

PU Ph D Mass Communication

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It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?

- Thursday
- Sunday
- Friday
- Wednesday

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On 8th Feb, 2005 it was Tuesday. What was the day of the week on 8th Feb, 2004?

- Tuesday
- Saturday
- Monday
- Sunday

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Which theory talks about not changing behaviour intention, but changing the actual behaviour?

- Theory of Planned Behaviour
- Theory of Reasoned Action
- Social Judgement Theory
- Organizing Theory

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According to Lara Mulvey, two processes work together in cinematic texts: They are:-

- Voyeuristic orientation and narcissistic incubation
- Voyeuristic objectification and narcissistic instrumentation
- Voyeuristic objectification and narcissistic identification
- Voyeuristic orientation and narcissistic identification

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The Frankfurt School's critical theory saw the culture industry as:-

- Capable of producing diverse public opinions
- Capable of transforming an individual into an informed citizen
- A means to empower audiences

- Undermining a person's individuality and critical thought

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Which of the following questions does not answer reflexive research?

- How does the respondents' bias affect research?
- How do my specific values, attitudes, and theoretical perspectives influence my research style?
- What particular biases, if any, do I bring to my research?
- How does my own agenda shape what I ask and what I find?

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A comprehensive analysis of social and economic dynamics of news production and consumption is situated in the framework of:-

- Networked Economy
- Political Economy
- Information Economy
- Knowledge Economy

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Ideology is, for Althusser:-

- completely separate from the way we live in social cultures
- an open system and invariably transparent system
- a closed and at times obscure system
- convinces us to take action to change this world

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Identity is based on the absence of the origin.

- Jacques Derrida
- Michel Foucault
- Herbert Marcuse
- Louis Althusser

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"Please comment on your response to the above". What data would this produce?

- Quasi-quantitative
- Qualitative

- Qualitative-Quantitative
- Quantitative

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Who regarded 'taxation' as an institutional theft?

- Authoritarians
- Libertarians
- Democrats
- Soviet Media

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Which of the following is a qualitative research design where lived experiences of individuals are examined in their "life-world"?

- Ethnography
- Ethology
- Phenomenology
- Grounded theory

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Who introduced the term 'entropy'?

- Westley and Maclean
- Shannon and Weaver
- Wilbur Schramm
- Berlo

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The term 'broadcasting' was borrowed from:-

- Banking
- Agriculture
- Television
- Radio

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Which of the following describes correctly the phases of qualitative research?

- Identifying the research hypothesis, data collection, data analysis, conclusions, writing

- Planning, begin the data collection, revise focus of study as needed, continue data collection, revise focus of study as needed, complete data collection, data analysis, writing
- Planning, identifying the problem, data collection, writing
- Identify and state the research problem, planning, data collection, data analysis, writing the results

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A qualitative research design in which data related to past events is systematically collected and evaluated to describe potential causes, effects, or trends related to those events is known as:-

- action research
- historical
- ethnographic
- grounded theory

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The idea that media content might be read from dominant, negotiated, or oppositional perspectives is associated with _____.

- uses and gratifications
- British cultural studies
- Palo Alto School
- the Frankfurt School

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The word 'cyberspace' was coined by:-

- Negroponte
- Lazarsfeld
- William Gibson
- Meyrowitz

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Two employees X and Y are paid a total of Rs. 550 per week by their employer. If X is paid 120% of the sum paid to Y, how much is Y paid per week?

- 280
- 300
- 250
- 200

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Collecting responses from respondents after showing photos, cartoons or paintings to them is a form of _____ method.

- photo drawing
- photo elicitation
- photo identification
- photo illustration

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Ikiru was directed by:-

- Akira Kurosawa
- Satyajit Ray
- Sergei Eisenstein
- Robert Flaherty

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Who said that aberrant decoding takes place in mass society?

- Edward Hall
- Umberto Eco
- Stuart Hall
- Jemma Frankenstein

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The process of qualitative research is characterized by which of the following?

- Proportion
- Reduction
- Deduction
- Induction

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Which one of the following authors is associated with Psychoanalysis?

