Question Paper with Final (Revised) Answer Key for the Post or Itemcode : SE1001 Q1: Sardar K M Panikkar was associated with A Hindustan Times B The Telegraph	f Sub	Editor h	held on 03-11-2018
Q1: Sardar K M Panikkar was associated with A Hindustan Times B The Telegraph			
B The Telegraph			
c The Times Of India			
D The Tribune			
Correct Ans: A			

A	Control	
в	Content	
С	Media	
D	Effects	
Cor	Correct Ans: B	

<u>Iter</u> Q3	ncode : SE1003 Transferring thoughts, ideas and messages into verbal and non-verbal sign is referred to as?		
A	Channelization		
в	Meditation		
с	Encoding		
D	Decoding		
Cor	Correct Ans: C		

	I <u>temcode</u> : SE1004 Q4: Gerbner's General Model emphasizes thenature of human communication		
A	Unipolar		
в	Dynamic		
с	Linear		
D	Bipolar		
Cor	Correct Ans: B		

Iter	ncode : SE1005		
Q5	Agenda-Setting Theory originally formulated in the year ofby Maxwell McCombs and Donald Shaw		
A	1970		
в	1971		
с	1972		
D	1973		
Cor	orrect Ans: C		

<u>Iter</u> Q6	temcode : SE1006 2 6: Aristotle Model of communication puts thein the central position.			
A	Message			
в	Speaker			
с	Receiver			
D	Medium			
Cor	Correct Ans: B			

<u>Iter</u> Q7:	temcode : SE1007 27: The ability to interpret mass communication messages is :		
A	Inter personal communication		
в	Intra personal communication		
с	Media Literacy		
D	Multi-tasking		
Cor	Correct Ans: C		

Itemcode : SE1008 Q8: In 1875, the Statesman was founded by

A	Rudyard Kipling	
в	Robert Knight	
с	John Corbett	
D	James Silk	
Cor	Correct Ans: B	

<u>Ite</u> Q9	<u>temcode</u> : SE1009 29: Who coined the term `'Medium is the massage''		
Α	Marshall McLuhan		
в	EM Rogers		
С	Paul Streenten		
D	John Locke		
Co	rrect Ans: A		

Itemcode : SE1010 Q10: Which of the following is not a Hindi Magazine?		
	A	Vanitha
	в	Samanya Gyan Darpan
	с	Pratiyogita Darpan
	D	Saras Salil
ſ	Cor	rect Ans: A

	I <u>temcode</u> : SE1011 Q11: In a news story where the name of the reporter appear is known as		
A	By-line		
в	Side-head		
с	Middle-head		
D	Right -head		
Cor	Correct Ans: A		

Correct Ans: A		
_		

<u>Itemcode</u> : **SE1013 Q13:** Identify the software that is not applied for designing page layout.

A InDesign

в	MixPad	
С	QuarkXpress	
D	PageStream	
Cor	Correct Ans: B	

Q1	Q14: Text under photographs explaining image is also called as?		
Α	A Caption		
в	Credits		
с	Crosshead		
D	Write-Up		

Correct Ans: A

Itemcode : SE1015

Q1	Q15: United News of India (UNI) started its operations in the year of?		
A	1961		
в	1971		
С	1981		
D	1991		
Cor	Correct Ans: A		

Itemcode : SE1016

Q16: Identify the chronological order of following news agencies of India....

A Sa	Samachar Bharti,	Press Information B	Bureau, Press ⁻	Trust Of India,	United News Of India
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в	Press Information Bureau, Samachar Bharti, Press Trust Of India, United News Of India
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С	Press Information Bureau, Press Trust Of India, United News Of India, Samachar Bharti
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D Press Information Bureau, Press Trust Of India, Samachar Bharti, United News of India

Correct Ans: C

Itemcode : SE1017

Q17: Which of the following is not an element of News?

