

136/2015

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. Communication is derived from the Latin noun :
(A) Communis (B) Communism
(C) Mechanism (D) Community
2. Interpersonal Communication is :
(A) Communication within oneself
(B) Communication between a group of People
(C) Communication between two persons
(D) Communication between media and People
3. Grapevine is _____ type of Communication.
(A) Formal (B) Informal
(C) Real (D) Telephonic
4. Commercial theory is also known as :
(A) Play theory (B) Multistep theory
(C) Two step theory (D) Laissez faire theory
5. Which one of the following is not an operating system?
(A) MS-Dos (B) Windows XP
(C) Bing (D) Windows 8
6. Computer language used on internet is :
(A) PASCAL (B) Java
(C) Basic (D) Logo
7. CSS stands for :
(A) Comprehensive style sheets (B) Collecting style sheets
(C) Comparative style sheets (D) Cascading style sheets

8. Extension of CPU :
- (A) Central processing Unit (B) Central Position Unit
(C) Central point Unit (D) Central programme Unit
9. The term used for transferring files from one computer to another computer or server :
- (A) Download (B) Decode
(C) Encode (D) Upload
10. Father of 'www' is :
- (A) Tim Berners Lee (B) Charles Babage
(C) Zukker Berg (D) Berelson and Steiner
11. The file extension of MS-WORD document in office 2007 is :
- (A) .pdf (B) .docx
(C) .doc (D) .txt
12. Identify the IP address from the following :
- (A) 300.215. 317.3 (B) 202.50.20.148
(C) 301.215 @ 428.52 (D) 200-30-10-100
13. Binary equivalent of decimal number 45 is :
- (A) 101101 (B) 100011
(C) 110001 (D) 110101
14. Which day is observed as National PR Day in India?
- (A) May 21 (B) March 21
(C) April 21 (D) June 21
15. Who is the father of PR?
- (A) Ivy Lee (B) Georgina Cavendish
(C) Abraham Maslow (D) Scott Cultip
16. Name the first PR agency :
- (A) Public Relation Society (B) The Publicity Bureau
(C) Legislation Public Relations (D) None of these