

Question Paper Preview

Notations :

- 1.Options shown in green color and with ✓ icon are correct.
- 2.Options shown in red color and with ✗ icon are incorrect.

Question Paper Name :

JOURNALISM AND MASS COMMUNICATION
22nd Dec 2025 Shift 1

Subject Name :

JOURNALISM AND MASS COMMUNICATION

Creation Date :

2025-12-22 16:10:10

Duration :

180

Total Marks :

300

Display Marks:

Yes

Change Font Color :

No

Change Background Color :

No

Change Theme :

No

Help Button :

No

Show Reports :

No

Show Progress Bar :

No

Group 1

Group Number :

1

Group Id :

898741160

Group Maximum Duration :

0

Group Minimum Duration :

180

Show Attended Group? :

No

Edit Attended Group? :

No

Break time :

0

Group Marks :

300

Paper I

Section Id :

898741319

Section Number :

1

Section type :

Online

Mandatory or Optional :

Mandatory

Number of Questions :

42

Number of Questions to be attempted :

42

Section Marks :	100
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	898741989
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 89874124203 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is the most suitable method for a teacher to encourage reflective thinking in learners?

అభ్యాసకులలో ప్రతిబింబాత్మక ఆలోచన ప్రోత్సహించుటకు, బోధకునికి ఈ దిగువ వానిలో ఏది అత్యంత తగిన పద్ధతి?

Options :

Giving a detailed lecture on the topic.
ఆ విషయంపై సవివరాణాత్మక ఉపన్యాసం ఇచ్చుట.

89874195401. ✖

Conducting a surprise quiz to test recall.
మళ్ళీ గుర్తు చేసుకొనుటకు ఆకస్మిక పరీక్ష నిర్వహించుట.

89874195402. ✖

Encouraging students to debate different viewpoints on a subject.
ఒక విషయంపై విభిన్న అభిప్రాయాలపై చర్చించడానికి విద్యార్థులను ప్రోత్సహించుట

89874195403. ✔

Providing a list of facts to be memorized.
కంఠస్థం చేయు అంశాల జాబితాను యిచ్చుట

89874195404. ✖

Question Number : 2 Question Id : 89874124204 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The primary objective of teaching at the Understanding Level is to:

అర్థం చేసుకొనే స్థాయిలో బోధనయొక్క ప్రాథమిక లక్ష్యము

Options :

Enable learners to recall information.

89874195405. ✖

అభ్యాసకులు సమాచారాన్ని గుర్తు చేసుకొను సామర్థ్యము

Foster the ability to see relationships and apply concepts.

89874195406. ✔

సంబంధాలను గ్రహించే శక్తిని, భావాలను అన్వయించే సామర్థ్యాన్ని పెంపొందించుట

Promote critical and creative thinking.

89874195407. ✖

విమర్శనాత్మక, సృజనాత్మక ఆలోచనను ప్రోత్సహించుట

Ensure the complete memorization of facts.

89874195408. ✖

అంశములను పూర్తిగా కంఠస్థము చేయునట్లు చూచుట

Question Number : 3 Question Id : 89874124205 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A teacher wants to use ICT to enhance the learning experience. Which of the following is an example of an on-line method of teaching?

అభ్యాస అనుభవాన్ని పెంచుటకు, ఉపాధ్యాయుడు ఐసీటి ఉపయోగించదలచాడు. ఆన్‌లైన్ బోధనా పద్ధతికి ఈ దిగువ వానిలో ఏది ఉదాహరణ.

Options :

Using a projector to show a slideshow in class.

89874195409. ✖

తరగతిలో స్లైడ్ షో చూపించుటకు ప్రొజెక్టరు వాడుట

Distributing printed notes to students via email.

89874195410. ✖

ముద్రించిన నోట్సును విద్యార్థులకు పంపిణీ చేయుటకు ఇ-మెయిల్ ఉపయోగించుట

Utilizing a MOOC platform for a course.

89874195411. ✔

ఒక కోర్సుకు మూక్ వేదికను ఉపయోగించుట

Watching a recorded video lesson in a classroom setting.

89874195412. ✖

తరగతి గదిలో రికార్డు చేసిన వీడియో పాఠమును తిలకించుట

Question Number : 4 Question Id : 89874124206 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following factors, related to the learner, would have the greatest impact on the effectiveness of teaching?

అభ్యాసకునికి సంబంధించిన ఈ దిగువ ఏ అంశము బోధనా సామర్థ్యం అత్యధిక ప్రభావమును చూపును.

Options :

The learner's academic background and prior knowledge.
అభ్యాసకుని విద్యా నేపథ్యం, పూర్వజ్ఞానము

89874195413. ✓

The learner's height and weight.
అభ్యాసకుని ఎత్తు, బరువు

89874195414. ✗

The learner's favorite subject.
అభ్యాసకునికి ఇష్టమైన విషయము

89874195415. ✗

The learner's family income.
అభ్యాసకుని కుటుంబ ఆదాయము

89874195416. ✗

Question Number : 5 Question Id : 89874124207 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which type of evaluation is primarily concerned with finding out the extent of learning progress during the instructional process?

బోధనా ప్రక్రియలో అభ్యాసకుని పురోగతి స్థాయిని తెలుసుకొనుటకు ఏ మూల్యాంకన పద్ధతి ప్రాథమికంగా సంబంధించినది.

Options :

Summative evaluation
సంక్షిప్త మూల్యాంకనం

89874195417. ✖

Placement evaluation
ఉద్యోగ నియామక మూల్యాంకనం

89874195418. ✖

Diagnostic evaluation
నిర్ధారణ మూల్యాంకనం

89874195419. ✖

Formative evaluation
నిర్మాణాత్మక మూల్యాంకనం

89874195420. ✔

Question Number : 6 Question Id : 89874124208 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A researcher wants to study the long-term effects of a new educational program. He tracks a group of students from primary school through to their university graduation. This type of research is known as:

ఒక పరిశోధకుడు కొత్త విద్యా కార్యక్రమము యొక్క దీర్ఘకాల ప్రభావమును అధ్యయనం చేయదలచాడు. అతను ప్రాథమిక పాఠశాల నుండి విశ్వ విద్యాలయ గ్రాడ్యుయేషన్ దశ వరకు ఒక విద్యార్థుల బృందాన్ని అనుసరించాడు ఈ పరిశోధనను:

Options :

Descriptive research
వివరణాత్మక పరిశోధన అందురు

89874195421. ✖

Experimental research
ప్రయోగాత్మక పరిశోధన అందురు

89874195422. ✖

Longitudinal research
రేఖాంశ పరిశోధన అందురు

89874195423. ✔

Cross-sectional research
క్రాస్ సెక్షనల్ పరిశోధన అందురు

89874195424. ✖

Question Number : 7 Question Id : 89874124209 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The purpose of a literature review in research is to:
పరిశోధనలో సాహిత్య సమీక్ష యొక్క ఉద్దేశ్యం:

Options :

89874195425. ✖ Prove the researcher's hypothesis is correct.
పరిశోధకుని పరికల్పన సరియైనదని నిరూపించుటకు
89874195426. ✖ Find a definitive answer to the research question.
పరిశోధనా ప్రశ్నకు ఖచ్చితమైన సమాధానము తెలుసుకొనుటకు
89874195427. ✔ Identify gaps in existing knowledge and justify the research topic.
ప్రస్తుతమున్న జ్ఞానములో అంతరాలను గుర్తించి పరిశోధనా విషయమును సమర్థించుటకు
89874195428. ✖ List all books and articles related to the topic.
విషయమునకు సంబంధించిన అన్ని పుస్తకాల, వ్యాసాల జాబితా తయారు చేయుటకు

Question Number : 8 Question Id : 89874124210 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is an example of a positivist approach to research?

ఈ క్రింది వాటిలో ఏది పాజిటివిస్ట్ పరిశోధన విధానానికి ఉదాహరణ?

Options :

A study exploring the live experiences of students in a new school.

ఒక కొత్త పాఠశాలలో విద్యార్థుల ప్రత్యక్ష అనుభవాల అన్వేషణ అధ్యయనము

89874195429. ✖

A survey that measures the impact of a variable on a group of people.

కొంతమంది వ్యక్తుల బృందంపై ఒక వేరియబుల్ ప్రభావాన్ని సమీకరణ చేయడం

89874195430. ✔

A case study of a specific individual's psychological development.

ఒక నిర్దిష్ట వ్యక్తి యొక్క మానసికాభివృద్ధిపై అధ్యయనం చేయటం

89874195431. ✖

An ethnographic study of a small, isolated community.

విడిగా/ వేరుపడిన ఒక చిన్న సమాజంపై శాస్త్రీయ సంస్కృతి అధ్యయనం

89874195432. ✖

Question Number : 9 Question Id : 89874124211 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is considered an ethical breach in research?
ఈక్రింది వానిలో దేనిని పరిశోధనకు నైతిక ఉల్లంఘనగా భావిస్తారు?

Options :

89874195433. ✖ Citing the work of others.
ఇతరుల పరిశోధన కృషిని పేర్కొనుట
89874195434. ✖ Getting informed consent from participants.
పాల్గొనే వారి సమ్మతి తెలుసుకొనుట
89874195435. ✔ Plagiarizing sources in the research paper.
పరిశోధనా పత్రములో వనరులను దొంగతనం చేయుట
89874195436. ✖ Maintaining confidentiality of participant data.
పాల్గొనే వారి దత్తాంశమును రహస్యముగా ఉంచుట

Question Number : 10 Question Id : 89874124212 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

In the context of writing a research paper, what does the APA (American Psychological Association) style guide primarily address?

పరిశోధనా పత్రము వ్రాసే సందర్భంలో అమెరికన్ సైకలాజికల్ అసోసియేషన్ మార్గదర్శక పుస్తకం ప్రాథమికంగా ఏ అంశములను సూచిస్తుంది.

Options :

89874195437. ✖ The content and subject matter of the research.
పరిశోధన అంశములు, విషయము

89874195438. ✖ The statistical analysis of the data.
దత్తాంశపు గణాంక విశ్లేషణ

89874195439. ✔ The format and style of referencing.
రిఫరెన్సింగ్ నమూనా, శైలి

89874195440. ✖ The length of the paper's introduction.
ఆ పత్రపు పరిచయ నిడివి

Sub-Section Number :

2

Sub-Section Id :

898741990

Question Shuffling Allowed :

No

Question Id : 89874124213 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Question Numbers : (11 to 15)

Question Label : Comprehension

Answer the questions (11-15) after reading the following passage:

ఈ దిగువ పాసేజి చదివి 11-15 ప్రశ్నలకు సమాధానము ఇయ్యండి.

Certain people who brag of their foresight are the stupidest of all. They are always preoccupied with work so that they may be able to live better; they spend life in making provision for life. Their plans are designed for the future, but procrastination is the greatest waste of life. It robs us of each day as it comes and extorts the present from us on promises of the future. Expectancy is the greatest impediment to living: in anticipation of tomorrow it loses today. You operate with what is in Fortune's hand and let go what is in your hand.

