

097/21

Question Booklet Alpha Code

A

Question Booklet Sl. No.

A

Total Number of Questions : 100

Time : 75 Minutes

Maximum Marks : 100

INSTRUCTIONS TO CANDIDATES

1. The Question Paper will be given in the form of a Question Booklet. There will be four versions of Question Booklets with Question Booklet Alpha Code viz. **A, B, C & D**.
2. The Question Booklet Alpha Code will be printed on the top left margin of the facing sheet of the Question Booklet.
3. The Question Booklet Alpha Code allotted to you will be noted in your seating position in the Examination Hall.
4. If you get a Question Booklet where the alpha code does not match to the allotted alpha code in the seating position, please draw the attention of the Invigilator **IMMEDIATELY**.
5. The Question Booklet Serial Number is printed on the top right margin of the facing sheet. If your Question Booklet is un-numbered, please get it replaced by new Question Booklet with same alpha code.
6. The Question Booklet will be sealed at the middle of the right margin. Candidate should not open the Question Booklet, until the indication is given to start answering.
7. Immediately after the commencement of the examination, the candidate should check that the Question Booklet supplied to him/her contains all the 100 questions in serial order. The Question Booklet does not have unprinted or torn or missing pages and if so he/she should bring it to the notice of the Invigilator and get it replaced by a complete booklet with same alpha code. This is most important.
8. A blank sheet of paper is attached to the Question Booklet. This may be used for rough work.
9. **Please read carefully all the instructions on the reverse of the Answer Sheet before marking your answers.**
10. Each question is provided with four choices **(A), (B), (C)** and **(D)** having one correct answer. Choose the correct answer and darken the bubble corresponding to the question number using Blue or Black Ball Point Pen in the OMR Answer Sheet.
11. **Each correct answer carries 1 mark and for each wrong answer 1/3 mark will be deducted. No negative mark for unattended questions.**
12. No candidate will be allowed to leave the examination hall till the end of the session and without handing over his/her Answer Sheet to the Invigilator. Candidates should ensure that the Invigilator has verified all the entries in the Register Number Coding Sheet and that the Invigilator has affixed his/her signature in the space provided.
13. Strict compliance of instructions is essential. Any malpractice or attempt to commit any kind of malpractice in the Examination will result in the disqualification of the candidate.

A

097/21

A

1. The primary role of an independent press in a free and democratic society is
 - A) provide news that is fair, balanced and accessible to all people
 - B) maintain social order by publishing stories that promote democratic values
 - C) manage the way in which information is disseminated and presented to the public
 - D) entertain audiences while supplying them with timely information on their communities
2. Bias is most likely to appear in a news story when
 - A) the reporter relies on multiple sources and gives abundant time or space to all sides of a controversy
 - B) the reporter's story is reviewed by a large number of editors and supervisors
 - C) the reporter is writing about people she or he has known for some time
 - D) the reporter relies on one source or gives disproportionate time or space to one side of a controversy
3. If a Jewelry shop owner ran an advertisement that used the name or likeness of a movie star without the star's permission, this would be the basis for which type of invasion of privacy suit ?
 - A) Intrusion
 - B) Misappropriation
 - C) Publicity to private facts
 - D) False light
4. The method of electronically documenting an interview with a source without the source's knowledge is
 - A) sneaky but expected of reporters
 - B) easier than asking permission
 - C) devious and unfair
 - D) essential for accurate reporting
5. Photojournalists see the use of computer software to alter images as comparable to
 - A) cropping photos or increasing the contrast in the image
 - B) the artistic license novelists take with facts
 - C) a reporter's making up facts for a news story
 - D) a mild form of exaggeration
6. In weighing the value of publishing a story, journalists should consider harms and benefits and publish the story if it
 - A) harms more people than it benefits
 - B) would attract an audience no matter how many benefit
 - C) would attract an audience no matter how many are harmed
 - D) benefits more people than it harms
7. One of the most powerful ways reporters use computers in news gathering is to
 - A) analyze electronic databases
 - B) conduct Google searches
 - C) email sources
 - D) follow news stories in other publications on the Web
8. Feature story writers should avoid ending their stories with
 - A) an anecdote
 - B) a quotation
 - C) a summary
 - D) some detail that evokes the lead

