

040/2018

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. The following training aims to provide broad training to enable the trainee to take up a wide variety of tasks within his field of specialisation:
(A) demonstration (B) on-the-job training
(C) apprenticeship (D) all of the above
2. The HR plans of any organization does not includes:
(A) personnel plans (B) compensation plans
(C) production plans (D) training and development plans
3. Which training method is widely used for human relations and leadership training?
(A) role playing (B) business games
(C) case study method (D) job rotation
4. The situation in which the subordinates collude to rate high each other :
(A) logrolling (B) dialog rolling
(C) up rating (D) lenient/strict tendency
5. Comparison of on-the-job behaviour before and after training programs is classified as :
(A) measuring reaction (B) measuring learning
(C) measuring behaviour (D) measuring results
6. A systematic method to teach skills for job while presenting facts and getting feedback is called :
(A) job rotation (B) off-the-job training
(C) job instruction training (D) programmed learning
7. The dismissal of the employee that violates law of contractual arrangements stated by the employer is classified as :
(A) descriptive termination (B) distributive termination
(C) wrongful termination (D) none of these
8. The 'moving stage' in Lewin's organizational change process considers :
(A) mobilize commitment (B) reinforcement of new programs
(C) monitoring and assessing programs (D) consolidation of gains

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9. People do not attract to occupations which require affective activities is best classified as :
- (A) realistic orientation (B) artistic orientation
(C) social orientation (D) investigative orientation
10. Which of the following should employers reject as a potential selection technique, based on current evidence?
- (A) Work sample (B) Structured interview
(C) Aptitude test (D) Graphology
11. When employee's high expectations confront reality of boring job, it is called
- (A) transfers (B) promotions
(C) formal training (D) reality shock
12. Mentoring by employees dealt with :
- (A) longer span of time (B) shorter span of time
(C) resetting salary schedules (D) self-managing teams
13. The process of selectively reinforcing a response to change the behaviour of a person associated with:
- (A) behavioural modelling (B) operant conditioning
(C) education (D) learning
14. The concept in social cognitive theory that behaviour is influenced by the environment and personality, and that environment is likewise influenced by behaviour and personality, is called :
- (A) dynamic homeostasis (B) reciprocal determinism
(C) reverse interactionism (D) inverse influence
15. In the role transition process of organizational socialization, separation refers to :
- (A) marital separation
(B) organizational turnover
(C) psychologically abandoning a former role
(D) changing to a new organisation
16. Behaviour modification uses the theories of :
- (A) Abraham Maslow (B) B. F. Skinner
(C) Peter Drucker (D) Frederick Taylor

17. What is the main drawback of overcoming resistance to change through a strategy of education and communication?
- (A) tends to be resented by union leaders (B) can be very time consuming
(C) tends to breed suspicion (D) too expensive
18. In action research model of organisational development :
- (A) internal rather than external change agents are used
(B) the change agent is responsible for generating and monitoring the change strategies
(C) the change agent collaborates extensively with the client group in gathering and analysing data
(D) all data are quantitative data that are analysed statistically
19. All of the following federal laws pertain to training and development opportunities, except :
- (A) ADEA (B) ADA
(C) Title VII of the CRA (D) FLSA
20. Job enrichment involves :
- (A) adding more depth to a job
(B) broadening the scope of a job
(C) rotating the order in which the tasks are done
(D) giving feedback directly to the employee
21. A career that progresses through a series of related occupations is a :
- (A) spiral career (B) protean career
(C) transitory career (D) linear career
22. Which of the following is not an approach to industrial relations?
- (A) unitary approach (B) pluralistic approach
(C) marxist approach (D) employee's approach
23. Which of the following is not connected with employee safety and health?
- (A) The Factories Act, 1948
(B) The Mines Act, 1952
(C) The Payment of Bonus Act, 1965
(D) The Dock Workers (Safety, Health And Welfare) Act, 1986
24. Which one of the following is not a welfare provision under Factories Act, 1948?
- (A) canteen (B) crèches
(C) first aid (D) drinking water