తమ ముందుచూపు గురించి గొప్పలు చెప్పుకునే కొందరు వ్యక్తులు వాస్తవానికి అత్యంత మూర్ఖులు. వారు మెరుగైన జీవితాన్ని గడపాలనే ఉద్దేశంతో సదా పనిలో నిమగ్నమై ఉంటారు; కానీ ఆ ప్రక్రియలో జీవితం కోసం ఏర్పాట్లు చేయడంలోనే దాన్ని ఖర్చు చేస్తారు. వారి ప్రణాళికలు ఎల్లప్పుడూ భవిష్యత్తును దృష్టిలో పెట్టుకొని రూపొందించబడతాయి. కానీ, ఆలస్యం చేయడం అనేది జీవితాన్ని చాలా నష్టపరుస్తుంది. రేపు కోసం నిరీక్షణలో ఈ రోజుని కోల్పోవలసివస్తుంది. మన చేతిలో ఉన్నదాన్ని వదిలి, 'అదృష్టం' చేతిలో ఉన్నదానిపై ఆధారపడతాం.

Sub questions

Question Number : 11 Question Id : 89874124214 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which of the following is closer in meaning to 'procrastinate'?

క్రింది వాటిలో 'ఆలస్యం చేయడం' అనే పదానికి అర్థపరంగా అత్యంత దగ్గరగా ఉన్నది ఏది?

Options :

Delay

వాయిదా

89874195441. ✓

Deluge

ప్రళయం

89874195442. ✗

Design

రూపకల్పన

89874195443. ✗

89874195444. ✖

Question Number : 12 Question Id : 89874124215 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following expressions best captures the spirit of the passage?
క్రింది వాటిలో ఏ వాక్యం ఈ పరిచ్ఛేదం యొక్క ప్రధాన భావాన్ని వ్యక్తం చేస్తుంది?

Options :

Look before you leap
ఆలోచించి అడుగు వెయ్యి

89874195445. ✖

Defy all odds
అన్ని ఆటంకాలను ఎదుర్కో

89874195446. ✖

Seize the day
నేటిని పూర్తి స్థాయిలో ఆస్వాదించు

89874195447. ✔

Patience is all
సహనమే సర్వస్వం

89874195448. ✖

Question Number : 13 Question Id : 89874124216 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The clause, “they spend life in making provision for life”, is an example of:
“జీవనానికి కావలసిన ఏర్పాట్లలోనే తమ జీవితాన్ని గడిపేస్తారు” అనే వాక్యం దేనికి ఉదాహరణ?

Options :

Repetition
పునరావృతం

89874195449. ✖

Paradox
విరోధోక్తి

89874195450. ✔

89874195451. ✖

Expurgation

అభ్యంతరకరమైన పదాల/వ్యాకృతాల తొలగింపు

89874195452. ✖

Question Number : 14 Question Id : 89874124217 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which of the following is opposite in meaning to 'foresight'?

క్రిందివాటిలో 'ముందుచూపు' అనే పదానికి వ్యతిరేక అర్థం కలిగినది ఏది?

Options :

Indiscretion

జాగ్రత్త లేకపోవడం, అవివేకం (Indiscretion)

89874195453. ✔

Circumspection

సావధానత, జాగ్రత్త (Circumspection)

89874195454. ✖

Defect

లోపం (Defect)

89874195455. ✖

Persistence

దృఢత్వం, పట్టుదల (Persistence)

89874195456. ✖

Question Number : 15 Question Id : 89874124218 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The writer suggests that "Fortune's hand" is:

రచయిత "అదృష్ట శక్తి" గురించి సూచిస్తున్న దానిని క్రిందివాటిలో ఏది సూచిస్తుంది?

Options :

benign

అనుకూలమైనది

89874195457. ✖

89874195458. ✖

remedial.

పరిష్కారాత్మకమైనది

89874195459. ✖

unpredictable.

అనిశ్చితమైన

89874195460. ✔

Sub-Section Number :

3

Sub-Section Id :

898741991

Question Shuffling Allowed :

Yes

Question Number : 16 Question Id : 89874124219 Question Type : MCQ Option Shuffling : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is the most accurate description of communication?

క్రిందివాటిలో కమ్యూనికేషన్ (సమాచారం) యొక్క అతి ఖచ్చితమైన నిర్వచనం ఏది?

Options :

The act of speaking in public

ప్రజల ముందు (నలుగురిలో) మాట్లాడటం

89874195461. ✖

The transfer of information from one person to another.

ఒకరి నుండి మరొకరికి సమాచారం/విషయాన్ని చేరవేయడం

89874195462. ✖

The exchange of information, thoughts, or messages through speech, visuals, signals, writing, or behavior

మాట, దృశ్యం, సంకేతం, రాత, ప్రవర్తన మొదలైన వాటిద్వారా ఆలోచన లేక విషయాన్ని అందించడం

89874195463. ✔

The process of transmitting data from a sender to a receiver

పంపినవారి నుండి 'డేటా' ను స్వీకర్తకు ప్రసారం చేయడం

89874195464. ✖

Question Number : 17 Question Id : 89874124220 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is an example of a communication barrier?

దిగువ ఇచ్చిన వాటిలో ఏది “కమ్యూనికేషన్” కి అవరోధంగా పరిగణించదగినది?

Options :

Using clear and simple language in a conversation

సంభాషణలో స్పష్టమైన మరియు సులభమైన భాషను ఉపయోగించడం

89874195465. ✖

A noisy environment that makes it hard to hear the speaker

శబ్దం ఎక్కువగా ఉండే వాతావరణం, దీని వల్ల స్పీకర్ చెప్పినది వినడం కష్టం
అవుతుంది

89874195466. ✔

Maintaining ‘eye contact’ while listening

వినేటప్పుడు ‘కంటిసంభాషణ’ కొనసాగింపు

89874195467. ✖

Asking questions to clarify a message

సందేశాన్ని స్పష్టంగా అర్థం చేసుకోవడానికి ప్రశ్నలు అడగడం

89874195468. ✖

Question Number : 18 Question Id : 89874124221 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Communication that occurs without using words is called:

పదాలను ఉపయోగించకుండా జరిగే కమ్యూనికేషన్‌ను ఏమని పిలుస్తారు?

Options :

Oral communication

మౌఖిక కమ్యూనికేషన్

89874195469. ✖

Written communication

రాత కమ్యూనికేషన్

89874195470. ✖

Non-verbal communication

మాటలేకుండా జరిగే కమ్యూనికేషన్

89874195471. ✔

Verbal communication

మాట్లాడడం ద్వారా కమ్యూనికేషన్

89874195472. ✖

Question Number : 19 Question Id : 89874124222 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is an example of non-verbal communication?
క్రిందివాటిలో మాటలేని (నాన్-వర్బల్) కమ్యూనికేషన్ ఉదాహరణ ఏది?

Options :

89874195473. ✖ A letter
లేఖ
89874195474. ✖ A phone call
ఫోన్ కాల్
89874195475. ✔ Body language
శరీర భాష
89874195476. ✖ An email
ఇమెయిల్

Question Number : 20 Question Id : 89874124223 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Using images, charts, graphs, and words to convey a message is an example of which type of communication?

సందేశాన్ని వ్యక్తపరచడానికి చిత్రాలు, పట్టికలు, గ్రాఫ్లు, పదాలను ఉపయోగించడం ఏరకమైన కమ్యూనికేషన్ రకం?

Options :

Verbal communication
పదప్రయోగ కమ్యూనికేషన్

89874195477. ✖

Written communication
రాత కమ్యూనికేషన్

89874195478. ✖

Visual communication
దృశ్య కమ్యూనికేషన్

89874195479. ✔

Non-verbal communication
మాటలేని కమ్యూనికేషన్

89874195480. ✖

Question Number : 21 Question Id : 89874124224 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A person takes $\frac{1}{3}^{rd}$ of the time in rowing a boat a certain distance downstream than upstream. What is the ratio of the speed of the boat in still water to the speed of current?

ఒక వ్యక్తి ప్రవాహ దిశలో ఒక పడవను నడుపుటకు తీసుకునే సమయం అనేది ప్రవాహానికిదురుగా పడవను నడుపుటకు తీసుకునే సమయంలో మూడోవంతుగా ఉంది. అప్పుడు నిలకడ నీటిలో పడవ వేగానికి మరియు ప్రవాహ దిశలో పడవ వేగానికి గల నిష్పత్తి ఎంత?

Options :

89874195481. ✖ 1:2

89874195482. ✖ 4:3

89874195483. ✖ 3:2

89874195484. ✔ 2:1

Four persons P,Q,R and S and their working efficiencies in completing a job are as follows.

P can do $\frac{1}{4}^{th}$ of the work in 20 days, Q can do 20% of the same work in 15 days,R can do

30% of the work in 30 days and S can do $\frac{1}{6}^{th}$ of the work in 10 days.Who is the fastest in completing the work?

ఒక పనిని పూర్తిచేయడంలో నలుగురు వ్యక్తులైన P,Q,R మరియు Sల పని సామర్థ్యం క్రింది విధంగా ఉంది. $\frac{1}{4}$ వ వంతు పనిని P, 20 రోజులలో పూర్తి చేయును, 20% పనిని Q, 15 రోజులలో పూర్తి చేయగలడు, 30% పనిని R, 30 రోజుల్లో పూర్తి చేయగలడు మరియు $\frac{1}{6}$ వ వంతు పనిని S 10 రోజుల్లో పూర్తి చేయగలడు. ఆ పనిని ఎవరు అత్యంత వేగంగా పూర్తిచేయగలరు?

Options :

89874195485. ✖ P

89874195486. ✖ Q

89874195487. ✖ R

89874195488. ✔ S

Given the following notations, answer the question that follows:

$P+Q$ means P is the father of Q,

$P-Q$ means P is the daughter of Q,

$P \times Q$ means P is the mother of Q, and

$P \div Q$ means P is the brother of Q

If $A+B \times C \div D$, then how is A related to D?

క్రింది సంకేతాల ఆధారంగా వాటి కిందనీయబడిన ప్రశ్నకు సమాధానమివ్వండి:

$P+Q$ అంటే Q యొక్క తండ్రి P అని,

$P-Q$ అంటే Q యొక్క కూతురు P అని,

$P \times Q$ అంటే Q యొక్క తల్లి P అని మరియు

$P \div Q$ అంటే Q యొక్క సోదరుడు P అని అర్థం

$A+B \times C \div D$ అని ఇస్తే, Dకు A ఏవిధమైన బంధుత్వాన్ని కలిగియున్నాడు?

