

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	1	The idea of communication in Ritual model of communication is A1 : Shared meaning A2 : Transmission of message A3 : Reception of message A4 : Reducing noise	4.0	1.00
Objective Question				
2	2	The meaning of 'entropy' as in Mathematical model of communication is A1 : Simple A2 : Reliability A3 : Unpredictability A4 : Predictability	4.0	1.00
Objective Question				
3	3	The term ethnocentrism connotes A1 : Understanding of one's ethics A2 : Understanding of other's ethics A3 : Believe that one's culture is superior to those of others A4 : Believe that one's culture is similar to those of others	4.0	1.00
Objective Question				
4	4	Which of the following is an example of a 'side-door'? A1 : Search engine	4.0	1.00

		<p>A2 : Printed newspaper</p> <p>A3 : News website</p> <p>A4 : Blog</p>		
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Objective Question

5	5	<p>The model of semiotics propounded by CS Pierce consisted of triangular relationship between</p> <p>A1 : Sign, symbol and object</p> <p>A2 : Sign, interpretant and object</p> <p>A3 : Sign, signifier, interpretant</p> <p>A4 : Sign, signifies, signification</p>	4.0	1.00
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Objective Question

6	6	<p>The Concept of ideology as false consciousness is integral to the theory of ———</p> <p>A1 : Marx</p> <p>A2 : Weber</p> <p>A3 : Durkheim</p> <p>A4 : Hazel</p>	4.0	1.00
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Objective Question

7	7	<p>Who among the following is known as the proponent of the theory of liberation as development?</p> <p>A1 : Michel Foucault</p> <p>A2 : Everett Rogers</p> <p>A3 : Wilbur Schramm</p> <p>A4 : Paulo Freire</p>	4.0	1.00
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Objective Question

8	8	<p>Which one of the following is not a category of adopters in the theory of diffusion of innovations?</p> <p>A1 Early adopters</p>	4.0	1.00
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		: A2 Late adopters : A3 Early majority : A4 Late majority :		
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Objective Question

9	9	Development Communication is viewed as emancipatory communication in _____ A1 Critical theory : A2 Liberation theory : A3 Transmission model : A4 Publicity model :	4.0	1.00
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Objective Question

10	10	Which of the following theory believed in the trickle down effect of development? A1 Modernisation theory : A2 Dependency theory : A3 World-systems theory : A4 Liberation theory :	4.0	1.00
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Objective Question

11	11	The lack of 'fit' between the codes has a great deal to do with the structural differences between broadcasters and audiences. These are words that illustrate A1 Ferdinand Sasseur's semiotics : A2 Roland Barthes' myth : A3 Stuart Hall's encoding-decoding : A4 Umberto Eco's notion of codes :	4.0	1.00
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Objective Question

12	12	The study of audience as commodity, put forth by Dallas Smythe, belongs to the theoretical/methodological domain of _____ in media and communication studies.	4.0	1.00
		A1 : Culture Studies		
		A2 : Media Effects		
		A3 : Media Ecology		
		A4 : Political Economy		

Objective Question

13	13	According to Judith Butler, "no one is a gender from the start": it is _____ and constructed. Fill in the blank.	4.0	1.00
		A1 : Affirmative		
		A2 : Performative		
		A3 : Reactive		
		A4 : Performance		

Objective Question

14	14	Outside factors in a group include:	4.0	1.00
		A1 : Leadership style		
		A2 : What the group has been given to do		
		A3 : synergy of group members		
		A4 : task process		

Objective Question

15	15	The Frankfurt School theorist Adorno and Horkheimer wrote the book titled:	4.0	1.00
		A1 : Dialectic of Enlightenment		
		A2 : Aesthetic Theory		
		A3 : Negative Dialectics		
		A4 : Critical Theory		