9. The prewriting of graphic technique, the provision of process representation and the manipulation of the order of steps is known as
 - A) story boarding
 - B) flowcharting
 - C) outlining
 - D) procedure
10. "Communication is a process" means
 - A) we must adapt to inevitable change when we communicate with others
 - B) no relationship stands still, frozen in time
 - C) we can understand messages from other individuals by carefully examining a single word, phrase or sentence
 - D) both (A) and (B)
11. All of the following are barriers to effective communication except
 - A) Communication overloads
 - B) Improper timing
 - C) Eliminate noise
 - D) Distortion of information
12. Based on empirical results on gender differences in the pattern of communication, all of the following are considered to be significant differences in gender communication except
 - A) Women are more likely to use a gentle expletive, while men tend to be harsher
 - B) Men are more interested than women in calling attention to their accomplishment or hogging recognition
 - C) Women want empathy, not solution
 - D) All of the above are correct difference based on research findings
13. According to Daniel Bell, the main driving force in the shift to "postindustrial" society is
 - A) Media literacy
 - B) Satellite communication
 - C) Computer literacy
 - D) Scientific knowledge
14. Opinion leaders and opinion formers are an integral part of which model of communication ?
 - A) Relational
 - B) Influencer
 - C) Linear
 - D) Interactional
15. What are the two particular influences on the communication process ?
 - A) media and people
 - B) culture and technology
 - C) systems and people
 - D) media and technology
16. The simplified communication model (1954) by Wilbur Schramm has three main communication components. Which of the following is not included in his simplified model ?
 - A) A message or signal, which is transmitted
 - B) A destination, where receiver decodes it
 - C) Source
 - D) A source, who encodes
17. Technological determinism is the presumption that
 - A) Technology causes certain human behaviors
 - B) Soon inventors will develop the ultimate device to improve life
 - C) Technology is glorified too much and man should not rely too much on it
 - D) All of the above

18. In a variety of instances, media theories have had significant consequences. One of the approaches is
- A) Theories give us a heads-up on what to purchase
 - B) Media theories help us organize and make sense of the world and our understanding of the world
 - C) Theories help us to identify the deep thinkers in our world
 - D) All of the above
19. PR professionals develop, execute and evaluate organisational programs that promote the exchange of influence and understanding
- A) among an organisations constituent parts and publics
 - B) so that hostile publics can be silenced
 - C) in an attempt to make sure organisational secrets are not leaked
 - D) when initial attempts to cover up negative news fail
20. Corporate advertising relies on
- A) recruitment
 - B) organisational personality
 - C) product personality
 - D) brand personality
21. Which set of characteristics most accurately describe PR ?
- A) Low cost, low credibility, high control
 - B) Low cost, high credibility, low control
 - C) High cost, high credibility, low control
 - D) High cost, low credibility, high control
22. Public relations typically do not have responsibility for which one of the following ?
- A) Monitoring awareness inside and outside the organization
 - B) Counseling management on policy
 - C) Improving product design and packaging
 - D) Analyzing the impact of policies on publics
23. In recent years social media has had a significant influence on public relations activities. In which of the following areas, the impact been greatest and experienced most immediately ?
- A) politics
 - B) retail business
 - C) small business
 - D) non-profits
24. Despite its potential strengths, public relations is often characterised as an
- A) unethical business
 - B) marketing stepchild
 - C) corrupt practice
 - D) cost drain that is not fruitful
25. Message control through sponsorship is
- A) moderate
 - B) hard
 - C) variable
 - D) easy
26. CSR is positively correlated with revenue and profit because
- A) Consumers respond positively to links between the organization and ethical and environmentally acceptable outcomes
 - B) Consumers do not respond positively to links between the organization and ethical and environmentally acceptable outcomes
 - C) An increase in demand will reduce revenue and profitability
 - D) Being ethical costs money

