



# Uttar Pradesh Metro Rail Corporation Limited

## उत्तर प्रदेश मेट्रो रेल कॉर्पोरेशन लिमिटेड

A joint Venture of Govt. of India and Govt. of Uttar Pradesh

Participant ID	
Participant Name	
Test Center Name	
Test Date	14/05/2024
Test Time	9:00 AM - 11:00 AM
Subject	Public Relation Assistant

### Section : Section A

**Q.1** The average monthly expenditure of a family was ₹26,150 during the first three months, ₹27,500 during the next four months and ₹28,450 during the last five months of the year. If the total savings during the year was ₹1,43,420, the average monthly income of the family (in ₹) was:

- Ans**
- A. 35,190
  - B. 39,950
  - C. 31,590
  - D. 39,510

Question ID : 630680631274

Status : **Not Attempted and Marked For Review**

Chosen Option : --

**Q.2** \_\_\_\_\_ is the kind of communication that takes place between an organisation and the people outside of it, such as its customers or the general public.

- Ans**
- A. Universal communication
  - B. Internal communication
  - C. Territorial communication
  - D. External communication

Question ID : 630680783088

Status : **Answered**

Chosen Option : D

**Q.3** As per the 2011 census, which state in India has the highest literacy rate among Scheduled Tribes?

- Ans**
- A. Mizoram
  - B. Punjab
  - C. Jharkhand
  - D. Kerala

Question ID : 630680270561

Status : **Answered**

Chosen Option : A

Q.4 Which of the following is NOT one of the characteristics of 'Reach'?

- Ans  A. Reach accumulation over different media is impossible
- B. It is the measurement of the size of the audience that has seen your ads or campaign content.
- C. Reach can refer to specific audience segments or to a broader percentage of the population.
- D. Reach measures your actual audience.

Question ID : 630680783123

Status : Answered

Chosen Option : A

Q.5 \_\_\_\_\_ is a significant concern due to media effect in an excessively rationalised world, that encompasses the loss of human touch, warmth and individuality in various societal sectors.

- Ans  A. Exclusion
- B. Dehumanisation
- C. Generalisation
- D. Commodification

Question ID : 630680783167

Status : Answered

Chosen Option : C

Q.6 Gambhira is a popular theatre cum folk dance of which state?

- Ans  A. West Bengal
- B. Jharkhand
- C. Odisha
- D. Bihar

Question ID : 630680756645

Status : Answered

Chosen Option : C

Q.7 If 60% of Amir's salary is equal to 75% of Balram's salary, then Balram's salary is equal to x% of Amir's salary. What is the value of x?

- Ans  A. 60
- B. 55
- C. 75
- D. 80

Question ID : 630680756626

Status : Not Answered

Chosen Option : --

Q.8 \_\_\_\_\_ are the total number of times social media browsers have been showed your content.

- Ans  A. Frequency
- B. Engagement
- C. Reach
- D. Impressions

Question ID : 630680783154

Status : Answered

Chosen Option : A

Q.9 Select the most appropriate ANTONYM of the highlighted word in the given sentence.

Ram packed all the essential items in the bag.

- Ans  A. Useful  
 B. Bad  
 C. Inexpensive  
 D. Unnecessary

Question ID : 630680114189  
Status : Answered  
Chosen Option : D

Q.10 \_\_\_\_\_ is considered as one of the measures of central tendency.

- Ans  A. Mean  
 B. Variance  
 C. Standard deviation  
 D. Skewness

Question ID : 630680783130  
Status : Not Attempted and Marked For Review  
Chosen Option : --

Q.11 Select the most appropriate preposition to fill in the blank.

He has been suffering from fever \_\_\_\_\_ Tuesday.

- Ans  A. at  
 B. on  
 C. from  
 D. since

Question ID : 630680122820  
Status : Answered  
Chosen Option : D

Q.12 Who was called 'Nriya Samragini' by Rabindranath Tagore?

- Ans  A. Sitara Devi  
 B. Rukmini Arundale  
 C. Sonal Mansingh  
 D. Padma Subrahmanyam

Question ID : 630680570980  
Status : Not Attempted and Marked For Review  
Chosen Option : --

Q.13 A short (2-10 second) indent used as a filler leading into and out of commercial breaks is called \_\_\_\_\_.

- Ans  A. Cutaway  
 B. Breakbumper  
 C. Donut  
 D. Blind interview

Question ID : 630680783168  
Status : Answered  
Chosen Option : B

Q.14 What type of journalism does Stardust magazine cover?

- Ans  A. Civic journalism  
 B. Celebrity journalism  
 C. Political journalism  
 D. Science journalism

Question ID : 630680783137  
Status : Marked For Review  
Chosen Option : B

Q.15 Which of the following newspapers is INCORRECTLY paired with the language in which it is printed (As of April 2024)?

- Ans  A. Kesari – Marathi  
 B. The Hindu – English  
 C. Sambad Kaumudi – Bengali  
 D. The Bombay Samachar – Hindi

Question ID : 630680783136  
Status : Answered  
Chosen Option : A

Q.16 As of November 2021, where is India's largest solar park located?

- Ans  A. Mandsaur  
 B. Rewa  
 C. Benera  
 D. Bhadla

Question ID : 630680112087  
Status : Marked For Review  
Chosen Option : A

Q.17 Satellite Instructional Television Experiment (SITE) was an experimental satellite communications project launched in India in 1975, designed jointly by \_\_\_\_\_ and ISRO.

- Ans  A. RFSA  
 B. NASA  
 C. CNSA  
 D. ESA

Question ID : 630680783104  
Status : Answered  
Chosen Option : B

Q.18 This question is based on the following words:  
BIG INK SET PIG

If 'L' is added at to the beginning of each word, which of the following will form meaningful English word/words?

- Ans  A. Both 'BIG' and 'PIG'  
 B. Only 'INK'  
 C. Only 'SET'  
 D. Only 'PIG' only

Question ID : 630680187837  
Status : Answered  
Chosen Option : B

**Q.19** Radio broadcasting commenced in India with two privately owned transmitters; namely in the cities of \_\_\_\_\_ and \_\_\_\_\_.