Options :

A is the father of D

D యొక్క తండ్రి A

89874195489. ✖

A is the grandfather of D

D యొక్క తాత A

89874195490. ✔

A is the brother of D

D యొక్క సోదరుడు A

89874195491. ✖

D is the daughter of A

A యొక్క కూతురు D

89874195492. ✖

Question Number : 24 Question Id : 89874124227 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A shop keeper allows a discount of $a\%$ on marked price of an article and makes a profit of $a\%$. Then the ratio of marked price to cost price, for $a=12$, is

ఒక వస్తువు యొక్క ప్రకటిత వెలపై ఒక దుకాణదారుడు $a\%$ తగ్గింపునిచ్చి $a\%$ లాభం పొందుతాడు.
అప్పుడు $a=12$ అయిన సందర్భంలో ఆ వస్తువు ప్రకటిత వెలకు, కొన్న వెలకు గల నిష్పత్తి

Options :

89874195493. ✖ 13:11

89874195494. ✖ 15:13

89874195495. ✔ 14:11

89874195496. ✖ 11:7

Question Number : 25 Question Id : 89874124228 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

What number fits in the following sequence of numbers?
57, 43, 31, 21, ____, 7, 3

క్రింది సంఖ్యల అనుక్రమంలో ఇమిడిపోయే సంఖ్య ఏది?
57, 43, 31, 21, ____, 7, 3

Options :

89874195497. ✖ 12

89874195498. ✔ 13

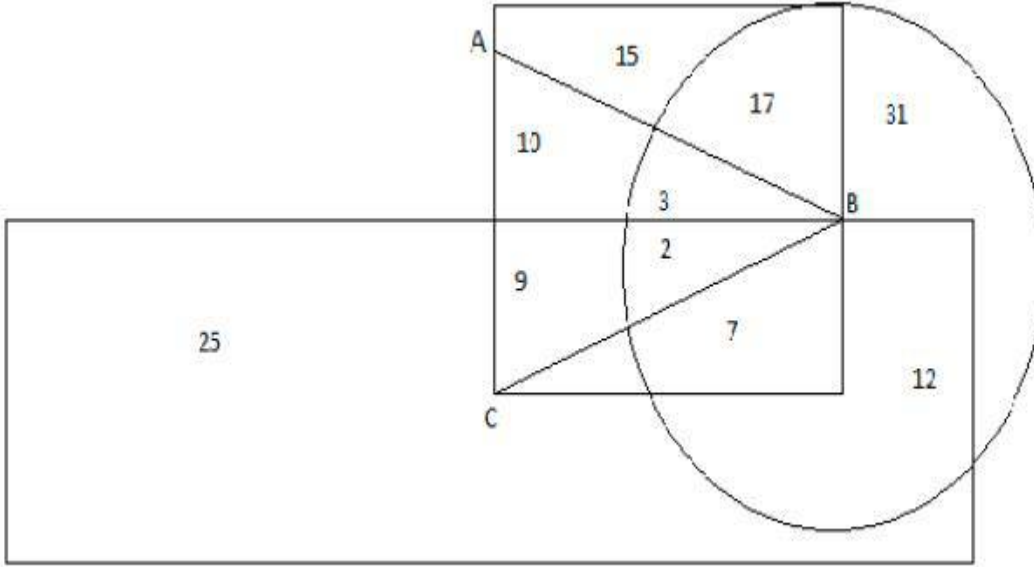
89874195499. ✖ 14

89874195500. ✖ 15

Question Number : 26 Question Id : 89874124229 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

In the following diagram rectangle, circle, square and triangle ABC respectively represent the 4 attributes namely government employees, males, urban people and educated persons. The numbers mentioned in different regions of the figure represent the number of persons having the corresponding common attributes of that region. If x is the number of persons who are from urban, female, non-government educated persons and y is the number of males, educated government persons from urban then $x+y=$

క్రింది పటంలో దీర్ఘచతురస్రం, వృత్తం, చతురస్రం మరియు త్రిభుజం ABCలు వరుసగా నాలుగు వర్గాల(లక్షణాలైన) ప్రభుత్వ ఉద్యోగులు, పురుషులు, పట్టణ ప్రాంత ప్రజలు మరియు అక్షరాస్యులను సూచిస్తాయి. పట్టణ ప్రాంతానికి చెంది, ప్రభుత్వేతర అక్షరాస్యులైన మహిళల సంఖ్యను x మరియు పట్టణ ప్రాంతానికి చెందిన అక్షరాస్యులైన పురుష ప్రభుత్వ ఉద్యోగుల సంఖ్య y అయితే $x+y=$



Options :

89874195501. ✓ 10

89874195502. ✗ 12

89874195503. ✗ 22

89874195504. ✗ 17

Question Number : 27 Question Id : 89874124230 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Select the suitable entry from the given options that fills the blank space in the following analogy

Anthropology: Human being : : Ornithology : -----

క్రింది సారూప్యతలో ఇచ్చిన ఐచ్ఛికాల నుండి సరైన దానితో క్రింది ఖాళీని పూరించండి:

అంత్రోపాలజీ : మానవుడు : : ఆర్నిథాలజీ : -----

Options :

89874195505. ✖ Insects
కీటకాలు

89874195506. ✖ Volcanoes
అగ్నిపర్వతాలు

89874195507. ✖ Reptiles
సరీసృపాలు

89874195508. ✔ Birds
పక్షులు

Question Number : 28 Question Id : 89874124231 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which option best describes a deductive argument?

నిగమన వాదనను సరిగ్గా వివరించేది క్రింది వాటిలో ఏది?

Options :

The conclusion likely follows from the premises

ఆధారాల నుండి ముగింపు రావచ్చు

89874195509. ✖

The conclusion must follow from the premises

ఆధారాల నుండి ముగింపు తప్పక రావాలి

89874195510. ✔

The premises offer emotional support to the conclusion

ముగింపుకు ఆధారాలనేవి భావోద్వేగ మద్దతునిస్తాయి

89874195511. ✖

The premises are about statistical information

ఆధారాలనేవి సాంఖ్యిక సమాచారానికి సంబంధించినవి

89874195512. ✖

Question Number : 29 Question Id : 89874124232 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

When a doctor concludes that a patient must be eating at night because the patient does not lose weight despite fasting in the day. This is an instance of

పగలంతా ఉపవాసమున్నప్పటికీ బహుశా రాత్రిపూట ఆ రోగి తినటం మూలాన బరువు తగ్గటం లేదని వైద్యుడు నిర్ణయానికి వస్తాడు. ఇది క్రింది వాటిలో దేనికి ఉదాహరణగా చెప్పవచ్చు?

Options :

Arthapatti
అర్థపట్టి

89874195513. ✓

Anumana
అనుమాన

89874195514. ✖

Pratyaksha
ప్రత్యక్ష

89874195515. ✖

Shabda
శబ్ద

89874195516. ✖

Question Number : 30 Question Id : 89874124233 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is NOT traditionally recognized as a 'pramana' (means of valid knowledge) in classical Indian logic?

క్రింది వాటిలో ఏది, క్లాసికల్ భారతీయ తర్కంలో, సాంప్రదాయకంగా 'ప్రమాణ'గా గుర్తింపు పొందలేదు?

Options :

89874195517. ✖ Pratyaksa (Perception)
ప్రత్యక్ష

89874195518. ✖ Anumāna (Inference)
అనుమాన

89874195519. ✖ Upamāna (Comparison)
ఉపమాన

89874195520. ✔ Smṛti (Memory)
స్మృతి

Sub-Section Number : 4
Sub-Section Id : 898741992
Question Shuffling Allowed : No

Question Id : 89874124234 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Question Numbers : (31 to 35)

Question Label : Comprehension

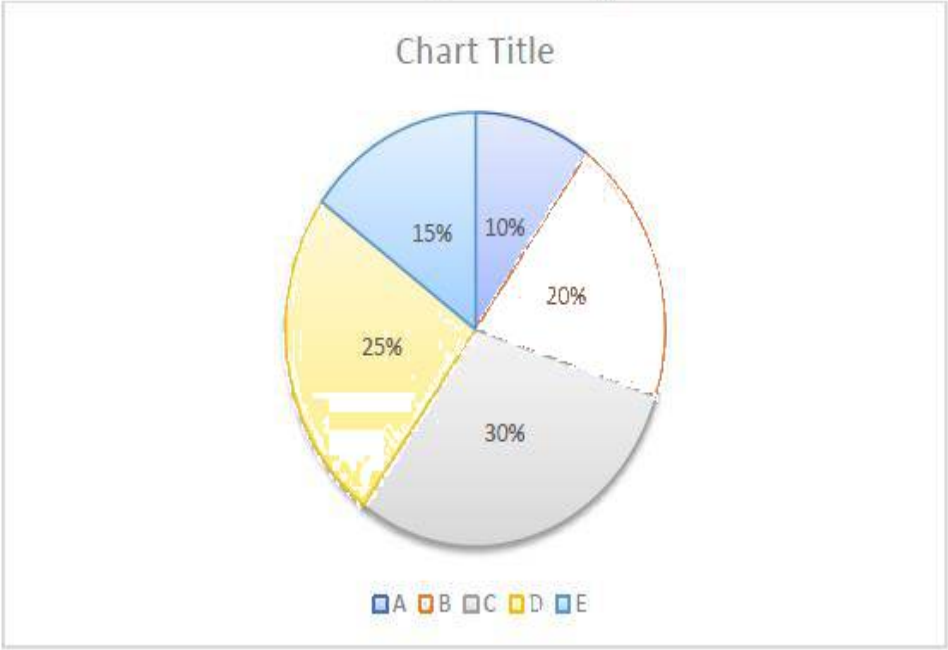
Answer the questions from 31 to 35 based on the following information.

The pie chart below shows the market share of five Bottle brands, A,B,C,D and E with a total market of 100 units. The selling prices of each bottle are Rs.300, Rs.200, Rs.400, Rs.600, and Rs.500 respectively. The cost price of each bottle is Rs.200, Rs.100, Rs.300, Rs.500, and Rs.400, respectively. Revenue is computed by multiplying the number of units sold by the selling price of each unit.

క్రింది సమాచారం ఆధారంగా 31 నుండి 35 వరకు గల ప్రశ్నలకు జవాబులనివ్వండి.

మొత్తం 100 యూనిట్ల మార్కెట్ను కలిగిన ఐదు బాటిల్ బ్రాండ్లయిన A,B,C,D మరియు Eల మార్కెట్ షేర్ను క్రింది 'పై' చిత్రం చూపుతుంది. ప్రతి బ్రాండ్ యొక్క ఒక్కో బాటిల్ అమ్మకం ధరలు వరుసగా రూ.300, రూ.200, రూ.400, రూ.600 మరియు రూ.500. ప్రతి బ్రాండ్ యొక్క ఒక్కోబాటిల్ కొన్న ధరలు వరుసగా రూ.200, రూ.100, రూ.300, రూ.500 మరియు రూ.400. అమ్ముడైన యూనిట్ల సంఖ్యను వాటి యొక్క యూనిట్ అమ్మకం ధరచే గుణించడం ద్వారా రాబడిని లెక్కిస్తారు.

