imphal, Shillong, 1945
 - Dimapur, Itanagar, 1950
 - Dibrugarh, Guwahati, 1967
 - Shillong, Guwahati, 1948
17. Above the-line advertising means ---
- Promotional message for which a commission is paid for, like in advertising
 - Advertisements published only above the mid fold of any newspaper
 - It is another name of full-page advertisements for newspapers
 - All the above statements are correct
18. A videophile is one ---
- Who enjoys watching video texts and making video recordings
 - A videographer with a bent of a human interest angle
 - Statement a) is incorrect and b) is correct
 - None of these three statements are correct
19. The meaning of the term post production is ---
- Final stage in making of a recording, film or television programme involving editing, dubbing and other special effects
 - The job of releasing or broadcasting a film or a TV or Radio programme or distribution of newspapers, magazines after printing
 - Both a) and b) are correct
 - Both a) and b) are incorrect
20. Pick up the correct option for PRSI ---
- Public Relations Society of India
 - Press Research Society of India
 - Public Relations Services International
 - Public Relations Standards, India
21. Umbrella advertising promotes ---
- Umbrella companies together
 - An organization rather than a single product
 - All individual establishments under a particular media
 - Any product in the electronic media category
22. What is access ---
- Ability of people to view, investigate or question the products, activities or motives of major media outlets and companies
 - Too much of contents in the media
 - Opportunity to perform a programme in TV or Radio channels
 - Only the statements b) and c) are correct
23. The year in which colour TV broadcasting was introduced in the country is ---
- 1980
 - 1982
 - 1984
 - 1981
24. Pick up the correct date and year of establishment of All India Radio ---
- Jun7, 1935
 - June 6, 1934
 - June 5, 1937
 - June 8, 1936
25. Pick up the correct statement ---
- Academy Awards are given by Pulitzer Foundation
 - Oscar Awards are given by the American Academy of Pictures
 - Both statements a) and b) are correct
 - There is absolutely no difference between the Oscar and the Academy Awards

26. Which event can be termed as the beginning of the era of mass communication ---
- Invention of Radio
 - Invention of printing press
 - Invention of Television
 - Development of Internet
27. The movie - *Udta Punjab* came into limelight because ---
- It has won Filmfare Best Film award for 2014
 - The film was refused certification by the Central Board for Film Certification but it was granted on direction of Bombay High Court
 - It has shown Indian freedom fighters in a bad light
 - Only the options – a) and c) are correct
28. Who among the following are credited with the Agenda-Setting theory of mass communication --
- Daniel Lerner and Marshall McLuhan
 - Maxwell McCombs and Donald L Shaw
 - Harold Lasswell and John Loggy Bayerd
 - Daniel Lerner and Harold Lasswell
29. The Four Theories of the Press were propounded by ---
- Marshall McLuhan, Daniel Lerner, Everete M Rogers
 - SriniwasMelkote, Eugene F Shaw
 - Fred S. Siebert, Theodore Peterson and Wilbur Schramm
 - Both the statements a) and b) are correct
30. Copy testing means ---
- Technique of measuring the effectiveness of advertising messages by showing them to specific types of consumers
 - It is another name of editing of news items for publication by a copy editor
 - Checking of copies of newspapers or magazines for physical defects
 - Random checking of copies of newspapers, magazines for inadvertent factual errors

For question nos 31 – 34, pick up the correct option out of the given statements ---

