KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Part "A" is compulsory for MBA, MSW and MMC Programme. Part "B" is for MBA Programme and Part "C" is for MSW and Part "D" is for MMC Programme

Full marks= 100 (60+40)

Time - 3hours

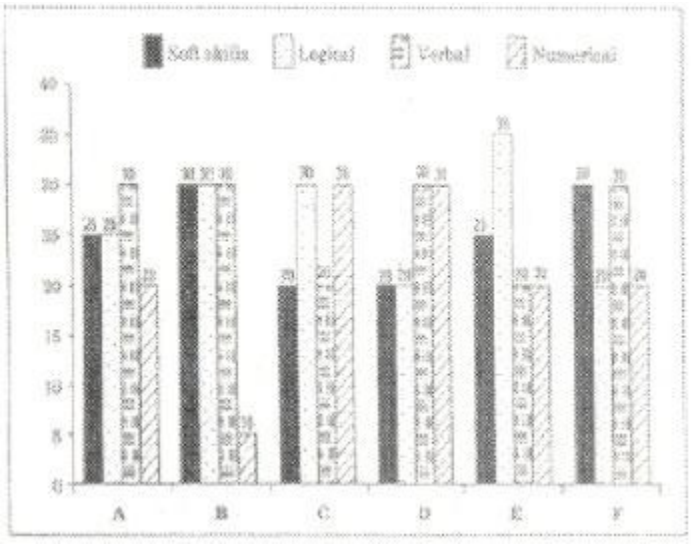
This is a model question paper for entrance exam the format is subject to marginal change from year to year.

PART A

Directions (Qs. 1 to 4):Study the graph below to answer these questions.

The bar graph depicts the distribution of the marks scored by six students A, B, C, D, E and F in four different subjects, as a percentage of their aggregate marks for the four subjects.

The aggregate marks scored by A = 450, B = 600, C = 575, D = 800, E = 650 and F = 725.



Q1. If a Certificate of Merit is awarded to the student who scored the highest marks in Numerical, then who would get it?

(a) C
(b) A
(c) D
(d) F

Q2. The marks scored by A in Verbal is approximately what percentage of the aggregate marks scored by B?

(a) 40
(b) 23
(c) 25
(d) 77

Q3. Assume that there were some mistakes in calculating the percentage distribution depicted in the graph with marks scored in Numerical getting interchanged with those scored in Logical, and marks scored in Soft skills getting interchanged with those scored in Verbal. If a scholarship is awarded to the student who scored the highest marks in Soft skills and Numerical taken together, then who would get it?

(a) E
(b) A
(c) F
(d) D

Q4. The marks scored by E in Logical is approximately what percent more than the marks scored by F in Verbal?

(a) 4.6
(b) 4.4
(c) 4
(d) 5

Q5. Which city is known as "Electronic City of India"?

(a) Mumbai (b) Hyderabad

(c) Gurgaon (d) Bangalore

Q6. Find the missing value in the series ZA_5, Y_4B, XC_6, W_3D, …….?

(a) E_7V (b) V_2E

(c) VE_5 (d) VE_7

Q7. Luhit is the son of Ashok; Tapashi is the daughter of Rajni. Ashok is the father-in-law of Rajani,what is Luhit to Tapashi.

(a) Brother (b) Brother –in-law

(c) Father (d) Co-brother

Q8. Raj went due North and covered a distance of 30 meters, then turned to West and walked for 20 meters. Then, he turned to south and walked for 10 meters and finally, turned to East and walked for another 20 meters .In which direction Raj from the point of starting?

(a) Northern (b) Western

(c) Southern (d) Eastern

Q9. The average age of 30 students in a class is 16. If the teacher's age is included, the average increases by one. What is the teacher's age?

(a) 37 (b) 46

(c) 47 (d) 57

Q10. Look at the series: 2,1, ½,1/4,----- what number in the series come next?

(a) 1/3 (b)1/8

(c) 2/8 (d)1/16

Q11 Look at this series: 53, 53, 40, 40, 27, 27, ... What number should come next?