Market Share of Bottle Brands
బాటిల్ బ్రాండ్ల మార్కెట్ షేర్



Sub questions

Question Number : 31 Question Id : 89874124235 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Options :

89874195521. ✖ 15000

89874195522. ✖ 27500

89874195523. ✔ 22500

89874195524. ✖ 25000

Question Number : 32 Question Id : 89874124236 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which brand earned the second highest profit?

ఏ బ్రాండ్ రెండో అత్యధిక లాభాన్ని ఆర్జించింది?

Options :

89874195525. ✖ A

89874195526. ✔ D

89874195527. ✖ C

89874195528. ✖ B

Question Number : 33 Question Id : 89874124237 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

What is the total revenue generated by all five Brands together?

అన్ని ఐదు బ్రాండ్ల ద్వారా లభించిన మొత్తం రాబడి ఎంత?

Options :

89874195529. ✖

Rs. 40,000
రూ. 40,000
89874195530. ✖

Rs. 41,500
రూ. 41,500
89874195531. ✔

Rs. 38,000
రూ. 38,000
89874195532. ✖

Question Number : 34 Question Id : 89874124238 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which brand earned the highest profit?

ఏ బ్రాండ్ అత్యధిక లాభాన్ని ఆర్జించింది?

Options :

89874195533. ✖ B

89874195534. ✔ C

89874195535. ✖ D

89874195536. ✖ E

Question Number : 35 Question Id : 89874124239 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which brand has the second least revenue?

ఏ బ్రాండ్ రెండో అత్యల్ప రాబడిని ఆర్జించింది?

Options :

89874195537. A

89874195538. ✓

89874195539. ✖ D

89874195540. ✖ C

Sub-Section Number : 5
Sub-Section Id : 898741993
Question Shuffling Allowed : Yes

Question Number : 36 Question Id : 89874124240 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

What does the acronym GIF stand for?
GIF అనే సంక్షిప్త పదం దేనిని సూచిస్తుంది?

Options :

89874195541. ✖ Graphics Interchange File
గ్రాఫిక్స్ ఇంటర్చేంజ్ ఫైలు

89874195542. ✖ Global Information
గ్లోబల్ ఇన్ఫర్మేషన్

89874195543. ✖ Graphics Information Format
గ్రాఫిక్స్ ఇన్ఫర్మేషన్ ఫార్మాట్

89874195544. ✓ Graphics Interchange Format
గ్రాఫిక్స్ ఇంటర్చేంజ్ ఫార్మాట్

Question Number : 37 Question Id : 89874124241 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which is the true statement about an operating system (OS)?

అపరేటింగ్ సిస్టమ్ (OS) గురించి నిజమైన ప్రకటన ఏది?

Options :

An OS controls peripheral, allocates memory and organises data into fields and records

ఒక OS పరిధీయ పరికరాలను నియంత్రిస్తుంది, మెమరీని కేటాయిస్తుంది మరియు డేటాను ఫీల్డ్లు మరియు రికార్డులలోకి నిర్వహిస్తుంది.

89874195545. ✖

An OS provides protection against viruses and controls peripherals

ఒక OS వైరస్ల నుండి రక్షణను అందిస్తుంది మరియు పరిధీయ పరికరాలను నియంత్రిస్తుంది

89874195546. ✖

An OS controls peripheral and allocates memory and processor time

ఒక OS పరిధీయ పరికరాలను నియంత్రిస్తుంది మరియు మెమరీ మరియు ప్రాసెసర్ సమయాన్ని కేటాయిస్తుంది.

89874195547. ✔

An OS controls the processor and peripherals and allows the user to connect tot he internet

ఒక OS ప్రాసెసర్ మరియు పరిధీయ పరికరాలను నియంత్రిస్తుంది మరియు వినియోగదారుని ఇంటర్నెట్ కు కనెక్ట్ చేయడానికి అనుమతిస్తుంది

89874195548. ✖

Question Number : 38 Question Id : 89874124242 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which one is NOT a web browser?
వెబ్ బ్రౌజర్ కానిది ఏది?

Options :

Firefox
ఫైర్ఫాక్స్

89874195549. ✖

Facebook
ఫేస్బుక్

89874195550. ✔

Chrome
క్రోమ్

89874195551. ✖

Safari
సఫారీ

89874195552. ✖

Question Number : 39 Question Id : 89874124243 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

National Digital Library of India(NDLI) is designed to:
నేషనల్ డిజిటల్ లైబ్రరీ ఆఫ్ ఇండియా (NDLI) వేటికోసం రూపొందించబడింది:

Options :

Provide access to all academic content online
అన్ని విద్యా విషయాలను ఆన్‌లైన్‌లో యాక్సెస్ చేయటం

89874195553. ✔

Promote banking awareness
బ్యాంకింగ్ అవగాహనను ప్రోత్సహించడం

89874195554. ✖

Focus on rural education
గ్రామీణ విద్యపై దృష్టి పెట్టడం

89874195555. ✖

Provide only postgraduate resources
పోస్ట్‌గ్రాడ్యుయేట్ వనరులను మాత్రమే అందించటం

89874195556. ✖

Question Number : 40 Question Id : 89874124244 Question Type : MCQ Option Shuffling : No

Correct Marks : 2 Wrong Marks : 0

Which Act provides the legal infrastructure for e-commerce in India?

భారతదేశంలో ఈ-కామర్స్ కోసం చట్టపరమైన మౌలిక సదుపాయాలను అందించిన చట్టం ఏది?

Options :

The Information Technology Act,1996

ఇన్ఫర్మేషన్ టెక్నాలజీ చట్టం, 1996

89874195557. ✖

The Information Technology Act,2000

ఇన్ఫర్మేషన్ టెక్నాలజీ చట్టం, 2000

89874195558. ✔

The Information Technology Act,1998

ఇన్ఫర్మేషన్ టెక్నాలజీ చట్టం, 1998

89874195559. ✖

The Information Technology Act,1990

ఇన్ఫర్మేషన్ టెక్నాలజీ చట్టం, 1990

89874195560. ✖

Question Number : 41 Question Id : 89874124245 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is not one of the Eight Millennium Development Goals?

ఈ క్రింది వాటిలో ఎనిమిది మిలీనియం అభివృద్ధి లక్ష్యాలలో కానిది ఏది?

Options :

Eradicate extreme poverty and hunger

తీవ్ర పేదరికం మరియు ఆకలిని నిర్మూలించడం

89874195561. ✖

Reduce child mortality

పిల్లల మరణాలను తగ్గించడం

89874195562. ✖

Achieve universal access to quality healthcare

నాణ్యమైన ఆరోగ్య సంరక్షణకు సార్వత్రికప్రాప్యతను సాధించడం

89874195563. ✔

Combat HIV/AIDS, malaria and other diseases

హెచ్ఐవి / ఎయిడ్స్, మలేరియా మరియు ఇతర వ్యాధులను ఎదుర్కోవడం

89874195564. ✖

Question Number : 42 Question Id : 89874124246 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is the most significant human activity contributing to the loss of biodiversity?

ఈ క్రింది వాటిలో జీవవైవిధ్య నష్టానికి దోహదపడే అత్యంత ముఖ్యమైన మానవ కార్యకలాపాలు ఏమిటి?

Options :

Nuclear energy generation

అణుశక్తి ఉత్పత్తి

89874195565. ✖

Industrial pollution

పారిశ్రామిక కాలుష్యం

89874195566. ✖

Deforestation and habitat destruction

అటవీ నిర్మూలన మరియు ఆవాసాల నాశనం

89874195567. ✔

Sustainable agriculture

స్థిరమైన వ్యవసాయం

89874195568. ✖

Question Number : 43 Question Id : 89874124247 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is the primary cause of global air pollution
ఈ క్రింది వాటిలో ప్రపంచ వాయు కాలుష్యానికి ప్రధాన కారణం ఏది?

Options :

89874195569. ✖ Agriculture emissions
వ్యవసాయ ఉద్గారాలు

89874195570. ✔ Industrial and vehicular activities, including the burning of fossil fuels
పరిశ్రమలు, వాహనాలు మరియు ఫాసిల్ ఇంధనాల దహనం వంటి చర్యలు

89874195571. ✖ Deforestation and natural forest fires
అటవీ నిర్మూలన మరియు అటవీ మంటలు

89874195572. ✖ Use of natural refrigerants
సహజశీతల కరణిల వాడకం

Question Number : 44 Question Id : 89874124248 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Exposure to high concentration of which heavy metal can impair haemoglobin production and cause hypertension?

ఏ భారీ లోహం యొక్క అధిక సాంద్రతలకు గురికావడం వల్ల హిమోగ్లోబిన్ ఉత్పత్తి దెబ్బ తింటుంది మరియు రక్తపోటుకు కారణమవుతుంది?

Options :

Mercury
పాదరసం

89874195573. ✖

Cadmium
కాడ్మియం

89874195574. ✖

Lead
సీసం

89874195575. ✔

Arsenic
ఆర్సెనిక్

89874195576. ✖

Question Number : 45 Question Id : 89874124249 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is a crucial step in developing an effective disaster mitigation plan?
ప్రభావవంతమైన విపత్తు ఉపశమన ప్రణాళికను అభివృద్ధి చేయడంలో క్రింది వాటిలో ఏది కీలకమైన దశ?

Options :

Waiting for a disaster to occur before planning
ప్రణాళిక వేసేముందు విపత్తు సంభవించే వరకు వేచి ఉండటం
89874195577. ✖

Focusing solely on structural solutions
నిర్మాణాత్మక పరిష్కారాలపై మాత్రమే దృష్టిపెట్టడం
89874195578. ✖

Public education and preparedness programs
ప్రజావిద్య మరియు సంసిద్ధత కార్యక్రమాలు
89874195579. ✔

Ignoring local environmental conditions
స్థానిక పర్యావరణ పరిస్థితులను విస్మరించడం
89874195580. ✖

Question Number : 46 Question Id : 89874124250 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Nalanda University was located in the ancient kingdom of Magadha, which is part of which
Modern-day Indian state?

నలంద విశ్వవిద్యాలయం పురాతన మగధరాజ్యంలో ఉంది, ఇది ఆధునిక భారతదేశంలో ఏ
రాష్ట్రంలో ఉంది?

Options :

89874195581. ✖ Uttar Pradesh
ఉత్తర ప్రదేశ్

89874195582. ✔ Bihar
బీహార్

89874195583. ✖ West Bengal
పశ్చిమ బెంగాల్

89874195584. ✖ Rajasthan
రాజస్థాన్

Question Number : 47 Question Id : 89874124251 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The National Knowledge Commission (2005-09) highlighted the importance of utilizing which technology for expanding open and distance learning?