- 31.
- Feedback is delayed in intrapersonal communication
 - Feedback is instant in mass communication
- Options ---
- (i) is correct, (ii) is incorrect
 - Both (i) and (ii) are correct
 - (ii) is correct, (i) is incorrect
 - Both (i) and (ii) are incorrect
- 32.
- Radio is a type of mass communication
 - Public Relations is a type of mass media
- Options ---
- Only (i) is correct
 - Both (i) and (ii) are correct
 - Only (ii) is correct
 - Both (i) and (ii) are incorrect
- 33.
- Verbal communication is supported by non verbal communication in our day-to-day life
 - Non verbal communication is not supported by verbal communication for making communication successful
- Only (i) is correct
 - Both (i) and (ii) are correct
 - Only (ii) is correct
 - Both (i) and (ii) are incorrect
- 34.
- AM – Amplitude Modulation
 - FM – Frequency Modulation
- Options ---
- Only option (i) is correct
 - Both options (i) and (ii) are correct
 - Only option (ii) is correct
 - Both options (i) and (ii) are incorrect

35. For a newspaper ---
- Deadline is the time and place of its publication
 - Dateline is the time by which filing of all news items have to be completed for a particular edition
- Options ---
- Only option (i) is correct
 - Both options (i) and (ii) are correct
 - Only option (ii) is correct
 - Both options (i) and (ii) are incorrect
36. Which newsmagazine's masthead contains this statement – India's National Magazine ---
- India Today
 - Frontline
 - Outlook
 - Week
37. What do you understand by the term 'scroll' --
- A roll, specially for a document; a function on a video screen in which the line moves up and down for viewing
 - The roll of paper containing news items from news agencies supplied to the newspaper offices
 - Big rolls of newspaper printing paper
 - Only the edited copy of news items or other contents in a newspaper
38. Terrestrial feed means ---
- Territorial jurisdiction of a TV / Radio channel or newspaper in a country
 - Advertisements meant for some specific business territories of a newspaper or TV / Radio channel
 - Special supplements of a newspaper aimed at a specific territory of the country
 - Radio / TV or other broadcasts transmitted via land lines such a telephone line or direct (without lines) different from satellites
39. The meaning of the term Average Audience (AA) is ---
- Number of households tuned to a Radio / TV programme during a minute or other period expressed in an AA rating
 - Number of households spending an average amount of money for per month for media and entertainment purpose
 - Number of households without owning a Radio / TV set in a certain place
 - All the three statements above are correct
40. Electronic viewfinder is a term that means ---
- The actual viewing lens of a camera – maybe still or video
 - The photographic or videographic composition as viewed from the lens of a camera
 - A small screen for monitoring while operating a video camera that may be in-built or separate
 - Only the statements a) and b) are correct
41. What are we talking about by the term 'buy rate' ---
- Rates for advertising space in media
 - Per copy price of a newspaper or magazine
 - In pay-per view TV system, the percentage of subscribers which purchase a programme
 - A negotiable rate of buying of the entire space of a newspaper by one advertising agency
42. Video frame means ---
- Framing of a scene for videography purpose
 - It is another name of the tripod on which the video camera is mounted for stability
 - A single picture taken from a videotape or off a TV screen
 - All the three above statements are correct
43. What is dolly in terms of mass media ---
- A mobile platform with three or four wheels for a carrying a microphone, camera or other items
 - The crane equipment used for shooting overhead pictures for TV programmes or films
 - It is another name of the tripod on which the video camera is mounted for stability
 - It means a camera which can be fitted with extra lenses for better quality and specific requirement in addition to the original in-built lens
44. In broadcasting, cross talk means ---
- Live conversation between broadcasters as between an anchorperson and an on-site reporter
 - The practice of broadcasting opposite views on any important issue of public interest
 - Ownership of different media – TV / Radio or newspapers by the same media organization
 - Only the statements – b) and c) are correct