27. In developing a Crisis Communications Plan, it is a good idea to
- A) hire a public relations firm, as only a professional will be able to handle such responsibility
 - B) write each message “from scratch” at the time, because all crises are different
 - C) write for a professional audience, so that the well-educated parents will think you are credible
 - D) be sure your statements are in the necessary languages for your audiences to comprehend
28. Which of the following statement/statements is/are correct, with reference to the historical milestones of broadcasting in India ?
- i. The first regular radio service was inaugurated in India by the Indian Broadcasting Company with the opening of the Bombay Station on July 23, 1927.
 - ii. The Indian Broadcasting Company came about seven months after the creation of the British Broadcasting Corporation in the UK as a publicly funded organisation with John Reith as its first director general.
 - iii. The Indian Broadcasting Company, went into liquidation by March 1930.
- A) Only i and iii are correct
 - B) Only ii and iii are correct
 - C) i, ii and iii are correct
 - D) Only i and ii are correct
29. Modulation of a sine wave or carrier by varying its frequency in accordance with amplitude variations of the modulating signals is known as
- A) Frequency modulation
 - B) Amplitude modulation
 - C) Frequency response
 - D) Frequency equalization
30. Choose the correct statement/statements, from the statements given below :
- Omnidirectional microphones are good for picking up
- i. The ambience of the room
 - ii. Recording entire string sections or choirs.
- A) i and ii are correct
 - B) i is correct
 - C) ii is correct
 - D) Both i and ii are wrong
31. An ‘actuality’ in a radio news broadcast is also known as
- i. Acts
 - ii. Cuts
 - iii. Sound bites.
- A) i, ii and iii are correct
 - B) i and ii are correct
 - C) ii and iii are correct
 - D) i and iii are correct
32. Keeping in mind the basic rules for news writing for radio, identify the better worded news items from the four items given below :
- i. “Well over 7000 people have signed a petition against the construction of the new factory.”
 - ii. “7123 people have signed a petition against the construction of the new factory.”
 - iii. “The crane to build the factory is about 15 metres high.”
 - iv. “The crane to build the factory is about as tall as a three storey building.”
- A) i and iii
 - B) i and ii
 - C) ii and iv
 - D) i and iv

33. Four building blocks of the radio drama are
 A) Speech, sound effects, music and silence
 B) Action, sound effects, music and speech
 C) Speech, music, sound effects and storyline
 D) None of the above
34. Which of the following statement is/are correct, with reference to writing radio news bulletins ?
 i. A short segment of actuality is called a grab.
 ii. In a radio news bulletin, closing news stories are called tail-enders.
 iii. A short music inserted to announce a special theme in a news bulletin is called as stabs or stings.
 A) Only i and iii are correct
 B) Only ii and iii are correct
 C) i, ii and iii are correct
 D) Only i and ii are correct
35. Fill in the blanks, with the options given below :
 Though Frequency Modulation Broadcast was developed by Edwin Armstrong in 1933 and the first FM station in USA was set up by him in 1939, in India the first FM transmitter was installed at _____ in the year _____.
 A) New Delhi, 1959
 B) Chennai, 1977
 C) Bombay, 1984
 D) Calcutta, 1949
36. Which of the following statement is/are correct ?
 i. The Mumbai city has nine radio stations, whereas the city of New York has 45 radio stations.
 ii. In terms of overall share, radio advertising is 8-9 per cent internationally, whereas in India, it remains constant at around 3-4 per cent.
 iii. At the end of June 2019, 581 FM radio stations are operational in 107 cities in India.
 A) i, ii and iii are correct
 B) Only i and iii are correct
 C) Only ii and iii are correct
 D) Only i and ii are correct
37. Identify the statement/statements which is/are not correct, with relevant to the Prasar Bharati Act, 1990.
 i. The Chairman and the other Members, of Prasar Bharati shall be appointed by the President of India on the recommendation of a Committee.
 ii. The Committee consisting of the Chairman of the Council of States, the Chairman of the Press Council of India; and one nominee of the President of India.
 iii. The Chairman of the Prasar Bharati shall be Part-time Member and shall hold office for a term of five years from the date on which he enters upon his office or until he attains the age of seventy five years, whichever is earlier.
 A) Only i and iii are correct
 B) i, ii and iii are correct
 C) Only ii and iii are correct
 D) Only i and ii are correct