A	Proximity	
в	Human Interest	
С	Ambiguity	
D	Oddities	
Cor	Correct Ans: C	

Itemcode : SE1018 Q18: Reuters was founded in the year ? A 1849 B 1851 C 1880 D 1980 Correct Ans: B B

_	Itemcode : SE1019 Q19: `'z-fold'' a term associated with ?	
Α	TV Commercials	
в	Brochure	
с	Signage	

D Bill board

Correct Ans: B

-	Itemcode : SE1020 Q20: Who wrote the book ''Public Opinion''?		
A	Walter Lippmann		
в	Herbert Gans		
с	E.M. Rogers		
D	John Keane		
Cor	Correct Ans: A		

	Itemcode : SE1021 Q21: A genre of journalism that intentionally and transparently adopts a non-objective viewpoint, usually for some social or political purpose is called as ?	
Α	Advocacy journalism	
в	Parachute Journalism	
С	Propaganda	
D	Solution journalism	
Coi	Correct Ans: A	

_	Itemcode : SE1022 Q22:	
A	Сгор	
в	Jurno	
С	Beginer	
D	Cub	
Cor	Correct Ans: D	

	Itemcode : SE1023 Q23: In media parlance 'MOJO' means?	
Α	Music Journalism	
в	Sports Journalism	
с	Mobile journalism	
D	Lifestyle Journalism	
Cor	Correct Ans: C	

	Itemcode : SE1024 Q24: Who was the first news reader of Doordarshan ?	
A	Pratima Puri	
в	Salma Sultan	
С	Vijayalaxmi Chabbra	
D	Prannay Roy	
Correct Ans: A		
Ite	Itemcode : SE1025	

Q25: Which among these is not a dialect spoken in Himachal Pradesh		
A	Sirmauri	
в	Keonthali	
с	Chambiali	
D	Maithili	
Cor	Correct Ans: D	

	Itemcode : SE1026 Q26: Beat mixing can be prudently described as ?	
A	Continuous mix between two pre-recorded tracks	
в	Playing two songs at the same time so that the beats of one song occur at the same time as the other	
с	Smooth transitions from one sound to another	
D	Times tretching an upcoming track to match its tempo to the currently playing track	
Correct Ans: B		

Q2	Q27: The Nifty Fifty in camera describes?	
A	A shutter speed technique	
в	A term used to describe 50 year old photographers	
С	A 50mm f1.8 lens	
D	The focal length that is best for sports	
Correct Ans: C		

Itemcode : SE1028

Q28: Shot taken from a helicopter can be called as ?

- A Bridging shot
- B Ellipsis
- c Low Shot
- D Aerial Shot

Correct Ans: D

	Itemcode : SE1029 Q29: Prasar Bharati was established in the year ?	
A	1997	
в	1976	
с	1970	
D	1959	
Cor	Correct Ans: A	

Itemcode : SE1030

Q30: The term 'Film Noir' was coined by?

A	Nino Frank	
в	Arnett, Robert	
с	Snee, Brian	
D	Foster	
Coi	Correct Ans: A	

	Itemcode : SE1031 Q31: Sectionof the Indian penal code defines defamation ?	
A	448	
в	479	
с	489	
D	499	
Correct Ans: D		

Itemcode : SE1032 Q32: Article 361A of Indian constitution deals with ?

A	Freedom of Press
в	Freedom Of speech
С	Protection of publication of copyright contents
D	Protection of publication of proceedings of Parliament
Correct Ans: D	

Q33: Spoken form of defamation is called?

