



Question Paper with Final (Revised) Answer Key for the Post of

**District Public Relations
Officer**

**held on 24-06-
2019**

Itemcode : **DP1001**

Q1: The Shannon and Weaver model of communication is :

- | | |
|----------|------------|
| A | Modular |
| B | Circular |
| C | Linear |
| D | Non linear |

Correct Ans: **C**

Itemcode : **DP1002**

Q2: The communication theory of developmental communication emphasizes on..?

- | | |
|----------|---------------------------|
| A | Top down Communication |
| B | Mechanistic communication |
| C | Epistemological approach |
| D | Extensive demonstrations |

Correct Ans: **C**

Itemcode : **DP1003**

Q3: Which one of the following is a free audio editing software?

- | | |
|----------|---------------|
| A | Audacity |
| B | GIMP |
| C | Adobe Premier |
| D | Picasa |

Correct Ans: **A**

Itemcode : **DP1004**

Q4: What is the major objective of a community radio station?

- | | |
|----------|------------------|
| A | Infotainment |
| B | Entertainment |
| C | Economic profit |
| D | Social inclusion |

Correct Ans: **D**

Itemcode : **DP1005**

Q5: For a public relations practitioner, a status difference is one of the main barriers in what?

- | | |
|----------|------------------------------|
| A | Mass Communication |
| B | Intra-personal communication |
| C | Impersonal communication |
| D | Organizational Communication |

Correct Ans: **D**

Itemcode : **DP1006**

Q6: NOVOSTI is the news agency of which country?

- | | |
|----------|--------|
| A | Russia |
| B | USA |
| C | UK |
| D | UAE |

Correct Ans: **A**

<u>Itemcode</u> : DP1007	
Q7: The Statesman was founded by whom?	
A	John Corbett
B	Robert Knight
C	James Silk Buckingham
D	Rudyard Kipling
Correct Ans: B	

<u>Itemcode</u> : DP1008	
Q8: SATCOM was established in which year?	
A	1968
B	1970
C	1984
D	1994
Correct Ans: S (S Denotes question scrapped and weight-age to all)	

<u>Itemcode</u> : DP1009	
Q9: What is lithography?	
A	A system of local bodies
B	Circulation of newspaper
C	A method of printing
D	None of the above
Correct Ans: C	

<u>Itemcode</u> : DP1010	
Q10: Who among the following developed Values and Life Style (VALS) classification?	
A	David Oglivy
B	Arnold Mitchell
C	Philip Kotler
D	Edward Bernays
Correct Ans: B	

<u>Itemcode</u> : DP1011	
Q11: The documentary 'Celluloid Man' is the life history of whom?	
A	Shyam Benegal
B	Adur Gopalakrishnan
C	Girish Kasaravalli
D	P.K Nair
Correct Ans: D	

<u>Itemcode</u> : DP1012	
Q12: Which of these factors is not required for communication growth?	
A	Growth in size of organisations
B	Negative atmosphere
C	Globalisation
D	Public relations
Correct Ans: B	

<u>Itemcode</u> : DP1013	
Q13: Who developed printing with moveable type?	

A	William Bolt
B	Johan Gutenberg
C	C.H Clay
D	None of the above
Correct Ans: B	

<u>Itemcode</u> : DP1014	
Q14: The first weekly from Madras was?	
A	Madras Courier
B	Hukaru
C	The Friend of India
D	The Madras Times
Correct Ans: A	

<u>Itemcode</u> : DP1015	
Q15: Name of the first Urdu newspaper was?	
A	Jam-e-Jehan Numa
B	Delhi Akhbar
C	Riaz-ul-Akbar
D	Akhbarnama
Correct Ans: A	

<u>Itemcode</u> : DP1016	
Q16: BBC, the British Broadcasting Company started functioning in which year?	
A	November, 1922
B	October, 1918
C	December, 1920
D	None of these
Correct Ans: A	

<u>Itemcode</u> : DP1017	
Q17: The originator of the phrase 'press is, the fourth estate' is:	
A	North Cliff
B	Edmund Burke
C	Lord Macaulay
D	Rudyard Kipling
Correct Ans: B	

<u>Itemcode</u> : DP1018	
Q18: What is embargo?	
A	A ship, which often comes late
B	A ban on publication before a specific date
C	A story, which has no end
D	None of these
Correct Ans: B	

<u>Itemcode</u> : DP1019	
Q19: What is "Dummy"?	
A	Make-up of newspaper
B	Editorial write up

C	Front Page of Newspaper
D	None of these

Correct Ans: **A**

Itemcode : **DP1020**
Q20: The communication based on purchased time or space is called:

A	Propaganda
B	Publicity
C	Advertising
D	Public relations

Correct Ans: **C**

Itemcode : **DP1021**
Q21: Tabloid newspaper of small size with:

A	3 columns
B	4 columns
C	5 columns
D	7 columns

Correct Ans: **B,C**

Itemcode : **DP1022**
Q22: Who developed Mathematical model of communication?

