

BOOKLET NO.

114

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

**TBC : AKG-DPRO-17**

Time Allowed : 2 Hours]

[Maximum Marks : 100

**INSTRUCTIONS**

1. **IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS 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. You have to enter your Roll Number on the Test Booklet in the Box provided alongside. **DO NOT** write anything else on the Test Booklet.
3. This Test Booklet contains **100** items (questions). You will select the response which you want to mark on the Answer Sheet. In case you feel that there is more than one correct response, mark the response which you consider the best. In any case, choose **ONLY ONE** response for each item.
4. You have to mark all your responses **ONLY** on the separate Answer Sheet provided. No erasing/correction fluid is allowed.
5. All items carry equal marks.
6. Before you proceed to mark in the Answer Sheet the response to various items in the Test Booklet, you have to fill in some particulars in the Answer Sheet as per instructions sent to you with your Admission Certificate.
7. After you have completed filling in all your responses on the Answer Sheet and the examination has concluded, you should hand over to the Invigilator **only the Answer Sheet**. You are permitted to take away with you the Test Booklet.
8. Sheets for rough work are appended in the Test Booklet at the end.
9. **Penalty for wrong answers :**  
**THERE WILL BE PENALTY (NEGATIVE MARKING) FOR WRONG ANSWERS MARKED BY A CANDIDATE IN THE OBJECTIVE TYPE QUESTION PAPERS.**
  - (i) There are four alternatives for the answers to every question. For each question for which a wrong answer has been given by the candidate, **one-fourth (0.25)** of the marks assigned to that question will be deducted as penalty.
  - (ii) If a candidate gives more than one answer, it will be treated as a **wrong answer** even if one of the given answer happen to be correct and there will be same penalty as above for that question.
  - (iii) If a question is left blank i.e. no answer is given by the candidate, there will be **no penalty** for that question.
10. Use and carrying of Mobile Phone and Electronic Gadget is prohibited in the Examination Hall.

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

1. What does SMCR represent in Communication Theory ?
  - (A) Society, Media, Culture, Resource
  - (B) Society, Media, Culture, Receiver
  - (C) Sender, Media, Channel, Receiver
  - (D) Society, Money, Consumer, Rebate
2. Thanthi is a newspaper of :
  - (A) Gujarati
  - (B) Malayalam
  - (C) Kannada
  - (D) Tamil
3. Which of the following is a news agency of France ?
  - (A) Kyodo
  - (B) AFP
  - (C) Reuters
  - (D) ANI
4. Identify the Indian organization related to Public Relation :
  - (A) PRSU
  - (B) PRSA
  - (C) PRSI
  - (D) IPRA
5. Dada Sahib Phalke Award is the highest honour in India in the field of :
  - (A) Football
  - (B) Cinema
  - (C) Wrestling
  - (D) Literature

6. Manufacturing consent is a book

written by :

(A) Kat and Lazarsfeld

(B) Noam Chomsky

(C) Phillip Kotler

(D) Herman and Chomsky

7. When was the First Press

Commission setup ?

(A) 1947

(B) 1954

(C) 1967

(D) 1952

8. What is the most important factor

for a news organisation that makes

its news believable ?

(A) Objectivity

(B) Convenience

(C) Credibility

(D) Correctness

9. 'IRIS' is a technical term related

to :

(A) Printing

(B) Photography

(C) Painting

(D) Advertising

10. 'SITE' stands for :

- (A) Short form of website
- (B) System Instruction Television Experiment
- (C) Satellite Instructional Television Experiment
- (D) Submarine Instrumentation Technical Education

11. The community radio concept is identified with :

- (A) Broadcasting
- (B) Narrowcasting
- (C) Personal casting
- (D) Podcasting

12. Kheda village is associated with :

- (A) Rocket launching
- (B) Asian Games
- (C) Kabaddi tournament
- (D) SITE project

13. The term 'spin doctors' is used in a negative sense to refer to :

- (A) News reporters
- (B) PR professionals
- (C) Advertisers
- (D) Legal counsels

14. If a publication is half the size of a broadsheet, it is called :

- (A) Tabloid
- (B) Digest
- (C) Single dummy
- (D) Double dummy

15. The single sheet advertisement printed on one side are known as :

- (A) Posters
- (B) Fliers
- (C) Brochures
- (D) Leaflets

16. Short wave frequencies are used for radio communication of :

- (A) Short distance
- (B) Long distance
- (C) Location specific distance
- (D) Specific distance

