



Direction Q 11 : There is a certain relation between two given words on one side of :: and one word is given on another side of :: while another word is to be found from the given alternatives, having the same relation with this word as the given pair has. Select the best alternative.

11. Moon : Satellite :: Earth : ?

A) Sun

B) Planet

C) Solar system

D) Asteroid

Direction Q 12 : There is a certain relation between two given numbers on one side of :: and one number is given on another side of :: while another number is to be found from the given alternatives , having the same relation with this number as the given pair has. Select the best alternative.

12. 6 : 24 :: 4 : ?

A) 2

B) 6

C) 8

D) 16

Direction Q 13: In the given question, four words have been given, out of which three are alike in some manner and the fourth one is different. Choose out the odd one.

13. A) Wheat

B) Paddy

C) Jowar

D) Mustard

Direction Q 14: In the given question, four numbers are given. Out of these, three are alike in a certain way but the rest one is different. Choose the one which is different from the rest three.

14. A) 43

B) 53

C) 63

D) 73

Direction Q 15 : In the given question, a number series is given with one term missing. Choose the correct alternative that will continue the same pattern.

15. 1, 4, 9, 16, 25, (.....)

A) 35

B) 36

C) 48

D) 49

16. If in a certain language, MADRAS is coded as NBESBT, how is BOMBAY coded in that code ?

A) CPNCBX

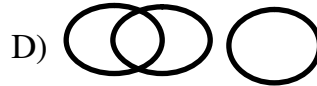
B) CPNCBZ

C) CPOCBZ

D) CQOCBZ



17. Which of the following diagrams correctly represents Elephants, wolves, Animals ?



18. Rashtriya Ekta Diwas is observed across India on 31st October to commemorate the birth anniversary of

A) Shri Lal Bahadur Shastri

B) Sardar Vallabh Bhai Patel

C) Choudhry Charan Singh

D) Shri Hemwati Nandan Bahuguna

19. Which of the following is a Ramsar Convention Site ?

A) Sambhar Salt Lake

B) Ranthambore Tiger Reserve

C) Gangotri Glacier

D) Pench Tiger Reserve

20. Which of the following has most number of divisors ?

A) 99

B) 101

C) 176

D) 182

21. The difference between a number and its three-fifth is 50. What is the number ?

A) 75

B) 100

C) 125

D) none of these

22. Bob Dylan, who is the 2016 Noble Prize Winner for Literature hails from which of the following countries ?

A) Germany

B) United States of America

C) France

D) Russia

23. If $A : B = 8 : 15$, $B : C = 5 : 8$ and $C : D = 4 : 5$, then $A : D$ is equal to

A) 2 : 7

B) 4 : 15

C) 8 : 15

D) 15 : 4

24. Which of the following pair is not correctly matched ?

A) Pheeljar Lake – Uttar Pradesh

B) Phuskar Lake – Rajasthan

C) Sat Jal – Uttarakhand

D) Tso Moriri – Laddakh

25. A train moves with a speed of 108 kmph. Its speed in meters per second is

A) 10.8

B) 18

C) 30

D) 38.8



26. _____ refers to inferring about the whole population based on the observations made on a small part.
- A) Deductive inference B) Inductive inference
C) Pseudo inference D) Objective inference
27. Sampling is advantageous as it _____
- A) Helps in capital-saving B) Saves time
C) Increases accuracy D) Both A) and B)
28. Random sampling is helpful as it is
- A) An economical method of data collection
B) Free from personal biases
C) Reasonably accurate
D) All the above
29. Tippit table refers to
- A) Table of random digits B) Table used in sampling methods
C) Table used in statistical investigations D) All the above
30. Type-I Error occurs if
- A) The null hypothesis is rejected even though it is true
B) The null hypothesis is accepted even though it is false
C) Both the null hypothesis as well as alternative hypothesis are rejected
D) None of the above
31. _____ is a preferred sampling method for the population with finite size.
- A) Area sampling B) Cluster sampling
C) Purposive sampling D) Systematic sampling
32. The data of research is
- A) Qualitative only B) Quantitative only
C) Both A) and B) D) Neither A) nor B)
33. The longitudinal approach of research deals with
- A) Horizontal researches
B) Long-term researches
C) Short-term researches
D) None of the above



34. Survey research studies
- A) Circumstances
 - B) Events
 - C) Populations
 - D) Processes
35. Evaluation research is concerned with
- A) How well are we doing ?
 - B) What are we doing ?
 - C) Why are we doing ?
 - D) None of the above
36. Action research is a type of
- A) Applied research
 - B) Quantity research
 - C) Survey research
 - D) Population research
37. Hypothesis relates
- A) Constant to variables
 - B) Constant to constant
 - C) Variables to constant
 - D) Variables to variables
38. In the purposive method of sampling design, items are selected according to
- A) Law of certainty
 - B) Law of probability
 - C) Personal judgement
 - D) None of the above
39. Primary data for the research process be collected through
- A) Experiment
 - B) Survey
 - C) Both A) and B)
 - D) None of the above
40. A researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with ?
- A) Cluster sampling
 - B) Random sampling
 - C) Stratified random sampling
 - D) Systematic sampling
41. A research problem is not feasible if
- A) It consists of independent and dependent variables
 - B) It has utility and relevance
 - C) It is new and adds something to knowledge
 - D) It is researchable
42. Determining the relationship between two or more variables occurs in
- A) Correlational research
 - B) Action research
 - C) Naturalistic observation
 - D) Survey research