- Ans
- A. New Delhi ; Bombay
  - B. Bengaluru ; Bombay
  - C. Calcutta; New Delhi
  - D. Bombay; Calcutta

Question ID : 630680783144

Status : Marked For Review

Chosen Option : C

**Q.20** \_\_\_\_\_ have revolutionised the world of photography and videography, offering unique perspectives and capturing stunning aerial shots that were once only possible with expensive equipment or helicopters.

- Ans
- A. Drones
  - B. Jimmy jibs
  - C. Cranes
  - D. Dollies

Question ID : 630680783128

Status : Answered

Chosen Option : A

**Q.21** Six people - U, V, W, X, Y and Z - are sitting in straight row, facing north.  
Only two people are sitting to the left of Z.  
Only two people are sitting between Z and V.  
X sits to the immediate left of V and to the immediate right of Y.  
W is not Z's neighbour. Who among the following sits at the extreme left end of the row?

- Ans
- A. W
  - B. U
  - C. X
  - D. Y

Question ID : 630680521080

Status : Answered

Chosen Option : A

**Q.22** Audience studies involve categorising them into three traditions. \_\_\_\_\_ is NOT a part of this tradition.

- Ans
- A. Liminal
  - B. Behavioural
  - C. Cultural
  - D. Structural

Question ID : 630680783156

Status : Not Attempted and Marked For Review

Chosen Option : --

Q.23 The Cable Television Networks (Regulation) Act, 1995, contains a/an \_\_\_\_\_ to which news channels have to adhere.

- Ans
- A. Such code does not exist
  - B. advertising code
  - C. programme code and an advertising code
  - D. programme code

Question ID : 630680783122  
Status : Answered  
Chosen Option : C

Q.24 Article 19 of the Constitution of India does NOT include the right \_\_\_\_\_.

- Ans
- A. to freedom of speech and expression
  - B. to not form associations or unions or co-operative societies
  - C. to move freely throughout the territory of India
  - D. to assemble peaceably and without arms

Question ID : 630680783116  
Status : Marked For Review  
Chosen Option : B

Q.25 Max Horkheimer, TW Adorno, Erich Fromm, Herbert Marcuse and Walter Benjamin are often associated with \_\_\_\_\_ school of thought.

- Ans
- A. Frankfurt
  - B. Chicago
  - C. Mexico
  - D. Washington

Question ID : 630680783174  
Status : Marked For Review  
Chosen Option : A

Q.26 What is the positive impact of media content on children?

- Ans
- A. Media does not help in cognitive development.
  - B. Media mostly simplifies complex concepts.
  - C. Media empowers by creating stereotypes.
  - D. Media reinforces societal biases.

Question ID : 630680783151  
Status : Answered  
Chosen Option : B

Q.27 \_\_\_\_\_ is the unequal access to digital technology, including smartphones, tablets, laptops and the internet.

- Ans
- A. Online divide
  - B. Citizen divide
  - C. Digital divide
  - D. Critical divide

Question ID : 630680783175  
Status : Answered  
Chosen Option : C

**Q.28** To ensure the best return on investment (ROI) for your advertising campaign, it is important that \_\_\_\_\_ and \_\_\_\_\_ are a central part of your media-planning process.

- Ans
- A. match; impression
  - B. reach; impression
  - C. reach; frequency
  - D. match; frequency

Question ID : **630680783125**  
Status : **Answered**  
Chosen Option : **B**

Section : **Section B**

**Q.1** The media logic theory states that common media formats and styles serve as a means of \_\_\_\_\_.

- Ans
- A. creating the environment
  - B. perceiving the world
  - C. raw material creation
  - D. noting messages

Question ID : **630680783153**  
Status : **Marked For Review**  
Chosen Option : **B**

**Q.2** ' \_\_\_\_\_ ' is the first-ever coloured film of India.

- Ans
- A. Mrichhakatik
  - B. Kisan Kanya
  - C. Sairandhri
  - D. Haritalika

Question ID : **630680783096**  
Status : **Marked For Review**  
Chosen Option : **A**

**Q.3** Which of the following is an example of user-generated content (UGC)?

- Ans
- A. A news article
  - B. A magazine article
  - C. A BookMyShow review by an audience member
  - D. A Bollywood movie

Question ID : **630680783162**  
Status : **Answered**  
Chosen Option : **C**

**Q.4** Which of the following caves has Buddhist, Brahmanical and Jain caves and is a unique art - historical site?

- Ans
- A. Ajanta
  - B. Elephanta
  - C. Bagh
  - D. Ellora

Question ID : **630680309125**  
Status : **Answered**  
Chosen Option : **D**

Q.5 In the context of media, the term '\_\_\_\_\_ ' refers to the person or the group for whom a message is created. Some messages, like personal emails or thank-you notes, target just one person.

- Ans
- A. Creator
  - B. Distributor
  - C. Audience
  - D. Influencer

Question ID : 630680783090  
Status : Answered  
Chosen Option : C

Q.6 During the rule of Pallavas, which was the seat of Sanskrit learning in South India?

- Ans
- A. Ellora
  - B. Kanchipuram
  - C. Manyakheta
  - D. Badami

Question ID : 630680272981  
Status : Marked For Review  
Chosen Option : B

Q.7 Since the size of a sample is always smaller than the size of the population, some of the population is not captured by sample data. This creates a \_\_\_\_\_, which is the difference between the true population values and the measured sample values.

- Ans
- A. population error
  - B. sizing error
  - C. universal error
  - D. sampling error

Question ID : 630680783186  
Status : Answered  
Chosen Option : B

Q.8 The Satellite Instructional Television Experiment (SITE) project used satellite broadcasting to provide educational programming to rural India. The \_\_\_\_\_ played an important role in evaluating the impact of SITE.

- Ans
- A. Doordarshan Audience Research Study (DARS)
  - B. Registrar of Newspapers for India
  - C. Audit Bureau of Circulations
  - D. Broadcast Audience Research Council

Question ID : 630680783105  
Status : Marked For Review  
Chosen Option : D

Q.9 \_\_\_\_\_ is a concept in which the reporter or the journalist openly declares his/her stance on an issue while attempting to espouse it with factual reporting.

