

National Testing Agency

Question Paper Name: Communication Education at Crossroads
Subject Name: Communication Education at Crossroads
Creation Date: 2019-03-30 20:10:07
Duration: 180
Total Marks: 100
Display Marks: Yes

Communication Education at Crossroads

Group Number : 1
Group Id : 90958240
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

Communication Education at Crossroads

Section Id : 90958240
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 100
Number of Questions to be attempted: 100
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 90958242
Question Shuffling Allowed : Yes

Question Number : 1 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Before the launch of commercials, the major source of revenue for radio was-

- a. Public funding
- b. Licence fee
- c. Royal patronage
- d. Radio was free

Options :

1. A

2. B
3. C
4. D

Question Number : 2 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The cable companies that offered broadcasting in the post liberalization era till coming of DTH were –

- a. A well-regulated body
- b. Unregulated
- c. Were internationally controlled
- d. Both a and c are correct

Options :

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

Question Number : 3 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In terms of the broadcasting industry in India, 'economy of scale' would refer to –

- a. Saving in cost of production with increase in distribution
- b. Increase in advertising revenue
- c. Entry of multiple players in broadcasting industry
- d. Decrease in production cost

Options :

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

Question Number : 4 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Supreme Court judgement delivered by Justice P.B. Sawant and Justice S. Mohan in 1995 in the case between the Union of India & Cricket Association of Bengal declared that-

- a. Sports broadcasting rights are to be decided by open bidding
- b. No surrogates advertisements can be broadcast during sports broadcasting
- c. Air waves are public property
- d. Right to freedom of speech is extended to electronic broadcasting

Options :

1. A
2. B

3. C

4. D

Question Number : 5 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If, Circulation: Readership with reference to print, then for internet, Reach: _____

- a. Access
- b. Coverage
- c. Connectivity
- d. Networking

Options :

1. A

2. B

3. C

4. D

Question Number : 6 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If telecommunication technology facilitated 'one to one' or 'one to few' communication, _____ media technology facilitated many to many communication.

- a. Mass
- b. Legacy
- c. Traditional
- d. New

Options :

1. A

2. B

3. C

4. D

Question Number : 7 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The idea of 'network society' was put forth by –

- a. Antony Giddens
- b. Daniel Bell
- c. Manuel castells
- d. Herbert Schiller

Options :

1. A

2. B

3. C

4. D

Question Number : 8 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Daniel Bell, agrarian and industrial society is succeeded by –

- a. Post-industrial society
- b. Network society
- c. Information society
- d. Knowledge society

Options :

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

Question Number : 9 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Lionel Fielden is associated with-

- a. Radio broadcasting in Sri Lanka
- b. Radio broadcasting in India
- c. Setting up of ISRO
- d. Setting up of IIMC

Options :

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

Question Number : 10 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Participation cannot happen without redistribution of _____

- a. Community resources
- b. Economic gain
- c. Power
- d. Communication control

Options :

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

Question Number : 11 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

UNCRC stands for

- a. United Nations Convention on the Rights of the Child
- b. United Nations Constitution on the Rights of the Child
- c. United Nations Commission on the Rights of the Child
- d. United Nations Commission on the Rights of Citizens

Options :

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

Question Number : 12 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

POCSO act deals with:

- a. Protection of children from sexual offenses
- b. Prevention of sexual offenses against under trial criminals
- c. Promotion of social order in cities
- d. Promotion of civil society organizations

Options :

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

Question Number : 13 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a separate 'Beat' in Indian media?

- a. Science Beat
- b. Child Beat
- c. Sports Beat
- d. Development Beat

Options :

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

Question Number : 14 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following are potential areas for undertaking CSR activities?

- a. Education
- b. Health
- c. Livelihood
- d. All of the above

Options :

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

Question Number : 15 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process that engages and motivates a wide range of partners and allies at national and local levels to raise awareness of and demand for a particular development objective through face-to-face dialogue is called _____.

- a. Advocacy
- b. Social Mobilization
- c. Social marketing
- d. Media campaign

Options :

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

Question Number : 16 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the below mentioned Indian company makes highest contribution in terms of CSR?