జాతీయ జ్ఞాన కమిషన్ (2005-09) ఓపెన్ మరియు దూరవిద్యను విస్తరించటానికి ఏ సాంకేతిక పరిజ్ఞానాన్ని ఉపయోగించింది?

Options :

Radio
రేడియో

89874195585. ✖

Television
టెలివిజన్

89874195586. ✖

Information Technology
ఇన్ఫర్మేషన్ టెక్నాలజీ

89874195587. ✔

Telephones
టెలిఫోన్లు

89874195588. ✖

Question Number : 48 Question Id : 89874124252 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which institution is known for promoting Oriental learning in India?

భారతదేశంలో ఓరియంటల్ విద్యను ప్రోత్సహించడానికి ఏ రకమైన సంస్థ ప్రసిద్ధి చెందింది?

Options :

Indian Institutes of Technology (IITs).

ఇండియన్ ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ (ఐఐటీలు)

89874195589. ✖

National Institute of Technology (NITs)

నేషనల్ ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ (ఎన్ఐటీలు)

89874195590. ✖

Banaras Hindu University (BHU)

బెనారస్ హిందూ విశ్వవిద్యాలయం(బిహెచ్యు)

89874195591. ✔

Indira Gandhi National Open University (IGNOU)

ఇందిరాగాంధీ నేషనల్ ఓపెన్ విశ్వవిద్యాలయం (ఇగ్నో)

89874195592. ✖

Question Number : 49 Question Id : 89874124253 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is a primary aim of professional education?

క్రింది వాటిలో వృత్తి విద్య యొక్క ప్రాథమిక లక్ష్యం ఏది?

Options :

To provide general education to all students.

అందరు విద్యార్థులకు విద్యను అందించటానికి

89874195593. ✖

To develop special competencies for professional practice

వృత్తిపరమైన అభ్యాసం కోసం ప్రత్యేక సామర్థ్యాలను అభివృద్ధి చేయడం

89874195594. ✔

To replace traditional educational methods

సాంప్రదాయ విద్యా పద్ధతులను భర్తీ చేయడం

89874195595. ✖

To offer recreational activities for youth

యువతకు వినోద కార్యకలాపాలను అందించడం

89874195596. ✖

Question Number : 50 Question Id : 89874124254 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

According to the principles of public policy, which of the following best describes the nature of "Substantive Public Policies"?

ప్రజా విధాన సూత్రాల ప్రకారం, కింది వాటిలో ఏది "సబ్స్టాంటివ్ పబ్లిక్ పాలసీలు" యొక్క స్వభావాన్ని బాగా వివరిస్తుంది?

Options :

Policies that allocate resources or distribute benefits to specific segments of society
సమాజంలోని నిర్దిష్టవర్గాలకు వనరులను కేటాయించే లేదా ప్రయోజనాలను పంపిణీ చేసే

89874195597. ✓ విధానాలు

Policies that only plan and program to get things done.

పనులు పూర్తి చేయడానికి మాత్రమే ప్రణాళిక మరియు కార్యక్రమాలు చేసే విధానాలు

89874195598. ✗

Policies that strictly focus on regulating the political process

రాజకీయ ప్రక్రియను నియంత్రించడంపై ఖచ్చితంగా దృష్టి సారించే విధానాలు

89874195599. ✗

Policies that are exclusively about government structure and not public impact.

ప్రజా ప్రభావం గురించి కాకుండా ప్రభుత్వ నిర్మాణం గురించి ప్రత్యేకంగా ఉండే విధానాలు.

89874195600. ✗

Paper II

Section Id :	898741320
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	200
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	898741994
Question Shuffling Allowed :	Yes

Question Number : 51 Question Id : 89874124255 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A device that gradually lowers amplification for stronger sounds in order to prevent loud audio from surpassing the system's maximum limit is known as:

Options :

89874195601. ✖ Neutral density filter

89874195602. ✖ Fader

89874195603. ✔ Limiter

89874195604. ✖ Audio filter

Question Number : 52 Question Id : 89874124256 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List – I

- a. Balance Theory
- b. Congruity Theory
- c. Elihu Katz
- d. Everett Rogers

List – II

- i. Uses and gratification theory
- ii. Charles Osgood and Tannenbaum
- iii. Diffusion of Innovation
- iv. Fritz Heider

Options :

89874195605. ✖ a-i, b-iii, c-ii, d-iv

89874195606. ✖ a-ii, b-iv, c-iii, d-i

89874195607. ✖ a-iii, b-i, c-iv, d-ii

89874195608. ✔ a-iv, b-ii, c-i, d-iii

Question Number : 53 Question Id : 89874124257 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The Second Press Commission of India recommended the establishment of

Options :

89874195609. ✖ Ministry of information and broadcasting

89874195610. ✖ Media Training Institute

89874195611. ✔ Newspaper Development Commission

89874195612. ✖ IIMC

Question Number : 54 Question Id : 89874124258 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

What is the opinion of McLuhan on adaptation?

Options :

89874195613. ✖ A new work of art is created through adaptation.

89874195614. ✔ The new medium absorbs the earlier forms of works

89874195615. ✖ All art works are absorbed by big media organizations.

89874195616. ✖ All works of art are destroyed by emerging media.

Match the List-I with List-II :

List - I

List – II

- a. Mutnuri Krishna rao
- b.KasinathuniNageswararao
- c. SivalenkaSambhuprasad
- d. NarlaVenkateswararao

- i. Andhra jyothi
- ii. Krishna partika
- iii. Andhra prabha& Andhra jyothi
- iv. Andhra pathrika

Options :

89874195617. ✖ a-iii, b-i, c-ii, d-iv

89874195618. ✔ a-ii, b-iv, c-i, d-iii

89874195619. ✖ a-ii, b-iv, c-iii, d-i

89874195620. ✖ a-iv, b-i, c-ii, d-iii

Question Number : 56 Question Id : 89874124260 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List-I	List-II
a. Attempt to murder	i. IPC 294
b. Sedition	ii. IPC307
c. Criminal defamation	iii. IPC 124(A)
d. Obscenity	iv. IPC 499

Options :

89874195621. ✖ a-iii, b-i, c-ii, d-iv

89874195622. ✔ a-ii, b-iii, c-iv, d-i

89874195623. ✖ a-iii, b-iv, c-i, d-ii

89874195624. ✖ a-ii, b-iv, c-iii, d-i

Question Number : 57 Question Id : 89874124261 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List - I	List - II
a. Contempt of Courts Act	i. 1867
b. Official Secrets Act	ii. 1971
c. Press and Registration of Books Act	iii. 1955
d. Working Journalists Act	iv. 1923

Options :

89874195625. ✖ a-iii, b-i, c-ii, d-iv

89874195626. ✔ a-ii, b-iv, c-i, d-iii

89874195627. ✖ a-iii, b-iv, c-i, d-ii

89874195628. ✖ a-ii, b-iv, c-iii, d-i

Question Number : 58 Question Id : 89874124262 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The New World Information and Communication Order (NWICO) which has been mentioned in the clauses of the International Principles of Professional Ethics in Journalism lays stress on

Options :

- 89874195629. ✖ To promote global news agencies across the globe
- 89874195630. ✖ Respect the underprivileged classes of the world
- 89874195631. ✔ To democratize the international communication system and rebalance information flows worldwide
- 89874195632. ✖ To establish IPDC

Question Number : 59 Question Id : 89874124263 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

"Point of Sale" is -----type of advertising

Options :

- 89874195633. ✖ Mobile Advertising
- 89874195634. ✖ Transport Advertising
- 89874195635. ✖ Direct Advertising
- 89874195636. ✔ Display Advertising

Question Number : 60 Question Id : 89874124264 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion(A): 'Research Ethics' deals with the technicalities of ethics related to research

Reason(R): As a part of Research Ethics informed consent, power relations, confidentiality are studied

Options :

89874195637. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195638. ✔ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195639. ✖ (A) is true, but (R) is false.

89874195640. ✖ (A) is false, but (R) is true.

Question Number : 61 Question Id : 89874124265 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Kheda project is a development communication model with all the features except

Options :

89874195641. ✖ Local

89874195642. ✖ Participatory

89874195643. ✖ Community based

89874195644. ✔ Rural governance structures

Question Number : 62 Question Id : 89874124266 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List - I	List - II
a IIMC	i. New Delhi
b NSD	ii. New Delhi
c FTII	iii. Kolkata
d Satyajit ray film and television institute	iv. Pune

Options :

89874195645. ✖ a-iii, b-i,c-ii, d-iv

89874195646. ✔ a-ii, b-i, c-iv, d-iii

89874195647. ✖ a-ii, b-iv, c-iii, d-i

89874195648. ✖ a-iv, b-ii, c-iii, d-i

Question Number : 63 Question Id : 89874124267 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

'Embedded journalists' are war correspondents operated in

Options :

89874195649. ✔ Iraq and Afghanistan

89874195650. ✖ Kashmir

89874195651. ✖ Bahngaldesh

89874195652. ✖ Israel

Question Number : 64 Question Id : 89874124268 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

New India was established by

Options :

89874195653. ✖ S. Sadanand

89874195654. ✔ Dr. Annie Besant

89874195655. ✖ B.G. Horniman

89874195656. ✖ Phiroze Shah Mehta

Question Number : 65 Question Id : 89874124269 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Kerlinger proposed the following as methods of knowing in scientific method except

Options :

89874195657. ✖ Intuition

89874195658. ✖ Authority

89874195659. ✖ Tenacity

89874195660. ✔ Calculative

Question Number : 66 Question Id : 89874124270 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Among the following which is a qualitative research?

- a. Attitude or opinion research
- b. Motivation research
- c. Empirical research
- d. Historical research

Options :

89874195661. ✖ only a

89874195662. ✖ only b

89874195663. ✔ a,b and d

89874195664. ✖ a and c

Question Number : 67 Question Id : 89874124271 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II :

List – I

- a. Yellow journalism
- b. Check book Journalism
- c. Paid news
- d. Over a cup of Tea

List – II

- i. Pothan Joseph
- ii. Paranjoy G Thakurta
- iii. Hearst
- iv. Richard Nixon

Options :

89874195665. ✖ a-iv, b-i,c-ii, d-iii

89874195666. ✔ a-iii, b-iv, c-ii, d-i

89874195667. ✖ a-i, b-ii, c-iv, d-iii

89874195668. ✖ a-ii, b-i, c-iv, d-iii

Question Number : 68 Question Id : 89874124272 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

New media have facilitated the type of communication which is

Options :

89874195669. ✖ Abstract

89874195670. ✖ Conceptual

89874195671. ✖ spiritual

89874195672. ✔ interactive

Question Number : 69 Question Id : 89874124273 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

In Britain, the Press Council was replaced by

Options :

89874195673. ✖ The Press Commission

89874195674. ✔ The Press Complaints Commission

89874195675. ✖ The News Corporation council

89874195676. ✖ The Media Ombudsman

Question Number : 70 Question Id : 89874124274 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The National news agency of Japan is

Options :

89874195677. ✓ Kyodo

89874195678. ✗ Novosti

89874195679. ✗ Garuda

89874195680. ✗ Antara

Question Number : 71 Question Id : 89874124275 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Transpersonal communication

Options :

89874195681. ✗ Conversing with relatives

89874195682. ✓ Fosters a spiritual or soulful connection

89874195683. ✗ Discourse with communities

89874195684. ✗ Interaction with the sages

Question Number : 72 Question Id : 89874124276 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Assertion (A): Spin doctor influences others opinions by the selection of information designed to create the right impression.