- Ans
- A. Collective journalism
  - B. Marginalised journalism
  - C. Advocacy journalism
  - D. Interior journalism

Question ID : 630680783108  
Status : Answered  
Chosen Option : C



Q.10 \_\_\_\_\_ of the Constitution guarantees the freedom of speech and expression in India.

- Ans  A. Article 19  
 B. Article 20  
 C. Article 18  
 D. Article 21

Question ID : 630680783113  
Status : Answered  
Chosen Option : A

Q.11 The First Press Commission was established under the chairmanship of \_\_\_\_\_.

- Ans  A. Justice Iyer  
 B. Justice Oak  
 C. Justice Rajadhyaksha  
 D. Justice Ranade

Question ID : 630680783143  
Status : Marked For Review  
Chosen Option : D

Q.12 Aditi bought a flat for ₹5,50,000. She spent ₹25,000 on its painting and repair. If she sold it for ₹5,37,625, then her loss percentage is:

- Ans  A. 7.5%  
 B. 6.5%  
 C. 5.5%  
 D. 4.5%

Question ID : 630680239472  
Status : Not Attempted and Marked For Review  
Chosen Option : --

Q.13 Select the correct meaning of the following proverb from the options given below.  
Measure twice, cut once

- Ans  A. To deposit money frequently and withdraw in cash  
 B. To check every step before indulging into any kind of business  
 C. To carefully and thoroughly plan and prepare before acting  
 D. To distribute equally and carefully among the group members

Question ID : 630680177205  
Status : Answered  
Chosen Option : C

**Q.14** Each of A, B, C, D, E, F and G bought a purse on different days of a week starting from Monday and ending on Sunday of the same week. Only five people bought their purses between E and B. E bought the purse on one of the days before B. Only two people bought their purses between B and F. D bought the purse immediately before F, but immediately after G. A bought the purse on one of the days before C. Who bought the purse on Saturday?

- Ans
- A. G
  - B. C
  - C. A
  - D. D

Question ID : 630680519039  
Status : Not Answered  
Chosen Option : --

**Q.15** Three of the following four letter-clusters are alike in a certain way and thus form a group. Which is the letter-cluster that does not belong to that group?

- Ans
- A. KGI
  - B. GCF
  - C. PLN
  - D. RNP

Question ID : 630680521949  
Status : Not Attempted and Marked For Review  
Chosen Option : --

**Q.16** \_\_\_\_\_ was established for the purpose of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India.

- Ans
- A. Prasar Bharati
  - B. The Audit Bureau of Circulations
  - C. The Press Council of India
  - D. The Registrar of Newspapers for India

Question ID : 630680783114  
Status : Answered  
Chosen Option : C

**Q.17** How many total targets does 17 SDGs have which India has also mandated to achieve as a member of UN?

- Ans
- A. 100
  - B. 199
  - C. 99
  - D. 169

Question ID : 630680194422  
Status : Not Attempted and Marked For Review  
Chosen Option : --

Q.18 The Press Council of India (PCI) is a \_\_\_\_\_.

- Ans  A. statutory body only  
 B. statutory and quasi-judicial body  
 C. judicial body  
 D. privately organised body

Question ID : 630680783117  
Status : Answered  
Chosen Option : B

Q.19 The H.C.F. and L.C.M. of two numbers are 19 and 114, respectively. If the ratio of the two numbers is 2 : 3, then the sum of the two numbers is:

- Ans  A. 130  
 B. 110  
 C. 95  
 D. 125

Question ID : 630680477564  
Status : Not Answered  
Chosen Option : --

Q.20 SITE was an initiative of \_\_\_\_\_, that was designed to test whether satellite-based television services could play a role in socio-economic development.

- Ans  A. Government of Japan  
 B. Government of the US  
 C. Government of Russia  
 D. Government of India

Question ID : 630680783177  
Status : Marked For Review  
Chosen Option : D

Q.21 \_\_\_\_\_ is represented by the area of space that stands between the camera lens and the individual who is being filmed. It is often a blank space, essentially an area filled with air.

- Ans  A. Middle-grounding  
 B. Back-grounding  
 C. Front-grounding  
 D. Foregrounding

Question ID : 630680783160  
Status : Marked For Review  
Chosen Option : D

Q.22 Stuart Hall's \_\_\_\_\_ states that there is not a true representation of people or events in a text, but there are lots of ways these can be represented. So, producers try to 'fix' a meaning (or a way of understanding) of people or events in their texts.

- Ans  A. reception theory  
 B. representation theory  
 C. media logic theory  
 D. cultivation theory

Question ID : 630680783103  
Status : Marked For Review  
Chosen Option : C

Q.23 Who among the following was primarily NOT associated with Arya Samaj, which worked to inculcate the spirit of self-respect and self-reliance among the people of India?

- Ans
- A. Lala Hansraj
  - B. Lala Lajpat Rai
  - C. Debendranath Tagore
  - D. Dayanand Saraswati

Question ID : 630680318905  
Status : Answered  
Chosen Option : B

Q.24 \_\_\_\_\_ is a country-wide campaign initiated by the Government of India on 2 October 2014 to eliminate open defecation and improve solid waste management and to create Open Defecation Free (ODF) villages.

- Ans
- A. Swachh Desh Mission
  - B. Swachh Rashtra Abhiyan
  - C. Swachh Mitti Abhiyan
  - D. Swachh Bharat Abhiyan

Question ID : 630680783149  
Status : Answered  
Chosen Option : D

Q.25 \_\_\_\_\_ uses information and communication technology (ICT) in political and governance processes. It further bolsters political self-determination. It collects social, economic and cultural data to enhance democratic engagement.

- Ans
- A. Right to information
  - B. Political discourse
  - C. Complete democracy
  - D. E-democracy

Question ID : 630680783171  
Status : Answered  
Chosen Option : D

Q.26 Which Prime Minister is associated with starting the Film Society Movement in India?