43. A researcher divides his population into certain groups and fixes the size of the sample from each group. It is called
- A) Stratified sample
 - B) Quota sample
 - C) Cluster sample
 - D) All of the above
44. Field study is related to
- A) Real life situations
 - B) Experimental situations
 - C) Laboratory situations
 - D) None of the above
45. Attributes of objects, events or things which can be measured are called
- A) Qualitative measure
 - B) Data
 - C) Variables
 - D) None of the above
46. Generalized conclusion on the basis of a sample is technically known as
- A) Statistical inference of external validity of the research
 - B) Data analysis and interpretation
 - C) Parameter inference
 - D) All of the above
47. Which technique is generally followed when the population is finite ?
- A) Area sampling technique
 - B) Purposive sampling technique
 - C) Systematic sampling technique
 - D) None of the above
48. A statistical measure based upon the entire population is called parameter while measure based upon a sample is known as
- A) Sample parameter
 - B) Inference
 - C) Static
 - D) None of the above
49. Which of the following is a non-probability sample ?
- A) Quota Sample
 - B) Simple Random Sample
 - C) Purposive Sample
 - D) Both A) and C)
50. Independent variables are not manipulated in
- A) Normative researches
 - B) Ex-post facto researches
 - C) Both A) and B)
 - D) Neither A) nor B)



PART – B

51. Which one is not a mobile news application ?
A) Newshunt B) Newsmatter C) Inshorts D) Dailyhunt
52. Technology is increasingly becoming part of human body. This new phenomenon is defined with which terminology ?
A) Techsavy B) Technocrat C) Superhuman D) Cyborg
53. A person starting uninvited offensive dialogue to compel, provoke, react, upset and harass someone through internet posting is called
A) Drone B) Troll
C) Cyber attacker D) Follower
54. Who introduced the concept of *noise* in model of communication ?
A) David Berlo B) Wilbur Schramm
C) Shannon and Weaver D) Erving Goffman
55. Who coined the term *Manufacturing Consent* ?
A) J. Habermas B) Marshall McLuhan
C) Herman and Chomsky D) Harold Innis
56. What do you mean by the concept *Media Literacy* ?
A) The ability to understand and critically analyze media content
B) The ability to consume media content
C) The ability to read media messages
D) The ability to distribute media messages
57. Intentional suppression of potentially harmful information and ideas, combined with deliberate promotion of positive information or ideas from a known source and intentions identified to distract attention from problematic events, is called
A) Pink Propaganda B) White Propaganda
C) Black Propaganda D) Grey Propaganda
58. Which Committee gave the recommendations for the establishment of Akash Bharti?
A) B. G. Varghese Committee
B) Chanda Committee
C) Joshi Committee
D) Sengupta Committee



59. Find the odd one out.
A) Quark Express B) Photoshop C) Adobe Premier D) Vision Mixer
60. In two-step flow theory, those who receive information from opinion leaders are called
A) Opinion gainers B) Opinion followers
C) Gatekeepers D) Opinion Makers
61. Who propounded the theory of *Diffusion of Innovation* ?
A) Gerbner B) Denis McQuail
C) E. M. Rogers D) Shannon Weaver
62. Recently, BIG DTH Service has merged with which of the following ?
A) D2H B) Tata Sky C) Sun Digital D) Dish TV
63. Which one is a right combination ?
A) Semiotics : The Basics - Daniel Chandler
B) Cellphone Nation - Eric Schmidt
C) The Indian Media Business - Robin Jeffery
D) Mass Media Research - Assa Doren
64. Which television channel was started by MHRD in 2016 ?
A) Gyandarshan
B) Country Wide Classroom (CWC)
C) Eklavya
D) Swayam Prabha
65. Who is the writer of *Mass Media and National Development* ?
A) Daniel Lerner B) E.M. Rogers C) Vel Geilgnd D) Wilbur Schramm
66. The model of *Sadharnikaranis* based on whose book ?
A) Naradmuni B) Bharatmuni
C) Abhinav Gupta D) K. V. Nagraj
67. Who is the writer of *Understanding Media* ?
A) Denis McQuail
B) Siebert, Paterson and Schramm
C) Marshall McLuhan
D) Katz



