

**DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO**

**TEST BOOKLET**

**S.EDIT-2015**

Time Allowed : 2 Hours]

[Maximum Marks : 100

All questions carry equal marks.

**INSTRUCTIONS**

1. Immediately after the commencement of the examination, you should check that test booklet does not have any unprinted or torn or missing pages or items, etc. If so, get it replaced by a complete test booklet.
  2. Write your Roll Number only in the box provided alongside.   
Do not write anything else on the Test Booklet.
  3. This Test Booklet contains **100** items (questions). Each item comprises four responses (answers). Choose only one response for each item which you consider the best.
  4. After the candidate has read each item in the Test Booklet and decided which of the given responses is correct or the best, he has to mark the circle containing the letter of the selected response by blackening it completely with Black or Blue ball pen. In the following example, response "C" is so marked :
- (A)     (B)     (C)     (D)
5. Do the encoding carefully as given in the illustrations. While encoding your particulars or marking the answers on answer sheet, you should blacken the circle corresponding to the choice in full and no part of the circle should be left unfilled. After the response has been marked in the ANSWER SHEET, no erasing/fluid is allowed.
  6. You have to mark all your responses **ONLY** on the ANSWER SHEET separately given according to 'INSTRUCTIONS FOR CANDIDATES' already supplied to you. Responses marked on the Test Booklet or in any paper other than the answer sheet shall not be examined.
  7. All items carry equal marks. Attempt all items. Your total marks will depend only on the number of correct responses marked by you in the Answer Sheet. There will be no negative marking.
  8. Before you proceed to mark responses in the Answer Sheet fill in the particulars in the front portion of the Answer Sheet as per the instructions sent to you.
  9. If a candidate gives more than one answer, it will be treated as a wrong answer even if one of the given answers happens to be correct.
  10. After you have completed the test, hand over the Answer Sheet to the Invigilator.

**DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO**

Time Allowed : 2 Hours]

[Maximum Marks : 100

1. An increase in noise ..... message fidelity.  
(A) increases (B) decreases  
(C) does not effect (D) expands
2. Message termination is easiest in :  
(A) Interpersonal communication  
(B) Mass communication  
(C) Two-way communication  
(D) Machine assisted interpersonal communication
3. Harmful or negative consequences of the functions of mass media are called :  
(A) Repercussions (B) Ramifications  
(C) Dysfunctions (D) Solutions
4. Headlines in a newspaper are generally given by :  
(A) Page designer (B) Sub-editors  
(C) Editor (D) News Editor

5. Microphone is a hi-fi equipment, here fi means :
- (A) Finish (B) Final  
(C) Frequency (D) Fidelity
6. FM stands for :
- (A) Frequency Modulation (B) Fast Movement  
(C) Friendly Matters (D) Factual Matters
7. Citizen journalism is the practice of :
- (A) Preparing stories that will help citizens vote in elections  
(B) Publishing only those stories that are of interest to politically active citizens  
(C) Collaborating with non-profit organizations to prepare news stories  
(D) Inviting readers and viewers to participate in the creation of news content
8. The ability to understand and interpret mass communication messages is :
- (A) Multi-tasking  
(B) Interpersonal multiple intelligence  
(C) Media literacy  
(D) Digital integration

9. Role of the gatekeeper is :
- (A) making it easier for participants to enter the field of communication
  - (B) controlling the flow of message to the audience
  - (C) developing new methods of cross-media transmission of information
  - (D) encouraging all participants in the communication process to more freely disseminate their messages
10. The technological development that most profoundly altered the printed mass media was :
- (A) Gutenberg's development of moveable metal type
  - (B) Crick & Watson's development of DNA testing
  - (C) Marconi's development of radio broadcasting
  - (D) Ford's development of assembly-line production
11. Which of the following is referred to as the new media ?
- (A) Paperback books during the Civil War era in the U.S.
  - (B) Magazines during the colonial era in the U.S.
  - (C) The Internet during the late 20th century
  - (D) All of the above