(a) 12 (b) 14

(c) 27 (d) 53

Directions: Yearly income of three men and two women is given below in the table. Read the figures and answer the Questions 12-14.

Income (in Rupees)

Name	**1990**	**1991**	**1992**	**1993**
Ajay	1200	1600	2000	2400
Abhay	1000	1400	1600	2000
Ranjit	900	1200	1500	2000
Neha	2000	2500	3000	3700
Sarita	1200	1200	1500	1700

Q12. Whose average income for all the four years is Rs. 1400?

(a) Ajay's alone

(b) Ajay's and Abhay's both

(c) Ranjit's and Sarita's both

(d) Sarita's alone

Q13. How high is the total average income for four years of the men as compared to those women?

(a) 2133.34 (b) 3500.44

(c) 4320.54 (d) 5440.82

Q14. What is in round figure, the ratio between the total income on men and that of women for all years?

(a) 14:15 (b) 15:16

(c) 23:21 (d) 16:14

Q15. Milk and Butter hold the same relation as

(a) Tea and Coffee

(b) Rice and Curd

(c) Grapes and Wine

(d) Potato and Vegetable

Q16. Five books are kept on each other. E is at A, C is below B. If A is above B and D is below C, then which is at the top?

(a) E (b) D

(c) B (d) A

Q17. Find the odd one: 9, 25, 36, 39, 49

(a) 9 (b) 25

(c) 39 (d) 49

Q18. Find the missing number: 1, 4, 9, ----, 25, 36

(a) 14 b) 16

(c) 18 (d) 49

19.

Find the number of triangles in the given figure.



(a) 16 (b) 13

©. 9 (d) 7

Q20. Which blood group is the universal donor?

a) A^{+ve} (b) B^{+ve}

(c)AB^{+ve} (d) O^{+ve}

Directions (Qs.21 to 24): In each of these questions choose the option which can be substituted for the given words.

21. To cancel (a law, agreement, etc.) formally or officially

(a) Terminate

(b) Adjure

(c) Object

(d) Abrogate

22. To form a plot of scheme, especially on to do something wrong or wicked or designed to cause harm

(a) Machinate

(b) Conspire

(c) Fatal

(d) Machete

23. Very high-spirited, full of cheerfulness or enthusiasm

(a) Eccentric

(b) Eburmean

(c) Sporting

(d) Ebullient

24. A way of doing something, especially on ordered set of procedures or an orderly system

(a) Presentation

(b) Process

(c) Method

(d) Agendas

Fill in the blanks with appropriate words given below(Q.No25 and Q26)

Q25. No sooner he had entered the room_____ the light went out and everyone started talking loudly.

(a) but (b) than

(c) if (d) and

Q26. I congratulate you _____ your success.

(a) on (b) for

(c) at (d) in

Q27. Optimist is to cheerful as pessimist is to

(a) Gloomy (b) Mean

(c) Petty (d) Helpful

Directions: Read the passage and answer the following questions 28-30.

Read not to contradict and confute, nor to believe and take for granted, nor to find talk and discourse, but to weigh and consider. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested, that is, some books are to be read only in parts; others to

be read, but not curiously; and some few to be read wholly, and with diligence and attention. Reading makes a full man, conference a ready man, and writing an exact man. And therefore if a man writes little, he had needed to have a good memory;

Q28. What does the art of writing do to man's character?

(a) It makes him a full man

(b) It makes him an exact man

(c) It makes him a ready man

(d) None of the above

Q29. How should you read those books that are to be 'read wholly'?

(a) By making extracts from them

(b) They should be read in parts

(c) They should be read with diligence and attention

(d) None of the above

Q30. If a man does not write much, what must he do?

(a) Should have a good memory

(b) Must chew and digest the contents

(c) Both the above

(d) None of the above

Directions for question 31 to 33: Choose the word that does NOT match with the two given words.