- Fiske
- Freud
- Fairclough
- Foucault

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Which of the following is not a qualitative research approach which enables research subjects to play a more active part in designing the research and influencing the outcomes?

- Structured interviews
- Feminist research
- Action research
- Cognitive mapping

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Who coined the term fifth estate?

- Kurt Lewis
- Mithrandier
- Tom Baistow
- Marshall McLuhan

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"New technologies transform society at every level, including institutions, social interaction and individuals (...) 'Human factors' and social arrangements are seen as secondary." This quote represents:-

- Social determinism
- Technological Determinism
- Humanism
- Feminism

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According to Diffusion of Innovation theory, adopters can be categorized into:-

- 6 types
- 5 types
- 4 types
- 7 types

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In qualitative research, which of the following refers to the plausibility of findings and the credibility of interpretations and explanations?

- Sampling
- Reliability
- Validity

Triangulation

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Which article of Indian Constitution talks about freedom of expression?

Article 19 (1) (b)

Article 19

Article 19 (2)

Article 19 (1) (a)

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In a certain school, 20% of students are below 8 years of age. The number of students above 8 years of age is $\frac{2}{3}$ of the number of students of 8 years of age which is 48. What is the total number of students in the school?

105

110

100

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Which of the following best describes mixed-method research designs?

a design that obtains statistically significant results

Develops specific directional hypotheses

uses both quantitative and qualitative methods to collect data and analyse

synthesizes narrative data into themes

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Which of the following is not a qualitative research method?

Ethnography/participant observation

Factor loading

Discourse and conversation analysis

Qualitative interviewing

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Magic Multiplier is a concept propounded by:-

Marshal McLuhan

Everett Rogers

Wilber Schramm

Lasswell

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'Comment is free, facts are sacred'. Who made this comment?

Bryan Roberts

James Goldsmith

James Silk Buckingham

C P Scott

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In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total number of votes was 7500, what was the number of valid votes that the other candidate got?

2700

2500

2800

2600

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Linguistic Structuralism deals with:-

Only subject

The language and subject

Subject, society and language

Only the language and signification

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On selling 17 balls at Rs. 720, there is a loss equal to the cost price of 5 balls. The cost price of a ball is:-

55

65

50

60

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30% of the men are more than 25 years old and 80% of the men are less than or equal to 50 years old. 20% of all men play football. If 20% of the men above the age of 50 play football, what percentage of the football players are less than or equal to 50 years?

- 50
- 80
- 60
- 70

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The rationale underlying purposeful sampling is that:-

- A randomly selected sample is unlikely to be representative of the population
- All cases are included, even though they are not all relevant to the problem
- A few information rich cases studied in depth yields many insights about a topic
- Available cases are used because the researcher has access to them

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Deductive Reasoning is applied in:-

- Action research
- Applied research
- Qualitative research
- Quantitative research

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In qualitative research, a guiding principle in deciding sample size is:-

- Number of variables
- Effect size
- Sub-group analysis
- Data saturation

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Codes are:-

- A combination of semiotic systems in a social structure
- About urban landscapes
- A combination of semiotic systems
- a combination of social structure

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Today is Monday. After 61 days, it will be:-

- Sunday
- Monday
- Saturday
- Tuesday

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Who wrote the book 'The information age: Economy, Society and Culture'?

- O'reilly
- Manuel Castells
- Barney Glaser
- Tim Berner Lee

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People management is a particular consideration when using which of the following qualitative methods?

- Focus groups
- Story completion tasks
- Qualitative surveys
- Interviews

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A member of a social setting who is a knowledgeable insider and is willing to share access and insight with a researcher is known as a:-

- Informant
- Interviewer
- Assistant
- Interview Guide

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Rhizome is widely used to explain the:-

- Structure of a movie script
- Structure of society
- Structure of hypertext
- Organisation of chapters in a book

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According to Baudrillard:-

- Reality occurs first before representation
- Signs come prior to events
- Territory precedes the map
- Signs and events occur simultaneously

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Identify the appropriate word from the given options.

The way women are _____ in this film is degrading.

- publicised
- Established
- Shown
- Depicted

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Identify the appropriate word from the given options.

There has been little research on interpersonal skills _____ nationality / race.