A	Charles E. Osgood
B	Claude Shannon and Warren Weaver
C	Wilbur Schram
D	None of these

Correct Ans: **B**

Itemcode : **DP1023**
Q23: The news which appears in the papers two or three days before an important event is called:

A	Background
B	Follow up
C	Curtain Raiser
D	Advance copy

Correct Ans: **C**

Itemcode : **DP1024**
Q24: Jawaharlal Nehru started *Qaumi Awaz* from Lucknow in which year?

A	1945
B	1946
C	1942
D	1921

Correct Ans: **S** (S Denotes question scrapped and weight-age to all)

Itemcode : **DP1025**
Q25: Agenda-setting is a theory that argues that:

A	Media producers can dictate the uses to which people put media
B	Only selected, especially well-crafted, media messages, can influence gratifications.
C	Media do not tell us what to think, but what to think about
D	Reality is a social construction

Correct Ans: **C**

Itemcode : **DP1026**

Q26: Name the English daily which used to be called "The old lady of Boribunder".

- A** Free Press Journal
- B** Indian Express
- C** The Times of India
- D** The Statesman

Correct Ans: **C**

Itemcode : **DP1027**

Q27: Immersive journalism is based on what?

- A** first person narration
- B** Second person narration
- C** Third person narration
- D** impersonal narration

Correct Ans: **A**

Itemcode : **DP1028**

Q28: The communication component of the dependency paradigm is most often referred to as:

- A** modernization
- B** cultivation
- C** development
- D** cultural imperialism

Correct Ans: **D**

Itemcode : **DP1029**

Q29: Semiotic analysis regards media texts as a collection of what?

- A** Alphabets
- B** words
- C** questions
- D** paradigms

Correct Ans: **D**

Itemcode : **DP1030**

Q30: The value necessary to reject a null hypothesis is identified as:

- A** rejection value
- B** cut-off value
- C** critical value
- D** matrix value

Correct Ans: **C**

Itemcode : **DP1031**

Q31: Discourse analysis is the analysis of a text through the identification of:

- A** repetitiveness
- B** opinions
- C** language
- D** objects

Correct Ans: **C**

Itemcode : **DP1032**

Q32: Social controls in media organizations are normally exercised through which channels?	
A	legal procedures
B	formal channels
C	informal channels
D	religious codes
Correct Ans: C	

<u>Itemcode</u> : DP1033	
Q33: Which country included free expression as part of the Human Rights Act?	
A	USA
B	Sweden
C	Denmark
D	The UK
Correct Ans: D	

<u>Itemcode</u> : DP1034	
Q34: What is Bibliometry?	
A	Function of Library Network
B	Information Management Service
C	Information Management Tool
D	Library Service
Correct Ans: C	

<u>Itemcode</u> : DP1035	
Q35: Narrowing communication gap between high and low segments of social-economic status through redundancy in communication message is called:	
A	The entropy net
B	The communication loop
C	The ceiling effect
D	The macro strategy
Correct Ans: C	

<u>Itemcode</u> : DP1036	
Q36: In language, vocabulary is :	
A	Comprehensive
B	Constructive
C	Intrusive
D	The paradigm
Correct Ans: D	

<u>Itemcode</u> : DP1037	
Q37: The study of touching behaviour in non-verbal communication is known as :	
A	Haptics
B	Proxemics
C	Chronemics
D	Oculesics
Correct Ans: A	

<u>Itemcode</u> : DP1038	
Q38: In digital mass Communication, the audience is:	
A	Large

B	Massive
C	Participatory
D	Uncultured
Correct Ans: C	

<u>Itemcode</u> : DP1039	
Q39: The verbal code of communication is:	
A	Visual cue
B	Picture
C	Language
D	Colour
Correct Ans: C	