31. Wonderful, Fabulous

a) Superb

b) Superlative

c) Great
d) Splendid

32. Inordinate, Huge
a) Excessive
b) Considerable
c) Insatiable
d) Enormous

33. Laconic, Succinct
a) Terse
b) Brief
c) Concise
d) Abrupt

34. Directions : Choose a word or phrase nearly similar in meaning to *SELF-ESTEEM*

(a) Self-respect (b) Dignity
(c) Decorum (d) Self-awareness

35. Directions : Choose the word that is most nearly opposite in meaning to the*OBLOQUY*

(a) praise (b) crue
(c) slander (d) dialogue

Directions for question 36 to 40: Each question is followed by two statements 'A' and 'B'. Mark your answer as

(1) If the Question can be answered with the help of statement 'A' alone.
(2) If the Question can be answered with the help of statement 'B' alone.
(3) If the Question can be answered with the help of both the statements together but not with the help of either statement alone. .
(4) If the Question cannot be answered even with the help of both the statements taken together or separately.

36. How far is it from town A to town B? Town C is 15 km west of town A.
A. It is 10 km from town B to town C.
B. There is a canal between town A and town B.
a) 1
b) 2
c) 3
d) 4

37. How many people in town K read neither Times of India nor the Indian Express?

A. Of the 2500 people in town K, 1000 read no newspaper.

B. Of the people in town K, 700 read the Times of India only and 600 read the Indian Express only.

a) 1
b) 2
c) 3
d) 4

38. What is the total number of trips to a certain construction site made by the two trucks delivering 100 metric tons of gravel?

A. The smaller truck carried 5 metric tons of gravel on each trip to the site and the larger truck carried 8 metric tons of gravel on each trip to the site.

B. Each truck delivers the same total amount of gravel to the site.

a)1
b) 2
c) 3
d) 4

39. John had an average score of 85 in three tests. What was the John's lowest score?

A. John's highest score was 95.

B. The average of John's two highest scores was 92.

a) 1
b) 2
c) 3
d) 4

40. What is the area of the play ground P?

A. Playground P is rectangular in shape and is 120 metres wide.

B. Playground P is square in shape and has a side with length of 120 metres.

a) 1
b) 2
c) 3
d) 4

Q41. Who among the following was a receipient of the Bharat Ratna in 2013?

(a) Pt. Bhimsen Joshi
(b) C.N.R.Rao
(c) Pt. Ravi Sankar
(d) C.S.Subramaniam

Q42. The Durand Cup is associated with which sport?

(a) Football
(b) Lawn Tennis
(c) Hockey
(d) Table tennis

Q43. The Nobel Peace Prize 2013 was awarded to which of the following organisations?

(a) Medecins Sans Frontier (MSF)
(b) International Red Cross
(c) Amnesty International
(d) Organisation for Prohibition of Chemical Weapons (OPCW)

Q44. July 17, 2013, the Cabinet Committee on Security (CSS) gave its approval for raising which corps along the Indo China boarder?

(a) Mountain Strike Corps
(b) Indo China Boarder Corps
(c) Snow Patrol Corps
(d) Boarder Management Corps

Q45. HTML stands for what?

(a) Higher Text Markup Language
(b) Hybrid Text Markup Language
(c) Hyper Text Machine Language
(d) Hyper Text Markup Language

Q46. Which of the following is not a renewable source of energy?

(a) Solar Power
(b) Wind Power
(c) Nuclear Power
(d) Hydro Power

Q47. Which of the following organisations mainly promotes Micro, Small and Medium industrial sector in India?

(a) NABARD
(b) SIDBI
(c) IDBI Bank
(d) None of the above

Q48. "BRICS" comprises which of the following nations?

(a) Brazil, Russia, India, China and South Africa
(b) Brazil, Russia, Israil, China and South Africa
(c) Brazil, Russia, India, China and Singapore
(d) Brazil, Russia, India, Canada and Srilanka

Q49. Which of the following is a book written by Bill Gates?

(a) The World of Windows
(b) The Road to Computer
(c) The making of a Software
(d) The Road Ahead

Q50. Which is an example of Direct Tax?

(a) Income Tax
(b) Sales Tax
(c) Exise Duty
(d) Custom Duty

Q51. What is the full form of DVD?

