

HIMACHAL PRADESH
PUBLIC SERVICE COMMISSION

SCREENING TEST FOR THE POST OF DISTRICT PUBLIC RELATIONS OFFICER / INFORMATION OFFICER (CLASS-I GAZETTED) IN THE DEPARTMENT OF INFORMATION & PUBLIC RELATIONS, H.P.

Write your Roll. No.

TIME ALLOWED: 2.00 HOURS

MAXIMUM MARKS: 100

Note: All questions carry equal marks. Out of four options given at the end of each question, please indicate the correct option. This question booklet contains 100 questions.

1. Which company recently purchased 'What's app' ?

- (a) Facebook
- (b) Google
- (c) Bennett and Coleman Ltd.
- (d) ABP

2. In the sender – receiver model of communication factors disrupting the message are called ?

- (a) Mis – information
- (b) Obfuscation
- (c) Mis - representation
- (d) Noise

3. HTML is related to?
 - a. Satellite communication
 - b. Car Racing
 - c. World Document
 - d. Formatting documents on worldwide web

4. Who is the founder of Wiki leaks?
 - a. Tim Burner Lee
 - b. Steve Jobs
 - c. Mark Juckerberg
 - d. Julian Assange

5. Facebook on the net can be classified as
 - a. Print medium
 - b. Audio-visual medium
 - c. Inter-personal medium
 - d. Social-media

6. In the four stages of sales process described as AIDA, D stands for
 - a. Drag
 - b. Desire
 - c. Distinction
 - d. Distillation

7. DAVP stands for
 - a. Directorate of Audio-Visual Publicity
 - b. Directorate of Advertising and Visual Publicity
 - c. Doctors against Visual paralysis
 - d. Directorate of Anti-venom potion

8. Identify the correct pair?
 - a. Enadu – Marathi
 - b. Thanthi – Telugu
 - c. Anand Bazar Patrika – Hindi
 - d. Janam Bhoorni – Gujarati

9. Identify the correct pair?

- a. Kats and Lazarsfeld - Diffusion theory
- b. McCombs and Shaw - Agenda Setting
- c. John Locke- Development communication
- d. S-M-C-R Model - Gerbner

10. TRP in the world of media refers to?

- a. Tax Return Preparer
- b. Target Revision Point
- c. Television Recovery Point
- d. Television Rating Point

11. Which one of the following is a TV news agency?

- a. NDTV
- b. ANI
- c. PTI
- d. UNI

12. Kyodo News is a News Agency from?

- a. China
- b. Korea
- c. Japan
- d. Vietnam

13. Headquarter of Reuter is located in?

- a. London
- b. Berlin
- c. New York
- d. Tokyo

14. Which one of the following is the commercial printing technique?

- a. Off-pitch
- b. Photo trap
- c. Cylindrical reproduction
- d. Offset

15. Name of the Pakistani journalist writing on terrorism issues was found murdered?
- a. Daniel Pearl
 - b. Jay Dey
 - c. Saeed Salim Shehzad
 - d. Illiyas Kashmiri
16. Title of R.K. Lakshman's cartoon
- a. Common man
 - b. All in the game
 - c. You said it
 - d. They said it
17. National Press Day is celebrated on
- a. 5th September
 - b. 16th November
 - c. 20th June
 - d. 21st December
18. First Press Commission was headed by?
- a. Dr. Zakir Hussain
 - b. Justice Ranadey
 - c. Acharya Narendra Deb
 - d. Justice J.S. Rajadhakshya
19. Which of the following are the types of Parliamentary questions?
- a. Difficult and Easy
 - b. Ministerial and non-ministerial
 - c. Marked and unmarked
 - d. Starred and Un-starred
20. In the context of journalism 'Pink Paper' relates to?
- a. Luxury
 - b. Tourism
 - c. Business and Industry
 - d. Sports

21. Which one of the following is an advertising award?

- a. Golden Globe
- b. Oscar
- c. Film Fare
- d. Cannes Lions

22. The highest award given to recognise the contributions of film personalities towards the development of Indian cinema?

