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

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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
17. The first All India Public Relations Conference was held at New Delhi on:
   (A) 22 August 1967  (B) 18 June 1958
   (C) 10 May 1969    (D) 21 April 1968

18. In Public Information model of public relations, importance is given to:
   (A) Truth    (B) Reception
   (C) Fair deal (D) Impact

19. __________ is the basis of Public Relations, advocated by the English Philosopher, Jeremy Bentham.
   (A) Religious morality    (B) Internationalism
   (C) Utilitarianism         (D) Stakeholder benefit

20. D.T.P means:
   (A) Desk Top Printer   (B) Desk Tips Printer
   (C) Desk Top Publisher (D) None of the above

   (A) Letters    (B) Space
   (C) Fog        (D) Snow

22. In offset printing, the plate image is transferred to:
   (A) Internet    (B) Paper sheet
   (C) Printer     (D) Rubber blanket

23. The word Stringer is used for:
   (A) Part-time-Reporter (B) Writer
   (C) Reporter         (D) Journalist

24. What is NFDC?
   (A) National Facebook Development Corporation
   (B) National Forest Development Corporation
   (C) National Film Development Corporation
   (D) National Fisheries Development Corporation

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25. The Spine of a book is it:
   (A) Binding edge where the forms are joined
   (B) Content Page edge joined
   (C) Cover Page
   (D) First page

26. Which one of the following is an indication of the quality of a research journal?
   (A) Index factor
   (B) Impact factor
   (C) Content factor
   (D) Page factor

27. Simple Random Sampling is also known as:
   (A) Preparation Sampling
   (B) Deliberate Sampling
   (C) Chance Sampling
   (D) Determining Sampling

28. The Purpose of research is to:
   (A) Discover answers to questions
   (B) To study the subject
   (C) To see the issues
   (D) To settle the Problems

29. Principles of Replication states:
   (A) Experiment is research
   (B) Experiment states
   (C) Experiment repeated more than twice
   (D) Experiment repeated more than once

30. MDS means what?
   (A) Multi Design Sample
   (B) Multi Design Search
   (C) Multi Dimensional Scaling
   (D) Multi Design Scale

31. Observation method is the most commonly used method specially studies relating to:
   (A) Behavioural Sciences
   (B) Experiment Sciences
   (C) Psychological Sciences
   (D) Determination factor

32. The name of L.L Thurstone is associated with:
   (A) Arbitrary Scales
   (B) Method of rank order
   (C) Differential Scales
   (D) Method of classification

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33. The Headline of the story is given over the nameplate of the Newspaper is called:
   (A) Overline
   (C) Strapline
   (B) Skyline
   (D) Baseline

34. PTI stands for:
   (A) Press Trinity of India
   (C) Press Trust of India
   (B) Propaganda Technology of India
   (D) Propaganda Trinity of India

35. Bennet and Coleman Publishers which newspaper?
   (A) The Hindu
   (C) Deccan Chronicle
   (B) The New Indian Express
   (D) The Times of India

36. Who is known as the Father of Indian Cinema?
   (A) Dada Saheb Phalke
   (C) Spencer Wilson
   (B) J.C. Daniel
   (D) Dr. S.M. Mohsin

37. The Newspaper 'Kesari' was founded by:
   (A) Frankfurt
   (C) Lokmanya Bal Gangadhar Tilak
   (B) RajaRam MohanRoy
   (D) Subash Chandra Bose

38. The Vernacular Press Act (1878) was also called:
   (A) Full Control Law
   (C) Press Information Act
   (B) Gagging Act
   (D) Lytton's Act

39. Amrit Bazar Patrika was first published in:
   (A) 1867
   (C) 1875
   (B) 1868
   (D) 1878

40. Who differentiated between Hot & Cold Messages?
   (A) Gutenberg
   (C) Marshal Mc Luhan
   (B) Wilbur Schramm
   (D) Vel Geilgnd

41. DAB means:
   (A) Digital Audio Broadcasting
   (C) Digital Analogue Box
   (B) Digital Audio Box
   (D) Digital Analogue Broadcasting
42. Who invented the Radio?
   (A) Charles Babbage (B) Tim Berners Lee
   (C) Alexander Graham Bell (D) Guglielmo Marconi

43. F.M stands for:
   (A) Frequent Movement (B) Frequent Music
   (C) Frequency Modulation (D) Frequency Monitor

44. When was the Vividh Bharati Service started?
   (A) 2nd October 1957 (B) 1st October 1958
   (C) 3rd November 1966 (D) 2nd November 1966