38. In which year the Prasar Bharati (Broadcasting Corporation of India) Act came into effect ?
 A) 1993 B) 1992 C) 1991 D) 1990
39. _____ is India's only Free Direct-To-Home Service, previously known as DD Direct +. This service was launched in December, 2004.
 A) DD DTH B) DD Direct ++ C) DD Free DTH D) DD Free Dish
40. Identify which statement/statements is/are correct, with reference to TAM.
 i. Television Audience Measurement (TAM) is the oldest agency conducting ratings in India.
 ii. TAM is a company of 50 : 50 stakes of Nielsen and IMRB.
 iii. TAM provides a weekly rating.
 A) Only i and iii are correct B) i, ii and iii are correct
 C) Only ii and iii are correct D) Only i and ii are correct
41. Identify which of the following statement(s) is/are correct.
 i. The ambush interview creates false light invasions of privacy and is contrary to the fundamental goals of freedom of the press.
 ii. Newspapers often make innocent persons look guilty before they are tried in Court.
 iii. The ambush interview unmask the subject by intercepting him and recording his unguarded reaction to an embarrassing accusation.
 A) Only ii and iii are correct B) Only i and iii are correct
 C) i, ii and iii are correct D) Only i and ii are correct
42. With reference to Augmented Reality, identify the correct statement/statements.
 i. Augmented Reality allows the user to see the real world, with virtual objects superimposed upon or composited with the real world.
 ii. Augmented Reality supplements reality, rather than completely replacing it.
 iii. Augmented Reality is a "middle ground" between virtual environment (completely synthetic) and telepresence (completely real).
 A) Only i and iii are correct B) Only i and ii are correct
 C) i, ii and iii are correct D) Only ii and iii are correct
43. Match the following :
- | Television Soap | Director |
|-----------------------------------|-----------------------------------|
| i. Buniyaad | a. Anil Banerjee |
| ii. Sancharam | b. Dasari Narayana Rao |
| iii. Munshi | c. Santhosh George Kulangara |
| iv. Vishwamitra | d. Ramesh Sippy and Jyoti |
| A) i – d, ii – c, iii – a, iv – b | B) i – c, ii – d, iii – a, iv – b |
| C) i – b, ii – a, iii – d, iv – c | D) i – d, ii – a, iii – c, iv – b |
44. Fill in the blank with the options given below :
 A sting operation namely _____ was conducted by news portal tehelka.com in 2001 to expose alleged corruption in defence deals.
 A) Operation Lunar Eclipse B) Operation Old Fox
 C) Operation West End D) Operation East Coast