17. The idea of non-aligned news agency pool was mooted in :

- (A) 1991
- (B) 1967
- (C) 1976
- (D) 1909

18. Xinhua is the largest official news agency of :

- (A) Japan
- (B) South Korea
- (C) Vietnam
- (D) China

19. The largest news agency of India is :

- (A) Press Information Bureau
- (B) Press Trust of India
- (C) Samachar Bharti
- (D) United News of India

20. Socially and culturally less powerful people are ..... by mass media.

- (A) Supplemented
- (B) Counseled
- (C) Derecognised
- (D) Stereotyped

21. In communication, redundancy has :

- (A) Highest predictability
- (B) Lowest predictability
- (C) Balanced predictability
- (D) Imperfect predictability

22. Section 95 of the Criminal Procedure Code permits a State Government the forfeiture of :

- (A) Printing press
- (B) Security deposit
- (C) Offending publication
- (D) Journalistic accreditation

23. In terms of public awareness, news has the status of :

- (A) Dominant discourse
- (B) Conflict value
- (C) Unintended exchange
- (D) Limited judgment

24. Choose the alternative that best substitutes the underlined expression.

His astrologer had predicted that he would die at age 58. Being a strong believer in fate, he willed his property to his dear wife just before his fifty eighth birthday.

- (A) Atheist
- (B) Fatalist
- (C) Fatist
- (D) Pacifist

25. Select the appropriate word which makes the sentence meaningful.

The thief after interrogation ..... his mistake

- (A) okayed
- (B) excepted
- (C) agreed
- (D) accepted

26. One of the important components selectivity theories is :

- (A) Culture
- (B) Violence
- (C) Source
- (D) Feedback

27. Job press refers to :

- (A) Employment News
- (B) Government Press
- (C) Small Letter Press
- (D) Commercial Printing

28. Widow in newspaper production refers to :

- (A) Isolated word
- (B) Isolated line
- (C) Bad break
- (D) Tie-break

29. Hard news is mostly :

- (A) Spot news
- (B) Society news
- (C) Entertainment news
- (D) Filler news

30. The Helical Theory of communication was advocated by :

- (A) John Fiske
- (B) Robert Merton
- (C) Frank Dance
- (D) M.S. Archer

31. Which among the following are Plano graphic printing ?

- (A) Lithography
- (B) Offset printing
- (C) Relief printing
- (D) Both (A) and (B)



32. Which one is a creative article written to entertain and inform the readers ?

- (A) News story
- (B) Features
- (C) Editorial
- (D) Reviews

33. Pandemonium means :

- (A) Big crowd
- (B) Loud noise
- (C) Great joy
- (D) Utter confusion

34. The medium that has the widest reach in India is :

- (A) Print
- (B) Radio
- (C) Television
- (D) Internet

35. 'Coterie' is a collective noun for :

- (A) Boutiques
- (B) Bicycles
- (C) Small coats
- (D) Close friends

36. What does the underlined word means in the following sentence ?

The Gulmohar copse behind his house had begun to turn red and yellow.

- (A) Trees
- (B) Flowers
- (C) Leaves
- (D) Seeds

37. Collective noun 'fleet' is used for :

- (A) Stars
- (B) Ships
- (C) Asteroids
- (D) Foxes

38. United News of India (UNI) was established in :

- (A) 1960
- (B) 1962
- (C) 1961
- (D) 1963

39. Transferring thoughts, ideas and messages into verbal and non-verbal signs is referred to as :

- (A) Encoding
- (B) Mediation
- (C) Channelisation
- (D) Decoding

40. 'Working Journalists Act' was introduced in :

- (A) 1947
- (B) 1950
- (C) 1955
- (D) 1960

41. The Copyright Board in India has certain powers of :

- (A) The legislature
- (B) The executive
- (C) Criminal procedure
- (D) Civil courts

42. Who first described mass media as a culture industry ?

- (A) Stuart Hall
- (B) Theodor Adorno
- (C) Stuart Mill
- (D) Jean Boudrillard

43. Section 124A of the Indian Penal Code relates to :

- (A) Parliamentary privileges
- (B) Right to privacy
- (C) Defamation
- (D) Sedition

44. 'Rhetoric' as the basis of better communication was emphasised

by :

- (A) Barlow
- (B) Wilbur Schramm
- (C) Aristotle
- (D) Newcomb

45. Reuters was established in :

- (A) 1851
- (B) 1870
- (C) 1865
- (D) 1890

46. Match List-I with List-II :

**List-I (Promoters)**

- (a) Jawaharlal Nehru
- (b) C. Rajagopalachari
- (c) B.R. Ambedkar
- (d) S. Sadanand

**List-II (Newspapers)**

- (1) Free Press Journal
- (2) Mooka Nayak
- (3) National Herald
- (4) Swarajya

*Codes :*

(a) (b) (c) (d)