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A	Argot	
в	Libel	
с	Contempt	
D	Slander	
Co	Correct Ans: D	

Iter	<u>mcode</u> : SE1034	
Q3	Q34: Bengal Gazette, the first newspaper of India was first published in the year?	
Α	1689	
в	1780	
с	1889	
D	1989	
Cor	Correct Ans: B	

Itemcode : SE1035

Q35: Who from the following list is not a recipient of 'Jnanpith Award' ?		
A	Rehman Rahi	
в	Pratibha Ray	
с	Krishna Sobti	
D	Chandrasekhar Rath	
Co	Correct Ans: D	

Itemcode : SE1036 Q36: Hindi Journalism Day is celebrated on ?		
A	30th May	
в	30th June	
с	15th April	
D	17th November	
Coi	Correct Ans: A	

Itemcode : SE1037

Q37	Q37: Identify the correct chronological sequence of following novels	
A	Ganadevata, Chitra, Durgeshnandini, Devdas	
в	Chitra, Durgeshnandini, Devdas, Gandevata	
С	Durgeshnandini, Devdas, Chitra, Gandevata	
D	Durgeshnandini, Chitra, Devdas, Gandevata	
Cor	Correct Ans: D	

Itemcode : SE1038

Q38: 'Sarvodaya' a term coined by ?

A Gopal Krishna Gokhale

B Vinoba Bhave

 c
 Mahatma Gandhi

 D
 Ishwar Chandra Vidyasagar

 Correct Ans: C

Itemcode : SE1039 Q39: The first Indian talkie film was.... A Babula B Bandini C Alam Ara D Pyasa Correct Ans: C

Itemcode : SE1040

Q4	Q40: Which of the following is not a form of traditional media ?	
Α	Literature	
в	Painting	
с	Television	
D	Music	
Cor	Correct Ans: C	

Iter	Itemcode : SE1041	
Q4	1: Free Press of India (FPI) was established by	
Α	Kuldip Nayar	
в	Dr. BC Roy	
с	S Sadanand	
D	J.B Petit	
Cor	Correct Ans: C	

Itemcode : SE1042

	Q42: AIR was formally launched in	
A	1978	
в	1947	
с	1936	
D	1927	
Cor	Correct Ans: C	

	<u>Itemcode</u> : SE1043 Q43: Which of the following term is not related to online media ?	
A	Weblog	
в	Phishing	
с	Website	
D	Gravure	
Co	Correct Ans: D	

	Itemcode : SE1044 Q44: Who is the chairman of FTII ?	
A	Gajendra Chauhan	
в	Anupam Kher	
с	Saeed Akhtar Mirza	
D	Girish Karnad	

Correct Ans: B

Itemcode : SE1045

Q45: What is common between Sudhir Dar, Kutty and Maya Kamath ?

A	Film Direction
в	Crime Reporter
с	Cartoonist
D	None of these
Coi	rrect Ans: C

Itemcode : SE1046

Q4	Q46: Unsolicited E-mail advertising is known as	
Α	Trash	
в	Spam	
С	Junk Ads	
D	Forums	
Cor	Correct Ans: B	

Itemcode : SE1047

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 $\ensuremath{\textbf{Q47:}}$ Who has been honoured with Dada Saheb Phalke award in 2017 ?

A	Vinod Khanna	
в	Gulzar	
с	Manoj Kumar	
D	Shashi Kapoor	
Cor	Correct Ans: A	
COI		

<u>Iter</u>	Itemcode : SE1048	
Q4	Q48: Find out the correct chronological sequence of following networks of India .	
A	Star, Zee, Sony, Doordarshan	
в	Doordarshan, Star, Zee, Sony	
с	Sony, Zee, Doordarshan, Star	
D	Zee, Star, Doordarshan, Sony	
Cor	Correct Ans: B	

	Itemcode : SE1049 Q49: ABC stands for	
A	Anti Bureaucracy	
в	Audit Bureau of Circulation	
с	All India Broadcasting Commission	
D	None of the Above	
Cor	Correct Ans: B	

Itemcode : SE1050

Q50: Which is the oldest radio station in Asia ?