- a. TATA group
- b. Infosys
- c. ITC
- d. Mahindra & Mahindra

Options :

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

Question Number : 17 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a Community based organization

- a. job-training center
- b. health center
- c. school and college
- d. Beauty salon

Options :

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

Question Number : 18 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Oxford English Dictionary declared 'Post Truth' as the word of the year in

- a. 2018
- b. 2017
- c. 2016
- d. 2015

Options :

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

Question Number : 19 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Disinformation is

- a. Incorrect, or inaccurate as a result of errors, omissions and biases
- b. A deliberate attempt to mislead and pass on false information
- c. An error that occurs not with an intention to harm
- d. It is false information campaign that is forwarded through WhatsApp

Options :

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

Question Number : 20 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

'Pravda' a Russian language press the meaning of the term is

- a. Truth
- b. Equality
- c. Justice
- d. News

Options :

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

Question Number : 21 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Times magazine's person of the year for 2018 was

- a. "You"
- b. Shujaat Bukhari
- c. Jamal Khashoggi and 3 other journalists
- d. Reporters Beyond Borders

Options :

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

Question Number : 22 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

For Online card payments it is required to give the 3-digit CVV number. What does CVV stand for?

- a. Card Verification Value
- b. Card Value Verified
- c. Card Volume Value
- d. Card Verification Volume

Options :

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

Question Number : 23 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is 'malware'?

- a. Anti-virus
- b. Search engine
- c. A tool to check hacking
- d. A Trojan Horse

Options :

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

Question Number : 24 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cyberspace is governed by a system of law and regulation called:

- a. Information Law
- b. Cyber Law
- c. Media Law
- d. Environment Law

Options :

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

Question Number : 25 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is **NOT** an example of Intellectual property?

- a. Trademarks
- b. Copyright
- c. Trolls
- d. Patent

Options :

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

Question Number : 26 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A shot is:

- a. A recorded material
- b. Combination of frames
- c. All that is recorded in between camera on to camera off
- d. A combination of visual language

Options :

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

Question Number : 27 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A photograph of a tree is:

- a. A signifier
- b. A signified
- c. A combination of signifier and signified
- d. A component of visual language

Options :

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

Question Number : 28 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Back light is used to:

- a. Illuminate the everything that is in the background
- b. Illuminate the back of the stage or set
- c. Illuminate the subject or object to separate it from the background
- d. Illuminate the foreground and the background

Options :

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

Question Number : 29 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Walter Lippmann is the author of the book:

- a. Public Opinion
- b. Public Discourse
- c. Public Mind
- d. Public Mood

Options :

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

Question Number : 30 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A sequence is based on:

- a. Characters
- b. Themes and or sub themes
- c. Short Stories
- d. Music

Options :

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

Question Number : 31 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who among the following is considered to establish the tradition of 'Effect' research?

- a. Harold Lasswell
- b. Wilbur Schramm
- c. Paul Lazarsfeld
- d. Elihu Katz

Options :

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

Question Number : 32 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

“Communication is partly art, partly science and partly skill.” Was said by:

- a. Wilbur Schramm
- b. Everett Rogers
- c. Warner Tankard
- d. George Gerbner

Options :

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

Question Number : 33 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The full form MOOCs means-

- a. Mass Open Online courses
- b. Mass Online Open Courses
- c. Massive Online Open Courses
- d. Massive Open Online Courses

Options :

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

Question Number : 34 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Gamification of Learning refers-

- a. Apply game and play in the classroom
- b. Apply play way method in the classroom
- c. Application of Gaming techniques in the classroom
- d. Application of traditional techniques in the classroom

Options :

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

Question Number : 35 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The teacher has been glorified by the phrase “Friend, Philosopher and Guide” because:

- a. He has to play all vital roles in the context of society
- b. He transmits the high value of humanity to students
- c. He is the great reformer of the society
- d. He is a great patriot

Options :

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

Question Number : 36 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Pedagogy is-

- a. Self-determined learning
- b. Self-directed learning
- c. Instructor-led
- d. Student directed learning

Options :

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

Question Number : 37 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What does SDGs stand for?