25. Under the Payment of wages Act, 1936 payment of wages of establishments employing not more than 1000 employees shall be paid within of the wage month :
- (A) 10 days (B) 7 days
(C) 2 days (D) 15 days
26. An employee is eligible to get bonus under the Payment of Bonus Act, 1965 if he had worked for not less than _____ days in the preceding year.
- (A) 30 (B) 240
(C) 160 (D) 190
27. Employees Provident Fund Arid Miscellaneous Provisions Act. 1952 is applied to establishments employing not less than :
- (A) 10 employees (B) 20 employees
(C) 50 employees (D) 100 employees
28. _____ absolves the employer's liability under the Maternity Benefit Act and Workmen's Compensation Act.
- (A) Employees Provident fund Act
(B) Industrial Employment (Standing Order) Act
(C) Employees State Insurance Act
(D) Industrial Disputes Act
29. An inclination to do something good for others can influence the employers to undertake welfare facilities. This is the assumption of the _____ theory.
- (A) Religious theory (B) Policing theory
(C) Appeasement theory (D) Benevolence theory
30. The labour or industrial problems increased when major industries came into existence followed by technology of mass production in the early :
- (A) 18th century (B) 19th century
(C) 21st century (D) 20th century
31. Under the PF Act, 1952 "Insurance Fund" means :
- (A) Unit Linked Insurance Plan
(B) Deposit Linked Insurance Fund
(C) Employees' Group Accident Insurance
(D) Medical Insurance Fund

32. Section 2(11) of the PF Act, 1952 defines :
- (A) Superannuation (B) Annual Salary
(C) Scheme Policies (D) Recovery
33. Which one of the following is not a machinery for settlement of Industrial Disputes under the Industrial Disputes Act, 1947?
- (A) Conciliation Officer (B) Board of Conciliation
(C) Collective Bargaining (D) Labour Court
34. 'First come last go and last come first go' is the principle of :
- (A) Lay-off (B) Closure
(C) Retrenchment (D) Dismissal
35. In order to qualify for sickness benefit, the insured worker is required to contribute for _____ days in a contribution period of 6 months.
- (A) 91 days (B) 78 days
(C) 75 days (D) 60 days
36. The Royal Commission on Labour examined which of the two States' Maternity Benefit Acts and recommended enactment of similar laws all over the country?
- (A) Bombay and Madhya Pradesh (B) Madras and Mysore
(C) Bihar and Bengal (D) Punjab and Assam
37. Payment of Gratuity Act, 1972 is applicable to every shop or establishment within the meaning of any law for the time being in force in relation to shops and establishment in a State, in which _____ persons are or were employed on any day in the preceding 12 months.
- (A) 10 or more persons (B) 20 or more persons
(C) 30 or more persons (D) None of the above
38. _____ tool is used in performance appraisal measurement which distribute ratings of performance along bell shaped curve is classified as :
- (A) graphic rating scale (B) ranking
(C) forced distribution (D) checklist scale
39. Systematic procedure of gathering and analyzing information of context and content regarding human requirements is classified as :
- (A) job mobility (B) job affirmation
(C) job compression (D) job analysis

40. Benefit offered to employee voluntarily by employers who had lost their jobs is classified as :
- (A) Severance pay (B) Lump sum pay
(C) Unemployment pay (D) Insurance option
41. The 15th All India Public Relations Conference was held in :
- (A) 1991 (B) 1992
(C) 1993 (D) 1994
42. Who proposed the Symmetrical Model of Public Relations?
- (A) J.M. Grunig (B) Edward Bernays
(C) Ivy Lee (D) Edward J Robinson
43. The PR tool which is also known as a flyer or a folder?
- (A) Annual Report (B) Printed Literature
(C) Direct Mail (D) Brochure
44. Which is considered as the troika in PR Communication?
- (A) Employees, Company, image (B) Message, Medium, Audience
(C) Identity, Brand, Corporate (D) Profit, Cost, Risk
45. Hill and Knowlton is a leading PR consultancy in :
- (A) UK (B) France
(C) USA (D) Germany
46. Name the theory propounded by Abraham Maslow :
- (A) Exchange Theory (B) Hierarchy of Needs
(C) Structural Functional Theory (D) Conflict Theory
47. According to McLuhan television is a ————— medium.
- (A) cool (B) hot
(C) lukewarm (D) molten
48. Who authored the book 'The Fall of Advertising and the Rise of PR'?
- (A) Paul Argenti and Janis Forman (B) Al Ries and Laura Ries
(C) Erik Kiirschbaum (D) Joy C Gorden
49. Goebbels described ————— as a "instrument of politics, a power for social control".
- (A) Public Relations (B) Branding
(C) Propaganda (D) Conflict