Objective Question				
16	16	<p>A few people stop using Facebook thinking that views they express may be questioned by many and therefore they would be despised or subjected to labelling. On the other hand, many talk about issues vocally in the public. Which theory explains this scenario?</p> <p>A1 : Uncertainty reduction</p> <p>A2 : Priming</p> <p>A3 : Spiral of silence</p> <p>A4 : Structural violence</p>	4.0	1.00
Objective Question				
17	17	<p>Harold Lasswell identified three functions of media that do not include:</p> <p>A1 : Consolidation</p> <p>A2 : Surveillance</p> <p>A3 : Correlation</p> <p>A4 : Transmission</p>	4.0	1.00
Objective Question				
18	18	<p>Algorithms capture our personal traits, characteristics, demographics and our media/content choice especially while watching film content on over the top platforms such as Netflix, Amazon Prime, Zee 5 etc. Name the theory that measures a viewer's motives for selecting specific genre.</p> <p>A1 : Spiral of silence</p> <p>A2 : Cognitive Dissonance</p> <p>A3 : Agenda setting</p> <p>A4 : Users and gratifications</p>	4.0	1.00
Objective Question				
19	19	<p>Which perspective of development is based on neoclassical and neoliberal economic and social theories?</p> <p>A1 : Modernisation</p> <p>A2 : Basic needs</p>	4.0	1.00

		<p>A3 Critical :</p> <p>A4 Environmentalism :</p>		
Objective Question				
20	20	<p>Which one of the following is a theoretical bias seen in diffusion of innovations research?</p> <p>A1 Pro-persuasion bias :</p> <p>A2 One way message flow bias :</p> <p>A3 Pro-source bias :</p> <p>A4 Communication effects bias :</p>	4.0	1.00
Objective Question				
21	21	<p>Dependency theory of development emerged as a response to</p> <p>A1 Liberation theology :</p> <p>A2 Gender in development :</p> <p>A3 Modernisation theory :</p> <p>A4 Sustainable development theory :</p>	4.0	1.00
Objective Question				
22	22	<p>The communication practice in development at the core of which lies dialogue is inspired by</p> <p>A1 Modernisation theory :</p> <p>A2 Liberation theology :</p> <p>A3 Dependency theory :</p> <p>A4 Sustainable development :</p>	4.0	1.00
Objective Question				
23	23	<p>With regards to development, Liberation theology differs from Critical theory in terms of</p> <p>A1 Openness to modernisation :</p> <p>A2 Mobilisation for resistance</p>	4.0	1.00

		: A3 Acceptance of diversity : A4 Acknowledging history :		
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Objective Question

24	24	Who first applied Darwin's principles of "survival of the fittest" to human cultures. A1 Max Webber : A2 Max Muller : A3 William Sumner : A4 Herbert Spencer :	4.0	1.00
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Objective Question

25	25	In the 1970's and 80's, when the third world countries were faced with acute balance of debt payments they were advised by the World Bank to radically restructure their economy to be eligible for its financial assistance. These policies advised by the World Bank is known as A1 Structural adjustment policies : A2 Structural assistance policies : A3 Structural liberal policies : A4 Structural restructuring policies :	4.0	1.00
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Objective Question

26	26	Who wrote the seminal book on women and development titled "Women's Role in Economic Development" A1 Esther Boserup : A2 Maya Angelou : A3 Nora Quebral : A4 Santi Rozario :	4.0	1.00
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Objective Question

27	27	Where did the idea of a telenova with a pro-social theme originate?	4.0	1.00
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		A1 Brazil :		
		A2 Colombia :		
		A3 Peru :		
		A4 Mexico :		

Objective Question

28	28	Which of the following is an example of a semi-flexible traditional media?	4.0	1.00
		A1 Yellamasongs :		
		A2 Yakshagana :		
		A3 Lavani :		
		A4 Tamasha :		

Objective Question

29	29	The modernist belief that power of technologies can quickly westernise traditional societies can be traced to	4.0	1.00
		A1 Daniel Lerner :		
		A2 Harold Lasswell :		
		A3 Harold Innis :		
		A4 Lazarsfeld :		

Objective Question

30	30	Who was the founder of the SarvodayaShramadana Movement in Sri Lanka	4.0	1.00
		A1 AT Ariyaratne :		
		A2 G Liyanage :		
		A3 DN Mahathera :		
		A4 W Dissanayake :		

Objective Question

31	31	<p>The 'Gini coefficient' is a measure of _____ within a country.</p> <p>A1 : equality/inequality</p> <p>A2 : freedom/restriction</p> <p>A3 : modernisation/traditionality</p> <p>A4 : nutrition/malnutrition</p>	4.0	1.00
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Objective Question