(A) (1) (2) (3) (4)

(B) (4) (3) (2) (1)

(C) (3) (2) (4) (1)

(D) (3) (4) (2) (1)

47. The life history of a person written by an author is called :

- (A) Autobiography
- (B) Bibliography
- (C) Biography
- (D) History

48. When a photograph is edited to size to fit the column, it is called :

- (A) Slicing
- (B) Cropping
- (C) Cutting
- (D) Correction

49. Nathu la pass is in which state ?

- (A) Assam
- (B) Arunachal Pradesh
- (C) Bihar
- (D) Sikkim

50. China leased Hong Kong to Britain for 99 year in ?

(A) 1910

(B) 1898

(C) 1921

(D) 1901

51. Which country occupies first place in the World Press Freedom Index 2017 ?

(A) Netherland

(B) Denmark

(C) Norway

(D) Britain

52. Who is the Group Editor of India Today ?

(A) Raj Chengappa

(B) Rajdeep Sardesai

(C) Shekhar Gupta

(D) Om Thanvi

53. When the public plays active role in reporting and collecting news it is called :

(A) Investigating Journalism

(B) Alternative Journalism

(C) Citizen Journalism

(D) Public Service Journalism

54. Where is the main campus of Central University of Himachal Pradesh ?

- (A) Chandigarh
- (B) Shimla
- (C) Kangra
- (D) Dharmshala

55. Which interpersonal communication about products or services is regarded as impartial ?

- (A) Celebrity Endorsement
- (B) Word of Mouth
- (C) Face to Face
- (D) Campaign

56. Hindi Newspaper Divya Himachal has the following editions :

- (A) Dharmshala, Shimla, Kangra
- (B) Kangra, Shimla, Chamba
- (C) Shimla, Chandigarh, Dharmshala
- (D) Shimla, Solan, Chandigarh

57. Which one of the following is used to influence various stake-holders' perception about an organisation ?

- (A) Advertising
- (B) Marketing
- (C) Sales
- (D) Public Relation

58. Where is Satyajit Ray Film and Television Institute located ?
- (A) Pune  
(B) Kolkata  
(C) Delhi  
(D) Mumbai
59. HTML is related to :
- (A) MS Word document  
(B) Satellite Communication  
(C) Cyber Space  
(D) Web Writing
60. Which of the following are types of Parliamentary questions ?
- (A) Starred and un-starred  
(B) Difficult and easy  
(C) Ministerial and non-ministerial  
(D) Marked and un-marked
61. Former President of India, Dr. Rajendra Prasad was associated with :
- (A) Sentinel  
(B) Satyagraha  
(C) Searchlight  
(D) Leader
62. Kinesics refers to :
- (A) Measurement of Speed  
(B) Study of body Language  
(C) Study of Language  
(D) Kinetic Energy
63. National Press Day is celebrated on :
- (A) 16th November  
(B) 21st December  
(C) 20th June  
(D) 5th September

64. Who is the founder of Wiki leaks ?

(A) Mark Zukerburg

(B) Steve Job

(C) Julian Assange

(D) Tim Burner Lee

65. Choose the alternative that best substitutes the underlined expression.

After the sepoy revolt of 1857, it was decided to grant a general pardon to all soldiers involved in the mutiny except a few.

(A) Exemption

(B) Discharge

(C) Reprieve

(D) Amnesty

66. Verbal Communication is :

(A) Continuous

(B) Discontinuous

(C) Passive

(D) Untimely

67. Identify the *correct* sequence of the following :

(A) Linotype, Monotype, Photocomposition, DTP

(B) Monotype, Linotype, DTP, Photocomposition

(C) DTP, Photocomposition, Monotype, Linotype

(D) Photocomposition, Linotype, Monotype, DTP



68. The items that indicate inside content in a newspaper are called :

- (A) Ears
- (B) Ear Panels
- (C) Flags
- (D) Teasers

69. What is the *correct* meaning of 'unilateral' ?

- (A) One sided
- (B) Between something
- (C) In alliance with
- (D) Flat

70. What is meant by balance in a news story ?

- (A) Getting a lawyers opinion before writing the story.
- (B) Covering all sides of an issue as fairly as possible.
- (C) Giving same amount of space to every paragraph.
- (D) Having several authors to write the story.

71. The protection of publication of proceedings of Parliament and State Legislature is guaranteed by Article ..... of the Indian Constitution.