45. Commercials were introduced on All India Radio in:
   (A) 1968 (B) 1973
   (C) 1978 (D) 1967

46. India Broadcasting Service was set up in:
   (A) 1928 (B) 1930
   (C) 1932 (D) 1948

47. Headquarters of Akashavani’s National Channel is located in:
   (A) Indraprastha Bhavan, New Delhi
   (B) Parliament Street, New Delhi
   (C) Art Gallery Building
   (D) Jawaharlal Nehru Stadium, New Delhi

48. Who is a Cub?
   (A) Article Writer (B) Short story writer
   (C) An untrained reporter (D) The managing editor of a magazine

49. The book “Childhood and Society was written by:
   (A) Erik Erikson (B) Miller
   (C) Sigmund Frued (D) Alfred Adler

50. the place where the on-air signal is controlled.
   (A) VTR (B) CPR
   (C) TRP (D) MCR
51. What is DAT?
   (A) Digital Analogue Transmitter          (B) Digital Audio Tape
   (C) Direct Analogue Transmitter           (D) Digital Audio Transmitter

52. Which of the Indian agency was a subsidiary of Reuters?
   (A) PTI                                  (B) UNI
   (C) AFP                                  (D) API

53. PTC is also known as:
   (A) Piece to Camera                      (B) Production Tape Controller
   (C) Piece to Cinema                      (D) Production Tape Connector

54. The medium shot of the camera is up to the:
   (A) Knees of the Subject                 (B) Shoulder of the Subject
   (C) Waist of the Subject                 (D) Feet of the Subject

55. Names or bits of information superimposed on the TV screen is called:
   (A) Stand-Up                             (B) Beat Reporting
   (C) Sky-writing                          (D) Supers

56. What is meant by CU?
   (A) Close Unit                           (B) Close Up
   (C) Cash Unit                            (D) Call Unit

57. Which is the supreme medium to express yesterday, today and tomorrow with its own unique language?
   (A) TV                                   (B) Radio
   (C) Internet                             (D) Cinema

58. Which are the two events responsible for the growth of Indian Advertising Agencies in the early twentieth Century?
   (A) Swadeshi Movement and Rotary linotype machine
   (B) Freedom of Press and Offset Printing
   (C) Advertising agency and Advertisers
   (D) Open market and Advertisers
59. What is AAAI?
   (A) American Agency Association of Institute
   (B) Advertising and Ad Campaign Association
   (C) American Association Agencies of Institute
   (D) Advertising Agencies Association of India

60. In which year IENS was set up?
   (A) 1940 (B) 1939
   (C) 1937 (D) 1945

61. Which type of Advertising Provides valuable information in a dry matter of fact manner?
   (A) Industrial Ad (B) Corporate Ad
   (C) Classified Ad (D) Institutional Ad

62. AIDA stands for :
   (A) Attention Information Desire Action
   (B) Action Interest Desire Attraction
   (C) Attract Interest Desire Action
   (D) Attention Interest Desire Action

63. The Indian Society of Advertisers was formed in :
   (A) 1951 (B) 1955
   (C) 1950 (D) 1954

64. Advertising Agencies able to handle all phases of Advertising Process for its client is called :
   (A) Specialized Agencies (B) Full service agencies
   (C) In house Agencies (D) Creative Boutique

65. What can be called as a battle cry in the field of sales and marketing?
   (A) Headings (B) Layout
   (C) Slogan (D) Body Copy

66. When an Audio Message resonates in the listeners mind, it is called ?
   (A) Imagination process (B) Echoic retention
   (C) One-on-one Relationship (D) Dangler POP
67. First Press Commission was constituted on:
   (A) 20th October 1954  (B) 25th October 1953
   (C) 27th October 1951  (D) 23rd September 1952

68. Press Institute of India was established on:
   (A) 1963  (B) 1961
   (C) 1962  (D) 1960

69. ‘Nose for News’ means:
   (A) Publish reports  (B) Interpretative News
   (C) Objective News  (D) Senses material for News

70. Contempt of Court Act was established on:
   (A) 1970  (B) 1971
   (C) 1972  (D) 1973

71. Right to Information Act came in to being on:
   (A) 2001  (B) 2004
   (C) 2000  (D) 2005

72. ________ was passed in Indian Parliament with the intention of net censorship.
   (A) Right to Information Act  (B) Contempt of Court Act
   (C) The Information Technology Act  (D) Copyright Act

73. What aims at preventing publication of Publications harmful to young persons?
   (A) Indecent Publications Act  (B) Young Person’s Act
   (C) Young Press Persons Act  (D) You are Safe Act

74. Press Council of India Consist of ________ members.
   (A) 26  (B) 25
   (C) 21  (D) 28

75. Name the author of the book ‘The Fall of Advertising and the Rise of PR’:
   (A) Al Ries and Laura Ries  (B) Cultip and Center
   (C) Joy C. Gorden  (D) Gable and Vibbert
76. The PR theory proposed by Peter M. Blau and Richard M. Emerson:
   (A) Structural and functional theory
   (B) Conflict theory
   (C) Social Exchange theory
   (D) Symbolic Inter Actionism