(a) Digital Video Disk
(b) Digital Versatile Disk
(c) Demo Visual Disk
(d) Demo Video Disk

Q52. Which of the following is not an oil field in Assam?

(a) Naharkatia
(b) Moran
(c) Geleki
(d) Ledo

Q53. Which organization is associated with declaration of World Heritage Sites?

(a) UNDP
(b) UNEP
(c) UNCTAD
(d) UNESCO

Q54. Which of the following is not a social network?

(a) Orkut (b) facebook

(c)google (d) Twitter

Q55. In which year "JalianawalaBagh" incident took place?

(a) 1819 (b) 1929

(c) 1919 (d) None of the above

Q56. The renowned singer of Assam Dr. BhupenHazarika was expired on?

(a) 3rd November 2011 (b) 4th November 2011

(c) 5th November 2011 (d) None of the above

Q57. What is the full form of CNN?

(a) Cable News Network (b) Cable Network News

(c) Cable Nationalised News (d) Cable Net News

Q58. ICT stands for

(a) Information Common Technology (b) Information and Communication Technology

(c) Information and Computer Technology (d) None of the above

Q59. "Middle east" group of countries includes

(a) South asian countries (b) West asian countries

(c) South East asian countries (d) None of the above

Q60. The headquarter of IMF are situated in which of the following cities?

(a) New York
(b) Washington D.C.
(c) Montreal
(d) London

Part B

Q61. Steve Jobs was the CEO of

(a) Apple computers (b) Microsoft computers

(c) Dell computers (d) none of the above

Q62. EON car is launched by which of the following company?

(a) Maruti Suzuki (b) Toyota

(c) Honda (d) Hyundai

Q63. Who is the chairman of Kingfisher Airlines?

(a) Ratan Tata (b) Vijay Mallya

(c)MukeshAmbani (d) None of the above

Q64. Consumer goods which is labeled with the super market's name is known as

(a) Global branding (b) Retail branding

(c) Private branding (d) National branding

Q65. Which one is the newest IIM in India?

(a) Indore IIM (b) Kozhikode IIM

(c)Lucknow IIM (d) Rajiv Gandhi IIM

Q66. Normally permanent employees are appointed on

(a) Confirmed basis (b) Probation basis

(c) ad-hoc basis (d) None of the above

Q67. Training is required for

(a) Unskilled labour only (b) skilled labour only

(c) Both skilled and unskilled labour (d) None of the above

Q68. Communication problem is more complicated in

(a) A small business (b) A medium type business

(c) A big business (d) None of the above

Q69 . The prime objective of an organisation is

(a) Profit making (b) Relationship building

(c) Social Service (d) None of the above

Q70. In any organization, “promotion and transfer” is done by

(a) Marketing manager (b) Production manager

(c) Human Resource manager (d) Logistic manager

Q71. Data collected from the questionnaire are

(a) Primary data (b) Secondary data

(c) Research data (d) Survey data

Q72. “Dag achahain” is the punch line of

(a) Surf Excel (b) Ariel

(c)Rin (d) Nirma

Q73. Green marketing is

(a) Eco friendly (b) Applicable only on herbs

(c) Both (a) and (b)are true. (d) None of the above

Q74. B2 B stands for

(a) Buyer to Buyer (b) Broker to Broker

(c) Business to Business (d) Buyback to Business

Q75. What is the full form of CEO in an organisation?

(a) Chief Election Officer (b) Chief Education Officer

c) Chief Executive Officer (d) Chief Expert Officer

Q76. “Grapevine” is a term used in relation to:

(a) Formal communication (b) Informal communication

(c) Both (a) and (b) (d) None of the above

Q77. ‘Deshkidharkan’ is the baseline of

(a) LML (b) Bajaj Auto

(c) Hero Honda (d) TVS

Q78. The price of a shoe is Rs. 499. This pricing is known as

(a) Competitive pricing (b) Market pricing

(c) Psychological Pricing (d) None of the above

Q79. The main objectives of Budgeting is

(a) Planning (b) coordinating

(c) Control (d) all of the above

Q80. The person who provides job is known as:

(a) employee (b) employer

(c) Worker (d) Manager

Q81. Which of the following is not non-monetary?