- a. Padma Shri
- b. Dada Saheb Phalke Award
- c. Bala Saheb Phalke Award
- d. Dada Bhai Phalke Award

23. Which of the following newspaper was not brought out by Mahatma Gandhi?

- a. Harijan
- b. Matrabhoomi
- c. Navjeevan
- d. Young India

24. The phrase cyber space was coined by

- a. Daniel Learner
- b. William Gibson
- c. Issac Asimov
- d. Bill Gates

25. Which one of the following is not associated with Jawaharlal Nehru?

- a. Discovery of India
- b. National Herald
- c. Quami Awaaz
- d. Kesari

26. Which one of the following does not bring out a Press Freedom Index?

- a. Reporters without borders
- b. Freedom House
- c. Press Council of India
- d. IREX

27. P 2 P is

- a. Person to person
- b. Privilege to process
- c. Process to procedure
- d. Peer to peer

28. Which one of the following is the paid form?

- a. Crusading
- b. Public relations
- c. Canvassing
- d. Advertising

29. Who was the first Indian Director General of All India Radio?

- a. Ratikant Basu
- b. Prof. A.S. Bokhari
- c. Chelapatti Rao
- d. Keval J Kumar

30. Which one of the following weekly comes from Malayalam Manorama Group?

- a. Dinakaran
- b. News Week
- c. India Today
- d. The Week

31. First Chairperson of Press Council of India was

- a. Justice J K Ray
- b. Justice Rajadhaksha
- c. Justice J R Mudholkar
- d. Justice Y Reddy

32. Montage is

- a. Billboard
- b. Film
- c. Succession of images
- d. Shooting by handheld camera

33. 'Just do it' is the tag line of?

- a. Reebok
- b. Nike
- c. American Tourister
- d. Bata

34. Illustrated Weekly of India

- a. Is a magazine of the India Today group
- b. Ceased publication in 1993
- c. Started in 1993 by TOI group
- d. Is a prominent political weekly magazine in India

35. SITE is

- a. Submarine Instrumentation Technical Education
- b. Satellite Instructional Television Experiment
- c. WEBSITE
- d. System Instruction Television Experiment

36. Kinesics refers to

- a. Kinetic energy
- b. Study of languages
- c. Study of body language
- d. Study of spaces

37. Who is the President of India?

- a. Smt Pratibha Devi Singh Patil
- b. Sh Mulayam Singh Yadav
- c. Sh Shashi Bhushan
- d. Sh Pranab Mukherjee

38. Where is the Film and Television Institute of India located?

- a. Mumbai
- b. Delhi
- c. Kolkata
- d. Pune

39. In machine assisted interpersonal communication:

- a. Source and receiver are separated in time and space
- b. Messages can have permanence
- c. Messages can be amplified or transmitted over large dist
- d. All of the above

40. Hard news contains elements of:

- a. Conflict
- b. Closeness of the incident
- c. Lack of critical importance
- d. A&B

41. The control of the entire process from production through distribution to exhibition is called
- a. Vertical integration
 - b. Horizontal integration
 - c. Syndication
 - d. Government regulation
42. Journalists write stories based on
- a. Speculation
 - b. Inverted Pyramid
 - c. Rubik's Cube
 - d. Hybridity
43. This word derives from the Latin *tenere*, meaning "to hold or keep steady, busy, or amused"
- a. Information
 - b. Education
 - c. Entertainment
 - d. Advertising
44. Psychographics
- a. categorize people on the basis of their attitudes, personality types, or motivations
 - b. find activities in which potential audiences are involved that mark them as different from others in the audience or in the population at large
 - c. are activities to systematically investigate potential sources of revenue
 - d. None of the above
45. In mass media firms there are several ways to bring in revenues including
- a. Direct sales
 - b. License fees
 - c. Rentals
 - d. All of the above
46. Production for the mass media means
- a. delivery of material to the point where it will be shown to its intended audience
 - b. presenting mass media materials to audiences for viewing or purchase
 - c. the creation of materials for distribution through one or more mass media vehicles
 - d. payments in cash, discounts, or publicity activities that provide a special incentive for an exhibitor to highlight a product

-9-

47. The creation and presentation of a company's overall image to its own employees and to the public is called
- corporate communications
 - internal PR
 - organizational communication
 - interface PR
48. Critics argue that the persuasion industries
- blur truth
 - often manipulate mass media content
 - ignore their own professional codes
 - all of these
49. Buzz marketing
- is used in chat-rooms primarily to reach teen-aged consumers
 - works best when the general public does not know its source
 - A&B
 - None of the above
50. Burson-Marsteller's handling of the 1982 Tylenol health scare is an example of
- Community involvement/corporate responsibility PR
 - Persuasive Communication
 - Corporate Communication
 - Crisis Management
51. Harmful or negative consequences of the functions of mass media are called
- Repercussions
 - Ramifications
 - Dysfunctions
 - Displacement
52. Which of the following is an important factor in determining which news medium people find most believable?
- Convenience
 - Comfort
 - Credibility
 - Formal