77. Which movie is not by Adoor Gopalakrishnan?
   (A) Swayamvaram
   (B) Utharayanam
   (C) Elipathayam
   (D) Mathilukal

78. Who is the primary source of News for a Newspaper?
   (A) Editor
   (B) Reporter
   (C) Layout artist
   (D) Newspaper agent

79. Father of modern Advertising:
   (A) James Dickson
   (B) David Ogily
   (C) Thomas Baratt
   (D) Wilson M. Peter

80. 'Rhetoric' as the basis of better communication was emphasised by:
   (A) Aristotle
   (B) Wilbur Schramm
   (C) Marshal Mc Luhan
   (D) Berlo

81. Guilt Edged market deals with:
   (A) Government security or securities guaranteed by Government
   (B) Gold loan
   (C) Securities not listed on stock exchanges
   (D) Export or Import

82. Who headed the committee formed on 3rd February to study the demand of statehood for Telungana?
   (A) Justice M.K. Mukharjee
   (B) Dr.P.V. Rajamannar
   (C) Justice Jacob Benjamin
   (D) Justice B.N. Srikrishna

83. Who termed the 1919 reforms as "dissatisfying disappointing and a sun without morning"?
   (A) Subhas Chandra Bose
   (B) Bal Gangadhar Tilak
   (C) Dadabhai Naoroji
   (D) Arabindo Ghosh
84. 'Bharath Matha' is a well-known painting of:
   (A) Benode Bihari Mukherjee  (B) Raja Ravi Varma
   (C) Nanda Lal Bose       (D) Rabindranath Tagore

85. The soil which is most suitable for the cultivation of Tea:
   (A) Alluvial soil  (B) Black soil
   (C) Laterite soil   (D) Red soil

86. "Make Namboothiri a human being" was the slogan of:
   (A) Atma Vidya Sangham  (B) Sadhu Jana Paripalana Yogam
   (C) Samatva Samajam   (D) Yogakshema Sabha

87. Lubit, Subansiri, Tista, Manas are the main tributaries of which of the following rivers:
   (A) Indus  (B) Brahmaputra
   (C) Ganga  (D) Sutlej

88. 'Round Revolution' was introduced to raise the production of:
   (A) Potato  (B) Tomato
   (C) Orange   (D) Onion

89. "Mokshapradipam" is a famous work of:
   (A) Vaikunta Swami  (B) Swami Vagbhātana
   (C) Chattampi Swamikal  (D) Brahmananda Sivayogi

90. According to Human Development Report 2010 HDI (Human Development Index) value is:
   (A) 0.619  (B) 0.519
   (C) 0.419  (D) 0.717

91. Under which Constitutional Amendment Education became Fundamental Right?
   (A) 84th Amendment  (B) 85th Amendment
   (C) 86th Amendment   (D) 87th Amendment

92. Which climatic region has the characteristic like low rainfall, dry climate with high and low temperatures?
   (A) Tropical climate  (B) Desert climate
   (C) Tundra climate   (D) Monsoon climate
93. Name the author of the recently published book “The Accidental Prime Minister” :
   (A) V.N. Datta  (B) Chethan Bhagath
   (C) Sanjaya Baru  (D) Sudeep Sen

94. Bihar, Rajasthan and Uttar Pradesh are the three states among the ‘BIMARU States’. Spot the missed one :
   (A) Meghalaya  (B) Manipur
   (C) Maharashtra  (D) Madhya Pradesh

95. The Indian Independent Act came into force on :
   (A) 15th August 1947  (B) 18th July 1947
   (C) 14th June 1947  (D) 9th August 1947

96. An Indian Classical Art form which is a blend of both Hindustani Music and Mughal Culture?
   (A) Odissi  (B) Sattriya
   (C) Kathak  (D) Manipuri

97. Who is regarded as ‘The Prophet of Indian Nationalism’?
   (A) Mahadev Desai  (B) Raja Ram Mohan Roy
   (C) Vinoba Bhave  (D) Gopal Krishna Gokhale

98. Clouds which seen as white sheets in horizontal planes are :
   (A) Stratus clouds  (B) Nimbus clouds
   (C) Cirrus clouds  (D) Cumulus clouds

99. Who won the 2014 Pulitzer prize for his collection – 3 sections’?
   (A) Sidhartha Mukherjee  (B) Gobind Behari Lal
   (C) Geeta Anand  (D) Vijay Seshadri

100. The 2014 Winter Olympic game were held in which Russian City :
   (A) Moscow  (B) St.Petersburg
   (C) Kirov  (D) Sochi