45. For Pierre Bourdieu, capital is an institutionalised resource of which there are three main species
- Economic capital, cultural capital and social capital
 - Political capital, social capital and spiritual capital
 - Political capital, economic capital and cultural capital
 - Economic capital, cultural capital and spiritual capital
46. "Workers Leaving the Lumière Factory" is an 1895 French silent documentary film directed and produced by
- Eadweard Muybridge
 - Leland Stanford
 - William Henry Fox Talbot
 - Louis Lumière
47. Identify which of the following statement(s) is/are correct with reference to the role of sound in a film.
- Sound disrupts the genre of a film.
 - Sound builds up or releases tension.
 - Sound changes the emotional or physical status of a character.
- Only ii and iii are correct
 - Only i and iii are correct
 - i, ii and iii are correct
 - Only i and ii are correct
48. DAGMAR, according to Russell H Colley stands for
- Defining Advertising Goals for Marketing and Analyzing Results
 - Defining Advertising Goals for Measured Advertising Results
 - Defining Advertising and Marketing Goals for Measurement Ratings
 - Defining Advertising Goals for Measuring Audience Ratings
49. Identify which of the following statement(s) is/are correct with reference to French Surrealistic films.
- Surrealist films often promoted traditional institutions in society, such as religion, family or marriage.
 - Surrealism revolutionized the art of cinema with new techniques and approaches that freed it from traditional story-telling.
 - Surrealist films often leave us with shocking images that lodge themselves into our psyche and deprive us of easily legible narratives.
- i, ii and iii are correct
 - Only i and iii are correct
 - Only ii and iii are correct
 - Only i and ii are correct
50. Identify which of the following technique(s) is/are include expressionist technique.
- Realistic sets
 - Theatrical composition
 - Obtrusive camera.
- Only i and iii are correct
 - Only ii and iii are correct
 - Only i and ii are correct
 - i, ii and iii are correct
51. Identify the one which is not a characteristics of French New Wave Films, from the list given below.
- Extended shots
 - On-location shooting
 - Socio-political commentary
 - Resolved endings.
- i
 - iv
 - ii
 - iii

52. Fill in the blank with the options given below :
 In the Soviet Russia by 1927 – 1928, _____ revolutionary ideas on montage had been formulated and put into practice, most notably in the film Battleship Potemkin.
 A) Vsevolod Pudovkin's
 B) Sergei Eisenstein's
 C) Aleksandr Dovzhenko's
 D) Dziga Vertov's
53. Identify which of the following statement(s) is/are correct with reference to Odessa.
 i. In 1974, John Abraham started the revolutionary idea of “people’s cinema”, with the formation of a collective named Odessa.
 ii. Odessa produced and distributed Amma Ariyan with the chanda (market) money offered by the common people.
 iii. Across Kerala, Odessa organised more than 10,000 screenings of Amma Ariyan.
 A) Only i and iii are correct
 B) Only ii and iii are correct
 C) i, ii and iii are correct
 D) Only i and ii are correct
54. Fill in the blanks with the choices given below :
 The Academy Awards are awarded for _____; The Emmy Awards are awarded for _____; The Tony Awards are awarded for _____; The Grammy Awards are awarded for _____.
 A) Film, television, theatre, music
 B) Film, music, television, theatre
 C) Film, theatre, music, television
 D) Television, film, music, theatre
55. Fill in the blank with the choices given below :
 _____ defined the modern advertising agency. He is credited with creating the account management role and he started the practice of housing creative and media under one company.
 A) David Ogilvy
 B) Walter Thomson
 C) Thomson Reuters
 D) Frank-Simoes
56. Who wrote the much popular headline for the Rolls Royce account ?
 “At 60 miles an hour, the loudest noise in this new Rolls Royce comes from the electric clock.”
 A) Alyque Padamsee
 B) Mike Khanna
 C) Frank-Simoes
 D) David Ogilvy
57. Identify which of the following statement(s) is/are correct with reference to the functions of headlines in an advertising copy.
 i. Get attention
 ii. Select the audience
 iii. Deliver a complete message
 iv. Draw the reader into the body copy.
 A) Only i, ii and iii are correct
 B) Only ii and iii are correct
 C) i, ii, iii and iv are correct
 D) Only i and iv are correct
58. The four steps that the copywriters use in their ad to persuade the consumers to buy the products are attention factor, interest element, desire element and action element, which is popularly called as
 A) AIDWA
 B) ADDA
 C) AIDA
 D) AIDAE