- in relation to
- compared to
- with respect to
- with reference to

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Identify the appropriate word from the given options.

We found that alcoholism is _____ behavioral problems during childhood.

- connected to
- opposite to
- concerned to
- linked to

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Identify the appropriate word from the given options.

This paper outlines the issues involved in _____ data acquisition.

- continuous

- Continual
- Continuously
- continually

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Identify the appropriate word from the given options.

We investigated the _____ use of reward and punishment in pre-school children.

- Contemporary
- Ancillary
- coincident
- Simultaneous

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Identify the appropriate word from the given options.

The referee claims that this is a reason for rejecting the paper. _____ it is the very reason why the paper should be accepted.

- On the other hand
- on the flip side
- Otherwise
- On the contrary

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Identify the appropriate word from the given options.

Our results were _____ the literature.

- in alignment with
- according to
- in compliance with
- in agreement with

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Identify the appropriate word from the given options.

First, it traces the development of multimodal discourse analysis and _____ its main descriptive and analytical parameters.

- Sets at
- Sets in

- Sets off
- Sets out

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Identify the appropriate word from the given options.

The final sample of 433 respondents (168 men, 265 women) _____ an average age of 39.77 years.

- stood for
- reported
- Revealed
- Signified

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Identify the appropriate word from the given options.

Marx _____ that the products of labour tend to escape people's control in capitalist society.

- Argued
- Made fun
- Took objection to
- Quarreled

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Identify the appropriate word from the given options.

The first hypothesis _____ a relationship between intimacy with friends and frequency of using mobile phones.

- Predicted
- Premised
- Privileged
- Predicated

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A shopkeeper purchased 200 bulbs for Rs. 10 each. However, 5 bulbs were fused and had to be thrown away. The remaining were sold at Rs. 12 each. What will be the percentage profit?

- 18
- 17
- 15

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In a certain code, 'MANORAMA' is written as OCPQTCOC. How is 'OBSOLETE' written in that code?

- PCTPMFUF
- QCTPMFUF
- RDUQNGVG
- QDUQNGVG

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Paddy is related to Field in the same way as Steel is related to:-

- Ore
- Wagon
- Factory
- Iron

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What should come in the place of the question mark (?) in the following letter series?

BXJ ETL HPN KLP ?

- NHR
- MHQ
- NIR
- MIP

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A man took loan from a bank at the rate of 12% p.a. simple interest. After 3 years he had to pay Rs. 5400 interest only for the period. The principal amount borrowed by him was:-

- 15000
- 22000
- 20000
- 5000

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How many gold coins are there in a jar of 88 coins, if there are $\frac{1}{3}$ as many silver coins as gold coins?

66

- 33
- 44
- 55

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Three of the following four are alike in a certain way and so form a group. Which one does not belong to that group?

- Pencil
- Ink
- Calculator
- Pen

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Book is related to library in the same way as Flower is related to:-

- Stalk
- Colour
- Petal
- Garland

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Swami is taller than Ayan. Ayan is taller than Raghu. Shankar is taller than Dilip. Dilip is taller than Ayan. Who among them is the shortest?

- Swami
- Ayan
- Shankar
- Raghu

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Uma ranked 8th from the top and 37th from the bottom in a class. How many students are there in the class?

- 44
- 46
- 47
- 45

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How many 3's are there in the following sequence which are neither preceded by 6 nor immediately followed by 9?

9 3 6 6 3 9 5 9 3 7 8 9 1 6 3 9 6 3 9

- One
- Two
- Four
- Three

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240, ?, 120, 40, 10, 2

- 40
- 120
- 240
- 200

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A sum of money amounts to Rs.9800 after 5 years and Rs.12005 after 8 years at the same rate of simple interest. The rate of interest is:-

- 10%
- 8%
- 6%
- 12%

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In a certain code language, 'pultir fin' means 'good sweet fruit', 'tie dip sig' means 'beautiful red rose', 'sig lon fin' means 'rose and fruit'. Which of the following stands for 'sweet' in that language?

- sig
- tir
- pul
- fin

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A two digit number is three times the sum of its digits. If 45 is added to it, the digits are reversed. The number is:-

- 36
- 72

- 63
- 27

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The positions of how many digits in the number 59164823 will remain unchanged after the digits are rearranged in descending order within the number?