32	32	<p>The category of Geo-cultural media falls between the</p> <p>A1 : National and global media</p> <p>A2 : Local and national media</p> <p>A3 : Hyperlocal and local media</p> <p>A4 : Local and global media</p>	4.0	1.00
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Objective Question

33	33	<p>Which of the following tries to define media hegemony?</p> <p>A1 : Media does not simply report on politics, but actually secretly controls politics.</p> <p>A2 : Media companies are owned by the ruling class, who propagate their worldviews to the general public.</p> <p>A3 : The media environment accommodates a wide variety of different media types to match everyone's interests.</p> <p>A4 : Media companies tend to control more and more of the Internet</p>	4.0	1.00
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Objective Question

34	34	<p>The New World Information and Communication Order (NWICO or NWIO) aka the MacBride Commission is a term that was coined in a debate over media representations of the developing world in UNESCO in the late 1970s and early 1980s. The term was widely used by the MacBride Commission, a UNESCO panel chaired by Nobel Peace Prize laureate Sean MacBride, which was charged with creation of _____.</p> <p>A1 : recommending norms and means to control global corporate media houses</p> <p>A2 : a set of solutions to developing countries to manage the global media giants</p> <p>A3 : a set of recommendations to make global media representation more equitable.</p>	4.0	1.00
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		A4 to normalise the international news flow in favour of UN. :		
Objective Question				
35	35	<p>Ottosen identifies several key stages of a military campaign to soften up public opinion through the media in preparation for an armed intervention. These are:</p> <p>A1 : The Preparatory Stage, the Justification Stage, the Implementation Stage, and the Feedback Stage</p> <p>A2 : The Preparatory Stage, the Gestation Stage, the Implementation Stage, the Aftermath</p> <p>A3 : The Preliminary Stage, the Justification Stage, the Implementation Stage, the Aftermath</p> <p>A4 : The Preliminary Stage, the Communication Stage, the Analysis Stage, the Aftermath</p>	4.0	1.00
Objective Question				
36	36	<p>Cross media ownership refers to _____</p> <p>A1 the ownership of corporate media businesses by a person which may include broadcast and cable television, film, radio, newspaper, magazine, book publishing, music, video games, and various online entities.</p> <p>A2 the ownership of multiple media businesses by a person or corporation. These businesses can include broadcast and cable television, film, radio, newspaper, magazine, book publishing, music, video games, and various online entities.</p> <p>A3 the ownership of public limited companies of media businesses by a person or corporation including broadcast and cable television, film, radio, newspaper, magazine, book publishing, music, video games, and various online entities.</p> <p>A4 the ownership of companies owned by Fortune 500 listed families, who can own and operate any number of media houses in developing countries, offering, all forms of media products.</p>	4.0	1.00
Objective Question				
37	37	<p>Inter Press Service (IPS) is a _____</p> <p>A1 global news agency focussing on the production of news and analysis about events and processes affecting economic, social and political development, largely covering news on the Global South, civil society, and globalization.</p> <p>A2 a news agency focussing on the production of news and analysis about events and processes affecting economic, social and political development, largely covering news on the Western Developed Countries, military establishments, and International Monetary Fund and World Bank related affairs.</p> <p>A3 an UN news agency, whose main focus is the production of analysis about processes affecting economic, social and political development of Inter Governmental Agencies like World Bank, IMF. The agency largely covers news on the economic structural readjustments, poverty and development</p> <p>A4 an inter-governmental news agency largely covering news on the Western Developed Countries, military establishments, and International Monetary Fund and World Bank related affairs, besides the news from global south also.</p>	4.0	1.00
Objective Question				
38	38	<p>_____ is an Indian sports television channel which is a joint venture between ESPN, Inc. (owned by The Walt Disney Company) and Sony Pictures Networks. Which of the following is NOT an international news agency?</p> <p>A1 Reuters</p>	4.0	1.00

		A2 Associated Press :		
		A3 United Press International :		
		A4 Agence France Presse :		