59. The Four P's of marketing are
 A) Product, Price, Place and Promotion B) Product, Price, Principle and Place
 C) Price, Place, Principle and Promotion D) Price, Product, Principle and Promotion
60. Fill in the blank :
 In 1985, the Advertising Standards Council of India ("ASCI"), a non statutory _____, was established that created a self regulatory mechanism of ensuring ethical advertising practices.
 A) Ad Agency B) Tribunal C) Association D) Company
61. Fill in the blank :
 The Advertising Standards Council of India (ASCI) is committed to the cause of self-regulation in Advertising, ensuring the protection of the interest of the _____.
 A) Advertisers B) Consumers
 C) Media D) The Government
62. Identify which of the following element is not part of key trends relevant to digital advertising.
 i. Move toward data-driven marketing communication
 ii. The impact of artificial intelligence on advertisement production
 iii. The effect of big data on advertisement execution
 A) i, ii and iii are correct B) Only ii and iii are correct
 C) Only i and iii are correct D) Only i and ii are correct
63. Match the following :
- | Film Genres | Description |
|-----------------------------------|-----------------------------------|
| i. German Expressionism | a. Budget based |
| ii. Series | b. By Style |
| iii. Blockbusters | c. Sexual orientation |
| iv. Queer | d. 007 movies |
| A) i – d, ii – a, iii – c, iv – b | B) i – d, ii – c, iii – a, iv – b |
| C) i – c, ii – d, iii – a, iv – b | D) i – b, ii – d, iii – a, iv – c |
64. Doordarshan's terrestrial broadcasting was the only means to watch television programmes in India upto
 A) 1991 B) 1982 C) 1987 D) 1995
65. Which of the following statement about Prasar Bharati Corporation is not true ?
 A) CEO of Prasar Bharati will be under the control and supervision of the Board
 B) Prasar Bharati is an autonomous corporation
 C) The Chairman and Members of the Board shall be appointed by the President of India
 D) The Prasar Bharati Act was enacted in 1997
66. Which of the following newspaper is associated with Ramnath Goenka Excellence in journalism awards ?
 A) The Times of India B) The Hindu
 C) The Indian Express D) The Hindustan Times

67. Find out the correct sequence of editors of *Malayala Manorama*.
 A) K C Mammen Mappilai, K M Cherian, K M Mathew, Mammen Mathew
 B) K M Cherian, K C Mammen Mappilai, Mammen Mathew, K M Mathew
 C) K C Mammen Mappilai, K M Cherian, Mammen Mathew, K M Mathew
 D) K M Cherian, K C Mammen Mappilai, K M Mathew, Mammen Mathew
68. *Voice of India*, a monthly launched in 1882 was edited by
 A) Gopalakrishna Gokhale
 B) Dadabai Naoroji
 C) Annie Besant
 D) Ishwar Chandra Vidyasagar
69. Which of the following newspapers were banned in the pre-independence India ?
 i. Swadeshabhimani
 ii. Nadegannedy
 iii. Bengal Gazette
 iv. Calcutta Journal
 A) Only i and iii
 B) Only i, ii and iii
 C) Only ii, iii and iv
 D) All of the above
70. Which of the following newspaper was edited by Kumaranasan ?
 A) Kerala Mithram
 B) Sandistavadi
 C) Malayali
 D) Vivekodayam
71. Name of the first women's magazine in Malayalam.
 A) Keraleeya Sugana Bodhini
 B) Sharada
 C) Mahilaratna
 D) Sumagala
72. Which of the following statements are true of Hum Log ?
 i. Hindi actor Ashok Kumar wound up each episode
 ii. Tamil Actor Shivaji Ganeshan wound up each episode in Tamil Nadu
 iii. Modelled after Mexican telenovela *Simplemente Maria*
 iv. Manohar Shyam Joshi wrote the script
 A) Only i and iii
 B) Only i, iii and iv
 C) Only i and iv
 D) All of the above
73. 'The highly instructed few and not the scantily instructed many, will ever be the organ to the human race of knowledge and truth. Knowledge and truth in the full sense of the words, are not attainable by the great mass of human race at all.' Whose views are these ?
 A) Matthew Arnold
 B) Richard Hoggart
 C) Marshall McLuhan
 D) Theodor W Adorno
74. 'One is not born a woman, but rather becomes one' is a famous quote from
 A) *A Vindication of the Rights of Woman*
 B) *The Female Eunuch*
 C) *The Feminine Mystique*
 D) *The Second Sex*
75. Which of the following is not a concept put forward by Jean Baudrillard ?
 A) Hyperreality
 B) Cultural populism
 C) Simulcra
 D) Implosion
76. Name the theorist who outlined four models of communication structure, that is, authoritarian, paternal, commercial and democratic.
 A) Raymond Williams
 B) Everett M Rogers
 C) John Reith
 D) Siebert, Peterson and Schramm