- Ans
- A. Indira Gandhi
  - B. Lal Bahadur Shastri
  - C. Jawaharlal Nehru
  - D. Gulzarilal Nanda

Question ID : 630680783148  
Status : Answered  
Chosen Option : D

Q.27 Select the most appropriate meaning of the given proverb.  
A watched pot never boils.

- Ans
- A. Something we wait for with impatient attention seems to take forever.
  - B. The interest in a task decides the consequences.
  - C. A pot with a clock on it does not boil anything.
  - D. It is difficult to keep tab of everybody's intentions.

Question ID : 630680280579  
Status : Answered  
Chosen Option : A

**Q.28 What is a docudrama?**

- Ans  A. Theatre of oppression
- B. Dramatisation of scripts in a documented form
- C. An old theatre format
- D. A genre of television and films, which features dramatised re-enactments of actual events

Question ID : 630680783127  
Status : Answered  
Chosen Option : D

Section : Section C

**Q.1 Which of the following is a weakness of the Uses and Gratifications theory?**

- Ans  A. Respects intellect and ability of media consumers
- B. Relies on functional analysis, which can create a bias toward the status quo
- C. Provides insightful analyses of how people experience media content
- D. Studies the use of media as a part of everyday social interaction

Question ID : 630680783165  
Status : Answered  
Chosen Option : B

**Q.2 Find the greatest number which will divide 1390, 1251 and 1529 leaving remainders 10, 9 and 11, respectively.**

- Ans  A. 161
- B. 92
- C. 138
- D. 126

Question ID : 630680477397  
Status : Not Answered  
Chosen Option : --

**Q.3 A television show with dial-in questions can be considered as an example of \_\_\_\_\_.**

- Ans  A. One-sided audience
- B. Multi sided audience
- C. Non-participatory audience
- D. Participatory audience

Question ID : 630680783155  
Status : Answered  
Chosen Option : D

**Q.4 \_\_\_\_\_ means the dominance of one group over another, often supported by legitimating norms and ideas.**

- Ans  A. Hegemony
- B. Impression
- C. Flak
- D. Society exchange

Question ID : 630680783106  
Status : Answered  
Chosen Option : A

**Q.5** Which theory suggests that media messages are more persuasive when they align with the audience's pre-existing beliefs and attitudes?

- Ans
- A. Selective audio theory
  - B. Attrition theory
  - C. Selective exposure theory
  - D. Agenda setting theory

Question ID : 630680783092

Status : Answered

Chosen Option : C

**Q.6** \_\_\_\_\_ founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies as members. It does pioneering work in developing audit procedures to certify the figures of copies of publications.

- Ans
- A. Council of Newspapers
  - B. Centre of Print Bodies in India
  - C. Registrar of Newspapers in India
  - D. Audit Bureau of Circulation

Question ID : 630680783135

Status : Answered

Chosen Option : D

**Q.7** In a line of 23 people facing the south, Sam is sitting 5<sup>th</sup> from the left end. If Don is sitting ninth to the right of Sam, what is Don's position from the right end of the line?

- Ans
- A. 16<sup>th</sup>
  - B. 10<sup>th</sup>
  - C. 15<sup>th</sup>
  - D. 12<sup>th</sup>

Question ID : 630680361851

Status : Answered

Chosen Option : C

**Q.8** When the writer takes complex information and delivers it in layman's terms (such as in instruction manuals and how-to guides), then he/she is doing the job of a \_\_\_\_\_.

- Ans
- A. novel writer
  - B. feature writer
  - C. technical writer
  - D. ghost writer

Question ID : 630680783187

Status : Answered

Chosen Option : C

Q.9 The difference between  $0.2\bar{2}$  and  $0.1\bar{8}$  is:

- Ans
- A.  $\frac{1}{99}$
  - B.  $\frac{13}{90}$
  - C.  $\frac{1}{90}$
  - D.  $\frac{1}{30}$

Question ID : 630680218054  
Status : Answered  
Chosen Option : D

Q.10 The Kailasanatha temple at Kanchipuram is situated in a \_\_\_\_\_ courtyard.

- Ans
- A. rectangular
  - B. hexagonal
  - C. circular
  - D. squarish

Question ID : 630680216121  
Status : Not Attempted and  
Marked For Review  
Chosen Option : --

Q.11 \_\_\_\_\_ means that, when covering hard news, reporters do not convey their own feelings, biases or prejudices in their news stories. They do this by writing stories using neutral language and by avoiding characterising of people or institutions either positively or negatively.

- Ans
- A. Transferability
  - B. Subjectivity
  - C. Objectivity
  - D. Authenticity

Question ID : 630680783109  
Status : Answered  
Chosen Option : C

Q.12 What should be the relationship between politics and the media?

- Ans
- A. Media producers do not manipulate voters.
  - B. Media cannot be leveraged for propaganda.
  - C. Media protects systematic biases.
  - D. Voters can learn about candidates independently via media.

Question ID : 630680783093  
Status : Answered  
Chosen Option : D

Q.13 NBSA is a non-governmental body that oversees the news channels. 'NBSA' stands for \_\_\_\_\_.

- Ans
- A. News Broadcasting Standard Administration
  - B. News Broadcasting Social Administration
  - C. Novel Broadcasting Standard Authority
  - D. News Broadcasting Standard Authority

Question ID : 630680783124  
Status : Answered  
Chosen Option : D

Q.14 The PM inaugurated PM Kisan Samman Sammelan 2022 at Indian Agricultural Research Institute, \_\_\_\_\_.

- Ans
- A. Ahmedabad
  - B. New Delhi
  - C. Chennai
  - D. Mumbai

Question ID : 630680350873  
Status : Not Answered  
Chosen Option : --

Q.15 Who was the last Guru of Sikh community?

- Ans
- A. Guru Hargobind
  - B. Guru Arjan Singh
  - C. Guru Gobind Singh
  - D. Guru Tegh Bahadur

Question ID : 630680309329  
Status : Answered  
Chosen Option : C

Q.16 Audience theory categorises an audience into three types. \_\_\_\_\_ is NOT a part of this category.