- A Voice of City
- B Vividh Bharati
- c Radio Ceylon
- D Tiajin People's Radio
- Correct Ans: C

Itemcode : SE1051

Q5	Q51: Which of the following personality was not associated in the First Press Commission ?	
A	V.K.R.V. Rao	
в	Chalapathi Rau	
с	Justice PB Sawant	
D	Justice GS Rajadhyaksha	
Correct Ans: C		

Q52: 'Sit-Com' stands for

Α	Setting Communication

 B
 Sit-Ons

 C
 Situation Comedy

 D
 None of the above

 Correct Ans: C

Itemcode : SE1053

Q53: Bai Gangadhar Hiak was associated with which daily?				
Α	Hindu			
в	Kesari			
с	Bombay			
D	Indian Gazette			
Correct Ans: B				

Itemcode : SE1054 Q54: Varghese committee was formed to give recommendations on			
A	Radio and TV Popularity		
в	Media Autonomy		
с	Central Publicity		
D	Newsprint Supply		
Cor	Correct Ans: B		

	Itemcode : SE1055 Q55: Which of the pair is correct ?			
A	M J Akbar : A train to Pakistan			
в	Khuswant Singh : Emergency Retold			
с	Coomi Kapoor : The Emergency			
D	None of the Above			
Cor	Correct Ans: C			

	Itemcode : SE1056 Q56: David Ogilvy is associated to			
A	Sting			
в	Advertising			
с	Bureaucracy			
D	None of these			
Correct Ans: B				

Itemcode : SE1057 Q57: New India weekly was established by.....

A Mahatma Gandhi

- B Bipin Chandra Pal
- c B.G. Horniman
- Bal Gangadhar Tilak

Correct Ans: B

Itemcode : SE1058

 $\label{eq:q58:Havas} \textbf{Q58:} \quad \text{Havas is a well-known media organization, which has its headquarters in}$

Α	France	
в	Australia	
с	The United States	
D	Canada	
Correct Ans: A		

Itemcode : SE1059

Q59	Which of the pair is not correct ?	
Δ	Bengal Harkuru-1795	

A	beligai Haikulu-1795
в	The Telegraph- 1878

c Samvad Kaumudi -1821

D Times of India -1838

Correct Ans: B

_	Itemcode : SE1060 Q60: Mistake in news reading is known as			
A	Ident			
в	Fluff			
с	Foot in the door			
D	Lift			
Coi	Correct Ans: B			

	Itemcode : SE1061 Q61: Hard News is mostly			
Α	Spot News			
в	Society News			
С	Entertainment News			
D	Filler News			
Cor	Correct Ans: A			

Itemcode : SE1062

Q62: Which among the following films made by Satyajit Ray, the story was not taken from Rabindranath Tagore ?

Α	Charulata		
в	Ghare Baire		
С	Devi		
D	Postmaster		
Cor	Correct Ans: C		

Itemcode : SE1063 Q63: Which of the pair is not correct ? A Nike : Just Do It B Apple : Think Different C Tesco : Every little helps

D	BMW :	Advancement	through	Technology
υ	DIMINN .	Auvancement	unougn	recinology

Correct Ans: D

Itemcode		SE1064	
Itemcoue	•	SE1004	

Q64: Who is the author of the book `Everybody Loves a Good Drought' ?

A	P. Sainath		
в	Rakesh Sinha		
с	M.J. Akbar		
D	Javed Anand		
Cor	Correct Ans: A		

Itemcode : SE1065

Q65: The Human Development Index was Created by.....

- A Mohamme Yunus and Amartya SenB Mehbub-ul-Haq and Meghnad Desai
- c Amartya Sen and Mehbub-ul-Haq
- D Manmohan Singh and Keith Griffin

Correct Ans: C

Itemcode : SE1066

Q66	Q66: Which of the following is not a microblogging site ?		
A	Twitter		
в	Pinterest		
С	Plurk		
D	Whatsapp		
Correct Ans: D			

	Itemcode : SE1067 Q67: Resolution of an image describes		
A	The quality of the image		
в	The clarity of an image		
С	The size of the image in pixels		
D	Color and Contrast of the image		
Cor	Correct Ans: C		