Reason(R): Spinning doesn't involve telling lies.

Options :

89874195685. ✓ Both (A) and (R) are true.

89874195686. ✗ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195687. ✗ (A) is true, but (R) is false.

89874195688. ✗ (A) is false, but (R) is true.

Question Number : 73 Question Id : 89874124277 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The following conditions should be satisfied before χ^2 test can be applied

- (i) Observations recorded and used are collected on a random basis.
- (ii) All the items in the sample must be independent.
- (iii) No group should contain very few items, say less than 10.
- (iv) The overall number of items must also be reasonably large.

Options :

89874195689. ✗ only ii

89874195690. ✗ only i , ii and iii

89874195691. ✓ i, ii, iii and iv

89874195692. ✗ Only i and ii

Question Number : 74 Question Id : 89874124278 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

'Deep throat' was the source of information for the reporters investigating

Options :

89874195693. ✓ The Watergate scandal

89874195694. ✗ The Irangate scandal

89874195695. ✗ The Profumo-Christine Keeler scandal

89874195696. ✗ The Mundhra scandal

Question Number : 75 Question Id : 89874124279 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The first amendment to Article 19(1) (a) of the Indian Constitution was mainly aimed to include _____ as a cause for reasonable restriction.

Options :

89874195697. ✓ Public order

89874195698. ✗ Censorship

89874195699. ✗ Newspaper registration

89874195700. ✗ Licensing printing press

Question Number : 76 Question Id : 89874124280 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which form of advertising is heavily used to introduce a new product?

Options :

89874195701. ✖ Persuasive advertising

89874195702. ✖ Reminder advertising

89874195703. ✖ Inferential advertising

89874195704. ✔ Informative advertising

Question Number : 77 Question Id : 89874124281 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A specific communication task to be accomplished with a specific target audience during a specific period of time is termed

Options :

89874195705. ✔ Advertising campaign

89874195706. ✖ Advertising objective

89874195707. ✖ Advertising criterion

89874195708. ✖ Advertising evaluation

Question Number : 78 Question Id : 89874124282 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion (A) : Mass media in India now suffer from celebrity syndrome.

Reason (R) : Inter-media competition has compelled them to opt for it to survive in the field.

Options :

89874195709. ✓ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195710. ✗ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195711. ✗ (A) is true, but (R) is false.

89874195712. ✗ (A) is false, but (R) is true.

Question Number : 79 Question Id : 89874124283 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion (A) : Mass media cannot set any agenda for debates.

Reason (R) : Audience select contents of their choice.

Options :

89874195713. ✗ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195714. ✗ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195715. ✗ (A) is true, but (R) is false.

89874195716. ✓ (A) is false, but (R) is true.

Question Number : 80 Question Id : 89874124284 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Assertion (A) : Media manufactured culture is transient and keep on changing.

Reason (R) : Mediated culture is dynamic and does not have any standard value.

Options :

89874195717. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195718. ✔ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195719. ✖ (A) is true, but (R) is false.

89874195720. ✖ (A) is false, but (R) is true.

Question Number : 81 Question Id : 89874124285 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Assertion (A) : Social responsibility theory deals with the media's role in building a better nation

Reason (R) : Media can only build a nation

Options :

89874195721. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195722. ✖ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195723. ✔ (A) is true, but (R) is false.

89874195724. ✖ (A) is false, but (R) is true.

Question Number : 82 Question Id : 89874124286 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Assertion (A) :In mass communication Historical research is more than chronological.

Reason (R) :It is event based with social, political and economic developments to provide a holistic interpretation than a statement of dates and facts.

Options :

89874195725. ✓ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195726. ✗ Both (A) and (R) are true, but (R) is not the correct explanation of (A)

89874195727. ✗ (A) is true, but (R) is false.

89874195728. ✗ (A) is false, but (R) is true.

Question Number : 83 Question Id : 89874124287 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Pick the correct sequence of the origin of the following newspapers.

Options :

89874195729. ✗ Bombay Courier, Bengal Gazette, Bombay Darpan, Bombay Samachar

89874195730. ✓ Bengal Gazette, Bombay, Courier, Bombay Samachar, Bombay Darpan.

89874195731. ✗ Bombay Darpan, Bombay Samachar, Bombay Courier, , Bengal Gazette

89874195732. ✗ Bengal Gazette, Bombay Darpan, Bombay Samachar, Bombay Courier

Question Number : 84 Question Id : 89874124288 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify the correct sequence of the following in terms of authorship of theories.

Options :

89874195733. ✓ Walter Lippmann, Daniel Boorstin, Daniel Bell, Noam Chomski

89874195734. ✗ Daniel Bell, Walter Lippmann, Daniel Boorstin, Noam Chomski.

89874195735. ✗ Noam Chomski, Daniel Bell, Walter Lippman, Daniel Boorstin.

89874195736. ✗ Daniel Boorstin, Noam Chomski, Daniel Bell, Walter Lippmann.

Question Number : 85 Question Id : 89874124289 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify the correct chronological sequence of the following theories

Options :

89874195737. ✗ Mathematical theory, Public opinion, Cultivation theory, Gate keeping.

89874195738. ✓ Public opinion, Gate keeping, Mathematical theory, Cultivation theory

89874195739. ✗ Cultivation theory, Public opinion, Mathematical theory, Gate keeping.

89874195740. ✗ Gate keeping, Mathematical theory, Public opinion, Cultivation theory.

Question Number : 86 Question Id : 89874124290 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify the sequence of Ministers of Information and Broadcasting in India.

Options :

89874195741. ✖ Arunjaitley , Anuragthakur, Aswinvaishnav, Rajyavardhansingrathode,
Prakash javdekar,

89874195742. ✖ Prakash javdekar, Anuragthakur, Arunjaitley , Rajyavardhansingrathode
Aswinvaishnav,

89874195743. ✔ Arunjaitley , Rajyavardhansingrathode, Prakash javdekar, Anuragthakur,
AswinVaishnaw

89874195744. ✖ Rajyavardhansingrathode, Prakash javdekar, Anuragthakur, Aswinvaishnav,

Question Number : 87 Question Id : 89874124291 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion (A): In Public Relations embargo is a mutual agreement where a company
provides journalists with early access to information but urges to delay
its dissemination till a specific date and time

Reason (R): This strategic tool helps in the success of communication

Options :

89874195745. ✖ Both (A) and (R) are true and, (R) is the correct explanation of (A)

89874195746. ✔ Both (A) and (R) are true, but (R) is not the correct explanation of (A)

89874195747. ✖ (A) is true, but (R) is false.

89874195748. ✖ (A) is false, but (R) is true.

Question Number : 88 Question Id : 89874124292 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify the correct chronological sequence of the following editors

Options :

89874195749. ✖ N.Ram, G.Kasthuri N.Ravi S. Parthasarathy

89874195750. ✖ G.Kasthuri N.Ravi S. Parthasarathy N.Ram

89874195751. ✔ S. Parthasarathy G.Kasthuri N.Ravi N.Ram

89874195752. ✖ N.Ravi N.Ram S. Parthasarathy G.Kasthuri

Question Number : 89 Question Id : 89874124293 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion (A): Among the procedures of filmic language 'close-up', the 'pan shot', the tracking shot', 'parallel montage' and interlaced' or 'alternate montage" montage' is the most significant and the most revolutionary.

Reason (R): It was montage that gave birth to film as an art by creating a language'

Options :

89874195753. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195754. ✔ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195755. ✖ (A) is true, but (R) is false.

89874195756. ✖ (A) is false, but (R) is true.

Question Number : 90 Question Id : 89874124294 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II

List-I	List-II
a. Raja Rammohan Roy	i. Kesari
b. Bal Gangadhar Tilak	ii. Mook Nayak
c. Mahatma Gandhi	iii. Sambad Kaumudi
d. Dr B. R. Ambedkar	iv. Young India

Options :

89874195757. ✖ a-iv, b-i, c-ii, d-iii

89874195758. ✔ a-iii, b-i, c-iv, d-ii

89874195759. ✖ a-i, b-ii, c-iv, d-iii

89874195760. ✖ a-ii, b-i, c-iv, d-iii

Question Number : 91 Question Id : 89874124295 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Among the following corporate Social responsibility still holds good only for

Options :

89874195761. ✖ Public

89874195762. ✖ Government

89874195763. ✖ Political parties

89874195764. ✔ Companies

Question Number : 92 Question Id : 89874124296 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II

List I	List II
a. Kumudam	i. Children
b. Data quest	ii. Environment
c. Champ	iii. Cinema and culture
d. Down to earth	iv. Cyber media

Options :

89874195765. ✖ a-i, b-ii, c-iii, d-iv

89874195766. ✖ a-ii, b-iii, c-iv, d-i

89874195767. ✔ a-iii, b-iv, c-i, d-ii

89874195768. ✖ a-iv, b-i, c-ii, d-iii

Question Number : 93 Question Id : 89874124297 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II :

List – I	List – II
a. Audacity	i. Set of rules for formatting and processing data
b. Protocol	ii. Publishing and lay out
c. Quark express	iii. Website design
d. Dreamweaver	iv. Audio editing and recording app.

Options :

89874195769. ✖ a-i, b-ii, c-iii, d-iv

89874195770. ✖ a-ii, b-iii, c-iv, d-i

89874195771. ✖ a-iii, b-iv, c-i, d-ii

89874195772. ✔ a-iv, b-i, c-ii, d-iii

Question Number : 94 Question Id : 89874124298 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following research formats focuses on hypothesis testing and generalisations?

Options :

- 89874195773. ✓ Experimental and ex-post facto research
- 89874195774. ✗ Intervention based action research
- 89874195775. ✗ Phenomenological and narrative research
- 89874195776. ✗ Case study research

Question Number : 95 Question Id : 89874124299 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following action sets best represent an action research cycle?

Options :

- 89874195777. ✗ Reflect, act, plan and observe
- 89874195778. ✓ Plan, act, observe and reflect
- 89874195779. ✗ Observe, plan, reflect and act
- 89874195780. ✗ Act, plan, observe and reflect

Question Number : 96 Question Id : 89874124300 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which one of the following is the main feature of qualitative research?

Options :

89874195781. ✓ Avoids positivist assumptions and data analysis

89874195782. ✗ Subscribes to pre-existing categories

89874195783. ✗ Collects data in numerical form

89874195784. ✗ Uses empirical method of data analysis

Question Number : 97 Question Id : 89874124301 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

A researcher fails to reject the null hypothesis (H_0) during research. What are the likely implications?