50. PR gives an early warning system to help anticipate trends. Who developed this definition after collecting scores of definitions?
- (A) Grunig and Hunt (B) Crable and Vibbert
(C) Joy C Gorden (D) Dr Rex F Harlow
51. Name the factor which is not included in the Promotion Mix :
- (A) Price (B) Profit
(C) Product (D) Place
52. When did Edward L Bernays write 'Crystallizing Public Opinion'?
- (A) 1920 (B) 1922
(C) 1923 (D) 1924
53. American Revolution had sown the seeds of Public Relations in the US. Name the slogan of American Revolution which had spoken of the power of the people?
- (A) No taxation without representation (B) Liberty, Equality and Fraternity
(C) The medium is the message (D) Vox populi vox Dei
54. International Public Relations Association (IPRA) was formed in the year :
- (A) 1952 (B) 1953
(C) 1954 (D) 1955
55. Name the term used to denote the slang for the information passed among employees that has not been officially circulated by the company?
- (A) grapevine (B) gossip
(C) rumour (D) cock and bull story
56. Who had been recently conferred with the prestigious 'ND Rajpal Memorial Award' for 'The Communicator of the Decade-2017'?
- (A) Radhika Shapoorjee (B) Suresh Vaidyanathan
(C) Seema Ahuja (D) Indra Nooyi
57. The National Association of PR practitioners was established in :
- (A) 1960 (B) 1955
(C) 1972 (D) 1958
58. Theme of the 38th National PR Conference held between Dec 16-18, 2016 at Kolkata?
- (A) Digital India
(B) Young India and Communication Revolution
(C) Media Convergence
(D) Youth and Culture

59. What does the letter A stand for in John Marston's RACE model?
 (A) Activity (B) Approach
 (C) Agility (D) Action
60. Which is the most powerful cost-effective method of publicity?
 (A) Direct Mail (B) Exhibition
 (C) Open Day (D) Special Event
61. People should be either 'caressed or annihilated', says :
 (A) Winston Churchill (B) Machiavelli
 (C) Margaret Thatcher (D) Hitler
62. Name the quarterly journal of Public Relations Society of India (PRSI)?
 (A) PR News (B) PR Musings
 (C) PR Vartha (D) Public Relations
63. Which is often seen at shop floors of organizations in various formats and sizes?
 (A) Bulletin Boards (B) Closed-circuit television
 (C) Brochure (D) Annual Report
64. Expand JPEG.
 (A) Joint Photographers Expert Group
 (B) Joint Programme of Electronic Governance
 (C) Joint Picture Editors' Group
 (D) Joint Public Employees' Group
65. Which are the three levels at which human communication could be analyzed?
 (A) Opinion, Attitude, Response
 (B) Impulse, Attitude, Cognition
 (C) Knowledge, Attitude, Behaviour
 (D) Response, Impact, Behaviour
66. Who proposed the three persuasive approaches in politics?
 (A) Plato (B) Cicero
 (C) Quintilian (D) Aristotle
67. Earthquakes and accidents pertain to which type of crises :
 (A) continuing crises (B) exploding crises
 (C) building crises (D) immediate crises

68. What is ANSHI?
- (A) Initiative by Infosys to spread awareness about sexual harassment
 - (B) Initiative to create awareness about AIDS
 - (C) Initiative which gives awareness about natural disasters
 - (D) Initiative to prevent contagious diseases
69. In the early 1980s a successful multinational company became a victim of rumours that it was in 'league with the satan'. Name the company.
- (A) Tata Consultancy Services
 - (B) McDonald's
 - (C) Procter and Gamble (P&G)
 - (D) Starbucks
70. How many points make one pica?
- (A) 36 points
 - (B) 12 points
 - (C) 24 points
 - (D) 72 points
71. Who suggested that it's always a good idea to anticipate the worst for one's organization so that one is on guard?
- (A) Edward Bernays and Ivy Lee
 - (B) Cicero and Quintilian
 - (C) Shearlean Duke and Lynne Masland
 - (D) Scott M Cutlip and Allan H Center
72. What is Silk Screen?
- (A) a synonym for film
 - (B) a synonym for mobile phone
 - (C) a group of celebrities
 - (D) a print making technique
73. Identify one of the time-tested core functions of a corporate?
- (A) Produce Profit
 - (B) Manage Reputation
 - (C) Create Identity
 - (D) Build the Brand
74. _____ reflected the expression of character in the discourse — an appeal to credibility or authority.
- (A) pathos
 - (B) ethos
 - (C) logos
 - (D) omega