- One
- None
- Three
- Two

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251 PU_2015_155

In a certain code FICTITIOUS is written as IFTCTIOISU. How is POSTPONE written in that code?

- OPTSOPEN
- OPSTOPEN
- PSOPTNOE
- POTSOPEN

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A sum of money at simple interest amounts to Rs. 815 in 3 years and to Rs. 854 in 4 years. The sum is:-

- 700
- 689
- 698
- 670

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Rahul is taller than Sanju but shorter than Meera. Vani is taller than Raju. Sanju is taller than Vani. Who is the shortest?

- Meera
- Rahul
- Vani
- Raju

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In a row of children, Mani is eleventh from the left and Manoj is seventeenth from the right. When they exchange their places, Mani will be thirteenth from the left. Which of the following will be the new position of Manoj from right?

- Twenty-ninth
- Nineteenth
- Eleventh
- Twenty-first

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The ability of media to influence the salience of events in the public mind, shaping awareness and action.

- Media amplification
- Persuasion
- Cultivation
- Agenda setting

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Different cultures have different:-

- Power and equations
- Class difference
- Identities and features
- Cast inequality

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Which of the following is an example of hot medium as envisaged by Marshal McLuhan?

- Radio
- Cellphone
- Telephone
- Print

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The code of ethics drawn in 1978 was a form of self-censorship by:-

- The Editors' Guild
- the Advertising Standards Council of India
- the Indian Languages Newspaper Association
- The All-India Newspaper Editors' Conference

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

- Licensing printing press
- Newspaper registration
- Public order
- Censorship

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A licence in copyright matters creates in the license:-

- public right
- proprietary right
- statutory right
- personal right

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Who is empowered to appoint the Chairman of the Press and Registration Appellate Board?

- Bar Council of India
- Registrar of Newspapers in India
- Public Information Bureau
- Press Council of India

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The last date for cable television digitization throughout India has been extended by the Ministry of Information & Broadcasting till:-

- 31st July 2016
- 31st July 2017
- 31st December 2017
- 31st December 2016

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"Wiki leaks website published the confidential and restricted files in public space". This can be classified under which of the following normative theories?

- Social responsibility theory
- Authoritarian theory
- Libertarian theory
- Subaltern theory

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Which of the following is not part of Information and Communication Technology?

- On line learning
- Web Based Learning
- Newspaper
- Learning through the use of EDUSAT

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Culture of Semiotic theory was derived from the studies of:-

- Bakhtin and Barthes
- Saussure and Pierce
- Saussure and McKee
- Pierce and Guattari

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Author of the book The Growth of Public Opinion: In the Madras Presidency (1858 - 1909).

- Keval.J.Kumar
- D. Sadasivan
- Uma Narula
- B.N.Ahuja

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The Press and Registration of Books Act, 1867 requires one copy of newspaper published in which of the following languages to be sent to The Press Registrar, New Delhi.

- Oriya
- Hindi
- Bengali
- Kannada

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In the absence of registration, redress for infringement of Copyright is under:-

- Common law
- Local law
- Individual law

- Special law

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Which section of the Information Technology (Amendment) Act, 2008 that provides for punishment for sending offensive messages *by means of a computer resource or a communication device* was struck down by the Supreme Court recently?

- Section 66 A
- Section 68 A
- Section 70 A
- Section 72 A

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The first media and communication satellite Instructional Television Experiment (SITE) conducted in:-

- 1975-76
- 1972-73
- 1980-82
- 1985-86

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'Older children understand advertisements better than younger children', falls under which type of hypothesis?

- Non directional hypothesis
- Null hypothesis
- Causal hypothesis
- Directional hypothesis

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How many Members of Parliament (MP's) are nominated to the Press Council of India?

- 9
- 5
- 7
- 3

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265 PU_2015_155

The first ombudsman for any newspaper in the world was appointed in:-

- Austria

- Great Britain
- Japan
- Sweden

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Who issues certificate of registration to the publisher of a newspaper?

- District Information Officer
- Press Registrar
- Registration Officer
- District Collector