- Ans
- A. Dominant reader
  - B. Negotiated reader
  - C. Oppositional reader
  - D. Direct reader

Question ID : 630680783170  
Status : Marked For Review  
Chosen Option : B

Q.17 What is a common factor between Keraleeya Suguna Bodhini and Streebodh?

- Ans
- A. Both the publications were publicly funded.
  - B. There is no common thing between these two
  - C. They are both women's magazines.
  - D. They are both newspapers run by female editors.

Question ID : 630680783139  
Status : Marked For Review  
Chosen Option : C



**Q.18 Which of the following statements regarding full employment is correct?**

- Ans  A. Full employment is a situation where all the variable factors of production are fully employed in the production process
- B. Full employment is a situation where all the factors of production are fully employed in the production process.
- C. Full employment is equal to deficient demand
- D. Full employment is equal to the situation of excess demand

Question ID : 630680111953

Status : Answered

Chosen Option : A

**Q.19 Select the most appropriate proverb for the following sentence.  
Nothing is irreversible until the final act is played out.**

- Ans  A. It ain't over until the fat lady sings.
- B. The proof of the pudding is in the eating.
- C. Know which side your bread is buttered.
- D. Ne'er cast a clout till May be out.

Question ID : 630680310126

Status : Answered

Chosen Option : D

**Q.20 Select the most appropriate meaning of the given proverb.  
Adversity and loss make a man wise.**

- Ans  A. Knowledge and wisdom are attained through loss.
- B. People can never find happiness in difficult times.
- C. Hardship and loss are a part of a person's life.
- D. Wisdom is gained faster in difficult times than in prosperity.

Question ID : 63068086981

Status : Answered

Chosen Option : A

**Q.21 In 1982, India witnessed a transformative moment in its television broadcasting history with the introduction of colour television. This coincided with the telecast of \_\_\_\_\_, held in New Delhi.**

- Ans  A. Commonwealth Games
- B. Olympic Games
- C. Asian Games
- D. National Games

Question ID : 630680783152

Status : Answered

Chosen Option : C

**Q.22 The \_\_\_\_\_, made several changes to the Fundamental Rights part of the Constitution of India, wherein it amended Article 19(1)(a) of the Constitution.**

- Ans  A. Constitution (First Amendment) Act, 1951
- B. Constitution (Fourth Amendment) Act, 1954
- C. Constitution (Third Amendment) Act, 1953
- D. Constitution (Second Amendment) Act, 1952

Question ID : 630680783115

Status : Not Answered

Chosen Option : --

Q.23 In any typical communication model, the receiver is the person for whom the message is intended and who is charged with the role of \_\_\_\_\_ the message.

- Ans  A. decoding  
 B. encoding  
 C. multiplying  
 D. endorsing

Question ID : 630680783085  
Status : Answered  
Chosen Option : A

Q.24 During the evolution of media, storytelling, recitations and folk performances played a crucial role in transmitting historical, cultural and religious knowledge from one generation to another. This phase was called \_\_\_\_\_.

- Ans  A. inscriptions and public communication  
 B. manuscripts and written communication  
 C. oral tradition and communication  
 D. literary works and intellectual discourse

Question ID : 630680783173  
Status : Answered  
Chosen Option : C

Q.25 In a certain code language, 'LUNG' is coded as '5982' and 'GUNS' is coded as '9248'. What is the code for 'S' in the given code language?

- Ans  A. 2  
 B. 4  
 C. 8  
 D. 9

Question ID : 630680568455  
Status : Not Answered  
Chosen Option : --

Q.26 Stuart Hall developed Reception theory, popularly known as \_\_\_\_\_, which means that the audience receives a creative work done and perceives it in either similar ways or different ways. The meaning of the message can change in the way the audience sees fit according to their social context.

- Ans  A. Audience theory  
 B. Media theory  
 C. Message theory  
 D. Medium theory

Question ID : 630680783172  
Status : Answered  
Chosen Option : A

Q.27 A cell phone that also takes pictures and video is an example of the \_\_\_\_\_ of digital photography, digital video and cellular telephone technologies.

- Ans  A. media focus  
 B. media concentration  
 C. media convergence  
 D. media divergence

Question ID : 630680783161  
Status : Answered  
Chosen Option : C

Q.28 \_\_\_\_\_ goes beyond simply hearing the words being spoken and encompasses a deep sense of compassion.

- Ans  A. Empathetic listening  
 B. Non-empathetic listening  
 C. Non-active listening  
 D. Critical listening

Question ID : 630680783089  
Status : Answered  
Chosen Option : A

Section : Section D

Q.1 The earlier name of All India Radio was \_\_\_\_\_.

- Ans  A. The Indian State Broadcasting Company  
 B. The Radio of India  
 C. The Broadcasting of India  
 D. The Indian Radio Company

Question ID : 630680783146  
Status : Marked For Review  
Chosen Option : A

Q.2 Verifying information and sources before publishing a news story are extremely important. This process is called \_\_\_\_\_.

- Ans  A. glass ceiling  
 B. gatekeeping  
 C. spin doctoring  
 D. fact checking

Question ID : 630680783110  
Status : Answered  
Chosen Option : D

Q.3 Gerbner coined the term '\_\_\_\_\_' to describe the cognitive bias by which television viewers, who are exposed especially to violent content, are more likely to see the world as more dangerous than it actually is.

- Ans  A. Media classical theory  
 B. Open mic effect  
 C. Gatekeeping influence theory  
 D. Mean world syndrome

Question ID : 630680783102  
Status : Answered  
Chosen Option : D

Q.4 \_\_\_\_\_ was established in 1965 by the Central Government as an initiative of the Minister for Information and Broadcasting to promote media education in India.

- Ans
- A. Banaras Hindu University
  - B. Children Film Society of India
  - C. The Indian Institute of Mass Communication
  - D. Makhanlal Chaturvedi University

Question ID : 630680783159  
Status : Answered  
Chosen Option : C

Q.5 In which year did India witness the launch of its first private satellite television channel?