(a) Job security (b) Effective communication

(c) Bonus (d) None of these

Q82. What is survey technique?

(a) Personal Interview (b) Questionnaire

(c) Telephone Interview (d) All of these

Q83. Human resource management does not involve with:

(a) Training (b) Recruitment

(c) Cost control (d) Selection

Q84. Which of the following is not a durable product?

(a) Radio (b) News paper

(c) Television (d) None of the above

Q85. The person who guides and oversees his subordinates directly is

(a) The Supervisor (b) The Manager

(c) An Administrator (d) None of these

Q86. What is price of a product?

(a) Value for the product (b) What retailer's ask for

(c) both the above (d) none of the above

Q87. What is the opposite of a variable?

a). a constant

(b). an extraneous variable

(c). a dependent variable

(d). a data set

Q88. Which correlation is the strongest?

a. +.10

b. -.95

c. +.90

d. -1.00

Q89. A growing country is one with

(a) Rising GNP at constant Prices
(b) Rising GNP at current Prices
(c) Constant GNP at constant Prices
(d) None of the above

Q90. Bank notes and coins above one rupee denomination are issued by the

(a) Reserve Bank of India
(b) Ministry of Finance
(c) State Bank of India
(d) None of the above

Q91. Land is a

(a) Man made resource
(b) Non renewable natural resource
(c) Renewable natural resource
(d) None of the above

Q92. Short term finance is usually for a period ranging up to

(a) 5 months
(b) 10 months
(c) 12 months
(d) 15 months

Q.93. The First Five Year Plan covered the period

(a) 1947 to 1952

(b) 1950 to 1955

(c) 1951 to 1956

(d) None of the above

Q94. Advertising is

(a) Mass communication about product or services
(b) Paid communication about product or services
(c) Both (a) and (b)
(d) None of the above

Q95. Which of the following areas make the largest contribution to national income in India?

(a) Industry
(b) Railway
(c) Agriculture
(d) None of the above

Q96. *Finger lickin' good.* – is the punch line of

(a) Dominos (b) KFC

(c) Mc. Donald (d) None of the above

Q97. *At the heart of the image.* – is the punch line of

(a) Nikon (b) Kodak

(c) Sony (d) None of the above

Q98. *Neighbour's envy, owner's pride* - is the punch line of

(a) Sony TV (b) Samsung TV

(c)Onida TV (d) None of the above

Q 99. Primary data is information that is collected for various reasons. Primary data is not obtained from which source?

a) Specific purpose data

b) Secondary data

c) On line data

d) All of the above

Q100. When each member of a population has an equally likely chance of being selected, this is called:

a) A nonrandom sampling method

b) A quota sample

c) A snowball sample

d) An Equal probability selection method

Part-C
MASTER OF SOCIAL WORK

1. Which one of the following best describes the custom by which a widower marries the sisters of the

deseased wife ?

(A) Sororate

(B) Levirate

(C) Polygyny

(D) Plural marriage

2. Which Committee recommended three tier system for PanchayatiRaj ?

(A) BalwantRai Mehta Committee

(B) Ashok Mehta Committee

(C) Sangama Committee

(D) Parliamentary Committee

3. Which is not an indicator of social development ?

(A) Improvement in health

(B) Improvement in quality of life

(C) Improvement in education

(D) Increase in per capita income

4. In which year the LPG Policy was adopted in India as a model of economic growth ?

(A) 1980

(B) 1989

(C) 1990

(D) 1993

5. Panchayati Raj institutes in India have brought about which one of the following ?

(A) Eradication of untouchability.

(B) Spread of land ownership to depressed classes.

(C) Formal representation of the weaker sections in village governance.

(D) Spread of education to the masses.