68. Which research journal is published by IIMC ?
A) Communicator
B) Media *Mimansa*
C) Communication Today
D) Mass Media
69. Who propounded the theory of *spiral of silence* ?
A) Albert Bandura
B) McCombs and Shaw
C) George Gerbner
D) Elisabeth Noelle-Neumann
70. Semantic Differential Scale was developed by whom ?
A) Stanley Steves
B) Charles E. Oswood and Others
C) David R. Heise
D) Alfred Korzybski
71. Who termed the modern society as a dramatized society ?
A) James Augustus
B) Gutenberg
C) Marshall McLuhan
D) Raymond Williams
72. *Radio Mantra* has recently been renamed as
A) My FM
B) Radio One
C) Radio City
D) Radio Masti
73. Who coined the term 'Hegemony' ?
A) Habermas
B) McLuhan
C) Gramsci
D) Noam Chomsky
74. Which one is not a referencing style ?
A) American Psychological Association
B) Chicago
C) Modern Language Association
D) Citation Index
75. The limited effects model of mass communication was a counter to
A) ABX Model
B) Circular Model
C) Diffusion Model
D) Hypodermic Needle Model
76. The transmission of receiver's reaction back to the sender is known as
A) Noise
B) Feedback
C) Medium
D) Source
77. The *Two Step Flow theory* was propounded by
A) Paul Lazarsfeld and others
B) Dennis Davis
C) Wilber Schramm
D) Denis McQuial



78. Which one is not a data collection tool ?
A) Questionnaire B) Schedule C) Survey D) Interview
79. The concept of *Public Sphere* was given by whom ?
A) Everett Hughes B) Louis Wirth C) J. Habermas D) Robert E. Park
80. Who developed the theory of Media Dependency ?
A) Jean Piaget
B) Blumer and Katz
C) Fritz Heider
D) Sandra Ball-Rokeach and Melvin Defleur
81. Two people are communicating over the telephone or sending and receiving a set of letters from each other that is called
A) Team Communication B) Dyadic Communication
C) Informal Communication D) Formal Communication
82. *Impact Factor* of a research journal is related to
A) Impact on Readers
B) Number of citations
C) Number of copy circulated
D) Number of likes online
83. Who propounded the Democratic Media Theory ?
A) Jawaharlal Nehru
B) Nelson Mandela
C) Denis McQuial
D) John Hamilton
84. Who is not the pioneer of computer revolution in India ?
A) Azim Premji B) Shiv Nadar
C) Narayana Murthi D) Subhash Chandra
85. Who wrote the book titled *The Language of New Media* ?
A) Lev Manovich B) Martin Lister C) Kieran Kelly D) Shiv Nadar
86. Who wrote the book titled *The New Media – A Critical Introduction* ?
A) Lev Manovich B) Martin Lister
C) Kieran Kelly D) Shiv Nadar



87. Name the title of a recent book published by NDTV about its evolution ?
A) Bad News is Good News B) This is NDTV News
C) Good News and Bad News D) More News is Good News
88. Who wrote the book titled *A Fly in the Curry* ?
A) K.P. Jayasankar and Anjali Monteiro
B) Khushwant Singh
C) R. Vasudevan
D) Jon Dovey and Seth Giddings
89. *firstpost.com* is an online venture of which group ?
A) Times of India B) Zee Group
C) Network 18 D) The Hindu Group
90. Documentary titled *India's Daughter* is directed by
A) Lasley Udwin B) Anand Patwardhan
C) Yogendra Yadav D) Oliver Stone
91. Who played the lead role of *Anarkali* in the film *Anarkali of Arrah* ?
A) Vidya Balan B) Sonakshi Sinha
C) Swara Bhaskar D) Akshara Singh
92. *Oscar Awards* are given by
A) Academy of Motion Picture arts and sciences
B) American Film Society
C) International Film Society
D) IIFA
93. Which of the following companies has merged recently ?
A) Airtel and Docomo
B) Idea and Vodafone
C) Reliance and Telenor
D) BSNL and Docomo
94. Which media research journal is not published from India ?
A) Communication Today B) Gazette
C) Communicator D) Media Watch



95. Which model of public relations involves ideas of dialogue between management and publics ?
- A) Two way asymmetric PR
 - B) Two way symmetric PR
 - C) Strategic PR Model
 - D) The Public Information Model
96. MOOC stands for
- A) Massive Open Online Courses
 - B) Massive Online Open Courses
 - C) Mega Open Online Curriculum
 - D) Mega Online Open Courses
97. In which of the following groups all the institutions are units of MIB ?
- A) NID, IIMC, SRFTII and PIB
 - B) DAVP, FD, FTII, NID
 - C) IIMC, FTII, DAVP and FD
 - D) IIM, SRFTII, PD and PIB
98. Which of the following theories is associated to Frankfurt School ?
- A) Dependency Theory
 - B) Critical Theory
 - C) Agenda Setting Theory
 - D) Social Responsibility Theory
99. Which of the following theorist is not associated to Frankfurt School ?
- A) Max Horkheimer
 - B) Theodor Adorno
 - C) Walter Benjamin
 - D) Marshal McLuhan
100. Whose name is associated with the Indian model of communication *Sadharanikaran* ?
- A) Nirmal Mani Adhikari
 - B) K. V. Nagraj
 - C) B. K. Kuthiala
 - D) A. K. Banerjee
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SPACE FOR ROUGH WORK