- Ans
- A. 1990
  - B. 1992
  - C. 1995
  - D. 1988

Question ID : 630680783100  
Status : Answered  
Chosen Option : B

Q.6 On which day was the Third Edition of Fit India School Week started by the Department of Sports in association with the Department of School Education and Literacy?

- Ans
- A. 2 October 2021
  - B. 25 December 2021
  - C. 5 September 2021
  - D. 14 November 2021

Question ID : 630680114285  
Status : Marked For Review  
Chosen Option : D

Q.7 Select the most appropriate ANTONYM of the underlined word in the given sentence.  
She is very cruel to her servants.

- Ans
- A. kind
  - B. poor
  - C. happy
  - D. good

Question ID : 63068086407  
Status : Answered  
Chosen Option : A

Q.8 Four years ago, the population of a town increased by 15% in the first year, by 10% in both the second and the third year and by 12% in the fourth year. If the present population of the town is 935088, then what was its population four years ago?

- Ans
- A. 550000
  - B. 525000
  - C. 500000
  - D. 600000

Question ID : 630680631232  
Status : Not Answered  
Chosen Option : --

Q.9 \_\_\_\_\_ was India's first soap opera on television.

- Ans  A. Humari Bahu Alka  
 B. Hum Log  
 C. Humrahi  
 D. Hamara Desh

Question ID : 630680783147  
 Status : Answered  
 Chosen Option : B

Q.10 \_\_\_\_\_ is a method whereby mass media influences other sectors of society, including politics, business, culture, entertainment, sport, religion or education.

- Ans  A. Secularisation  
 B. Globalisation  
 C. Mediatiation  
 D. Modernisation

Question ID : 630680783163  
 Status : Marked For Review  
 Chosen Option : D

Q.11 Match list-I with list-II and select the correct option.

List-I	List-II
I. Child labour	1. DW CRA
II. Self-help group	2. SIDBI
III. Small-scale Industry	3. EXIM BANK
IV. Trade finance	4. UNICEF

- Ans  A. i-1, ii-4, iii-2 and iv-3  
 B. i-2, ii-1, iii-3 and iv-4  
 C. i-4, ii-1, iii-3 and iv-2  
 D. i-4, ii-1, iii-2 and iv-3

Question ID : 630680314394  
 Status : Answered  
 Chosen Option : A

Q.12 In a certain code language, 'UGLY' is coded as '1852' and 'GUYS' is coded as '5832'.  
 What is the code for 'S' in the given code language?

- Ans  A. 2  
 B. 8  
 C. 3  
 D. 5

Question ID : 630680568442  
 Status : Not Answered  
 Chosen Option : --

Q.13 The project '\_\_\_\_\_' influenced the government policy regarding television broadcasting in India. The project resulted in the expansion of educational programming on television for rural India.

- Ans  A. Mangalyaan  
 B. DDK  
 C. Chandrayaan  
 D. SITE

Question ID : 630680783097  
Status : Answered  
Chosen Option : D

Q.14 \_\_\_\_\_ is a prominent association that represents and supports small newspapers across India, with a mission to empower local journalism.

- Ans  A. ISNGA  
 B. ISNQA  
 C. ISNPA  
 D. ISNTA

Question ID : 630680783140  
Status : Answered  
Chosen Option : C

Q.15 \_\_\_\_ is exercised to safeguard the rights of journalists.

- Ans  A. Arms and Ammunition Act  
 B. Working Journalists Act  
 C. Official Secrets Act  
 D. Press Clubs

Question ID : 630680783158  
Status : Marked For Review  
Chosen Option : B

Q.16 In an election between two candidates, 5% of the votes polled were declared invalid. Ramesh got 75% of the total valid votes. If the total number of votes as per the voting list is 128000, then find the number of valid votes polled in favour of Ramesh.

- Ans  A. 92100  
 B. 91200  
 C. 95300  
 D. 93500

Question ID : 630680523991  
Status : Not Answered  
Chosen Option : --

Q.17 Sangham Radio was the first women-led community radio that was started in the Indian state of \_\_\_\_\_.

- Ans  A. Kerala  
 B. Karnataka  
 C. Tamil Nadu  
 D. Andhra Pradesh

Question ID : 630680783145  
Status : Marked For Review  
Chosen Option : A

Q.18 Select the most appropriate meaning of the given proverb.  
The squeaky wheel gets the grease.

- Ans  A. The most delicious food is eaten by those who chew or eat fast rather than the person who eats slow.
- B. The one who reaches first to a place gets the desired things on time.
- C. The person who works continuously gets success as compared to lazy people.
- D. The one who complains gets more attention than the person who stays quiet.

Question ID : 630680180792  
Status : Answered  
Chosen Option : D

Q.19 The \_\_\_\_\_ theory posits that people do NOT simply receive information. They rather seek out the information that they need or want.

- Ans  A. spiral of silence
- B. cultivation
- C. six degrees of separation
- D. uses and gratifications

Question ID : 630680783094  
Status : Answered  
Chosen Option : D

Q.20 \_\_\_\_\_ must NOT be considered as a type of social media reach.

- Ans  A. Viral reach
- B. Organic reach
- C. Paid reach
- D. Maximum reach

Question ID : 630680783150  
Status : Answered  
Chosen Option : D

Q.21 Monopolistic practices and the concentration of media ownership in a few hands will have an adverse impact on journalism. What kind of adverse impact will this have?

- Ans  A. Price reduction for audiences
- B. Reduction of diverse voices and local journalism
- C. Expansion of media markets
- D. Increase Content variation

Question ID : 630680783169  
Status : Answered  
Chosen Option : B

Q.22 If 'A' stands for '+', 'B' stands for 'x', 'C' stands for '+' and 'D' stands for '-', then the resultant of which of the following would be 100?

- Ans  A. 100 A 5 D 40 B 20 C 6
- B. 100 B 5 A 40 C 20 D 6
- C. 100 A 5 D 40 C 20 B 6
- D. 100 B 5 C 40 A 20 D 6

Question ID : 630680756653  
Status : Not Answered  
Chosen Option : --

**Q.23** To gain an understanding of employment issues in political campaigns, you could locate the word 'unemployment' in speeches, identify what other words or phrases appear next to it (such as economy, inequality or laziness) and analyse the meanings of these relationships to better understand the intentions and targets of different campaigns. Which of the following content analysis methods has the researcher used in the study?