- (A) 105
- (B) 194
- (C) 375
- (D) 361A

72. Who is the President of India ?

- (A) Pranab Mukherjee
- (B) Ramnath Kovind
- (C) Smt. Pratibha Patil
- (D) Venkaiah Naidu

73. Signs that possess a resemblance to their referent are considered :

- (A) negotiable
- (B) associational
- (C) indexical
- (D) iconic

74. Structuralism is derived from the works of :

- (A) Jürgen Habermas
- (B) Ferdinand de Saussure
- (C) Octavia Paz
- (D) David Holmes

75. 'Pink Paper' in journalism relates to :

- (A) Tourism
- (B) Business and economy
- (C) Sports
- (D) Pornography

76. Multi-tasking in journalism is due to :

- (A) Media globalisation
- (B) Economic liberalisation
- (C) Social integration
- (D) Technology convergence

77. In order to maintain consistency in visual style in his newspaper, one should :

- (A) Use outlines in bold types
- (B) Use all cap headlines
- (C) Use fonts within one type family
- (D) Use italics for intros

78. Semantic Noise is concerned with the understandability of :

- (A) The message
- (B) The encoder
- (C) The medium
- (D) The transmission

79. 'Maratha' was the sister publication of :

- (A) Lok Satta
- (B) Kesari
- (C) Sakal
- (D) Maharashtra Times

80. Which of the following is *not* a mechanical medium ?

- (A) Book
- (B) Newspaper
- (C) Puppetry
- (D) Television

81. Which continent is known as "Cradle of Mankind" ?

- (A) South America
- (B) Africa
- (C) Asia
- (D) Europe

82. The All India States and People's

Conference was formed in :

(A) 1927

(B) 1930

(C) 1932

(D) 1918

83. The Insurance Regulatory and

Development Authority head-

quarters is located at :

(A) Hyderabad

(B) Madras

(C) Calcutta

(D) Delhi

84. Which one of the following

organisations publishes the Human

Development Report ?

(A) I.M.F.

(B) World Bank

(C) UNESCO

(D) UNDP

85. The All India Trade Union Congress

was first established in :

(A) 1915

(B) 1917

(C) 1920

(D) 1925

86. 'Rath Yatra' at Puri is celebrated in honour of :

(A) Lord Shiva

(B) Lord Jagannath

(C) Lord Rama

(D) Lord Vishnu

87. The full form of "URL" is :

(A) Uniform Resource Locator

(B) Uniform Regional Location

(C) Uniform Regd Location

(D) Uniform Resource Link

88. Who produced the film "Maine Gandhi Ko Nahi Mara" ?

(A) Janu Kumar

(B) Anil Kulkarni

(C) Anupam Kher

(D) Deepa Bhatia

89. The members of Rajya Sabha are elected by :

(A) The people

(B) Members of Vidhan Sabha

(C) Vidhan Council

(D) None of the above

90. Who presides over the meeting of the Rajya Sabha ?

(A) President

(B) PM

(C) Vice-President

(D) Lok Sabha Speaker

91. "Roerich Art Gallery" is located at :

- (A) Naggar (Kullu)
- (B) Bhuri Singh Museum (Chamba)
- (C) Chaura Maidan Shimla
- (D) Solan

92. The first Deputy Speaker of Himachal Pradesh Legislative Assembly was :

- (A) Tapinder Singh
- (B) Vidya Dhar
- (C) Lekh Ram Thakur
- (D) Krishna Chander

93. Naldehra famous golf ground is named after ?

- (A) Local Deity
- (B) Lord Irwin Daughter
- (C) Daughter of Lord Curzon
- (D) None of the above

94. Which is the smallest district (Area-wise) of Himachal Pradesh ?

- (A) Una
- (B) Bilaspur
- (C) Hamirpur
- (D) Kullu

95. Which mountain range separates Sirmour from Shimla district ?

- (A) Churdhar
- (B) Chanshal
- (C) Hattoo
- (D) Shali

96. The fortress of Jaitak, which is now in ruins, is a historical place in district :

(A) Solan

(B) Mandi

(C) Shimla

(D) Sirmour

97. Which of the following is believed to be the oldest among the Hill States ?

(A) Baghat

(B) Keonthal

(C) Jubbal

(D) Bushahr

98. The downfall of Suket began after the reign of which of its rulers ?

(A) Madan Sen

(B) Dhir Sen

(C) Chander Sen

(D) Laxman Sen

99. The famous "Battle of Nerti" was fought between the rulers of :

(A) Mandi — Suket

(B) Bilaspur — Dharni

(C) Kangra — Chamba

(D) Sirmour — Rampur, Bushahr

100. Which Nurpur ruler revolted against the Mughals ?

(A) Bir Singh

(B) Raj Singh

(C) Ram Singh

(D) Jagat Singh