45. The meaning of plagiarism is ---
- Passing off somebody else's ideas and words as one's own
 - Publication of series of articles, features from syndicated columns by a newspaper, magazine
 - Publication of the same photos by different newspapers or magazines of the same publication house
 - It is another name of yellow journalism
46. What is rating point for broadcasting ---
- Size of a Radio / TV audience expressed as a percentage of the total potential audience
 - Segmentation of the total audience into various categories for convenience of advertising
 - The universal worldwide coding system for TRP
 - None of the above statements are correct
47. The concept of Opinion leader is referred to in which of the following model and name the developers of the model ---
- Alternative Media model of communication, Daniel Lerner
 - Gatekeeping model, Harold Lasswell
 - Two-Step Flow of Communication model, Paul Lazarsfeld, Bernard Berelson, Hazel Gaudet
 - All the three options above are correct
48. The term Dominant Paradigm is related to ---
- Global political hegemony
 - Both options (a) and (c) are correct
 - The Cold War situation of the 1980s
 - Development Communication
49. The proponent(s) of the gatekeeping model of communication are ---
- Wilbur Schramm
 - Bruce H Westley & Malcom Mclean
 - Harold Lasswell
 - George Gerbner
50. What are the kinds of 'public' in Public Relations ---
- External, Internal
 - Rational, Irrational
 - Exclusive, Inclusive, Median
 - Mediated, Unmediated
51. In which year TV services were separated from All India Radio ---
- 1975
 - 1982
 - 1984
 - 1976
52. An interactive media is ---
- One that allows for two-way communication between the media and users (such as viewers), enabling users to obtain responses in real time
 - Print media that allows one to read or refer to it whenever necessary
 - Both statements a) and b) are correct
 - Both statements a) and b) are incorrect
53. The term 'below the fold' means ---
- The second half part of any news item in a newspaper or magazine
 - Lower half of the front page of a newspaper, generally considered less important than the upper half
 - Both statements a) and b) are correct
 - Both statements a) and b) are incorrect
54. Conglomerate means ---
- Large business organizations consisting of a number of media entities
 - Any major general interest company having significant control over media companies across nations
 - A film production studio also owning a chain of cinemas across the world or within a nation
 - All these three statements are correct
55. Electronic news gathering which has become highly popular nowadays is ---
- Picking up news stories from internet service providers to feed a TV / Radio news bulletin
 - Recording of news events using small video cameras and a minimal crew
 - Both statements a) and b) are correct
 - Both statements a) and b) are incorrect

56. What is TRP –
- Television Review Programme for selection of TV programmes for broadcasting in a channel
 - Television Rating Point – a tool for analyzing which programmes are viewed the most
 - Television Running Preview – system for measuring the broadcast quality of the programmes
 - All the three above statements are correct
57. The book – ‘Many Voices, One World: Towards a New, More Just, and More Efficient World Information and Communication Order’ was the result of the findings of ---
- The MacBride Commission headed by Sean MacBride
 - First Press Commission of India
 - Second Press Commission of India
 - Statements only a) and b) are correct
58. In which year Doordarshan India came into existence ---
- 1959
 - 1982
 - 1978
 - 1975
59. What is the name of the popular TV show hosted by Rajat Sharma ---
- AapKi Adalat
 - Spotlight
 - Hard Talk
 - The Peoples’ Court
60. The function – To evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its qualifying copies’ in journalism is the primary responsibility of ---
- Registrar of Newspapers, India
 - Audit Bureau of Circulation
 - Press Information Bureau
 - All the above three statements are correct
61. The term DAGMAR means ---
- Definition of Advertisement Generally for Meaningful Advertising Responses
 - Defining Advertising Goals for Mediated Audio-visual Reproduction
 - Defining Audio-visual Goals for Measured of Adequate Responses
 - Defining Advertising Goals for Measured Advertising Results
62. Airwaves in mass communication mean ---
- Any kind of programme on Radio and TV
 - TV / Radio programmes aired through internet
 - Media through which broadcasting signals are transmitted; their pathways through air
 - All the three statements above are correct
63. News envelope is a term used for describing --
- Another name for a TV / Radio news bulletin
 - The total number of news items in a newspaper on any given issue
 - A special package of news items on a specific issue or event
 - A brief news segment on a local network, or syndicated programmes with local or national sponsor
64. Public Service Broadcasting means ---
- Development-oriented news items sponsored by private companies as part of their corporate social responsibility
 - Emergency announcements in case of natural disasters or mishaps etc. only by TV channels
 - Non commercial broadcasting sponsored by the state broadcasters like Doordarshan, AIR, BBC
 - All the above statements are correct
65. Body copy in mass media means ---
- only the headline or slogan in Advertising, Public Relations campaigns or newspapers, magazines etc.
 - Text of a print advertisement, not including the headline, logo, or subscript material
 - Copies of newspapers or magazines distributed to subscribers
 - All the above three statements are correct
66. Syndicate Service in mass media means ---
- A news service that supplies the same news story or feature to more than one outlets
 - An association of several media corporations controlling flow of media contents among themselves
 - A news service association that offers free service of its contents to anyone who is interested in it
 - None of the above statements are correct