12. Individuals or companies that buy space or time in media, in order to have access to the media's audiences, are called :
- (A) Populists (B) Gatekeepers  
(C) Elitists (D) Advertisers
13. The Kinetoscope was a 'peep-show' precursor to the motion picture viewer invented by :
- (A) Thomas Edison (B) Ben Franklin  
(C) Marconi (D) Watson and Crick
14. Libertarian theory is also called :
- (A) Authoritarian theory (B) Social responsibility theory  
(C) Free Press theory (D) Communist Media theory
15. What are some of the dangers of global communication ?
- (A) False rumors can negatively impact company stocks  
(B) Increased connectivity and engagement among people from different cultures can fuel rifts instead of rational discussions  
(C) Media organizations could become subject to greater government regulation  
(D) All of the above

16. In journalism, "convergence" means :
- (A) Sharing facilities, newsgathering resources, personnel or content
  - (B) Different news media all cover the same story in the same way
  - (C) The content of one newspaper is indistinguishable from that of any other newspaper
  - (D) News organizations are all striving to put the same ideological slant on news stories
17. What is a lead ?
- (A) The main idea of a feature story
  - (B) A piece of information that attracts and keeps the reader interested
  - (C) A point in the story where the reader loses interest
  - (D) The first paragraph of a story
18. Which of the following is *not* true about journalism today ?
- (A) A journalist needs a great deal of money to start a new news organization
  - (B) Journalists have a wider choice of career paths than in the past
  - (C) The journalism industry is evolving as people get their news in new ways
  - (D) Creative ideas for journalistic content and delivery systems are springing up everywhere

19. In journalism, a "mojo" is a :
- (A) Journalist who carries her tools—computers, cameras, recorders—with her at all times
  - (B) Journalist who has an unusual degree of charm
  - (C) A source that provides a journalist with a good-luck charm
  - (D) A source that has the ability to bounce back from adversity
20. What is soft news ?
- (A) News that's based on opinions, not facts
  - (B) News that's entertaining or interesting
  - (C) News that's circulated on the Internet, not on paper
  - (D) Advice columns
21. What do profile stories focus on ?
- (A) A group's behaviour
  - (B) An individual
  - (C) Celebrity interviews only
  - (D) Current events
22. What is meant by 'balance' in a story ?
- (A) Having several authors write a story
  - (B) Getting a lawyer's opinion before writing an article
  - (C) Giving the same amount of space to every paragraph
  - (D) Covering all sides of an issue as fairly as possible

23. What is an editorial ?

- (A) The opinion of a newspaper reflected through a piece of writing
- (B) The process when an editor works with unfinished story
- (C) Part of the writing process
- (D) The job that reporter's get when they are promoted

24. What is defamation ?

- (A) Publishing unflattering reports about someone
- (B) An invasion of privacy
- (C) A clearly labeled personal opinion
- (D) An untruthful accusation that lowers someone's reputation

25. In regard to news values, prominence refers to :

- (A) The extent to which the story will affect a number of people
- (B) Whether the story has one central, or prominent, character
- (C) How well known the people involved in the story are
- (D) The location of the story on the newspaper page or in the news broadcast



26. Public or civil journalism is a movement that says :
- (A) Journalists should do what they can to support broad involvement in public affairs
  - (B) The best journalism is that which focuses exclusively on public affairs and ignores such things as sports and entertainment
  - (C) Journalists should reveal every step they take in the reporting process to regain public confidence
  - (D) Journalists should provide only the news the public wants to read or hear
27. Bias is most likely to appear in a news story when :
- (A) The reporter relies on multiple sources and gives abundant time or space to all sides of a controversy
  - (B) The reporter's story is reviewed by a large number of editors and supervisors
  - (C) The reporter is writing about a topic that she or he already knows a lot about
  - (D) The reporter relies on one source or gives disproportionate time to space to one side of a controversy