Options :

89874195785. ✗ Accepting the research hypothesis

89874195786. ✓ Rejecting the research hypothesis

89874195787. ✗ Not taking any decision on the research hypothesis

89874195788. ✗ Improving the research hypothesis

Question Number : 98 Question Id : 89874124302 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

_____ is the term of the name of the journalist appears at the beginning of the Story.

Options :

- 89874195789. ✖ Slug line
- 89874195790. ✖ Dateline
- 89874195791. ✔ Byline
- 89874195792. ✖ Imprint line

Question Number : 99 Question Id : 89874124303 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Popular cartoonist among the following is

Options :

- 89874195793. ✔ Mario Miranda
- 89874195794. ✖ Virsanghvi
- 89874195795. ✖ Jug suraiya
- 89874195796. ✖ Karan thapar

Question Number : 100 Question Id : 89874124304 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

NBC was founded in 1926 by the Radio Corporation of America (RCA), a then-subsubsidiary of

Options :

89874195797. ✓ General Electric (GE)

89874195798. ✖ General motors

89874195799. ✖ Nippon

89874195800. ✖ Suzuki

Question Number : 101 Question Id : 89874124305 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Among the following which suggest a connection or understating between the characters in your scene

Options :

89874195801. ✖ Eye Level Shot

89874195802. ✖ Overhead Shot

89874195803. ✓ Over-The-Shoulder Shot

89874195804. ✖ Deep Focus Shot

Question Number : 102 Question Id : 89874124306 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II :

List - I

- a The Bias of communication
- b Personal influence
- c. Experiments in mass communication
- d. Propaganda and public mind

List -II

- i.Paullazarsfeld
- ii.Noam Chomsky
- iii.Haroldinnis
- iv.CarlHovland and others

Options :

89874195805. ✓ a-iii, b-i, c-iv, d-ii

89874195806. ✗ a-ii, b-i, c-iv, d-iii

89874195807. ✗ a-iv, b-iii, c-ii, d-i

89874195808. ✗ a-iii, b-ii, c-i, d-iv

Question Number : 103 Question Id : 89874124307 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify right sequence of publications started in telugu language

Options :

89874195809. ✓ Krishna patrika, Satyaduta, Bharathi, Nilagiri

89874195810. ✗ Nilagiri, Bharathi, Satyaduta, Krishna patrika

89874195811. ✗ Satyaduta, Krishna patrika, Nilagiri, Bharathi

89874195812. ✗ Krishna patrika, Nilagiri, Satyaduta , Bharathi

Question Number : 104 Question Id : 89874124308 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Arrange the National Best actress award winners in chronological order

Options :

89874195813. ✓ Sridevi, Alia bhat, Nithyamenon, Rani mukherji

89874195814. ✗ Alia bhatt, Sridevi, Rani mukherji, Nithyamenon

89874195815. ✗ Alia bhatt, Sridevi, Nithyamenon, Rani mukherji

89874195816. ✗ Sridevi, Nithyamenon, Rani mukherji, Alia bhatt

Question Number : 105 Question Id : 89874124309 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which of the following is an example of Agenda Building rather than Agenda Setting?

Options :

89874195817. ✗ Media coverage of an issue for sports promotion

89874195818. ✗ Public's attention towards farmer suicides

89874195819. ✓ TV debates on terrorism change the voter behavior

89874195820. ✗ Newspapers promoting cinema and entertainment

Question Number : 106 Question Id : 89874124310 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Which one of the following film directors was part of Dogme 95 filmmaking movement started in 1995?

Options :

89874195821. ✖ Martin Scorsese

89874195822. ✖ Jafar Panahi

89874195823. ✔ Lars von Trier

89874195824. ✖ Shohei Imamura

Question Number : 107 Question Id : 89874124311 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

With regard to development Jan Servaes developed the following model

Options :

89874195825. ✖ Critical model

89874195826. ✖ Conventional model

89874195827. ✖ Dependency model

89874195828. ✔ Multiplicity model

Question Number : 108 Question Id : 89874124312 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The film "Citizen Kane" was fictional representation of

Options :

89874195829. ✖ Joseph Pulitzer

89874195830. ✖ Lord Northcliffe

89874195831. ✔ William Randolph Hearst

89874195832. ✖ Rupert Murdoch

Question Number : 109 Question Id : 89874124313 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

A canted shot is also referred to as

Options :

89874195833. ✖ Dangled

89874195834. ✔ Duch angle

89874195835. ✖ Cover shot

89874195836. ✖ Clear shot

Question Number : 110 Question Id : 89874124314 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following are types of Montage identified in Soviet film theory?

- a. Metric montage
- b. Tonal montage
- c. Over-tonal montage
- d. Associative montage
- e. Intellectual montage

Options:

Options :

89874195837. ✖ (a), (b), (d) and (e) only

89874195838. ✖ (a), (c), (d) and (e) only

89874195839. ✔ (a), (b), (c) and (e) only

89874195840. ✖ (b), (c), (d) and (e) only

Question Number : 111 Question Id : 89874124315 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following News papers are published in Sanskrit language?

- a. Prabha
- b. Sudharma
- c. Adhikar
- d. Jayanti

Choose the correct answer from the options given below:

Options :

89874195841. ✖ a, b and c only

89874195842. ✔ b only

89874195843. ✖ b, c and d only

89874195844. ✖ c, d only

Question Number : 112 Question Id : 89874124316 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

According to Hamid Mowlana and Majid Tehranian the primary purpose of communication is to

Options :

89874195845. ✖ Create image

89874195846. ✖ Persuasion

89874195847. ✔ Build relationship

89874195848. ✖ Publicity

Question Number : 113 Question Id : 89874124317 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The code of ethics for media shall be prepared and adopted by the profession itself without government interference was recommended by

Options :

- 89874195849. ✖ Chanda committee
- 89874195850. ✖ Verghese committee
- 89874195851. ✖ Wadhwa committee
- 89874195852. ✔ McBride committee

Question Number : 114 Question Id : 89874124318 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The Cinematograph Act in India was first introduced in

Options :

- 89874195853. ✖ 1910
- 89874195854. ✖ 1918
- 89874195855. ✖ 1920
- 89874195856. ✔ 1952

Question Number : 115 Question Id : 89874124319 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which of the following is NOT a mass media theory?

Options :

89874195857. ✖ Social Exchange Theory

89874195858. ✖ Spiral of Silence

89874195859. ✔ Social Learning Theory

89874195860. ✖ Gatekeeping Theory

Question Number : 116 Question Id : 89874124320 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Assertion (A): Democracy in India is in peril because of mass media.

Reason (R): With too many regional satraps controlling regional media, naturally regional issues dominate regional media.

Options :

89874195861. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195862. ✖ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195863. ✖ (A) is true, but (R) is false.

89874195864. ✔ (A) is false, but (R) is true.

Question Number : 117 Question Id : 89874124321 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Assertion (A): The concept of developmental communication has become redundant in the present day scenario.

Reason (R): The trend towards transnational capitalism and commodity fetishism has become more pronounced than ever before, brushing aside all ideological debates.

Options :

89874195865. ✖ Both (A) and (R) are true, and (R) is the correct explanation of (A)

89874195866. ✖ Both (A) and (R) are true, but (R) is not the correct explanation of (A).

89874195867. ✔ (A) is true, but (R) is false.

89874195868. ✖ (A) is false, but (R) is true.

Question Number : 118 Question Id : 89874124322 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List I	List II
a. Public Opinion	i. Walter Lippmann
b. Personal Influence	ii. Katz & Lazarsfeld
c. Understanding Media	iii. Marshall McLuhan
d. Manufacturing Consent	iv. Chomsky & Herman

Options :

89874195869. ✔ a-i, b-ii, c-iii, d-iv

89874195870. ✖ a-ii, b-i, c-iv, d-iii

89874195871. ✖ a-iv, b-iii, c-ii, d-i

89874195872. ✖ a-iii, b-iv, c-i, d-ii

Question Number : 119 Question Id : 89874124323 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List I	List II
a. Kesari	i. G. SubramaniaIyer
b. Indian Opinion	ii. Sunder Singh Lyallpuri
c. Hindustan Times	iii. Mahatma Gandhi
d. The Hindu	iv. B.G. Tilak

Options :

89874195873. ✖ a-i, b-iv, c-ii, d-iii

89874195874. ✖ a-ii, b-i, c-iv, d-iii

89874195875. ✔ a-iv, b-iii, c-ii, d-i

89874195876. ✖ a-iii, b-ii, c-i, d-iv

Question Number : 120 Question Id : 89874124324 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Laura Mulvey's concept of the 'male gaze' in cinema theory argues that:

Options :

89874195877. ✖ Most film directors are male and reflect masculine perspectives

89874195878. ✖ Male audiences prefer action films over romantic comedies

89874195879. ✔ Cinema structures viewing pleasure around male voyeurism

89874195880. ✖ The concept of feminism is under mined in conventional movies

Question Number : 121 Question Id : 89874124325 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

MX player is the digital platform of the

Options :

89874195881. ✖ Sun network

89874195882. ✖ STAR

89874195883. ✖ CNN

89874195884. ✔ Times group

Question Number : 122 Question Id : 89874124326 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Symbols can be readily used as a way of subtly promoting or maintaining ideologies was proposed by

Options :

89874195885. ✖ James W. carry

89874195886. ✔ John Thompson

89874195887. ✖ Will right

89874195888. ✖ Arthur Asaberger

Question Number : 123 Question Id : 89874124327 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Law of continuity which states that human eye prefer to see continuous line or perception of movement rather than individual elements is the part of

Options :

89874195889. ✓ Gestalt psychology
89874195890. ✗ SR Theory
89874195891. ✗ Sigmund fraudis theory
89874195892. ✗ Max Weber theory

Question Number : 124 Question Id : 89874124328 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Match the following List I with List II

List –I

List -II

- | | |
|------------------------|--|
| a. Stratified Sampling | i. Selection of units at equal intervals |
| b. Snowball Sampling | ii. Identifying participants through referrals |
| c. Systematic Sampling | iii. Dividing population into homogeneous groups |
| d. Cluster Sampling | iv. Selecting intact groups instead of individuals |

Options :

89874195893. ✓ a-iii, b-ii, c-i, d-iv
89874195894. ✗ a-ii, b-iii, c-iv, d-i
89874195895. ✗ a-i, b-iv, c-ii, d-iii
89874195896. ✗ a-iv, b-i, c-iii, d-ii

Question Number : 125 Question Id : 89874124329 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match the List-I with List-II :

List - I	List - II
a. Hindusthan times	i. Friends FM
b. India Today	ii. Radio mango
c. Malayalamanorama	iii.Red FM
d. Ananda bazaar patrika	iv. Radio fever

Options :

89874195897. ✖ a-i, b-iv, c-ii, d-iii

89874195898. ✖ a-ii, b-i, c-iv, d-iii

89874195899. ✔ a-iv, b-iii, c-ii, d-i

89874195900. ✖ a-iii, b-ii, c-i, d-iv

Question Number : 126 Question Id : 89874124330 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Mass media lulls audience into passivity and a sense of elation is called as

Options :

89874195901. ✖ Attitude

89874195902. ✖ Mood

89874195903. ✖ Mental state

89874195904. ✔ Narcotising dysfunction

Question Number : 127 Question Id : 89874124331 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Eric Berne identified five patterns of behaviour, or ego states, that people use when communicating in

Options :

89874195905. ✖ Literary theory

89874195906. ✖ Critical theory

89874195907. ✖ Meta theory

89874195908. ✔ Transactional analysis theory

Question Number : 128 Question Id : 89874124332 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

During the longitudinal study of effects of mass media the researcher should be careful with?