77. A symbolically coded text, according to Stuart Hall, can be read as
 i. Dominant
 ii. Negotiated
 iii. Subjective
 iv. Oppositional
 A) Only i and ii
 B) Only i, ii and iii
 C) Only i, ii and iv
 D) All of the above
78. According to Habermas, the meetings that took place across Europe in salons and coffee shops between 1680 – 1730 were mainly
 A) Inclusive
 B) Exclusive
 C) Restrictive
 D) Inclusive and exclusive
79. Which of the following Article of the Indian Constitution deals with Parliamentary Privileges ?
 A) 104
 B) 105
 C) 106
 D) 107
80. Blitz editor R. K. Karanjia was summoned to the Parliament for breach of Parliamentary privileges for his article on
 A) B.R. Ambedkar
 B) J.B. Kripalani
 C) G.B. Pant
 D) V.K. Krishna Menon
81. Which was the last Wage Board Constituted by the Govt. of India under the Working Journalist Act ?
 A) Justice K. Narayana Kurup
 B) Justice Chandramauli Kumar Prasad
 C) Justice Markandey Katju
 D) Justice G.R. Magithia
82. Who was the Prime Minister when the Prasar Bharati Act was passed in the Lok Sabha ?
 A) H.D. Deva Gowda
 B) Morarji Desai
 C) V.P. Singh
 D) A.B. Vajpayee
83. Which of the following sections were struck down by the Supreme Court ?
 i. Section 66A of IT Act
 ii. Section 69A of IT Act
 iii. Section 118D of Kerala Police Act
 iv. Section 118A of Kerala Police Act
 A) Only i and iv
 B) Only i and iii
 C) Only i, ii and iv
 D) All of the above
84. According to World Press Freedom Index 2020, India is ranked
 A) 136
 B) 138
 C) 140
 D) 142
85. Which of the following statements are true with regard to the Second Press Commission ?
 i. The Second Press Commission was constituted in 1978 headed by Justice P.C. Goswami
 ii. The Second Press Commission was reconstituted in 1980 under the leadership of Justice K.K. Mathew
 iii. The Second Press Commission Report was submitted in 1982
 iv. The Commission Recommended to Introduce Price Page Schedule
 A) Only i and ii
 B) Only ii and iii
 C) Only i, ii and iii
 D) All of the above