<u>Itemcode</u> : DP1040	
Q40: Colour television in India started with:	
A	Commonwealth Games
B	SAARC games
C	World Cup Cricket
D	Asiad
Correct Ans: D	

<u>Itemcode</u> : DP1041	
Q41: Verbal Communication is:	
A	Continuous
B	Discontinuous
C	Partial
D	Timely
Correct Ans: B	

<u>Itemcode</u> : DP1042	
Q42: In terms of ethical practices, the concept of Golden Mean was advocated by whom?	
A	Socrates
B	Homer
C	Plato
D	Aristotle
Correct Ans: D	

<u>Itemcode</u> : DP1043	
Q43: The first ombudsman in any newspaper was appointed in which country?	
A	Japan
B	Sweden
C	India
D	Austria
Correct Ans: B	

<u>Itemcode</u> : DP1044	
Q44: Under the Working Journalists Act of 1958, the Central Government, for working journalists, can constitute a:	
A	Pay Commission
B	Wage Board
C	Wage Commission

D	Wage Revival Committee
Correct Ans: B	

<u>Itemcode</u> : DP1045	
Q45: Mistakes in news reading are known as what?	
A	Fluff
B	Indent
C	Foot in the door
D	Indent
Correct Ans: A	

<u>Itemcode</u> : DP1046	
Q46: Daniel Boorstin coined the term:	
A	Greenpeace
B	Pseudo-event
C	Images
D	Jackpot
Correct Ans: B	

<u>Itemcode</u> : DP1047	
Q47: Selective representation of facts and quotes in support of certain opinions is often referred to as what?	
A	Cherry Picking
B	Time craft
C	Propaganda
D	Selective publicity
Correct Ans: A	

<u>Itemcode</u> : DP1048	
Q48: The first page of pull out is known as what?	
A	Weekender
B	Jacket
C	Front section
D	Sectional Page
Correct Ans: D	

<u>Itemcode</u> : DP1049	
Q49: Cloze is a method of what?	
A	Editing
B	Ending
C	Readability
D	Captioning
Correct Ans: C	

<u>Itemcode</u> : DP1050	
Q50: What is another name of filler copy?	
A	Time copy
B	Casual copy
C	Hard copy
D	Slug Copy
Correct Ans: A	

<u>Itemcode</u> : DP1051	
Q51: If a newspaper is of 600x380 mm, it is known as of:	
A	Tabloid size
B	Broadsheet size
C	Nonstandard size
D	Standard size
Correct Ans: B	

<u>Itemcode</u> : DP1052	
Q52: Semantic noise is concerned with the understandability of what?	
A	The medium
B	The message
C	The transmission
D	The feedback
Correct Ans: B	

<u>Itemcode</u> : DP1053	
Q53: For Roland Barthes myth is a system of what?	
A	Contrast
B	Communication
C	Plurality
D	Coding
Correct Ans: B	

<u>Itemcode</u> : DP1054	
Q54: In Mass Communication, messages are:	
A	Fleeting
B	Interchangeable
C	Personal
D	Permanent
Correct Ans: A	

<u>Itemcode</u> : DP1055	
Q55: Through the correlation function, mass media helps in shaping what?	
A	Tradition
B	Environment
C	Customs
D	Public Opinion
Correct Ans: D	

<u>Itemcode</u> : DP1056	
Q56: One of the important components of selective theory is:	
A	Culture
B	Source
C	Violence
D	Feedback
Correct Ans: A	

<u>Itemcode</u> : DP1057	
Q57: Who advocated the concept of stereotype in mass media?	
A	Michael Foucolt

B	Walter Lippman
C	William Raymonds
D	Robert Horman
Correct Ans: B	

<u>Itemcode</u> : DP1058	
Q58: Public access broadcasting is part of:	
A	Numerical democracy
B	Deliberative democracy
C	Mediated democracy
D	Fragmented democracy
Correct Ans: B	

<u>Itemcode</u> : DP1059	
Q59: Job press refers to:	
A	Employment news
B	Government Press
C	Commercial printing
D	Journalistic writings
Correct Ans: C	

<u>Itemcode</u> : DP1060	
Q60: Two step flow of communication argues that:	
A	People are not isolates
B	People believe in communication
C	People-mass media nexus
D	People are not subjects in mass communication
Correct Ans: A	

<u>Itemcode</u> : DP1061	
Q61: Focus group interviews demands presence of:	
A	Question setter
B	Moderator
C	Listener
D	None of the these
Correct Ans: B	