6. Which article of Indian Constitution lays down the provision of free and compulsory education for children?

(A) 45

(B) 46

(C) 47

(D) 48

7. Louis Braille Day is being observed on

(A) 5th January (B) 6th January

(C) 7th January (D) 8th January

8. The ultimate goal of Women's Self Help Group is

(A) Saving money

(B) Taking loans

(C) Getting revolving fund

(D) Empowerment

9. Research is

(A) Searching again and again

(B) Finding solution to any problem

(C) Working in a scientific way to search for truth of any problem

(D) None of the above

10. In communication, the language is

(A) the non-verbal code

(B) the verbal code

(C) the symbolic code

(D) the iconic code

11. The Right to Information Act, 2005 makes the provision of

(A) Dissemination of all types of information by all Public authorities to any person.

(B) Establishment of Central, State and District Level Information Commissions as an appellate body.

(C) Transparency and accountability in Public authorities.

(D) All of the above

12. The slogan “A tree for each child” was coined for

(A) Social forestry programme

(B) Clean Air programme

(C) Soil conservation programme

(D) Environmental protection programme

13. Which one of the following is the oldest Archival source of data in India ?

(A) National Sample Surveys

(B) Agricultural Statistics

(C) Census

(D) Vital Statistics

14. Which of the following is not a measure of central tendency ?

(A) Mean (B) Median

(C) Mode (D) Range

15. Which of the following sources of energy has the maximum potential in India ?

(A) Solar energy

(B) Wind energy

(C) Ocean thermal energy

(D) Tidal energy

16. Which of the following is not a natural hazard ?

(A) Earthquake

(B) Tsunami

(C) Flash floods

(D) Nuclear accident

17. One-rupee currency note in India bears the signature of

(A) The President of India

(B) Finance Minister of India

(C) Governor, Reserve Bank of India

(D) Finance Secretary of Government of India

18. Constitutionally the registration and recognition of political parties is the function performed by

(A) The State Election Commission of respective States

(B) The Law Ministry of Government of India

(C) The Election Commission of India

(D) Election Department of the State Governments

19. A hypothesis is a

(A) law (B) canon

(C) postulate (D) supposition

20. ‘World Development Report’ is an annual publication of

(a) United Nations Development Programme

(b) International Bank of Reconstruction and Development

(c) World Trade Organization

(d) International Monetary Fund

21. Panchayati Raj Institutions have

(a) three-tier basis

(b) two-tier basis

(c) four-tier basis

(d) None of the above

22. The chief aim of India’s community development project is to

(a) educate the rural population

(b) help irrigation to urban areas

(c) industrialize rural areas

(d) none of the above

23. The Forest Research Institute is located at

(a) Dehradun

(b) Baroda

(c) Guwahati

(d) Hyderabad

24. Who was the first Chairman of the Planning Commission?

(a) Dr. S. Radhakrishnan

(b) Dr. Rajendra Prasad

(c) Pt Jawaharlal Nehru

(d) None of these

25. The Planning Commission is a/an

(a) advisory body

(b) executive body

(c) Government body

(d) autonomous body

26. The principal function of NABARD is to provide finance for the promotion of

(a) agriculture

(b) small scale and cottage industries

(c) handicrafts and other rural crafts

(d) all the above

27. ‘Sal’ trees are concentrated in

(a) Tamil Nadu

(b) Assam

(c) Bihar

(d) Madhya Pradesh

28. Day and night are equal at the

(a) equator

(b) poles

(c) prime meridian

(d) Antarctic

29. Diamond mines are located in

(a) uttar Pradesh

(b) Karnataka

(c) Madhya Pradesh

(d) Gujarat

30. MacMohan line is the border between

(a) India and China

(b) India and Nepal

(c) India and Pakistan

(d) Assam and Arunachal Pradesh

31. Which one of the following states is the leading producer of tea?

(a) West Bengal

(b) Sikkim

(c) Assam

(d) Kerala

32. 'BhoodanYojana' was started by

(a) AcharyaVinobaBhave

(b) AcharyaNarendraDev

(c) Raj Narayan

(d) Medhapatekar

33. The Trade Unions Act was passed in

(a) 1992 (b) 1923

(c) 1925 (d) 1926

34. The birth rate measures the number of births during the year per

(a) 100 of population

(b) 1000 of population

(c) km of area

(d) 11,000 km of area

35. Subsidies mean

(a) payment by government for purchase of goods and services

(b) payment made by business entreprises to factories of production

(c) payment made by companies to shareholders

(d) payment made by government to business enterprises without buying any goods and services