- Ans
- A. Researcher has developed a unique research method.
  - B. Such a study is impossible.
  - C. Quantitative content analysis
  - D. Qualitative content analysis

Question ID : **630680783180**  
Status : **Answered**  
Chosen Option : **D**

**Q.24** Which of the following statements is **INCORRECT** regarding Gandhiji's quest against untouchability prevalent in Indian society?

- Ans
- A. He opposed Poona Pact which offered reservations to the Scheduled Castes.
  - B. He led a historical awareness drive called Harijan Yatra.
  - C. Gandhiji started a weekly newspaper called 'Harijan'.
  - D. He founded 'Harijan Sevak Sangh' in 1932.

Question ID : **630680127652**  
Status : **Answered**  
Chosen Option : **A**

**Q.25** The ELM model mentions central and peripheral routes to persuasion. ELM stands for \_\_\_\_\_.

- Ans
- A. Elaboration Levelhood Map
  - B. Elaboration Levelhood Model
  - C. Elaboration Likelihood Model
  - D. Elaboration Likelihood Map

Question ID : **630680783183**  
Status : **Answered**  
Chosen Option : **C**

**Q.26** \_\_\_\_\_ is defined as a non-probability sampling technique in which samples have rare traits. This is a sampling technique in which the existing subjects provide referrals to recruit samples required for a research study.

- Ans
- A. Purposive sampling
  - B. Convenient sampling
  - C. Volunteer sampling
  - D. Snowball sampling

Question ID : **630680783129**  
Status : **Not Answered**  
Chosen Option : **--**



**Q.27 What is the characteristic feature of the tropical evergreen forests of India?**

- Ans
- A. Sparse vegetation with scattered trees
  - B. Dry and arid conditions
  - C. Seasonal shedding of leaves
  - D. Lush multilayered vegetation

Question ID : **630680270541**  
Status : **Answered**  
Chosen Option : **D**

**Q.28 Which of the following was NOT recommended by the First Press Commission?**

- Ans
- A. Concentration of market must be maintained.
  - B. Freedom of press must be safeguarded.
  - C. Journalist must be socially responsible.
  - D. Obligation to publish yearly reports

Question ID : **630680783141**  
Status : **Answered**  
Chosen Option : **A**

Section : **Section E**

**Q.1 Which of the following is an ethical dilemma of a journalist?**

- Ans
- A. Deviating from the principles of journalism
  - B. Endangering the safety of those being reported
  - C. Stopping misinformation
  - D. Balancing objectivity and sensitivity in reporting

Question ID : **630680783132**  
Status : **Answered**  
Chosen Option : **D**

**Q.2 Which of the following is NOT a part of the advertising guidelines stated by the PCI?**

- Ans
- A. Advertisements shall not overlap on the editorial matter carried in the newspaper.
  - B. No advertisement that directly or indirectly promotes production, sale or consumption of tobacco and alcohol products shall be published.
  - C. Newspapers shall not publish such advertisements that tend to malign or hurt the religious sentiments of any community or section of society.
  - D. There need not be total communication between the advertisement department and the editorial department of a newspaper in the matter of considering the legality propriety or otherwise of an advertisement received for publication.

Question ID : **630680783120**  
Status : **Marked For Review**  
Chosen Option : **D**

Q.3 Select the most appropriate option to fill in the blank.  
Quinton \_\_\_\_\_ in this city for a long time.

- Ans  A. has been staying  
 B. stays  
 C. will have been staying  
 D. have been staying

Question ID : 630680156773  
Status : Answered  
Chosen Option : A

Q.4 \_\_\_\_\_ is a type of hypothesis testing.

- Ans  A. Y Test  
 B. X Test  
 C. Z Test  
 D. W Test

Question ID : 630680783188  
Status : Not Attempted and  
Marked For Review  
Chosen Option : --

Q.5 \_\_\_\_\_ refers to a low level of continuous advertising round the year and then,  
ramping up that advertising during peak selling periods.

- Ans  A. Continuity  
 B. Flighting  
 C. Impression  
 D. Pulsing

Question ID : 630680783126  
Status : Marked For Review  
Chosen Option : D

Q.6 \_\_\_\_\_ research method can be used to quantify the occurrence of certain words,  
phrases, subjects or concepts in a set of historical or contemporary texts.

- Ans  A. In-depth interviews  
 B. Survey method  
 C. FGD  
 D. Content analysis

Question ID : 630680783179  
Status : Answered  
Chosen Option : D

Q.7 \_\_\_\_\_ is a term used when news articles are created using computer programs and  
artificial intelligence by means of data mining and content optimisation.

- Ans  A. News gathering journalism  
 B. Surf journalism  
 C. Technology journalism  
 D. Automated journalism

Question ID : 630680783184  
Status : Answered  
Chosen Option : D

Q.8 In Mahayana Buddhism, which bodhisattva represents the embodiment of wisdom that is NOT limited by knowledge or concepts?

- Ans
- A. Maitreya
  - B. Kshitigarbha
  - C. Samantabhadra
  - D. Manjushri

Question ID : 630680322530

Status : Not Attempted and Marked For Review

Chosen Option : --

Q.9 Which of the following films is NOT a sci-fi film?

- Ans
- A. Krishh
  - B. Mr. India
  - C. Three of Us
  - D. Ra.One

Question ID : 630680783157

Status : Marked For Review

Chosen Option : C

Q.10 In a break-even analysis, what does the break-even point represent for a business?

- Ans
- A. The point where total revenue exceeds total costs.
  - B. The maximum production level achievable by the firm.
  - C. The production level where the firm starts making a profit.
  - D. The point where total revenue equals total costs.

Question ID : 630680595495

Status : Answered

Chosen Option : A

Q.11 Select the correct pair of antonym and synonym to fill in the blanks.

“We are discussing how this \_\_\_\_\_ scene does not allude to the \_\_\_\_\_ beginnings of this place”, he told the group.