<u>Itemcode</u> : DP1062	
Q62: Who said that- Development is a cruel choice?	
A	Elihu Katz
B	Harry Truman
C	R Parthasarathi
D	Denis Goulet
Correct Ans: D	

<u>Itemcode</u> : DP1063	
Q63: Which foreign news agency first started its operation in India?	
A	Associated Press
B	Reuters
C	TASS

D	DPA
Correct Ans: B	

<u>Itemcode</u> : DP1064	
Q64: Gopinath Mohanty was a renowned writer in which Indian language?	
A	Bengali
B	Odia
C	Kannad
D	Telugu
Correct Ans: B	

<u>Itemcode</u> : DP1065	
Q65: Hajar Churasir Maa was written by whom?	
A	Mahasweta Devi
B	Ashapura Devi
C	Pratibha Ray
D	Amrita Pritam
Correct Ans: A	

<u>Itemcode</u> : DP1066	
Q66: Film noir means the subject of:	
A	Tragedy
B	Anti-hero
C	Art and culture
D	Crime and mystery
Correct Ans: D	

<u>Itemcode</u> : DP1067	
Q67: A Printing Press was established in Madras in which year?	
A	1772
B	1762
C	1885
D	1756
Correct Ans: A	

<u>Itemcode</u> : DP1068	
Q68: "The Friend of India" a weekly Journal from Seerampore was issued on:	
A	October 9, 1835
B	October 9, 1845
C	October 9, 1855
D	October 9, 1865
Correct Ans: S (S Denotes question scrapped and weight-age to all)	

<u>Itemcode</u> : DP1069	
Q69: The first English Newspaper appeared from Dhaka in 1850 was:	
A	The Dhaka Paper
B	The Dacca Gazette
C	The Dacca News
D	The Dhaka Times
Correct Ans: C	

<u>Itemcode</u> : DP1070	
Q70: Which missionaries established first press in the Sub-continent?	
A	Portuguese missionaries
B	English missionaries
C	Dutch missionaries
D	None of these
Correct Ans: A	

<u>Itemcode</u> : DP1071	
Q71: Easswell's Model of Communication was presented in:	
A	1948
B	1947
C	1946
D	1945
Correct Ans: A	

<u>Itemcode</u> : DP1072	
Q72: Gerbners model of communication was presented in:	
A	1935
B	1936
C	1956
D	1966
Correct Ans: C	

<u>Itemcode</u> : DP1073	
Q73: Display means:	
A	That size of type larger than body type, which is used to attract attention. Use, rather than size, determines difference between body and display types.
B	A line giving the name of the writer of a story or article.
C	It means the line rules used to form a box in display.
D	None of these
Correct Ans: A	

<u>Itemcode</u> : DP1074	
Q74: Drop line means:	
A	An intro beginning with a display type much bigger in proportion to the text type.
B	To cut down a photograph or a plate in size.
C	A heading set in stair-step Fashion
D	Story at the bottom of the page
Correct Ans: C	

<u>Itemcode</u> : DP1075	
Q75: A story sent round to newspapers by a public relations department is commonly known as:	
A	Handout
B	Briefing
C	News
D	Writing supplements
Correct Ans: A	

<u>Itemcode</u> : DP1076	
Q76: What is boil down?	

A	It means the line rules used to form a box in display.
B	To reduce a news story in its length in wording
C	The first edition of side.
D	Starting printing process
Correct Ans: B	

<u>Itemcode</u> : DP1077	
Q77: Banner Advertising is a type of advertising related to:	
A	Outdoor Advertising
B	Interactive Advertising
C	Corporate Advertising
D	None of these
Correct Ans: A,B	

<u>Itemcode</u> : DP1078	
Q78: The book 'Process and Effects of Mass Communication was written by:	
A	Denis McQuail
B	Wilber Schram
C	Joseph Ascart
D	Mrinal Pandey
Correct Ans: B	

<u>Itemcode</u> : DP1079	
Q79: A typical sound track which identifies a program is known as:	
A	Sound track
B	Music track
C	Signature tune
D	Adya Sangitam
Correct Ans: C	

<u>Itemcode</u> : DP1080	
Q80: Press Council of India was set up in which year?	
A	1947
B	1956
C	1977
D	1966
Correct Ans: D	

<u>Itemcode</u> : DP1081	
Q81: According to 2011 census which town, among the following, recorded negative population growth during 2001-2011 decade (in percentage terms)?	
A	Mandi
B	Kullu
C	Sundernagar
D	Rampur
Correct Ans: A	

<u>Itemcode</u> : DP1082	
Q82: As on 31-03-2015 Kangra District of H.P. had the highest number of ex-servicemen. Which district had the second highest number?	