Objective Question

39	39	The Associated Press expanded its news services to include financial services. What company did the Associated Press partner with to create a specialized financial and economic news service? A1 Charles Schwab : A2 Dow Jones & Company : A3 Merrill Lynch : A4 The Bloomberg :	4.0	1.00
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Objective Question

40	40	Which news service has stories that concentrate on issues such as the gap between rich and poor, international trade negotiations, human rights, refugees and international migration patterns, conflict and peacekeeping, environmental protection and sustainable development, population issues, and international debt crises? A1 Reuters : A2 Inter Press Services : A3 Associated Press : A4 Agence France Presse :	4.0	1.00
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Objective Question

41	41	The British Broadcasting Company, as the BBC was originally called, was formed on 18 October _____, by a group of leading wireless manufacturers including Marconi. A1 1920 : A2 1921 : A3 1922 : A4 1924 :	4.0	1.00
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Objective Question

42	42	<p>Prime examples of _____ are the initiatives of Google Inc., the first is to digitize the works of five major US and UK libraries (The libraries are at Harvard, Stanford, the University of Michigan, Oxford University, and the New York Public Library—all Anglo-Saxon in language, history, focus, framing, and orientation)</p> <p>A1 : Electronic colonialism</p> <p>A2 : Electronic imperialism</p> <p>A3 : Media hegemony</p> <p>A4 : Information age colonialism</p>	4.0	1.00
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Objective Question

43	43	<p>The Shantiniketan-based famous painter _____ along with other artists created the pictures present in the Indian Constitution based on the history, culture, and traditions of India.</p> <p>A1 : Nandalal Bose</p> <p>A2 : Rabindanath Tagore</p> <p>A3 : PremBehariNarainRaizada</p> <p>A4 : Rash BehariGhosh</p>	4.0	1.00
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Objective Question

44	44	<p>The Government of India act created by the British in the year 1935 did not meet the expectations of the then leaders of the Muslim League or Congress. In response to this, _____ tried to create a draft of the Indian Constitution after consulting leaders from both the parties i.e. Congress and Muslim League in 1945.</p> <p>A1 : TejBahadurSapru</p> <p>A2 : BR Ambedkar</p> <p>A3 : MahavirDesai</p> <p>A4 : BabuRajendra Prasad</p>	4.0	1.00
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Objective Question

45	45	<p>One of the important feature of the Constitution was its emphasis on _____. Operationally, its key features as understood in Indian contexts were spelled out in an exemplary manner. This was done through the carefully drafted series of Fundamental Rights to “freedom of religion” (Articles 25-28), “cultural and educational rights” (Articles 29, 30), and “rights to equality” (Articles 14, 16, 17). All religions were guaranteed equal treatment by the State and given the right to maintain charitable institutions. The State also sought to distance itself from religious communities, banning compulsory religious instructions in State-run schools and colleges, and declaring religious discrimination in employment to be illegal.</p> <p>A1 : Secularism</p> <p>A2 : Democratic Social Republic</p>	4.0	1.00
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		: A3 Fundamental Rights and Directive Principles of State Policy : A4 By the people, for the people and of the people :		
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Objective Question

46	46	All the elected political leaders took oath in the First Constituent Assembly under the presidentship of Dr. _____ A1 SachidanandSinh : A2 Rajendra Prasad : A3 Jagajivan Ram : A4 PanditMadan MohanMalaviya :	4.0	1.00
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Objective Question

47	47	During the session on 4th Nov 1948, different leaders brought up a number of points which had to do with the fundamental rights. _____ noted that the Fundamental Rights are the gift of the law. A1 Dr. B. R Ambedkar : A2 Pandit JawaharlalNehru : A3 SardarVallabhai PateL : A4 Babu Dr. Rajendra Prasad :	4.0	1.00
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Objective Question

48	48	C. R. Rajagopalachari in the Fundamental Rights Committee made certain points :- The state can't make any discrimination based on race, religion, culture, language or sex provided that nothing contained in this clause shall prevent separate provision being made for _____. A1 women & children : A2 men : A3 legislators : A4 journalists :	4.0	1.00
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Objective Question