86. The Right to Privacy was declared a Fundamental Right by a nine membered constitutional bench of the Supreme Court of India headed by
 A) Justice J.S. Khehar B) Justice Balakrishnan
 C) Justice Dipak Mishra D) Justice Ranjan Gogoi
87. Which of the following is not a sting operation carried out by the media in India ?
 A) Operation West End B) Operation Karoake
 C) Operation Kalank D) Operation Cobra
88. According to Louis Althusser mass media is considered a part of
 A) RSA B) ISA C) Hegemony D) All of these
89. Charles Sanders Peirce proposed a basic configuration of three elements in semiotics. Which are they ?
 A) Sign, signifier, signified B) Sign, object, difference
 C) Sign, object, interpretant D) Signifier, signified, interpretant
90. Which of the following are the advantages of participant observation method of mass communication research ?
 i. Records and makes invisible visible
 ii. Counters the problem of inference
 iii. Improves upon the other methods through triangulation
 iv. Qualifies or corrects speculative theoretical claims
 A) Only i and ii B) Only ii and iii
 C) Only i, ii and iii D) All of the above
91. The Cultural Indicators Research Programme in US was undertaken by
 A) Max Weber B) Everett M Rogers
 C) George Gerbner D) Terry Eagleton
92. Variables such as age, weight, height which consist of real numbers are often referred to as
 A) Categorical B) Continuous C) Arbitrary D) Nominal
93. Identify the correct sequence of laws.
 A) Indian Penal Code, Press and Registration of Books Act, Cinematograph Act, Copyright Act
 B) Press and Registration of Books Act, Indian Penal Code, Cinematograph Act, Copyright Act
 C) Press and Registration of Books Act, Indian Penal Code, Copyright Act, Cinematography Act
 D) Indian Penal Code, Press and Registration of Books Act, Copyright Act, Cinematograph Act
94. The exact duplication of a previous analysis in research including the sampling procedures, experimental condition, measuring technique is called
 A) Operational replication B) Instrumental replication
 C) Literal replication D) Constructive replication
95. Which of the following statements are correct with regard to sampling error ?
 i. Computing sampling error is appropriate only with probability samples
 ii. Sampling error cannot be computed with research that uses non probability samples
 iii. Sampling error computations are considered essential in research
 iv. Sampling error involves two concepts : confidence level and confidence interval
 A) Only i, ii B) Only i, ii and iii
 C) Only i, ii and iv D) All of the above

96. Reporters Without Borders Published in 2020 a list of 20 leading digital predators of press freedom based on four categories of activities. Which of the following is not a category for assessing the digital predators ?

- A) Harassment
B) Surveillance
C) Internet shutdown
D) Disinformation

97. A science that studies the life of signs within society is

- A) Meta communication
B) Semiology
C) Formalism
D) Discourse

98. Match the List – 1 with the List – 2 :

List – 1

- a. Dainik Bhaskar
b. Deccan Herald
c. The Telegraph
d. Andhra Jyothi

List – 2

1. The Printers
2. ABP Group
3. Aamoda Publications
4. DB Corp

Codes :

- | | a | b | c | d |
|----|----------|----------|----------|----------|
| A) | 2 | 3 | 4 | 1 |
| B) | 4 | 3 | 4 | 2 |
| C) | 3 | 1 | 2 | 4 |
| D) | 4 | 1 | 2 | 3 |

99. Match List – 1 of awardees with List – 2 of categories in 67th National Film Awards :

List – 1 (Awardee)

- a. Vijay Sethupathy
b. Manoj Bajpayee
c. Mathukutty Xavier
d. Sanjay Puran Singh

List – 2 (Category)

1. Best Actor
2. Best Supporting Actor
3. Best Director
4. Best Debut Film of a Director

Codes :

- | | a | b | c | d |
|----|----------|----------|----------|----------|
| A) | 2 | 3 | 4 | 1 |
| B) | 4 | 3 | 4 | 2 |
| C) | 2 | 1 | 4 | 3 |
| D) | 4 | 1 | 2 | 3 |

100. Match the List – 1 with the List – 2 :

List – 1 (Newspaper)

- a. Kerala Patrika
b. Malayalee
c. Prabodhakan
d. Deenabandhu

List – 2 (Editor)

1. V.R. Krishnan Ezhuthachan
2. A. Balakrishna Pilla
3. C.V. Kunhrama Menon
4. C.V. Raman Pilla

Codes :

- | | a | b | c | d |
|----|----------|----------|----------|----------|
| A) | 2 | 3 | 4 | 1 |
| B) | 3 | 4 | 2 | 1 |
| C) | 2 | 1 | 4 | 3 |
| D) | 4 | 3 | 1 | 2 |

097/21

Space for Rough Work

A