28. Journalists avoid using trade names in news stories because :
- (A) Editors often consider that to be free advertising for the product
  - (B) Law prohibits the use of trade names in news stories
  - (C) Companies are likely to sue over the unauthorized use of trade names
  - (D) Trade names diminish the credibility of the story
29. Multi-tasking in journalism is due to :
- (A) Media globalization
  - (B) Social integration
  - (C) Economic liberalization
  - (D) Technology convergence
30. Which is the correct sequence of film actors in Hindi cinema based on seniority ?
- (A) Dev Anand, Raj Kapoor, Amitabh Bachchan, Hrithik Roshan
  - (B) Raj Kapoor, Amitabh Bachchan, Dev Anand, Hrithik Roshan
  - (C) Raj Kapoor, Dev Anand, Amitabh Bachchan, Hrithik Roshan
  - (D) Raj Kapoor, Dev Anand, Hrithik Roshan, Amitabh Bachchan

31. To know the consumers' minds, emotions and sense in the 'AIDA' model, the letter 'I' refers to :
- (A) Interest (B) Influence  
(C) Insurance (D) Intelligence
32. Who is described as the symbol of the New Journalism era ?
- (A) Winder Randolph (B) Joseph Pulitzer  
(C) Woodrow Wilson (D) Frank I. Cobb
33. The first Englishman who was the editor of two prestigious newspapers of India was :
- (A) James Silk Buckingham (B) Robert Knight  
(C) James Augustus Hicky (D) C. F. S. Andrews
34. Which of the following sentences needs to be revised to correct a grammatical error ?
- (A) While biking through the forest one of the campers sprained his ankle
- (B) There will be additional copies of the textbook available next week
- (C) It rained for an hour each morning, but all of the clouds vanished by noon
- (D) My self defense instructor saw my sister and I at the grocery store

35. An editor wants to maintain a consistent visual style throughout the newspaper. Which of the following typographical decisions would most effectively address his goal ?
- (A) Using fonts within one type family
  - (B) Setting all cutlines in extended type
  - (C) Using a novelty font for teasers
  - (D) Setting all headlines in small caps
36. One of the primary advantages of Desk Top Publishing technology is that it allows journalists to :
- (A) Gain access to online news services
  - (B) Create a camera ready page for the printer
  - (C) Publish in several languages
  - (D) Use colour graphics and photographs
37. Which of the following is an example of plagiarism ?
- (A) A teacher gives photocopied notes to students
  - (B) A reviewer uses lengthy quotes from a book in his review
  - (C) A student copies a paragraph from a magazine article in his report without citing the publication
  - (D) A musician uses a piece of music for a paid performance without obtaining the permission from the composer

38. Which of the following leads is written in a style that is appropriate for broadcast news ?

- (A) The president of a local bank was taken into police custody yesterday afternoon
- (B) Ram Naresh, the president of the New Corporation bank, was arrested yesterday and charged with three counts of embezzlement and a separate fraud charge
- (C) Seeing Ram Naresh in handcuffs was a shock to the people at the New Corporation bank yesterday
- (D) Yesterday afternoon police arrested Ram Naresh, long time president of the New Corporation bank, on a variety of charges related to a failed business venture

39. Check for passive voice and decide which sentence needs revision :

- (A) He would have accepted any position that allowed him to work in the city
- (B) The request for further information was deny by the committee
- (C) Several students are tutoring younger children in the after school programme
- (D) The girl was concerned about the amount of money spent on the project