- a. Society Development Guarantees
- b. Social Development Goals
- c. Sustainable Development Goals
- d. Surveillance Distribution Gadgets

Options :

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

Question Number : 38 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

National Science Day is celebrated in India on

- a. 25 February
- b. 26 February
- c. 27 February
- d. 28 February

Options :

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

Question Number : 39 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The most effective medium to popularize Science Communication in rural India is

- a. To use folk media
- b. To use social media
- c. To organize science conferences
- d. To organize seminars on communication

Options :

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

Question Number : 40 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The concept 'popularization of science' means

- a. Popular culture
- b. Scientific research work and citations
- c. An endeavour to image scientific ideas in such a way that everyone (especially non-scientists) can grasp the fundamental concepts of science.
- d. To promote scientific experimentation in labs only

Options :

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

Question Number : 41 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The National Council for Science and Technology Communication (NCSTC) is mandated to

- a. Stimulate scientific and technological temper and communicate Science and Technology to masses
- b. Generate innovative and inclusive research in the field of science only
- c. Identify the contributions of technocrats in science research
- d. Generate innovative research in the field of Humanities only

Options :

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

Question Number : 42 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Defamation is a

- a. Legal term
- b. Medical term
- c. Defence term
- d. Product

Options :

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

Question Number : 43 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many Sustainable Development Goals (SDGs) have been agreed to, by all the world's nations, as part of the UN 2030 Agenda?

- a. 8
- b. 14
- c. 17
- d. 10

Options :

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

Question Number : 44 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ gives the author of an original work exclusive right for a certain time period in relation to that work, including its publication, distribution and adaptation

- a. Patent
- b. Copyright
- c. Trademark
- d. Copyleft

Options :

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

Question Number : 45 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

'Selfies' are mostly published using

- a. Social media
- b. Traditional media
- c. Folk media
- d. Community media

Options :

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

Question Number : 46 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What comprises corporate identity?

- a. Lettering
- b. Advertising
- c. Sum total of goodwill earned
- d. All of the above

Options :

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

Question Number : 47 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process through which an individual or a group acquires new approaches, beliefs, and values by coming into contact with another culture is referred to as

- a. Enculturation
- b. Cultural immersion
- c. Acculturation
- d. Sub-culturation

Options :

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

Question Number : 48 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Based on John Berry's Conceptual framework in understanding acculturation, what does 'Assimilation' tend to imply?

- a. First culture continues and the contact culture is disfavoured
- b. Both the first and contact culture are favoured
- c. Both the first and the contact culture are disfavoured
- d. First culture is abandoned and the contact culture is favoured

Options :

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

Question Number : 49 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to UNESCO, a language is considered as endangered

- a. When it is protected and conserved
- b. When it is passed on from one generation to another
- c. When it is on the verge of extinction
- d. When it has a large number of native speakers

Options :

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

Question Number : 50 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among these is the most linguistically diverse states?

- a. Gujarat
- b. Assam
- c. Maharashtra
- d. West Bengal

Options :

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

Question Number : 51 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The number of scheduled languages in the Indian Constitution is _____

- a. 14
- b. 22
- c. 36
- d. 44

Options :

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

Question Number : 52 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following are attributes of a crisis situation?

- a. Perceived abettors and victims.
- b. Perceptions about the crisis.
- c. Media coverage/media stand.
- d. All of the above

Options :

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

Question Number : 53 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Resettlement and rehabilitation is an attribute of which of the following?

- a. Post crisis
- b. Crisis period
- c. Pre-crisis
- d. None of the above

Options :

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

Question Number : 54 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The rationalistic approach to knowledge uses ---

- a. Mysticism
- b. Rules of Logic
- c. Human authority
- d. Technocrats

Options :

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

Question Number : 55 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An abstract representation of a phenomena is called ---

- a. Syllogism
- b. Assertion
- c. Inference
- d. Concept

Options :

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

Question Number : 56 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A dependent variable is otherwise identified as ---

- a. Criterion variable
- b. Predictor variable
- c. Test variable
- d. Incidental variable

Options :

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

Question Number : 57 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In research, similarity of structure is identified as ---

- a. Measurement
- b. Isomorphism
- c. Assignment
- d. Mapping

Options :

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

Question Number : 58 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

On the ratio level, properties for measurement should have ---

- a. An unequal distance
- b. A natural zero point
- c. Dichotomous classification
- d. Unknown changes

Options :

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

Question Number : 59 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Descriptive statistics reduce the data for -

- A. Quick rejection
- B. Early interpretation
- C. Data isolation
- D. Addition of meaning

Options :

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

Question Number : 60 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which one of the following is a non-parametric test -

- a. ANOVA
- b. T – test
- c. Linear regression
- d. Chi-square goodness of fit

Options :

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

Question Number : 61 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Qualitative research can be used for ---

- a. Rejecting qualitative data
- b. Producing variance
- c. Triangulation
- d. Avoiding statistical significance

Options :

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

Question Number : 62 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In media research, an incorrect rejection of null hypothesis is described as ---

- a. Type I error
- b. Type II error
- c. Standard error
- d. Intended error

Options :

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

Question Number : 63 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What was the opinion of Karl Marx as to the concept of ideology ---

- a. Exploitative culture
- b. False mechanism
- c. Class system
- d. Confusing culture

Options :

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

Question Number : 64 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Donald McDonald, ideology affects the thought of

- a. Objectivity
- b. Institutional practices
- c. Political convictions
- d. Religious norms

Options :

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

Question Number : 65 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Roland Barthes, the significance of myth will change

- a. A person's social background
- b. Social values
- c. The meaning of history
- d. Corporate goals

Options :

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

Question Number : 66 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When the power of the dominant group becomes legitimate, it leads to

- a. Consensus
- b. Communication
- c. Security
- d. Hegemony

Options :

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

Question Number : 67 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The subject of pedagogy is

- a. Critical theory
- b. Educational theory
- c. Natural science
- d. Didactic

Options :

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

Question Number : 68 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the mandate for media education

- a. Make the world more human
- b. Make media education compulsory
- c. Prepare students for a known tomorrow
- d. Differential moral codes from ethical codes

Options :

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

Question Number : 69 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the first step in any research project

- a. Preparing research abstracts
- b. Selection of research problem
- c. Reviewing related literature
- d. Selecting a statistical test

Options :

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

Question Number : 70 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the law of instrument

- a. Use of high level statistics
- b. Conducting a pilot study
- c. Application of statistical method without knowing the output
- d. Defining the variables selected

Options :

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

Question Number : 71 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Specific objectives are normally converted into

- a. Research tools
- b. Research methods
- c. Research studies
- d. Research hypothesis

Options :

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

Question Number : 72 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Advertising and visual communication provide scope for

- a. Field service
- b. Research supply
- c. Semiotic research
- d. Action research

Options :

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

Question Number : 73 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How are the historians described

- a. Myth-makers
- b. Amateur writers
- c. Political communicators
- d. Market professionals

Options :

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

Question Number : 74 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Canadian school of thought popularized the concept of

- a. Critical discourse
- b. Technological determinism
- c. Oral history
- d. Objective reality

Options :

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

Question Number : 75 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which organization or agency ensures free flow of trade across all signatory nations

- a. World Bank
- b. International Monetary Fund
- c. World Trade Organization
- d. General Agreement on Trade and Tariffs (GATT)

Options :

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

Question Number : 76 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Participatory journalism is an old concept where

- a. Smaller community publications have been found to focus their coverage on athletics, human interest and social events
- b. Increasing prevalence of cellular telephones has made citizen journalism more accessible to people worldwide
- c. Citizens have been active in the process of news collection and dissemination
- d. Larger publications tend to focus their concentrate on crime and government topics

Options :

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

Question Number : 77 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The internet offers itself as

- a. A vehicle for news also as a cultural space with its own rituals and norms
- b. Limiting factor for reaching out to mass people unlike mass media
- c. A full-fledged alternative to mass media
- d. A panacea of all communication problems across the world

Options :

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

Question Number : 78 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

“There are about 780 languages spoken at any given point of time in the country”

- a. Constitution of India
- b. Peoples’ Linguistic Survey of India
- c. Survey of India
- d. India Census 2011

Options :

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

Question Number : 79 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The objective of Sitakanta Mahapatra Committee was to recommend

- a. About a new set of languages to be included in Schedule VIII of Indian Constitution
- b. Examine the issue of freedom of expression for media in the country
- c. Autonomy for All India radio and Doordarshan
- d. Restructuring of the Press Council of India

Options :

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

Question Number : 80 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Fireside Talks is credited to

- a. PM Narendra Modi
- b. Former US President FD Roosevelt
- c. Green Revolution
- d. All India Radio News Services Division

Options :

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

Question Number : 81 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What was the number on possibility of Community Radios in the country was referred to The National Knowledge Commission ? Also who was the head of this commission ?

- a. 3,000, Nandan Nilekani
- b. 1,000, Urjit Patel
- c. 4000, N Narayanamurthy
- d. 5,000, Sam Pitroda

Options :

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

Question Number : 82 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Prasar Bharati is an umbrella organization comprising ---

- a. PIB, AIR, DD, PD
- b. AIR, DD
- c. DAVP, PIB, DFP
- d. PIB, DAVP, DD, AIR

Options :

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

Question Number : 83 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Name the pioneer of the discipline 'development communication' in Asia

- a. Melvin Defleur
- b. M. N. Srinivas
- c. Nora Cruz Quebral
- d. Rosario Braid

Options :

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

Question Number : 84 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Development communication refers to "the use of communication to create a favorable climate for development"- by

- a. Denial Learner
- b. Everett Rogers
- c. M.S. Swamimathan
- d. Theodor Adorno

Options :

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

Question Number : 85 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The village that was mentioned by Denial Learner in his book

- a. Kheda, India
- b. Machnoor, India
- c. Balgat, Turkey
- d. Obogu, Ghana

Options :

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

Question Number : 86 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following state was chosen as the initiation site in India for green revolution

- a. Bihar
- b. Gujrat
- c. Tamil Nadu
- d. Punjab

Options :

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

Question Number : 87 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

“Development is a magic wand”- Who said this?

- a. Wilbur Schramm
- b. Norman Borlaug
- c. RKV Rao
- d. John Lickliger

Options :

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

Question Number : 88 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The term “digital divide” was introduced in the mid-1990s by

- a. Larry Irving, Jr.
- b. F D Davis
- c. Mark Bauerlein
- d. C H Wang

Options :

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

Question Number : 89 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

'Access rainbow' signifies several niceties of marginality that involves

- a. Access and non-access
- b. Core access, peripheral access and non-access
- c. Peripheral and minor access
- d. Affordability to access

Options :

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

Question Number : 90 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Political access to digital divide comprises

- a. access to ICTs that helps to participate in community activities
- b. access to ICTs that leads to take decisions and to empower the users
- c. Both a) and b) are correct
- d. Both a) and b) are false

Options :

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

Question Number : 91 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following components does not comprise Sharon Strover's classification of digital divide

- a. Infrastructural divide
- b. Religious divide
- c. Socio-economic divide
- d. Demographic and Cultural divide

Options :

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

Question Number : 92 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Behavioral intention of users towards accepting ICT constitute

- a. Production access
- b. Cognitive access
- c. Political access
- d. Financial access

Options :

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

Question Number : 93 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sarah White talks about four levels of participation. They are respectively—

- a. Ordinary, specialized, classic, replicative
- b. Elementary, progressive, substantive, transformative
- c. Nominal, ordinal, gradual, substantive
- d. Nominal, instrumental, representative, transformative

Options :

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

Question Number : 94 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to Carpentier (2010), the news weblog

- a. Engages in a different communicative endeavor to the dominant news practice
- b. Have a group of dedicated group of followers who form the audience and share similar interests
- c. Are an exciting new platform for articulating one's view point.
- d. Engages in a different communicative behavior to the dominant news practice, making less of a claim to know what readers want or to know what an even means

Options :

1. A
2. B
3. C

4. D

Question Number : 95 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an aspect of CSR?

- a. Philanthropic responsibility
- b. Ethical responsibility
- c. Economic responsibility
- d. Political responsibility

Options :

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

Question Number : 96 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The thesis, “ Propaganda Techniques in the World War” was written by:

- a. Donald Shaw
- b. D. Berlo
- c. Harold Lasswell
- d. Anthony Giddens

Options :

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

Question Number : 97 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The main focus of Pedagogical approach in teaching learning process is-

- a. Subject-centered
- b. Life-centered
- c. Teacher centered
- d. Students centered

Options :

- 1. A
- 2. B
- 3. C

4. D

Question Number : 98 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following terms is not associated with social media?

- a. Casting
- b. Like
- c. Troll
- d. Follow

Options :

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

Question Number : 99 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is true for Cyberspace?

- a. Absence of geographical boundaries
- b. Presence of geographical boundaries
- c. Use of software only
- d. Use of hardware only

Options :

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

Question Number : 100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Scientific research is

- i. Empirical
- ii. Systematic
- iii. Private

Choose the correct answer using the following codes:

- a. i) and ii) only
- b. ii) and iii) only
- c. i), ii) and iii)
- d. i) and iii) only

Options :

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