Options :

89874195909. ✖ Sample size determination using power analysis

89874195910. ✔ Attrition, bias in selectivity and repeated exposure

89874195911. ✖ Establishing baseline measurements for dependent variables

89874195912. ✖ Obtaining ethical clearance from institutional review boards

Question Number : 129 Question Id : 89874124333 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

In Hall's Encoding-Decoding model, the position is characterized by all except :

Options :

89874195913. ✖ Dominant

89874195914. ✖ Negotiated

89874195915. ✖ Oppositional

89874195916. ✔ Transactional

Question Number : 130 Question Id : 89874124334 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match list-I with list-II

List-I

List-II

- | | |
|-----------------------------|--|
| a. Sociometry research | i. Simultaneously investigates and solve an issue. |
| b. Action research | ii. Measure physical distance to measure and map the social distance |
| c. Grounded theory research | iii. Offers a range of interpretative approaches |
| d. Memoiring research | iv. Methods include open, axial, and selective coding |

Options :

89874195917. ✔ a-ii, b-i, c-iv, d-iii

89874195918. ✖ a-i, b-ii, c-iii, d-iv

89874195919. ✖ a-iii, b-iv, c-ii, d-i

89874195920. ✖ a-iv, b-ii, c-iii, d-i

Question Number : 131 Question Id : 89874124335 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Framing theory in agenda-setting research involves:

Options :

- 89874195921. ✓ Assessing how frequently a topic is covered by various media
- 89874195922. ✗ Examining how policy preferences are influenced by stakeholders
- 89874195923. ✗ Monitoring the relationship between public opinion polls and media coverage
- 89874195924. ✗ Comparing partisan news providers' editorial stances

Question Number : 132 Question Id : 89874124336 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

'Participatory communication' is tough to implement due to the

Options :

- 89874195925. ✗ Sophisticated technologies in villages
- 89874195926. ✗ Proliferation of funds from global agencies
- 89874195927. ✓ Pattern of power redistribution among various groups
- 89874195928. ✗ Varying procedures of evaluation across communities of different cultures.

Question Number : 133 Question Id : 89874124337 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

According to 'simulacra' in hyperreal media environments

Options :

89874195929. ✖ Media representations become more accurate than direct experience

89874195930. ✔ The distinction between reality and representation completely disappears

89874195931. ✖ Audiences develop greater critical media literacy skills

89874195932. ✖ Traditional gatekeeping becomes more important

Question Number : 134 Question Id : 89874124338 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The Chicago school propounded the symbolic interactionist approach, through the work of Herbert Blumer which focused on all Except

Options :

89874195933. ✖ Human behavior

89874195934. ✖ Physical environmental factors,

89874195935. ✖ Structures

89874195936. ✔ Institutional barriers

Question Number : 135 Question Id : 89874124339 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

According to Indian Press Council Act, which is the most serious violation?

Options :

- 89874195937. ✖ Publishing sensational stories about celebrities
- 89874195938. ✖ Posting unconfirmed stuff on social media when there is breaking news
- 89874195939. ✔ Discussing about personal identity of victim in the crime against children
- 89874195940. ✖ Baseless allegations of corruption against those in the public life

Question Number : 136 Question Id : 89874124340 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

According to dependency theory, media imperialism is most effectively perpetuated through

Options :

- 89874195941. ✖ Media organizations owned by foreign companies
- 89874195942. ✖ Dominance of language in international news flow
- 89874195943. ✖ Financial sanctions against developing nations
- 89874195944. ✔ Structural control over information flows and cultural production systems

Question Number : 137 Question Id : 89874124341 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List I with List II

List - I

- a. ASCI
- b. CBFC
- c. PCI
- d. BCCC

List - II

- i. news
- ii. TV
- iii. Advertisements
- iv. Films

Options :

89874195945. ✖ a-iii, b-ii, c-iv, d-i

89874195946. ✔ a-iii, b-iv, c-i, d-ii

89874195947. ✖ a-iv, b-i, c-ii, d-iii

89874195948. ✖ a-iv, b-iii, c-ii, d-i

Question Number : 138 Question Id : 89874124342 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Which sequence correctly represents the historical development of communication models from earliest to most recent?

Options :

89874195949. ✖ Lasswell-Sandra Ball-Rokeach and Melvin DeFleur Shannon-Weaver - George Gerbner

89874195950. ✔ Lasswell → Shannon-Weaver → Sandra Ball-Rokeach and Melvin DeFleur - George Gerbner

89874195951. ✖ George Gerbner - Shannon-Weaver → Lasswell-Sandra Ball-Rokeach and Melvin DeFleur

89874195952. ✖ Sandra Ball-Rokeach and Melvin DeFleur - Lasswell → Shannon-Weaver → George Gerbner

Question Number : 139 Question Id : 89874124343 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Concept of drawing of pleasure built around male voyeurism in Hollywood cinema structures is called as

Options :

89874195953. ✖ Male domination

89874195954. ✔ 'Male gaze'

89874195955. ✖ Gender lens

89874195956. ✖ Sexual play

Question Number : 140 Question Id : 89874124344 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

The Information Technology Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 in India primarily aim to:

Options :

89874195957. ✔ Regulate content of online media and OTT

89874195958. ✖ encourage digital literacy and reduce the digital divide

89874195959. ✖ promote foreign investment in digital media platforms

89874195960. ✖ design cybersecurity protocols for government communication

Question Number : 141 Question Id : 89874124345 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Arrange the following in chronological order

Options :

89874195961. ✖ The Information Technology Intermediary Guidelines and Digital Media Ethics Code) Rules, RTI Act Cable and TV networks regulatory act, Indecent Representation of Women Protection Act
89874195962. ✔ Indecent Representation of Women Protection Act., Cable and TV networks regulatory act., RTI Act, The Information Technology Intermediary Guidelines and Digital Media Ethics Code Rules
89874195963. ✖ The Information Technology Intermediary Guidelines and Digital Media Ethics Code Rules , Cable and TV networks regulatory act, Indecent Representation of Women Protection Act, Indecent Representation of Women Prohibition Act, RTI Act.
89874195964. ✖ Cable and TV networks regulatory act, Indecent Representation of Women Prohibition Act, RTI Act The Information Technology Intermediary Guidelines and Digital Media Ethics Code Rules

Question Number : 142 Question Id : 89874124346 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

According to 'mythologies' in media analysis of Roland Barthes

Options :

89874195965. ✖ Media narratives are influenced by ancient mythologues
89874195966. ✔ Ideological meanings are naturalized through semiotic codes
89874195967. ✖ Media cater to audience with fictional stories
89874195968. ✖ Cultural symbols are misinterpreted in mass reproduction

Question Number : 143 Question Id : 89874124347 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

'Development Journalism' in post-colonial contexts differs from Western journalism in

Options :

- 89874195969. ✖ Usage of native languages vs colonial languages
- 89874195970. ✔ Prioritising nation-building rather than government criticism
- 89874195971. ✖ news coverage and rural urban divide
- 89874195972. ✖ conventional storytelling formats to digital news formats

Question Number : 144 Question Id : 89874124348 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

The Supreme Court's judgement in Secretary, Ministry of I&B vs. Cricket Association of Bengal 1995) established that:

Options :

- 89874195973. ✖ During the sporting events broadcasting rights belong exclusively to event organizers
- 89874195974. ✖ Government shall regulate content of private media
- 89874195975. ✖ OTT platforms must comply with Indian advertising codes
- 89874195976. ✔ Airwaves are public property and people have right to information

Question Number : 145 Question Id : 89874124349 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Identify the order of the launching of the following by ISRO

Options :

89874195977. ✖ ASLV PSLV GSLV SLV

89874195978. ✖ PSLV GSLV SLV ASLV

89874195979. ✔ SLV ASLV PSLV GSLV

89874195980. ✖ SLV PSLV GSLV ASLV

Question Number : 146 Question Id : 89874124350 Question Type : MCQ Option Shuffling : No
Correct Marks : 2 Wrong Marks : 0

Match List-I with List-II :

List – I

List – II

- | | |
|------------------------|---|
| a. Baxter and Babbie | i. Mass Media Research : An Introduction |
| b. Baran & Davis | ii. Theories of Human Communication |
| c. Little john et al. | iii. Mass Communication Theory : Foundation, Ferment and Future |
| d. Wimmer and Dominick | iv. The Basics of Communication Research |

Options :

89874195981. ✔ a-iv,b-iii,c-ii, d-i

89874195982. ✖ a-iii,b-i, c-iv,d-ii

89874195983. ✖ a-i, b-iv, c-iii, d-ii

89874195984. ✖ a-ii, b-iii, c-i, d-iv

Question Number : 147 Question Id : 89874124351 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Identify the correct sequence of starting operations of the following international news agencies

Options :

89874195985. ✖ REUTERS, TASS, Agence France-Presse, Associated Press

89874195986. ✖ Associated Press, REUTERS, TASS, Agence France-Presse

89874195987. ✔ Agence France-Presse, Associated Press, REUTERS, TASS

89874195988. ✖ TASS, Agence France Presse, Associated Press, REUTERS

Question Number : 148 Question Id : 89874124352 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

As a part of development models Schumacher advocated the

Options :

89874195989. ✖ Modern technologies

89874195990. ✖ Dependent technologies

89874195991. ✖ Alternative technologies

89874195992. ✔ Appropriate technologies

Question Number : 149 Question Id : 89874124353 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Among the following, revenue sharing marketing involves third party in

Options :

89874195993. ✓ Affiliate marketing

89874195994. ✗ Global marketing

89874195995. ✗ SEM

89874195996. ✗ Direct Marketing

Question Number : 150 Question Id : 89874124354 Question Type : MCQ Option Shuffling : No Correct Marks : 2 Wrong Marks : 0

Identify the Image generating AI tools among the following

Options :

89874195997. ✗ Quark express

89874195998. ✗ Premier pro

89874195999. ✗ Perplexity

89874196000. ✓ Midjourney