40. When journalists plan to use interviews to gather information for a story, which of the following questions should they consider first ?
- (A) How quickly do I need to have this information ?
  - (B) What is it that I need to learn more about ?
  - (C) What types of questions will I need to ask ?
  - (D) Who can give me the information I need ?
41. The first American newspaper was :
- (A) The Boston News Letter
  - (B) Publick Occurrences both Foreign and Domestick
  - (C) New England Courant
  - (D) Pennsylvania Gazette
42. The type of reporting based on sex, murder, self-promotion and human-interest stories is known as :
- (A) Yellow Journalism
  - (B) Blue Journalism
  - (C) Red Journalism
  - (D) Black Journalism
43. The advantage of online papers over traditional newspapers is that they are :
- (A) not limited by the news hole
  - (B) not subject to edition deadlines
  - (C) interactive
  - (D) all of the above

44. Newspapers derive most of their income from :
- (A) Circulation (B) Stock  
(C) Advertisers (D) Government
45. The idea of a newspaper chain was pioneered by :
- (A) Joseph Pulitzer (B) E. W. Scripps  
(C) William Randolph Hearst (D) Horace Greeley
46. Frequency modulation radio (FM) was invented by :
- (A) David Sarnoff (B) Edwin Howard Armstrong  
(C) Edward Noble (D) Edward Murrow
47. Advantage of digital radio broadcasting is :
- (A) Improved sound quality  
(B) static-free signals  
(C) compatibility with analog signals  
(D) all of the above
48. Which source of advertising income represents the largest portion of revenue for radio ?
- (A) National (B) Regional  
(C) Local (D) None of these

49. The bulk of news reporting is made up of :
- (A) Soft news (B) Hard news  
(C) Investigative news (D) None of these
50. Important principle for all types of news reporting is :
- (A) Honesty and Accuracy (B) Balance and Objectivity  
(C) Credibility (D) All of these
51. A benefit of online news sources is :
- (A) They are more accurate (B) They are easy to read  
(C) They are searchable (D) They are interesting
52. Which news writing style works for online reporting ?
- (A) The traditional inverted pyramid style  
(B) Straight pyramid  
(C) Five boxes approach  
(D) The hour glass approach
53. Investigative stories in India are suffixed with the term "gate" (such as Lalitgate) because :
- (A) They open flood gates of information  
(B) There is no gatekeeping in such news  
(C) Watergate scandal is known as the biggest investigative story  
(D) They are a gateway to stardom for the reporters



54. Which of the following magazines publishes more than 40 international editions that are distributed to 28 million readers in nearly 200 countries ?
- (A) Readers' Digest (B) Newsweek  
(C) Vogue (D) Time
55. The belief that the ruling elite should guide the masses, whose intellectual ability was held in low esteem is called :
- (A) Authoritarian theory (B) Libertarian theory  
(C) Social responsibility theory (D) Communist theory
56. India, United States, Japan, Britain, and many other European countries subscribe to :
- (A) Authoritarian theory (B) Libertarian theory  
(C) Social responsibility theory (D) Communist theory
57. Which media research method allows researchers to be more confident in attributing patterns of cause and effect, and is done by collecting data from the same people at two or more different points of time ?
- (A) Experiment (B) Survey  
(C) Panel (D) Cash Study

58. The influence of the mass media created by emphasizing certain topics, thus causing people to perceive those same issues as important is called :
- (A) Agenda Setting (B) Catharsis  
(C) Mainstreaming (D) Trickle down
59. The idea that viewing scenes of aggression can purge the viewer's own aggressive feelings is called :
- (A) Stimulation theory (B) Resonance  
(C) Prosocial behaviour (D) Catharsis
60. When a respondent's real-life experiences are congruent with those of the television world, thereby leading to a greater cultivation effect :
- (A) Stimulation theory (B) Resonance  
(C) Prosocial behavior (D) Catharsis
61. The moveable metal type printing press was developed by :
- (A) Martin Luther (B) Samuel Morse  
(C) Mathew Brady (D) Johann Gutenberg
62. The first mass medium that brought sports, music, talk, and news into the living room was the :
- (A) Television (B) Internet  
(C) Radio (D) Newspaper