49	49	_____ moved the Directive Principles of State Policy in the assembly. He emphasized on:	4.0	1.00
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**Equal rights of livelihood,
Ownership of resources must sub-serve the common prosperity,
Economic activities that should not deter the condition of the common man, and
Equal pay for equal work irrespective of sex.**

A1
: Dr. B. R Ambedkar

A2
: Alladi Krishnaswamy Iyer

A3
: Dr. Rajendra Prasad

A4
: Pandit JawaharlalNehru

Objective Question

50	50	<p>One of the members of the Constituent Assembly, M. Ruthnaswamy noted that the Indian Constitution must offer the minorities preservation and protection at least for _____ so that they can be at par with rest of India. This was incorporated in the Constitution by SardarVallabhai Patel on 27th August, 1948. Sardar Patel also mentioned that there will be reservation in Government jobs for certain backward and minor communities including the Anglo-Indian Community.</p> <p>A1 : 10 years</p> <p>A2 : 25 years</p> <p>A3 : 15 years</p> <p>A4 : 20 years</p>	4.0	1.00
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Objective Question

51	51	<p>While discussing the land rights, SardarVallabhbhai Patel noted that the state will acquire any such land only after paying the compensation. He also made it clear that the law was not intended to protect zamindars. Rather it should be seen as stepping stone for the liquidation of _____ irrespective of their patriotism or nuisance in past.</p> <p>A1 : Zamindari System</p> <p>A2 : Land reform system</p> <p>A3 : Princely state system</p> <p>A4 : Socialist land reform system</p>	4.0	1.00
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Objective Question

52	52	<p>Constitution of India comprises</p> <p>A1 : 32 Parts 397 Articles 11 Schedules</p> <p>A2 : 32 Parts 396 Articles 11 Schedules</p>	4.0	1.00
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A3
: 42 Parts 398 Articles 12 Schedules

A4
: 22 Parts 395 Articles 12 Schedules

Objective Question

53	53	TRP stands for _____ A1 : Telescope reading point A2 : Telepathy rating point A3 : Telephone rating A4 : Television rating point	4.0	1.00
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Objective Question

54	54	Who directed the film Throne of Blood? A1 : Podovkin A2 : Sergie Eisenstien A3 : Akira Kurasawa A4 : Alfred Hitchcock	4.0	1.00
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Objective Question

55	55	Who is called the father of Indian Cinema? A1 : Satyajit Ray A2 : MrinalSen A3 : DadasahebPhalke A4 : Aravindan	4.0	1.00
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Objective Question

56	56	SPOT stands for _____ A1 : Sound effects made in studio	4.0	1.00
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		A2 Sound effects made in outdoor shooting spot. :		
		A3 Sound recording of the effects :		
		A4 Direct song recording :		

Objective Question

57	57	The role of the film Director is _____	4.0	1.00
		A1 To manage the whole production :		
		A2 To work on the shooting spot :		
		A3 To get work from the artistes on the shooting spot :		
		A4 To create, control and involve in all the three stages of the production. :		

Objective Question

58	58	Cyber space is a term first used by	4.0	1.00
		A1 William Miller :		
		A2 William Gibson :		
		A3 William Wryler :		
		A4 William Wordsworth. :		

Objective Question

59	59	India's anti espionage act is called as	4.0	1.00
		A1 The official secret Act, 1923 :		
		A2 The copy right Act, 1957 :		
		A3 Press Council Act, 1978 :		
		A4 The cinematograph Act, 1952 :		

Objective Question

60	60	The famous sting operation 'Operation West' was conducted by _____	4.0	1.00
		A1 NDTV		

		: A2 CNN-IBN : A3 Tehelka Magazine : A4 Zee news :		
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Objective Question

61	61	Which of the following research traditions depends on internal and external validity to support its truth claims? A1 Critical Theory : A2 Grounded Theory : A3 Positivism : A4 Constructivism :	4.0	1.00
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Objective Question

62	62	A chi-square test is a test of statistical significance for A1 Nominal and Interval variables : A2 Interval and ratio variables : A3 Nominal and ratio variables : A4 Nominal and ordinal variables :	4.0	1.00
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Objective Question