Itemcode: SE1068 Q68: Because of which factor 'Bird Flue menace in India' becomes more important for your readers than 'Accident in London' ? A Oddity B Prominence C Proximity D Emotion Correct Ans: C

Itemcode : SE1069 Q69: `Which of the following is not a correct pair ?			
A	Prajavani : Daily newspaper		
в	We the people: Talk show		
С	DY365 : Community Radio		
D	Sarita : Magazine		
Correct Ans: C			

Itemcode : SE1070 Q70: The frequency range of FM Broadcast is-		
A	80MHz-110MHz	
в	88MHz-108MHz	
с	88MHz-110MHz	
D	80MHz-108MHz	
Correct Ans: B		
Itemcode : SE1071		

	Q71: Which of the following are components of central processing Unit (CPU)		
A	Arithmetic Logic unit, Mouse		
в	Arithmetic Logic unit, Control unit		
с	Arithmetic Logic unit, Integrated Circuits		
D	Control Unit, Monitor		
Co	Correct Ans: B		

	Itemcode : SE1072 Q72: Full form of URL is ?		
Α	Uniform Resource Locator		
в	Uniform Resource Link		
С	Uniform Registered Link		
D	Unified Resource Link		
Cor	Correct Ans: A		

<u>Itemcode</u>	:	SE1073
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Q73: Gatekeeping in mass communication is		
A	Being vigilant in order to curb all the malpractices	
в	Selection and editing of messages to be transmitted via mass mediums	
с	Both 'a' and 'b'	
D	None of the above	
Correct Ans: B		

Itemcode : SE1074 Q74: The word `language' comes from the Latin word `Lingua' which means			
Α	Tongue		
в	Teeth		
с	Larynx		
D	Throat		
Cor	Correct Ans: A		
I			

Itemcode : SE1075		
Q75: Which part of the Indian Constitution contains Fundamental Duties ?		
A	Part-II	
в	Part-IV-A	
С	Part-IV	
D	Part-V	
Correct Ans: B		

Q/6: Who is Developer of 'Hike'?	Q76:	Who is Developer of 'Hike' ?
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A Kavin Bharti Mittal

- B Sundar Pichai
- c Chris Hughes
- Dustin Moskivitz

Correct Ans: A

Itemcode : SE1077

Q77: Which of the following is not a correct pair ?

A Bild : Germany

- B Guangzhou Daily : Japan
- c People's Daily : China
- D Amar Ujala : India

Correct Ans: B

Itemcode : SE1078 Q78: Pick the odd one out		
A	Spotlight	
в	No Country for Old men	
с	Crash	
D	Cold Mountain	
Correct Ans: S (S Denotes question scrapped and weight-age to all)		

Itemcode : SE1079

Q79: Which among the following is not a pre-independence newspaper?

A	Bengal Gazette	
в	The Asian Age	
с	The Madras Courier	
D	The Pioneer	
Cor	Correct Ans: B	

Itemcode : SE1080 Q80: What is Bleed ?		
Α	The binding of the book in PB	
в	Two colours mix with each other in an area to create a new colour	
с	It refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off.	
D	A photographed with wrapped around text above	
Correct Ans: C		

Itemcode : SE1081

Q81: To which village of Kullu District does Kavita Thakur, who was a member of Indian Kabaddi team at the 2018 Asian Games belong ?

Α	Kasol
в	Jari
С	Jagatsukh
D	Nirmand
Correct Ans: C	

Itemc	ode :	SE1082	

Q82: According to 2011 census Una District of H.P. had the highest male work participation rate. Which district had second highest participation rate ?