53. The reasoning behind the idea that if the audience believes you really matter, you will be the focus of media attention, and if you are the focus of media attention, then you really matter is known as
- Dysfunction
 - Status conferral
 - Surveillance
 - All of the above
54. The most popular form of interpretation is probably
- Review
 - Commercial
 - Editorial Cartoon
 - Editorial
55. Telethons, E-Bay, and chat rooms are examples of
- Interpretation
 - Surveillance
 - Linkage
 - None of the above
56. The inventor of the wireless radio was
- Samuel Morse
 - Guglielmo Marconi
 - Thomas Edison
 - Reginald Fessenden
57. The radio industry's attempt to attract specific slices of the audience is called
- Whittling
 - Slicing
 - Dissecting
 - Narrowcasting
58. Which is not an example of a consumer magazine?
- Architectural Record
 - Time
 - People
 - Essence

59. The six guiding trends shaping the world of mass media are media fragmentation, audience segmentation, distribution of products across media boundaries, globalization,
- Conglomeration and targeting
 - Conglomeration and digital convergence
 - Digital convergence and shelving
 - Shelving and splintering
60. A company that holds several mass media firms in different media industries under its corporate umbrella is
- Convergent corporation
 - Illegal
 - Mass media conglomerate
 - None of these
61. A commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services, or resources is referred to as
- Sponsorship
 - Partnership
 - Synergy
 - Empathy
62. This is a marketing communication tool that uses non-personal media to create and sustain a personal and intermediary free communication with customers, potential customers and other significant stakeholders
- Sales
 - Promotion
 - Direct Marketing
 - Telemarketing
63. _____ is used to influence the way an organization is perceived by various groups of stakeholders.
- Public Relations
 - Advertising
 - Marketing
 - Sales

-12-

64. This is the unpaid peer-to-peer communication of often provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to other
- Viral Marketing
 - Social Marketing
 - Negative sales
 - Profitable Marketing
65. _____ is an important element in the communication process. It recognizes that successful communications are more likely to be achieved if the source and the receiver understand each other.
- Understanding frame
 - Frame of Reference
 - Realm of Understanding
 - None of the above
66. Which of the following is the communication model that depicts information flowing via various media channels, to particular types of people to whom other members of the audience refer for information and guidance?
- Two Step Model
 - Dialogue
 - Shannon and Weaver
 - Simple model
67. Which of the following is the interpersonal communication about products or services where a receiver regards the communicator as impartial and is not attempting to sell products or services?
- Face to face
 - Word of Mouth (WoM)
 - Celebrity Endorsement
 - Campaign
68. The borders of Himachal Pradesh include:
- Jammu and Kashmir & Punjab
 - Haryana & Uttarakhand
 - Tibet Autonomous Region
 - All of the above

69. Himachal emerged as the 18th state of the Republic of India formed in
- 1965
 - 1971
 - 1947
 - 1956
70. The first voter of independent India hails from Himachal Pradesh. His name is
- Hari Sharan Negi
 - Shyam Sharan Negi
 - Shiv Bhushan Negi
 - Hari Narayan Negi
71. The most popular Hindi newspaper from IIP is Divya Himachal. It has editions from
- Dharamshala, Shimla and Chandigarh
 - Shimla, Chamba, Kangra
 - Shimla, Chandigarh, Chamba
 - Shimla, Solan, Chandigarh
72. Acharya Divakar Datt Sharma, one of the great Sanskrit scholars of Himachal Pradesh is credited with
- Winning Nobel Prize
 - Naming the state as Himachal Pradesh
 - Being the brand ambassador of IIP
 - Being the VC of IIP University, Shimla
73. Central University of Himachal Pradesh is located in
- Shimla
 - Dharamshala
 - Kangra
 - Chandigarh
74. Who is the Minister of State for Information and Broadcasting, GoI?
- Mr Prakash Javadekar
 - Mrs Sushma Swaraj
 - Mrs Smriti Irani
 - Mr Narendra Modi