63	63	Ethnographic research is referred to as _____ due to its in-depth observation and detailed description of materials and subjects. A1 thick description : A2 robust description : A3 descriptive data : A4 qualitative data :	4.0	1.00
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Objective Question

64	64	Looking inward and trying to understand a researcher's positionality with respect to participants in the research process is referred to as _____ A1 : social constructivism A2 : situated knowledge A3 : Critical realism A4 : Idealism	4.0	1.00
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Objective Question

65	65	In which of the following cases is it appropriate to use an independent t-test? A1 : To assess differences between two groups of participants A2 : To assess goodness of fit A3 : To assess relationships between two interval data sets A4 : To assess relationships between two ratio data sets	4.0	1.00
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Objective Question

66	66	"I now pronounce you husband and wife," is a _____ Speech Act, according to J L Austin. A1 : Perlocutionary A2 : Illocutionary A3 : Revolutionary A4 : Heteronormative	4.0	1.00
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Objective Question

67	67	Who puts forth the socio-cognitive approach to Critical Discourse Analysis? A1 : Norman Fairclough A2 : Ruth Wodak A3 : Gunther Kress A4 : Van Dijk T.A.	4.0	1.00
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Objective Question				
68	68	<p>A researcher does not have to be concerned about one of the following while thinking about the sample size.</p> <p>A1 : Heterogeneity of population</p> <p>A2 : Time and cost</p> <p>A3 : Non-response</p> <p>A4 : Length of the questionnaire</p>	4.0	1.00
Objective Question				
69	69	<p>Action research is about</p> <p>A1 : Survey research</p> <p>A2 : Applied research</p> <p>A3 : Audience research</p> <p>A4 : Experimental research</p>	4.0	1.00
Objective Question				
70	70	<p>In the purposive method of sampling design, items are selected according to _____</p> <p>A1 : Law of probability</p> <p>A2 : Law of certainty</p> <p>A3 : Personal judgement</p> <p>A4 : Convenience</p>	4.0	1.00
Objective Question				
71	71	<p>When people are unwilling or unable to provide information, a researcher should resort to obtain data through</p> <p>A1 : Observation</p> <p>A2 : Focus groups</p> <p>A3 : Informal interviews</p>	4.0	1.00

		A4 Think aloud :		
Objective Question				
72	72	Which one of the following is an open-source network analysis and visualisation software package? A1 AtlasTi : A2 NVivo : A3 SPSS : A4 Gephi :	4.0	1.00
Objective Question				
73	73	What is <i>in-situ</i> research? A1 Studying subjects in imagined situations : A2 Studying subjects in places where subjects are involved in actions : A3 Studying subjects in relation to their unconscious drives : A4 Studying subjects over and over again in a similar situation :	4.0	1.00
Objective Question				
74	74	Which of the following tests is not about Comparison of Means? A1 Simple Regression : A2 ANOVA : A3 Paired T-test : A4 Independent T-test :	4.0	1.00
Objective Question				
75	75	Although not exactly identical, the two books are so _____ to each other that one writer must have copied much of his book from the other. A1 Dissimilar : A2 Similar :	4.0	1.00

		A3 Adjacent :		
		A4 Close :		

Objective Question

76	76	The Prime Minister set up a committee of financial experts to help him discuss and _____ new policies	4.0	1.00
		A1 Assign :		
		A2 Devise :		
		A3 Design :		
		A4 Formulate :		

Objective Question

77	77	Education experts from Chennai travelled to Delhi to _____ the secondary school system there.	4.0	1.00
		A1 Judge :		
		A2 Weigh :		
		A3 Evaluate :		
		A4 Value :		

Objective Question

78	78	Numbers and results are not particularly useful in themselves; we need to _____	4.0	1.00
		A1 Interpret them to understand what they actually mean :		
		A2 Illustrate them with examples :		
		A3 Select the most convincing data and ignore the rest :		
		A4 Identify what suits one's interest :		

Objective Question

79	79	If a company does not observe health and safety laws, it may be fined very heavily if any of its workers are injured. Which of the following words is closest in meaning to the word underlined in bold?	4.0	1.00
		A1 Remark :		

		A2 Suggest :		
		A3 Comply with :		
		A4 Violate :		