A Kinnaur

B Bilaspur

с	Sirmour
D	Solan
Correct Ans: D	

Itemcode : SE1083 Q83: Where did Lord Dalhousie, the Governor - General of India, preferred to stay during his visit to Shimla ?		
A	Chinni	
в	Kasauli	
с	Chail	
D	Kufri	
Cor	Correct Ans: A	

Q8	Q84: At which place in Una District of H.P. is Pir Nigaha fair celebrated ?	
Α	Babbhor	
в	Basholi	
С	Jatoli	
D	Ambota	
Correct Ans: B		

	Itemcode : SE1085 Q85: When were Kotgarh and Kotkhai areas of Punjab transferred to H.P. ?	
A	1948	
в	1950	
с	1952	
D	1954	
Correct Ans: B		

Itemcode : SE1086

Q86: In which month is Thon Thon festival celebrated in the Lahaul - Spiti region of H.P.?

A	February	
в	April	
с	August	
D	September	
Correct Ans: B		
COI		

Itemcode : SE1087		
Q87: Who introduced the British varieties of apple in the Shimla region of H.P. ?		
Α	Captain R.C. Lee	
в	Satya Nand Stokes	
с	Bala Nand Chauhan	
D	Alexander Couts	
Correct Ans: D		

<u>Ite</u> Q8	ncode : SE1088 8: According to 2016-17 H.P. Economics Survey there were 13 silk yarn reeling units in H.P. in the private sector. How many of them are in Solan District ?
A	Three
в	Тwo
с	One
D	None

Correct Ans: D

Itemcode : SE1089

Q89: What is the capacity of Sainj Hydro Electric Power Project ?

Α	100 MW
в	130 MW
с	450 MW
D	856 MW
Correct Ans: A	

Itemcode : SE1090

 $\ensuremath{\textbf{Q90:}}$ How much subsidy is given to the horticulturists in H.P. for anti - hail nets ?

Α	30 percent	
в	50 percent	
С	70 percent	
D	80 percent	
Cor	Correct Ans: D	

Itemcode : SE1091

Q91: Who is the father of Indian Green Revolution ?

- A S.S. Johal
- B Norman Borlaug
- c Bimal Jalan
- D Mahender Singh Tikait

Correct Ans: B

	<u>Itemcode</u> : SE1092 Q92: Who coined the term Hindutva ?	
Α	Balraj Madhok	
в	V.D. Savarkar	
с	K. Hedgewar	
D	M.S. Golwalkar	
Cor	Correct Ans: B	

Itemcode : SE1093

Q93: When did India launch its first space craft Chandrayaan -I ?		
A	2004 AD	
в	2006 AD	
с	2008 AD	
D	2010 AD	
Cor	Correct Ans: C	

Itemcode : SE1094

Q94: When did the first devaluation of Indian rupee take place ?

A	1963 AD
в	1964 AD
с	1965 AD
D	1966 AD
Correct Ans: D	

Itemcode : SE1095

Q9	Q95: Nuclear tests conducted by India at Pokhran in 1998 were code named as operation?	
A	Shakti	
в	Buddha	
с	Shivaji	
D	Prakram	
Cor	Correct Ans: A	

Itemcode : SE1096 Q96: Among the following in which country there is no personal income tax ? A St. Lucia B Togo C Qatar D Tunisia CUrrect Ans: C

Itemcode : SE1097 Q97: Which country defeated India at the Group stage match of Men's Kabaddi at 2018 Asian Games ?		
Q.,		
Α	Japan	
в	South Korea	
с	North Korea	
D	China	
Correct Ans: B		

-	<u>Itemcode</u> : SE1098 Q98: What was the venue where the separated families of North and South Korea met recently ?	
A	Humbung	
в	Chongjin	
с	Incheon	
D	Mount Kumgang	
Correct Ans: D		

Q99	Q99: In which city of China was 2017 Miss World Competition held ?	
Α	Sanya	
в	Shanghai	
с	Canton	
D	Shenzhen	
Cor	Correct Ans: A	
Itemcode : SE1100 Q100: Which strait lies between the Andaman Sea and South China Sea ?		
Α	Palk Strait	
в	Dover Strait	
с	Sunda Strait	

D Malakka Strait

Itemcode : SE1099

Correct Ans: D