63. Paper was developed by :
- (A) India (B) China  
(C) USA (D) UK
64. Who is the Minister of Information and Broadcasting, GoI ?
- (A) Arun Jaitly (B) Rajyavardhan Rathore  
(C) Smriti Irani (D) Ravi Shankar Prasad
65. Who is the Chairman of Press Council of India ?
- (A) Justice Chandramauli Kumar Prasad  
(B) Justice Markandey Katju  
(C) Justice PB Sawant  
(D) Justice RS Sarkaria
66. The FTII students went on a strike in June, 2015 to remove which Chairperson ?
- (A) Adoor Gopalakrishnan (B) Gajendra Chauhan  
(C) Girish Karnad (D) Anupam Kher
67. The First Press Commission of India was appointed in .....  
under .....
- (A) 1952, Justice Rajadhyaksha (B) 1956, Justice KK Mathew  
(C) 1978, Justice PC Goswamy (D) 2013, Justice Markandey Katju

68. India's first newspaper was ..... published in .....
- (A) Calcutta Advertiser, 1782
  - (B) The Calcutta Advertiser, 1780
  - (C) Hicky's Gazette, 1782
  - (D) Hicky's Gazette, 1780
69. Samwad Kaumudi was started by :
- (A) Annie Besant
  - (B) Raja Ram Mohan Roy
  - (C) Bal Gangadhar Tilak
  - (D) Prafulla Kumar Sarkar
70. India started with the experimental telecast in Delhi on :
- (A) 5th September, 1959
  - (B) 20th November, 1956
  - (C) 6th October, 1960
  - (D) 6th September, 1956
71. Television serials are called 'soap operas' because :
- (A) They are commercial
  - (B) Among the first major sponsors of serials in USA were soap manufacturers Procter and Gamble, Colgate-Palmolive, and Lever Brothers
  - (C) They are produced by business houses such as Procter and Gamble, Colgate-Palmolive, and Lever Brothers who also produce soap and other FMCG
  - (D) None of the above

72. Daniel Pearl who was kidnapped and killed by Pakistani militants, worked for which paper ?
- (A) The New York Times (B) The Star  
(C) The Washington Post (D) The Sunday Guardian
73. First Heroine in Indian Film Industry was :
- (A) Anna Salunke (B) Zubeida  
(C) Sultana Begam (D) Rani Taramati
74. Mumtaz Begum Jehan Dehlavi is commonly known as :
- (A) Mumtaz (B) Meena Kumari  
(C) Rekha (D) Madhubala
75. Le Monde is published from :
- (A) New York (B) Paris  
(C) New Delhi (D) Brazil
76. Which are the top newspapers in Himachal Pradesh ?
- (A) Amar Ujala and Divya Himachal  
(B) Times of India and Hindustan Times  
(C) Jagran and Jansatta  
(D) Punjab Kesari and Amar Ujala

77. Which is the *correct* order of Chief Ministers of Himachal Pradesh ?
- (A) Virbhadra Singh, Prem Kumar Dhumal, Prem Kumar Dhumal
  - (B) Virbhadra Singh, Prem Kumar Dhumal, Virbhadra Singh
  - (C) Virbhadra Singh, Prem Kumar Dhumal, Yashwant Singh Parmar
  - (D) Virbhadra Singh, Virbhadra Singh, Prem Kumar Dhumal
78. Largest selling newspapers in India are :
- (A) Times of India, Dainik Bhaskar and Malyalam Manorama
  - (B) Dainik Jagran, Hindustan and Dainik Bhaskar
  - (C) Dainik Jagran, Times of India and Dainik Bhaskar
  - (D) Times of India, Hindustan and Dainik Bhaskar
79. Business papers are also called as :
- (A) Blue papers
  - (B) Yellow papers
  - (C) Pink papers
  - (D) Red papers
80. Duties of a subeditor include :
- (A) Check the written text of newspapers and give headlines
  - (B) Ensure correct grammar, spelling, house style and tone of the published work
  - (C) Make sure that the copy is factually correct and that it suits the target market
  - (D) All of the above