36. India is said be in the second stage of demographic transition because

(a) both birth and death rates are high

(b) birth rate is high but death rate is declining due to improvement in health services

(c) death rates and birth rates are declining sharply

(d) None of the above

37. Community Development Programme was launched in India on

(a) 26 January 1950

(b) 14 November 1962

(c) 2 October 1952

(d) 1 April 1966

38.Matrilineal societies can be seen among -

(a) Apatanis (b) Khasi

(c) Mishing (d) Deori

39. Ali-aye-ligang is a -

(a) Festival (b) Local drink

(c) Tribe of NE India (d) Youth dormitory

40. Which one of the below is not a Fundamental Right -

(a) Right to self destruction

(b) Right to Constitutional remedies

(c) Right to freedom of religion

(d) Right to equality

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Part- D

MMC

1. The first photographic image was produced by-

   a. Wilbur Schramm ☐ b. Joseph Nicephore Niepce ☐

   c. Louis Daguerre ☐ d. Thomas Edison ☐

2. The process of forming a meaningful sentence or message to inform somebody about something is known as

   a. Feedback ☐ b. Decoding ☐

   c. Encoding ☐ d. Channel ☐

3. The model which for the first time introduced the concept of noise is

   a. Harold D Lasswell's Model ☐ b. SMCR Model ☐

   c. George Gerbner's Model ☐ d. Shannon and Weaver's Model ☐

4. Westley and McLean's Model is also known as

   a. Newcomb's Model ☐ b. Gatekeeping Model ☐

   c. Convergence Model ☐ d. SMR Model ☐

5. Agenda Setting Theory was propounded by

   a. Maxwell McCombs and Donald Shaw ☐ b. L.A Festinger ☐

   c. Dennis McQuail ☐ d. Theodore M Newcomb ☐

6. Reporting which refers to the plain presentation of facts as they have happened is known as

   a. Interpretative Reporting ☐ b. Investigative Reporting ☐

   c. Objective Reporting ☐ d. Conflict Reporting ☐

7. 'Operation Duryudhan', a sting operation was carried out in

a. 1999 ☐ b. 2005 ☐

c. 2001 ☐ d. 2014 ☐

8. Creative cutting and resizing of a photograph to improve its visual impact and quality is known as

a. Scaling ☐ b. Caption writing ☐

c. Editing ☐ d. Cropping ☐

9. The bottom middle position in the front page of a newspaper is known as

a. Middle Position ☐ b. Ear Panel ☐

c. Anchor Position ☐ d. Primary Optical Area ☐

10. The Hindi language service of PTI is known as

a. Bhasha ☐ b. Varta ☐

c. Hindustan Samachar ☐ d. Samachar Bharati ☐

11. Associated Press is an important transnational news agency of

a. U.K ☐ b. U.S.A ☐

c. Russia ☐ d. France ☐

12. In India, international satellite television was introduced by

a. BBC ☐ b. Star TV ☐

c. CNN ☐ d. NBC ☐

13. The term 'global village' was coined by

a. Rupert Murdoch ☐ b. David Attenborough ☐

c. Kenneth Clark ☐ d. Marshall McLuhan ☐

14. Gyan Darshan was launched on

a. 26th January, 2000 ☐ b. 15th March, 2002 ☐

c. 10th July, 1999 ☐ d. 31st March 2001 ☐

15. Doordarshan was de-linked from All India Radio in

a. 1964 ☐ b. 1972 ☐

c. 1968 ☐ d. 1976 ☐

16. India's first campus community radio is

a. Jnan Taranga ☐ b. Anna FM ☐

c. Radio City ☐ d. Chanderi Ki Awaz ☐

17. *Piyali Phukan* was directed by

a. Phani Sharma ☐ b. Jyoti Prasad Agarwala ☐

c. Bhupen Hazarika ☐ d. Suresh Goswami ☐