Objective Question

80	80	Research _____ that customers want free car-parking when they go shopping.	4.0	1.00
		A1 claims :		
		A2 indicates :		
		A3 points out :		
		A4 states :		

Objective Question

81	81	Serious unrest and rioting _____ as a result of the decision to ignore the result of the election.	4.0	1.00
		A1 Ensued :		
		A2 Ensured :		
		A3 commenced :		
		A4 succeeded :		

Objective Question

82	82	Your research proposal doesn't need to be too detailed : keep it simple and concentrate on the main points. <i>Choose the word which could be used in place of the language shown in bold without changing the meaning of the sentence.</i>	4.0	1.00
		A1 Broad :		
		A2 Elaborate :		
		A3 Concise :		
		A4 Forceful :		

Objective Question

83	83	If public transport is to succeed in serving the public, it is important to _____ services such as trains and buses so that they work together and offer a more convenient service	4.0	1.00
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		<p>A1 Integrate :</p> <p>A2 Combine :</p> <p>A3 Fuse :</p> <p>A4 Unite :</p>		
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Objective Question

84	84	<p>The policy of privatisation _____ of a property-owning democracy. Identify the appropriate pair of words for the blanks.</p> <p>A1 Embodies, a system :</p> <p>A2 Comprises, a policy :</p> <p>A3 Embodies, a sign :</p> <p>A4 Embodies, the principle :</p>	4.0	1.00
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Objective Question

85	85	<p>If the BLOOD is coded as 24113 and BRUST as 20678, then code for ROBUST is</p> <p>A1 620781 :</p> <p>A2 012678 :</p> <p>A3 078162 :</p> <p>A4 610732 :</p>	4.0	1.00
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Objective Question

86	86	<p>A bag contains an equal number of one rupee, 50 paise and 25 paise coins. If the total amount in the bag is Rs. 56, how many coins of each type are there ?</p> <p>A1 15 :</p> <p>A2 17 :</p> <p>A3 32 :</p> <p>A4 36 :</p>	4.0	1.00
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Objective Question

87	87	<p>In the sequence of numbers 2/3, 4/7, X, 11/21, 16/31, the missing number X is:</p> <p>A1 8/10 :</p> <p>A2 6/10 :</p> <p>A3 5/10 :</p> <p>A4 7/13 :</p>	4.0	1.00
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Objective Question

88	88	<p>Out of four numbers, the average of the first three numbers is thrice the fourth number. If the average of the four numbers is 5, the fourth number is:</p> <p>A1 4.5 :</p> <p>A2 5 :</p> <p>A3 2 :</p> <p>A4 4 :</p>	4.0	1.00
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Objective Question

89	89	<p>If a rectangle were called a circle, a circle a point, a point a triangle and a triangle a square, the shape of a wheel is</p> <p>A1 rectangle :</p> <p>A2 point :</p> <p>A3 triangle :</p> <p>A4 circle :</p>	4.0	1.00
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Objective Question

90	90		4.0	1.00
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Study the following table and answer the questions given below :
 Number of students enrolled with five colleges over the years 2016 to 2020 is given below :

UNIVERSITY	1	2	3	4	5
YEAR					
2016	4500	3200	4000	4800	5200
2017	4800	3500	3800	5000	5400
2018	4200	3000	4100	5200	4600
2019	4600	3600	4300	4700	4800
2020	4700	3400	3900	5300	5300

From University 2 in the year 2019, 90 % of the enrolled students appeared for a competitive examination, out of which 80 % students passed the exam. Find out the actual number of students passed the competitive examination. Compare the result with the data set of University 3 for the same year 2019 (i.e., 90% of enrolled students appeared for a competitive exam, of which 80% students passed). And find out the difference between the numbers of students passed the competitive examination, among these two Universities.

A1 : 604

A2 : 504

A3 : 404

A4 : 704

Objective Question

91 91

Study the following table and answer the questions given below :
 Number of students enrolled with five colleges over the years 2016 to 2020 is given below :

UNIVERSITY	1	2	3	4	5
YEAR					
2016	4500	3200	4000	4800	5200
2017	4800	3500	3800	5000	5400
2018	4200	3000	4100	5200	4600
2019	4600	3600	4300	4700	4800
2020	4700	3400	3900	5300	5300

In 2017, from all the Universities together an overall 17.24 % of the students enrolled for a Media related courses. And in 2018, there were 36.86 % more students enrolled for the media courses in all the five universities. What were the actual number of students enrolled for the Media related courses in all these universities during 2018 (the figure may be rounded off)?