67. The meaning of the term 'Slant' is ---
- Amount of political inclination of a media house
 - Very subtle favour shown to a particular advertiser in a news item published or broadcast
 - Portion of personal opinion of the editor or news anchor in a news item
 - Emphasis given in a story or programme
68. Lobbying means ---
- Forming a cartel of media houses for pressurizing the government on certain issues in their favour
 - Task of trying to influence legislators, lawmakers of the country, usually by Public Relations firms
 - Publishing socially-relevant advertising for a special cause by Public Relations firms
 - All the three statements above are correct
69. Corporate communication can be defined as ---
- Internal communication of a corporate organization in any field
 - Public Relations for a corporate organization, integrated as part of the company's strategic objectives
 - Business correspondence between corporate organizations
 - Only statements a) and c) are correct
70. Meaning of 'alternative media' is ---
- A section of the mainstream media forms like Radio / TV / newspapers adhering to a completely new unusual trend and style
 - Another name of Community FM Radio
 - Non-mainstream media forms such as pamphlets or graffiti that arise to complement and sometimes challenge traditional media forms
 - All the three statements above are correct
71. What is a 'story board' ---
- The shooting script of TV / Radio advertising campaign
 - A blueprint for a TV commercial drawn to portray copy, dialogue, action with caption notes regarding filming, audio components and script
 - It is another name of 'layout design' of a newspaper or a news magazine
 - An internal committee in a TV / Radio channel or film studio which approves or rejects or asks for improvements in a story submitted to them for acceptance by that channel
72. Duplicated audience means ---
- An audience that enjoys two different programmes or news bulletins of the same TV / Radio channels
 - The portion of an audience that is reached by more than one media vehicle
 - Same set of audience intentionally shown twice to cleverly deceive advertisers
 - All the three statements above are correct
73. The meaning of voiceover is ---
- Technique of using voice of an unseen speaker during film slides or other voice material
 - Unwanted noise in a TV or Radio programme
 - Dubbed voice in a film
 - Only statements b) and c) are correct
74. Staggered schedule means ---
- A schedule of advertisement in a number of periodicals having different insertion (publication) dates
 - Series of advertisements published / broadcast on the same day in different media
 - Advertisement series of a company or product published or broadcast with gaps of three months each
 - All the statements above are incorrect
75. Rate card is ---
- Subscription rates of various channels hosted by one particular platform
 - Schedule of advertisement space available and the cost of each
 - Licence fees rate for TV / Radio channels in a country
 - All the three statements above are correct
76. An important characteristic of 'mass' in mass communication is ---
- It is heterogenous
 - It is homogenous
 - It is found in one particular place
 - All the three options are correct
77. Who among the following propounded the 'global village' concept in mass communication -
- Dennis McQuail
 - Harold Lasswell
 - Everett M Rogers
 - Marshall McLuhan

78. A 'house journal' is a tool of ---
- Journalism
 - Public Relations
 - Advertising
 - New Media
79. Community media is also known as ---
- Pirate media
 - Anti-establishment media
 - Alternative media
 - Narrow media
80. The full form of ASCI is ---
- Advertising Services' Council of India
 - Advertising Standards Council of India
 - Advertisers' Social Centre of India
 - All the three options are correct
81. PrasarBharati comprises ---
- Directorate of Advertising and Visual Publicity & Directorate of Field Publicity
 - Press Information Bureau & Publication Division
 - All India Radio & Doordarshan
 - Directorate of Information and Public Relations & Central Board for Film Certification
82. Citizen journalism means ---
- A newspaper reader appointed as editor for one particular day in a news organization
 - All journalistic activities are carried out by citizens of 70 years and above without any professional journalist
 - A journalist disguises as an ordinary citizen for gathering important news items
 - Public citizens playing an active role in the process of collecting, reporting, analyzing and disseminating news and information
83. Aspect ratio in mass media means ---
- Ratio between actual programme and peoples' expectation of the programme measured by TRPs
 - Ratio expected between advertising space marketing and the programmes in a TV / Radio channel
 - Ratio between the viewfinder of the camera and actual distance
 - Ratio between the width and the height of the picture
84. Mass Communication is also termed as ---
- Un-mediated communication
 - Mediated communication
 - New media communication
 - A culture industry
85. Advertising is a type of --
- Non-paid publicity
 - Free publicity
 - Paid publicity
 - All the three options are correct
86. A Flagship station is one that is ---
- The principal or showpiece station of a broadcast network or group
 - The station that also hosts the head offices of the company
 - The station having the most popular programme of the entire network
 - All the three statements above are correct
87. The full form of the term called SITE is ---
- Satellite Institutional Television Experiment
 - Satellite Indian Television Experiment
 - Satellite Instructional Television Experiment
 - Satellite International Television Experiment
88. Communication within a person's ownself is --
- Interpersonal communication
 - Intrapersonal communication
 - Group communication
 - None of these options are correct
89. Which of the following is an important function of mass communication ---
- Surveillance of the environment
 - Very restricted information flow for the masses
 - Confuse masses by enormous information flow
 - All the three options are correct
- For question numbers 90 and 91, correctly pick up the options after reading the definitions ---
90. 'The professional maintenance of a favourable public image by a company or other organization or a famous person' ---
- Advertising
 - Public Relations
 - Propaganda
 - Television Rating Point

91. 'It is a type of marketing communication used for promoting or selling something, usually a business product or service;' ---
 a) Advertising
 b) Public Relations
 c) Propaganda
 d) Increase of TRP
92. Which of the following is an important characteristic of communication ---
 a) It is a finite process
 b) Remaining silent is not a feedback at all
 c) It is a never-ending process
 d) All the three options are correct
93. Barriers in communication include differences in ---
 a) Age
 b) Intellect
 c) Culture
 d) All the three options are correct
94. Noise in terms of communication means --
 a) Only the static disturbance in radio broadcasting
 b) Disturbance caused by storm, rains etc. in TV reception
 c) Any kind of disturbance in the process of communication and mass communication
 d) None of the above options are correct
95. Who developed the term - Diffusion of Innovation ---
 a) Dennis McQuail
 b) Everett M Rogers
 c) Harold D Lasswell
 d) Marshall Mcluhan
96. Which of the following is also termed as a passive medium ---
 a) Print media
 b) Television
 c) Radio
 d) Silent films
97. In Public Relations the employees of an organization are ---
 a) External Public
 b) Internal Public
 c) Clients
 d) Only option a) and c) are correct
98. Which article of Indian Constitution contains provisions about Freedom of Expression ---
 a) Articles 352
 b) Articles 19
 c) Articles 371
 d) Article 370
99. How many publics are there in Public Relations ---
 a) Five
 b) Three
 c) Four
 d) Two
100. 'Catchline' is ---
 a) Another name of photo caption
 b) Headline of the photograph
 c) Masthead of a newspaper
 d) All the above options are correct

Question Ends