A	Chamba
B	Mandi
C	Bilaspur
D	Hamirpur
Correct Ans: D	

<u>Itemcode</u> : DP1083	
Q83: Near which town of Una is Chintpurni temple?	
A	Gagret
B	Amb
C	Bangana
D	Bharwain
Correct Ans: D	

<u>Itemcode</u> : DP1084	
Q84: According to 2011 census which district of H.P. had the highest Scheduled Castes population as percentage proportion to H.P.?	
A	Mandi
B	Kangra
C	Shimla
D	Solan
Correct Ans: B	

<u>Itemcode</u> : DP1085	
Q85: According to 2017-18 Economic Survey how many fair price shops in H.P. were being run by Mahila Mandals?	
A	Seven
B	Nine
C	Fourteen
D	Twenty two
Correct Ans: A	

<u>Itemcode</u> : DP1086	
Q86: According to 2011 census what percentge of population in H.P. lives in rural areas?	
A	89.96
B	87.35
C	85.06
D	81.26
Correct Ans: A	

<u>Itemcode</u> : DP1087	
Q87: How many soil testing labs have been set up in H.P.?	
A	5
B	7
C	9
D	11
Correct Ans: D	

<u>Itemcode</u> : DP1088	
Q88: Where is Government Sheep breeding Farm in Shimla District of H.P.?	
A	Jharag
B	Bachhunchh

C	Mashobra
D	Jeori
Correct Ans: D	

<u>Itemcode</u> : DP1089	
Q89: Around which year did H.P. Mid-Himalayan Watershed Development Project become operative?	
A	2005
B	2007
C	2009
D	2011
Correct Ans: A	

<u>Itemcode</u> : DP1090	
Q90: What is the estimated generation capacity of Batseri Hydro Electric Power Project?	
A	15 MW
B	30 MW
C	60 MW
D	90 MW
Correct Ans: C	

<u>Itemcode</u> : DP1091	
Q91: With which one of the following areas was Mrinal Sen, who died recently, associated?	
A	Sports
B	Cinema
C	Politics
D	Banking
Correct Ans: B	

<u>Itemcode</u> : DP1092	
Q92: Who was adjudged as Man of the Series in the 2018 Australia - India Test Cricket series?	
A	Virat Kohli
B	Cheteshwar Pujara
C	M.S. Dhoni
D	Jasprit Bumrah
Correct Ans: B	

<u>Itemcode</u> : DP1093	
Q93: Which day is observed as World Red Cross Day?	
A	May 08
B	August 29
C	October 31
D	November 11
Correct Ans: A	

<u>Itemcode</u> : DP1094	
Q94: Who is the author of <u>I Do What I Do</u> ?	
A	Urjit Patel
B	Viral Acharya
C	Raghuram Rajan
D	U.R. Rao

Correct Ans: **C**

Itemcode : **DP1095**
Q95: In which district of Meghalaya nearly 15 miners were trapped in a coal mine in December, 2018?

A	East Khasi Hills
B	West Garo Hills
C	North Garo Hills
D	East Jaintia Hills

Correct Ans: **D**

Itemcode : **DP1096**
Q96: Who is the President of World Bank?

A	Christine Lagarde
B	Guy Ryder
C	David Malpass
D	Jim Yong Kim

Correct Ans: **C**

Itemcode : **DP1097**
Q97: Around which year did the internet formally come into being in India?

A	1969
B	1986
C	1995
D	2001

Correct Ans: **C**

Itemcode : **DP1098**
Q98: What is the name of intelligence agency of Israel?

A	Nicho
B	Mukhabaral
C	Mosad
D	CIA

Correct Ans: **C**

Itemcode : **DP1099**
Q99: Which is the largest planet in the solar system?

A	Saturn
B	Mars
C	Venus
D	Jupiter

Correct Ans: **D**

Itemcode : **DP1100**
Q100: Which country's airline is called Garuda Airways?

A	Indonesia
B	Nepal
C	Bhutan
D	Philippines

Correct Ans: **A**