75. Grunig and Hunt have reckoned 1960s as the era of :
- (A) Entertaining Employees (B) Informing Employees
(C) Open Communication (D) Persuasion
76. According to the Oxford Dictionary, what represents a 'turning point, especially of disease, time of danger or suspense in politics, commerce etc.?'
- (A) tragedy (B) disaster
(C) chaos (D) crisis
77. The Code of Athens was adopted by the International Public Relations Association in :
- (A) 1964 (B) 1965
(C) 1963 (D) 1962
78. Identify the factor which is not an ingredient in the Design Principle :
- (A) synergy (B) balance
(C) unity (D) proportion
79. The first All India PR Conference was held in 1968 in :
- (A) Kolkata (B) Ahmedabad
(C) New Delhi (D) Mumbai
80. S Watson Dunn considers _____ more important in designing PR messages than the 'enunciation of ideas, the propounding of truth, the statement of fact and the expression of emotion'.
- (A) values (B) harmony
(C) perception (D) co-ordination
81. Kaziranga National park is located in :
- (A) Haryana (B) Uttar pradesh
(C) Assam (D) Jammu and Kashmir
82. Who is the chairman of the Loksabha?
- (A) President (B) Vice President
(C) Prime Minister (D) Speaker
83. Gaurav Bidhuri is associated with which sports :
- (A) Boxing (B) Chess
(C) Weight lifting (D) High jump

84. Ezhava memorial was in :
- (A) 1891 (B) 1924
(C) 1896 (D) 1932
85. Hunter commission under W.W. Hunter was appointed in :
- (A) 1857 (B) 1864
(C) 1882 (D) 1888
86. The book “The Ministry of utmost Happiness” is written by:
- (A) Abhirup Bhattacharya (B) Arundhati Roy
(C) Surya Prakash (D) Jairam Ramesh
87. First printing press in Kerala was started at :
- (A) Alappuzha (B) Thiruvananthapuram
(C) Kozhikodu (D) Kottayam
88. The President of India Shri Ram Nath Kovind is born in :
- (A) Uttar Pradesh (B) Bihar
(C) Rajastan (D) Gujarat
89. ‘Chandala Bhikshuki’ was the famous work of :
- (A) Kumaranasan (B) Vallathol Narayana Menon
(C) Ulloor S. Parameswara Iyer (D) Kesav Dev
90. The social reformer who conducted Pantibhojanam for the first time in India :
- (A) Ayyankali (B) Dr. Palpu
(C) Pandit Karuppan (D) Thycaud Ayya
91. The British Governor General who partitioned the province of Bengal in 1905 :
- (A) Lord Minto (B) Lord Irwin
(C) Lord Curzon (D) Lord Dufferin
92. Who was the chairman of the constitution Drafting committee in India?
- (A) Jawaharlal Nehru (B) B.R. Ambedkar
(C) K.M. Munshi (D) Sardar Vallabhai Patel

93. The first President of SNDP was :
- (A) Kumaranasan (B) C.V. Kunjiraman
(C) Sree Narayana Guru (D) C. Kesavan
94. The author of the novel 'Agnisakshi' :
- (A) T.A. Raja Lakshmi (B) O.V. Vijayan
(C) N.S. Madavan (D) Lalithambika Anthorjanam
95. World Environment Day :
- (A) June 5 (B) June 8
(C) August 5 (D) August 8
96. Who was known as Father of Indian Printing?
- (A) Lord Delhousie (B) James Hickey
(C) D.N. Wadia (D) James Princep
97. Who is known as 'Kerala Valmeeki'?
- (A) Ulloor S. Parameswara Iyer
(B) Vallathol Narayana Menon
(C) G. Sankara Kurup
(D) Kerala Varma Valiyakoyi Thampuran
98. Present Chair person of National commission for women (2017 July) :
- (A) Lalitha Kumaramangalam (B) Mamta Sharma
(C) Hemalatha Khersa (D) Charu Wali Khanna
99. The first female judge is India :
- (A) Justice M.S. Fathima Beevi (B) Justice Leela Seth
(C) Justice Corenelia Sorabji (D) Justice Anna Chandy
100. Atma Vidya Sangham was founded by :
- (A) Ayyankali (B) Vagbhatananda
(C) Dr. Palpu (D) G.P. Pillai

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