- Ans
- A. arid, desiccated
  - B. fertile, luxuriant
  - C. verdant, lush
  - D. verdant, arid

Question ID : 630680131902

Status : Answered

Chosen Option : D

Q.12 What should come in place of the question mark (?) in the given series?

416 208 104 52 26 ?

- Ans
- A. 9
  - B. 36
  - C. 13
  - D. 18

Question ID : 630680542308

Status : Answered

Chosen Option : C

Q.13 In the digital revolution in print media, \_\_\_\_\_ is not possible.

- Ans  A. Real-time updates is becoming a challenge.
- B. Subscription structures were changed to maintain revenue.
- C. Challenges related to quality and accuracy of information are increasing.
- D. Global distribution of content is possible.

Question ID : 630680783138  
Status : Answered  
Chosen Option : C

Q.14 While descriptive statistics can only summarise a sample's characteristics, \_\_\_\_\_ use your sample to make reasonable guesses about the larger population.

- Ans  A. direct statistics
- B. inferential statistics
- C. descriptive statistics
- D. referred statistics

Question ID : 630680783185  
Status : Answered  
Chosen Option : B

Q.15 The \_\_\_\_\_ has also drawn up guidelines on content of advertisements.

- Ans  A. Advertising Association of Councils
- B. Advertising Agencies Association of Councils
- C. Advertising Agencies Association of India
- D. Advertising Standards Council of India

Question ID : 630680783121  
Status : Answered  
Chosen Option : D

Q.16 Which of the following is NOT a goal of content analysis?

- Ans  A. Ensuring not to establish correlations and patterns in how concepts are communicated
- B. Analysing the consequences of communication content
- C. Understanding the intentions of an individual, group or institution
- D. Revealing differences in communication in different contexts

Question ID : 630680783181  
Status : Answered  
Chosen Option : A

Q.17 In a certain code language, 'TRUE' is coded as '4971' and 'RUST' is coded as '7416'. What is the code for 'S' in the given code language?

- Ans  A. 6
- B. 7
- C. 1
- D. 4

Question ID : 630680568445  
Status : Not Answered  
Chosen Option : --

Q.18 Registrar of Newspapers in India was established on the recommendations of \_\_\_\_\_.

- Ans  A. the Second Press Commission  
 B. the Fourth Press Commission  
 C. the First Press Commission  
 D. the Third Press Commission

Question ID : 630680783142

Status : Not Attempted and Marked For Review

Chosen Option : --

Q.19 The first talkie film in India titled 'Alam Ara' was made by \_\_\_\_\_.

- Ans  A. HS Bhatavdekar  
 B. Dadasaheb Phalke  
 C. Ardeshir Irani  
 D. the Lumiere brothers

Question ID : 630680783095

Status : Answered

Chosen Option : C

Q.20 'Pradhan Mantri Suraksha Bima Yojana' ('PMSBY') is available to people in the age group of 18 to \_\_\_\_\_ years with a bank / post office account who give their consent to join / enable auto-debit on or before 31<sup>st</sup> May for the coverage period 1<sup>st</sup> June to 31<sup>st</sup> May on an annual renewal basis.

- Ans  A. 65  
 B. 75  
 C. 70  
 D. 60

Question ID : 630680350905

Status : Not Attempted and Marked For Review

Chosen Option : --

Q.21 Which of the following was founded by Gopal Krishna Gokhale?

- Ans  A. Servants of India Society  
 B. Hindustan Republican Association  
 C. Khudai Khidmatgars  
 D. Ghadar party

Question ID : 630680332128

Status : Answered

Chosen Option : A

Q.22 If  $p : 7 = q : 8 = r : 9$ , then  $\frac{p + q + r}{q} = ?$

- Ans  A. 4  
 B. 3  
 C. 1  
 D. 2

Question ID : 630680268324

Status : Not Answered

Chosen Option : --

**Q.23** \_\_\_\_\_ states that the self is derived from and develops through human interaction. This means the way you act towards someone or something is based on the meaning you have for that person or thing.

- Ans
- A. The interactive media theory
  - B. Symbolic interactionism
  - C. The self-indulgence theory
  - D. The symbolism indulgence theory

Question ID : 630680783101

Status : Not Attempted and Marked For Review

Chosen Option : --

**Q.24** The SITE programme was tested in which year?

- Ans
- A. 1965
  - B. 1980
  - C. 1975
  - D. 1970

Question ID : 630680783178

Status : Answered

Chosen Option : C

**Q.25** The technical and academic term used for spreading false information (rumours, insults and pranks) is '\_\_\_\_\_'.

- Ans
- A. Publicity
  - B. Propaganda
  - C. Misinformation
  - D. Pranksters

Question ID : 630680783119

Status : Answered

Chosen Option : C

**Q.26** What does the term 'Wages' as defined in the Working Journalists Act, 1955, include?

- Ans
- A. All the remuneration capable of being expressed in terms of money, which would, if the terms of employment, expressed or implied, were fulfilled, be payable to a newspaper employee in respect of his/her employment or of the work done in such employment
  - B. Basic salary only of the newspaper employees
  - C. Quarterly bonus only of the newspaper employees
  - D. Allowances only of the newspaper employees

Question ID : 630680783111

Status : Answered

Chosen Option : A

**Q.27** Which of the following is NOT the key responsibility of a digital marketer?

- Ans
- A. Planning and executing all web, social media, email, database, SEO/SEM and display advertising strategies
  - B. Developing innovative and unique digital initiatives and growth strategies based on campaign budgets
  - C. Designing, building and overseeing an organisation's web presence
  - D. Organising, coordinating, overseeing and managing marketing operations across several non-digital networks

Question ID : 630680783131

Status : Answered

Chosen Option : D

**Q.28** A certain sum of money when compounded half yearly at the rate of 10% per annum amounts to ₹3,528 in 1 year. Find the sum.

- Ans
- A. ₹2,800
  - B. ₹3,000
  - C. ₹3,200
  - D. ₹3,100

Question ID : **630680524025**

Status : **Not Answered**

Chosen Option : --