18. Unacknowledged use of another person's work usually by one person acting independently is known as

a. Plagiarism ☐ b. Copyright ☐

c. Yellow Journalism ☐ d. Sensationalism ☐

19. The Press Council of India consists of

a. 24 members ☐ b. 18 members ☐

c. 25 members ☐ d. 28 members ☐

20. The first Press Commission in India was headed by

a. G.S Rajadhyaksha ☐ b. J.R Mudholkar ☐

c. Markandey Katju ☐ d. Dr. C.P Ramaswamy Aiyer ☐

21. The first Lokayukta institution was established in India in the state of

a. Bihar ☐ b. Orissa ☐

c. Karnataka ☐ d. Assam ☐

22. Electronic text on computer, interfaced with links or pathways to other related texts is known as

a. Hypertext ☐ b. Data file ☐

c. Spread Sheets ☐ d. Hypermedia ☐

23. The chief editor of *India Today* magazine is

a. R. Gopal ☐ b. Aroon Purie ☐

c. Vinod Mehta ☐ d. Tarun Tejpal ☐

24. *The Bengal Gazette* was founded in 1780 by

a. James Silk Bukingham ☐ b. Mahatma Gandhi ☐

c. James Augustus Hicky ☐ d. Raja Ram Mohan Roy ☐

25. A system of co-operative operation between two or more newspapers of different ownership within the same premises is known as

a. Vertical Ownership ☐ b. Employee Ownership ☐

c. Joint Operation ☐ d. Group Ownership ☐

26. USP stands for

a. Unique Sales Promotion ☐ b. Unique Selective Product ☐

c. Useful Sampling Product ☐ d. Unique Sales Product ☐

27. A branch of linguistics in which the meaning of language is analysed is known as

a. Semiotics ☐ b. Sociology ☐

c. Semantics ☐ d. Sociometrics ☐

28. Facebook is an example of

a. Social Media ☐ b. Print Media ☐

c. Traditional Media ☐ d. Broadcast Media ☐

29. A form of journalism where the journalist pays the subject of the work for the right to publish their story is known as

a. Database journalism ☐ b. Yellow journalism ☐

c. Gonzo journalism ☐ d. Chequebook journalism ☐

30. A periodical publication which tries to establish regular communication between an organization and its employees is

a. Magazine ☐ b. House Journal ☐

c. Booklet ☐ d. Annual Report ☐

31. Tamasha is a robust form of folk theatre of

a. Gujarat ☐ b. Maharashtra ☐

c. Karnataka ☐ d. Assam ☐

32. *'A diamond is forever'* is the slogan of

a. DeBeers ☐ b. Kiah ☐

c. Tanishq ☐ d. Orra ☐

33. The first Indian film that was nominated for an Oscar was

a. Lagaan ☐ b. Pather Panchali ☐

c. Mother India ☐ d. Salaam Bombay ! ☐

34. Dissemination of information to a narrow audience is known as

a. Broadcasting ☐ b. Narrowcasting ☐

c. Personalcasting ☐ d. Podcasting ☐

35. The Press Institute of India is based at

a. Chennai ☐ b. New Delhi ☐

c. Mumbai ☐ d. Kolkata ☐

36. The Telecom Regulatory Authority of India was constituted in

a. 1995 ☐ b. 1996 ☐

c. 1998 ☐ d. 1997 ☐

37. Merging of different technologies in a single platform is known as

a. Divergence ☐ b. Consumerization ☐

c. Globalization ☐ d. Convergence ☐

38. In AIDA model of advertising, D stands for

a. Desire ☐ b. Diffusion ☐

c. Denotation ☐ d. Deconstruction ☐

39. India's first Mars Orbiter is

a. Mangalyaan ☐ b. Jugnu ☐

c. SARAL ☐ d. GSAT-14 ☐

40. A method of systematically coding and classifying the content of one or all of the mass media is known as

a. Depth Interview ☐ b. Content Analysis ☐

c. Survey Panels ☐ d. Probability Sample ☐