A1 : 5208

A2 : 6298

A3 : 5298

4.0

1.00

A4 : 5308

Objective Question

92 92

Study the following table and answer the questions given below :
Number of students enrolled with five colleges over the years 2016 to 2020 is given below :

UNIVERSITY YEAR	1	2	3	4	5
2016	4500	3200	4000	4800	5200
2017	4800	3500	3800	5000	5400
2018	4200	3000	4100	5200	4600
2019	4600	3600	4300	4700	4800
2020	4700	3400	3900	5300	5300

What is the ratio of the average number of student enrolled with the above 5 Universities together in 2019 to that of 2020 ?

A1 : 11:12.2

A2 : 21:11.3

A3 : 22: 22.6

A4 : 14: 14.6

4.0

1.00

Objective Question

93 93

Study the following table and answer the questions given below :
Number of students enrolled with five colleges over the years 2016 to 2020 is given below :

UNIVERSITY YEAR	1	2	3	4	5
2016	4500	3200	4000	4800	5200
2017	4800	3500	3800	5000	5400
2018	4200	3000	4100	5200	4600
2019	4600	3600	4300	4700	4800
2020	4700	3400	3900	5300	5300

In 2018, from all Universities together 18 % students enrolled went abroad. Find out how many students went abroad during 2018 from the above 5 Universities?

A1 : 3387

A2 : 3798

A3 : 3288

4.0

1.00

A4
: 3388

Objective Question

94 94

Study the following table and answer the questions given below :
Number of students enrolled with five colleges over the years 2016 to 2020 is given below :

UNIVERSITY	1	2	3	4	5
YEAR					
2016	4500	3200	4000	4800	5200
2017	4800	3500	3800	5000	5400
2018	4200	3000	4100	5200	4600
2019	4600	3600	4300	4700	4800
2020	4700	3400	3900	5300	5300

What is the average number of students enrolled for years 2016, 2018 and 2020 in Universities 1, 2 and 3? (the decimal figures are rounded off).

A1
: 4176, 3300, 5000

A2
: 4366, 3100, 4000

A3
: 4386, 3200, 4000

A4
: 4466, 3200, 5000

4.0

1.00

Objective Question

95 95

A team of test audience is shown an advertisement and then quizzed about the brand without any cues. The effectiveness is gauged by the response using open-ended questions. What is the type of testing used here called?

A1
: Copy testing

A2
: Unaided recall

A3
: Aided recall

A4
: Multiple recall

4.0

1.00

Objective Question

96 96

A comparison of two cable programs for placing advertisements would be treated as a component of

A1
: Media Scheduling

A2
: Media Selling

4.0

1.00

		A3 : Brand war		
		A4 : Media Matching		

Objective Question

97	97	Information-rich sponsored content in news websites is known as _____	4.0	1.00
		A1 : Relative advertising		
		A2 : Local advertising		
		A3 : Native advertising		
		A4 : Global advertising		

Objective Question

98	98	They are not organic posts. They are political ads that populate your feeds but not the feeds of your followers. They do not appear on your timeline. They are unpublished ads. What is the feature of Facebook that is being referred to here?	4.0	1.00
		A1 : News Feed		
		A2 : Notifications		
		A3 : Listicles		
		A4 : Dark posts		

Objective Question

99	99	Which is the company that is facing criticism over the use of the word 'fair' in one of its brands following the death of George Floyd in the U.S.?	4.0	1.00
		A1 : Johnson & Johnson		
		A2 : Hindustan Unilever Limited		
		A3 : Revlon		
		A4 : Garniger		

Objective Question

100	100	Which of the four PR models set out below (Grunig and Hunt) is used most by practitioners?	4.0	1.00
		A1 : Press Agency		

A2 Asymmetric
:

A3 Symmetric
:

A4 Public Information
: