

National Testing Agency

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Media Information and Empowerment

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Media Information and Empowerment -1

Section Id :	603489280
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Sub-Section Number :	1
Sub-Section Id :	603489516
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348914138 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

What characteristic was associated with the Penny Press era of newspapers and magazines

1. Introduction of colour printing
2. Extensive use of facsimile
3. Copies were sold for pennies
4. Photojournalism rules the roost

Options :

60348953419. 1

60348953420. 2

60348953421. 3

60348953422. 4

Question Number : 2 Question Id : 60348914139 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which of the following conceptual frameworks propounded that "the mass media are a powerful force, not only in establishing public opinion, but in reducing the number of divergent opinions in the society."?

1. Uses and Gratifications
2. Spiral of Silence
3. Agenda Setting
4. Libertarian Theory

Options :

60348953423. 1

60348953424. 2

60348953425. 3

60348953426. 4

Question Number : 3 Question Id : 60348914140 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Business interests own more than 90% of media outlets. In this context, which of the following media elements are affected the most by the ownership patterns?

1. Circulation of newspapers
2. Advertising sections
3. Relationship with the powerful centre
4. Media contents

Options :

60348953427. 1

60348953428. 2

60348953429. 3

60348953430. 4

Question Number : 4 Question Id : 60348914141 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify the differences between Base rate vs Exemplar:

1. Journalistic vs Entertainment
2. Verifiable and specific vs Individualistic perspective
3. Journalistic vs Verifiable and specific
4. Individualistic perspective vs Entertainment

Options :

60348953431. 1

60348953432. 2

60348953433. 3

60348953434. 4

Question Number : 5 Question Id : 60348914142 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

'Media messages are constructed' - What does it mean?

1. While the event becomes news, it goes through a lot of additions and subtractions.
2. Media contents are created for creativity purposes, and audiences are not the prime target of it.
3. While the event becomes news, it goes directly to the audience to maintain objectivity.
4. Media contents are created for political gain purposes, and audiences are not the prime target of it.

Options :

60348953435. 1

60348953436. 2

60348953437. 3

60348953438. 4

Question Number : 6 Question Id : 60348914143 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

From where the process of media literacy begins

1. Communicator
2. Message
3. Medium
4. Receiver

Options :

60348953439. 1

60348953440. 2

60348953441. 3

60348953442. 4

Question Number : 7 Question Id : 60348914144 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Why the national media policy is essential in the Indian context:

1. To balance media's social responsibility with the profits
2. To equate business motives with the government policies
3. To neutralise media pluralism
4. To eliminate interactive and participatory media platforms

Options :

60348953443. 1

60348953444. 2

60348953445. 3

60348953446. 4

Question Number : 8 Question Id : 60348914145 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is the significant differences between Web 1.0 and Web 2.0 from the audience point of view:

1. Static vs interactivity
2. Static vs hyperlinks
3. Hyperlinks vs interactivity
4. Interactivity vs Pockets

Options :

60348953447. 1

60348953448. 2

60348953449. 3

60348953450. 4

Question Number : 9 Question Id : 60348914146 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following:

[A] Group - [1] Spontaneity

[B] Crowd - [2] Familiarity

[C] Public - [3] Social formation

[D] Mass - [4] Political formation

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

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

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

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

Options :

60348953451. 1

60348953452. 2

60348953453. 3

60348953454. 4

Question Number : 10 Question Id : 60348914147 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Media pluralism aims to provide diversity in views and opinions, however certain factors might undermine these efforts; identify that factor from the given list:

1. Technological advances in the media industry
2. Lack of trained media professionals
3. Profit oriented cross-media ownership
4. Entertainment hungry audience group

Options :

60348953455. 1

60348953456. 2

60348953457. 3

60348953458. 4

Question Number : 11 Question Id : 60348914148 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following have strong linkages with the Millennium Development Goals (2000) and ongoing Sustainable Development Goals (2015-2030):

1. Participatory Approach
2. Basic Needs Approach
3. Rights-based Approach
4. Alternative Paradigm

Options :

60348953459. 1

60348953460. 2

60348953461. 3

60348953462. 4

Question Number : 12 Question Id : 60348914149 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify a media experiment in which UNICEF trained underprivileged children to make participatory videos to bring social change in society?

1. Gurgaon Ki Awaz
2. Khabar Lahariya
3. Sangwari Khabariya
4. Hentralvani Lahariya

Options :

60348953463. 1

60348953464. 2

60348953465. 3

60348953466. 4

Question Number : 13 Question Id : 60348914150 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What are the two functions of symbolic actions of environmental communication

1. Social agenda and ecological ethics
2. Cultural dimension and network effectiveness
3. Pragmatic and constitutive
4. Conflict resolution and mediation

Options :

60348953467. 1

60348953468. 2

60348953469. 3

60348953470. 4

Question Number : 14 Question Id : 60348914151 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What are the concerns of potential benefits of interactive [digital] health communication?

1. Fake health info, digital divide and privacy issues
2. Lack of health professionals to handle interactive health information
3. Misinformation and disinformation by the mainstream media
4. Network incompatibility with the health matters

Options :

60348953471. 1

60348953472. 2

60348953473. 3

60348953474. 4

**Question Number : 15 Question Id : 60348914152 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

According to GMMP, What is the ratio of women's representation in the population and the news?

1. half and one-fourth
2. half and one-third
3. half and equal
4. half and one-fifth

Options :

60348953475. 1

60348953476. 2

60348953477. 3

60348953478. 4

**Question Number : 16 Question Id : 60348914153 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

What are the unique features of www.merinews.com?

1. Community-owned and operated online news platform
2. Freelance journalists' alternative initiative
3. India's largest citizen-based news portal
4. Owned, operated and edited by mainstream media

Options :

60348953479. 1

60348953480. 2

60348953481. 3

60348953482. 4

**Question Number : 17 Question Id : 60348914154 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

What are the unique dimensions of the 'Hole in the Wall Project'?

1. To demonstrate how technology can be used to teach children with formal training.
2. To harness the potentials of ICT for rural development.
3. To facilitate regional language-based health information to community health professionals
4. To demonstrate how technology can be used to teach children without formal training.

Options :

60348953483. 1

60348953484. 2

60348953485. 3

60348953486. 4

**Question Number : 18 Question Id : 60348914155 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following environmental protocol mandated the developed nations to limit their greenhouse gas emission to the levels emitted in 1990?

1. Nagoya Protocol
2. Montreal Protocol
3. Kyoto Protocol
4. Base Convention Protocol

Options :

60348953487. 1

60348953488. 2

60348953489. 3

60348953490. 4

Question Number : 19 Question Id : 60348914156 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is common among SITE, Kheda Project and Jhabua Project

1. To eradicate polio disease through interactive health bulletins
2. To harness technology for development purposes, especially for education
3. To harness technology to eradicate polio disease through health communication.
4. To eradicate water-borne diseases through interactive television programmes.

Options :

60348953491. 1

60348953492. 2

60348953493. 3

60348953494. 4

Question Number : 20 Question Id : 60348914157 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

According to Berrigan, which are the two critical concepts of alternative media?

1. Vertical and top-down participation
2. Dominant discourses and representations
3. Market monopoly and Elite interests
4. Access and participation

Options :

60348953495. 1

60348953496. 2

60348953497. 3

60348953498. 4

Question Number : 21 Question Id : 60348914158 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following organisation has experimented with folk media - Yatra for their science popularisation programmes?

1. Indian People Theatre Association
2. Kerala Sastra Sahithya Parishad
3. Om Swahs of Stree Shakti
4. Save Narmada Yatra

Options :

60348953499. 1

60348953500. 2

60348953501. 3

60348953502. 4

Question Number : 22 Question Id : 60348914159 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

'Health for All' is one of the major goals of the SDGs and WHO. Besides overall wellbeing, what are other aspects of this goal?

1. Establishing physical infrastructure
2. Creating well-trained health professionals
3. Reaffirming health as a human right
4. Lobbying for more fund allocations

Options :

60348953503. 1

60348953504. 2

60348953505. 3

60348953506. 4

Question Number : 23 Question Id : 60348914160 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Enter-educate communication revolves around that learning through entertainment has a better recall and is more acceptable. Identify a television that adapted EE in its narrative style?

1. Surabhi
2. Kalyani
3. Humlog
4. Turning Point

Options :

60348953507. 1

60348953508. 2

60348953509. 3

60348953510. 4

Question Number : 24 Question Id : 60348914161 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is common between Australia and France in terms of implementing media policies?

1. Both the countries encourage cross-media ownership
2. Restrictions in the number of film production and screening
3. 20% cap for foreigners to invest in any media organisations
4. No limits for native language based internet companies

Options :

60348953511. 1

60348953512. 2

60348953513. 3

60348953514. 4

**Question Number : 25 Question Id : 60348914162 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

What type of communication strategy is used in the dominant paradigm of development?

1. One point to many others, vertical
2. One point to many others, horizontal
3. Many point to many others, top-down
4. Many point to many others, horizontal

Options :

60348953515. 1

60348953516. 2

60348953517. 3

60348953518. 4

**Question Number : 26 Question Id : 60348914163 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

According to experts pointing towards the inadequacy of economic indicators like GDP and GNP. Identify the suggested better measures of a country's development:

1. HDI, PQLI & MPI
2. ITU, NACCO & WHO
3. MDGs & SDGs
4. ICT & Internet

Options :

60348953519. 1

60348953520. 2

60348953521. 3

60348953522. 4

Question Number : 27 Question Id : 60348914164 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The community media system is contesting and challenging mainstream media discourses, by that way, what it aims to provide - identify from the given list:

1. The emergence of elite media discourses
2. The democratisation of an alternative public sphere
3. The emergence of the state-dominated public sphere
4. The democratisation of profit-oriented media system

Options :

60348953523. 1

60348953524. 2

60348953525. 3

60348953526. 4

Question Number : 28 Question Id : 60348914165 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following:

[A] Educational e-repository - [1] Gyandhara

[B] Internet radio counselling - [2] ePathshala

[C] DTH Channel initiative - [3] EMMRCS

[D] Country wide classroom - [4] Swayam Prabha

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

Options :

60348953527. 1

60348953528. 2

60348953529. 3

60348953530. 4

**Question Number : 29 Question Id : 60348914166 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

One of the Graeco-Roman audience's major features is 'Physical locatedness of performance and spectator experience.' The advent of technology-based media systems has changed this concept dramatically. Identify the contemporary features of audiences:

1. 'Physical' medium centric concept
2. Audiences are socially situated and textually constituted
3. A significant disconnect between media and users
4. Fragmentation and abundance of public performances

Options :

60348953531. 1

60348953532. 2

60348953533. 3

60348953534. 4

Question Number : 30 Question Id : 60348914167 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify one of the major benefits of being a media literate

1. Not unintentionally influenced by media
2. Ability to criticise media systems
3. Finding faults with the media ownership
4. Ability to influence editorial decisions

Options :

60348953535. 1

60348953536. 2

60348953537. 3

60348953538. 4

Question Number : 31 Question Id : 60348914168 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which ownership pattern is dominant in the Indian media scenario

1. The government-owned public media system
2. Privately-owned media system
3. Community-owned media system
4. Political party owned media system

Options :

60348953539. 1

60348953540. 2

60348953541. 3

60348953542. 4

Question Number : 32 Question Id : 60348914169 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The emergence of Information and Communication Technology (ICT) have promoted one of the core principles of development communication. Identify from the list:

1. Promoted user's ability to watch more entertainment content
2. Promoted people's participation and empowerment
3. Promoted powerful elite's participation in decision-making
4. Promoted user's control over the information flow

Options :

60348953543. 1

60348953544. 2

60348953545. 3

60348953546. 4

Question Number : 33 Question Id : 60348914170 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Why critics are concluding that individual behaviour alone can solve public health problems is fundamentally flawed?

1. Public health doesn't correlate with health communication.
2. For better public health, health information dissemination requires close coordination of many stakeholders.
3. Disseminating health information only to appropriate individuals can improve public health
4. Public health demands more GDP allocation and doesn't need the support of health communication

Options :

60348953547. 1

60348953548. 2

60348953549. 3

60348953550. 4

Question Number : 34 Question Id : 60348914171 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What features denote the representation of women in the media?

1. Polite and independent
2. Dependent and romantic
3. Independent and romantic
4. Polite and 'in-control'

Options :

60348953551. 1

60348953552. 2

60348953553. 3

60348953554. 4

**Question Number : 35 Question Id : 60348914172 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Identify odd-man-out in this list of alternative media experiments?

1. Chatra Sangrash
2. World Pulse
3. Online Voices
4. Indy Media

Options :

60348953555. 1

60348953556. 2

60348953557. 3

60348953558. 4

**Question Number : 36 Question Id : 60348914173 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

According to Herman and Chomsky's five filters of the propaganda model, which of the following plays a crucial role?

1. Anti-communism
2. Ownership pattern
3. Advertising revenue
4. Relying on govt and business information

Options :

60348953559. 1

60348953560. 2

60348953561. 3

60348953562. 4

Question Number : 37 Question Id : 60348914174 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

If the mass media audience differs in terms of age, gender, ideology, economic status, etc., then what is the audience?

1. Homogeneous audience
2. Heterogeneous audience
3. Anonymous audience
4. Audience typology

Options :

60348953563. 1

60348953564. 2

60348953565. 3

60348953566. 4

Question Number : 38 Question Id : 60348914175 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which are the two theories proposed as a response and critique of the dominant paradigm of development?