-14-

75. The Chairman of the Press Council of India is
- Mr Justice P B Sawant
 - Mr Justice A N Grover
 - Mr Justice Markanday Katju
 - Mr Justice J R Mudholkar
76. The Speaker of the 15th Lok Sabha
- Sumitra Mahajan
 - Meira Kumar
 - Somnath Chatterjee
 - Manohar Joshi
77. The Chief Editor of the Indian Express is
- Shekhar Gupta
 - Raj Kamal Jha
 - Om Thanvi
 - Raj Chengappa
78. Robert Knight amalgamated The Bombay Times & Standard and Bombay Telegraph & Courier to form which prominent Indian newspaper?
- The Telegraph
 - The Business Standard
 - The Bombay Chronicle
 - The Times of India
79. One newspaper group that has its presence in 14 states, in 4 different languages namely Hindi, Gujarati, Marathi and English is
- Living Media
 - DB Corp
 - Times Group
 - The Hindu group
80. The type of journalism where public citizens play an active role in the process of collecting, reporting, analyzing, and disseminating news and information is called as
- Citizen Journalism
 - Public Service journalism
 - Interpretative journalism
 - Investigative journalism

81. Which Purana says that " a person who thinks about Himalaya (Himachal) even without having seen it is bigger than the one worships in Kashi" ?

- (a) Shiv Purana
- (b) Skand Purana
- (c) Vayu Purana
- (d) Garura Purana

82. Which princely hill states were designated as "Punjab Hill States" by the British ?

- (a) those which were under Maharaja Ranjit Singh
- (b) those which were captured by the British during the Anglo – Sikh wars
- (c) those which were on the right bank of the Satluj
- (d) those which were contiguous to Punjab

83. Where was the headquarter of Mahasu District ?

- (a) Chhota Shimla
- (b) Kasumpti
- (c) Bharari
- (d) Sanjauli

84. Which pass joins Lahaul to Laddakh ?

- (a) Drati
- (b) Jalsu
- (c) Dulchi
- (d) Baralacha

85. In which district of Himachal Pradesh is Kheer Ganga ?

- (a) Lahaul – Spiti
- (b) Chamba
- (c) Kullu
- (d) Sirmaur

86. With which game is Kavita Thakur who won a gold medal at the 2014 Asian Games associated ?

- (a) Squash
- (b) Kabbaddi
- (c) Hockey
- (d) Volley ball

87. From which place did the Praja Mandal Satyagrahis start their march during the sukut Satyagraha in February, 1948 ?

- (a) Pooh
- (b) Pangaṇa
- (c) Kangu
- (d) Tattapani

88. With which region is Bakayang dance mainly associated ?
- (a) Lahaul – Spiti
 - (b) Kinnaur
 - (c) Sirmaur
 - (d) Kullu
89. Which Block of Chamba District has been Identified for setting up model schools ?
- (a) Bhatiyat
 - (b) Bharmaur
 - (c) Tissa
 - (d) Chamba
90. Where is Bal / Ballka Ashram at Shimla ?
- (a) Phagli
 - (b) Tutikandi
 - (c) Rockwood
 - (d) Chakkar
91. Which wrestler won gold Medal for India in the 2014 Asian Games ?
- (a) Balkar Singh
 - (b) Kartar Singh
 - (c) Sardar Singh
 - (d) Kirpal Singh
92. In the world Press Freedom Index of 2013 based on a study conducted by an organization called "Reporters Without Borders" which country occupies first position among 179 countries ?
- (a) Finland
 - (b) Netherland
 - (c) Norway
 - (d) Britain
93. With which country did Britain sign a Treaty in 1966 to allow the use of Diego Garcia as military air base ?
- (a) France
 - (b) U.S.A.
 - (c) India
 - (d) Portugal
94. Which of the following building was designed by architect Edward Lutyens in Delhi ?
- (a) Sapru House
 - (b) Teen Murti
 - (c) Rashtrapati Bhavan
 - (d) Himachal Bhawan

95. In which state of India is Nathula pass ?
- (a) Arunachal Pradesh
 - (b) Bihar
 - (c) Sikkim
 - (d) Assam
96. In collaboration with which country did HMT Pinjore set up the tractor division in 1971 ?
- (a) Germany
 - (b) Bulgaria
 - (c) Poland
 - (d) Czechoslovakia
97. Who is one of the winners of 2014 Nobel Prize for Chemistry ?
- (a) Patrick Modiana
 - (b) Stefan Hell
 - (c) Hirosh Amana
 - (d) Shuji Nakamura
98. In which state is Maletha Village which witnessed a popular agitation by the villagers against environmental pollution because of licence granted to the stone crushers ?
- (a) Himachal Pradesh
 - (b) Uttarakhand
 - (c) Punjab
 - (d) Haryana
99. How old is bullet train in Japan which India is also attempting to introduce with Japanese collaboration ?
- (a) 20 years
 - (b) 30 years
 - (c) 40 years
 - (d) 50 years
100. When was Hong Kong leased to Britain for 99 years by China ?
- (a) 1898
 - (b) 1910
 - (c) 1911
 - (d) 1921