81. In which tehsil of Shimla District of H.P. is Kurgan Devta temple ?
- (A) Rampur (B) Rohru  
(C) Sunni (D) Theog
82. In which month is *Sair* festival celebrated ?
- (A) Shravan (B) Asauj  
(C) Kartik (D) Ashadh
83. Who is the author of *Cultural Heritage of the Himalayas* ?
- (A) V. C. Ohri (B) S. S. Shashi  
(C) K. L. Vaidya (D) M. Seth
84. Raja of which princely state was able to save his state from the sikhs due to the fact that Raja Dhian Singh (Maharaja Ranjit Singh's Minister) had obtained two princesses of this ruling family in marriage ?
- (A) Datarpur (B) Kutlehar  
(C) Guler (D) Siba

85. Which of the following temples is pyramidal shaped ?
- (A) Hateshwari (Hatkoti)                      (B) Hidimba (Manali)  
(C) Chintpurni (Una)                      (D) Lakshna Devi (Bharmaur)
86. Which was the first Shimla Hill State to join the Indian Union ?
- (A) Bushahar                      (B) Mandi  
(C) Jubbal                      (D) Theog
87. Which princely states constituted Solan Tehsil of Mahasu District in 1948 ?
- (A) Baghat and Beja                      (B) Beja and Kuthar  
(C) Kuthar and Bagath                      (D) Bagath, Beja and Kuthar
88. What is Himachal's rank in starting Direct Benefit Transfer (DBT) in MGNREGA in the country ?
- (A) First                      (B) Second  
(C) Third                      (D) Fourth



89. Which of the following is *not* included in Integrated Housing and Slum Development Programme in H.P. ?
- (A) Mandi (B) Sunder Nagar  
(C) Sarkaghat (D) Dharamsala
90. What is the percentage of out of school children in H.P. ?
- (A) 10 percent (B) 5 percent  
(C) 2 percent (D) Below one percent
91. With which of the following is Baba Seechewal associated ?
- (A) Pingalwara Society (B) Environment  
(C) Bhagat Singh Society (D) Namdhari Trust
92. Who said that a lot of lobbying goes into getting the Padma Awards ?
- (A) Sharad Yadav (B) Baba Ram Dev  
(C) Sri Sri Ravi Shankar (D) Shatrughan Sinha

93. Which young Indian cricketer died recently after colliding with a team mate during a match ?
- (A) Saurabh Tiwari (B) Ankit Keshri  
(C) Kedar Jadhav (D) Shib Shankar Paul
94. For which dance form is Leela Samson known ?
- (A) Kathakali (B) Kathak  
(C) Bharatanatyam (D) Kuchipudi
95. A place which provides internet access to public is called .....
- (A) Cyber pub (B) Cyber cafe  
(C) Cyber Hut (D) All of these
96. What does the trilogy of Gunder Grass *The Tin Drum*, *Cat and Mouse* and *Dog Years* deal with ?
- (A) Rise of Nazism  
(B) Horrors of World War II  
(C) Guilt that lingered among the Germans after Hitler's defeat  
(D) All of the above

97. In which city of Nepal was Dharahara Tower which was destroyed during the April 2015 earthquake ?
- (A) Pokhara (B) Kathmandu  
(C) Bhaktpur (D) Lamjung
98. Who is Prayuth Chan-Ocha ?
- (A) Prime Minister of Cambodia (B) President of Vietnam  
(C) Ruler of Thailand (D) Prime Minister of Laos
99. Who among the following British politicians resigned from the position of party leader in the parliament after 2015 elections :
- (A) El Miliband (B) Nick Clegg  
(C) Nigel Farage (D) All of the above
100. Who is Yunus Mohammed ?
- (A) Pakistani Cricketer  
(B) Bangladesh's micro-credit leader  
(C) Indian born British writer  
(D) Prime Minister of Yemen