1. Basic Needs and Participatory Approach
2. Rights and Capability Theories
3. Cultural and Alternative Paradigm Approach
4. Structuralist and Dependency Theories

Options :

60348953567. 1

60348953568. 2

60348953569. 3

60348953570. 4

Question Number : 39 Question Id : 60348914176 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Generally accepted that health of people depends on the way people behave. What are the consequences of this scenario at the national level?

1. Private actions have public consequences
2. Public actions have public consequences
3. Private actions have private consequences
4. Public actions have private consequences

Options :

60348953571. 1

60348953572. 2

60348953573. 3

60348953574. 4

Question Number : 40 Question Id : 60348914177 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify three dimensions of the Human Development Index (HDI)

1. Poverty, inequality, and environment
2. Education, health and standard of living
3. Health, education and inequality
4. Standard of living, poverty and health

Options :

60348953575. 1

60348953576. 2

60348953577. 3

60348953578. 4

**Question Number : 41 Question Id : 60348914178 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following process relied on by the Reception analysis to understand the audience?

1. Relationship between sender and receiver
2. Encoding and decoding process
3. Relationship between medium and messages
4. Quality of broadcast signals

Options :

60348953579. 1

60348953580. 2

60348953581. 3

60348953582. 4

**Question Number : 42 Question Id : 60348914179 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Many democratic governments take a balanced approach to regulate the media industry, which characterises

1. Mandatory editorial conditions and Business advisories
2. Mandatory business conditions and editorial advisories
3. Mandatory business and editorial conditions
4. Advisories for editorial and business conditions

Options :

60348953583. 1

60348953584. 2

60348953585. 3

60348953586. 4

Question Number : 43 Question Id : 60348914180 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

According to Nora Quebral, development communication aims to speedy transformation from poverty to a dynamic state of economic growth. This particular economic growth leads to

1. Greater political stability
2. Greater cultural diversity
3. Greater social equality
4. Greater technological capability

Options :

60348953587. 1

60348953588. 2

60348953589. 3

60348953590. 4

Question Number : 44 Question Id : 60348914181 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Health scientists are of the opinion that media suffers from a lack of initiative and harbour biases. What are the reasons for this scenario?

1. Journalists do not understand the core principles of health issues.
2. Reporters are too immersed in technical jargon.
3. Reporters do not understand the proper interpretation of statistics, probabilities and risk.
4. The media gives an overemphasis on health issues.

Options :

60348953591. 1

60348953592. 2

60348953593. 3

60348953594. 4

Question Number : 45 Question Id : 60348914182 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

How do you characterise media portrayal of gender?

1. Insensitive print media, patriarchal TV, and trivialising Ads
2. Trivialising newspapers, insensitive visuals, and patriarchal Ads
3. Patriarchal print media, trivialising TV and insensitive Ads
4. Polite Newspapers, balanced Television and sensitive Ads

Options :

60348953595. 1

60348953596. 2

60348953597. 3

60348953598. 4

Question Number : 46 Question Id : 60348914183 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following:

[A] Media monitoring - [1] SEWA

[B] Gender curriculum - [2] NWMI

[C] Empowerment through video - [3] GMMP

[D] Networking gender - [4] UniTwin

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

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

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

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

Options :

60348953599. 1

60348953600. 2

60348953601. 3

60348953602. 4

**Question Number : 47 Question Id : 60348914184 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Digital inequality and lack of digital skills are significant impediments in experimenting with the new media in the Indian context. Which one of the following has innovatively challenged this scenario?

1. SEWA Videos

2. CGNetSwara

3. Lokmanch

4. Radio Mewat

Options :

60348953603. 1

60348953604. 2

60348953605. 3

60348953606. 4

Question Number : 48 Question Id : 60348914185 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identify the implications of misrepresentation of gender in media:

1. Gender identity formation through socialisation.
2. The enhanced portrayal of the LGBT community
3. Omission and Commission of the portrayal of men
4. Gender identify formation through stereotyping

Options :

60348953607. 1

60348953608. 2

60348953609. 3

60348953610. 4

Question Number : 49 Question Id : 60348914186 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which online search engine ensures its users spend 100% of its profits on planting trees?

1. Google Air
2. Ecosia
3. Ecoyole
4. YahooE

Options :

60348953611. 1

60348953612. 2

60348953613. 3

60348953614. 4

Question Number : 50 Question Id : 60348914187 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following:

[A] Save Our Tigers - [1] Campaign against palm oil

[B] Kodaikanal Won't Suffer - [2] TV campaign

[C] Strategic use of social media - [3] Documentary on Climate Change

[D] An Inconvenient Truth - [4] Campaign against Mercury

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

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

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

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

Options :

60348953615. 1

60348953616. 2

60348953617. 3

60348953618. 4