

Topic:- DU\_J19\_MSC\_DCE

**1) The 'play' function in human communication refers to the process of: [Question ID = 13729]**

1. Relaxation and entertainment [Option ID = 24915]
2. Learning and knowledge building [Option ID = 24913]
3. Relationship development and disintegration [Option ID = 24914]
4. Confirming and disconfirming [Option ID = 24916]

**Correct Answer :-**

- Learning and knowledge building [Option ID = 24913]

**2) Which of the following can help to influence the audience members :**

**[Question ID = 13737]**

1. Feedback [Option ID = 24945]
2. Circular response [Option ID = 24947]
3. Polarization [Option ID = 24946]
4. Social Facilitation [Option ID = 24948]

**Correct Answer :-**

- Feedback [Option ID = 24945]

**3) Organization chart is also known as: [Question ID = 13742]**

1. Tree chart [Option ID = 24965]
2. Flow chart [Option ID = 24966]
3. Flip chart [Option ID = 24967]
4. Striptease chart [Option ID = 24968]

**Correct Answer :-**

- Tree chart [Option ID = 24965]

**4) Development Model that is also referred to as the Western Model of Development is: [Question ID = 13751]**

1. Dominant Paradigm [Option ID = 25002]
2. New Paradigm of Development [Option ID = 25001]
3. Dependency Model [Option ID = 25003]
4. Interdependency Model [Option ID = 25004]

**Correct Answer :-**

- New Paradigm of Development [Option ID = 25001]

**5) As per trickle down philosophy of development the benefits of industrilization and modernization trickle down form:**

**[Question ID = 13748]**

1. Educated to Uneducated [Option ID = 24989]
2. Poor to rich [Option ID = 24992]
3. Uneducated to Educated [Option ID = 24990]
4. Rich to Poor [Option ID = 24991]

**Correct Answer :-**

- Educated to Uneducated [Option ID = 24989]

**6) As per the dominant paradigm model, development could be achieved by:**

- a) Increased Productivity
- b) Economic Growth
- c) Industrialization
- d) Self-reliance

**Codes:**

**[Question ID = 13797]**

1. a,c,d [Option ID = 25186]
2. a,b,d [Option ID = 25185]
3. a,b,c [Option ID = 25187]
4. b,c,d [Option ID = 25188]

**Correct Answer :-**

- a,b,d [Option ID = 25185]

**7) Following practices may exist in Patriarchal societies:**

- a) Equal opportunities to children below 18 years.
- b) Passing down inheritance to sons.
- c) Discrimination in food distribution among male and female children.
- d) Male control over resources and assets.

**Codes:**

**[Question ID = 13807]**

1. a,c,d [Option ID = 25228]
2. a,b,d [Option ID = 25225]
3. a,b,c [Option ID = 25227]
4. b,c,d [Option ID = 25226]

**Correct Answer :-**

- a,b,d [Option ID = 25225]

**8) Following are the tools of Public Relations:**

- a) Conflict
- b) Lobbying
- c) Press conference
- d) Media relations

**Codes:**

**[Question ID = 13799]**

1. a,c,d [Option ID = 25194]
2. a,b,c [Option ID = 25195]
3. b,c,d [Option ID = 25193]
4. d,a,b [Option ID = 25196]

**Correct Answer :-**

- b,c,d [Option ID = 25193]

**9) Following are the intermediate stages of small group development:**

- a) Gripping
- b) Grouping
- c) Grasping
- d) Growing

**Codes:**

**[Question ID = 13792]**

1. a,b,d [Option ID = 25168]
2. a,b,c [Option ID = 25165]
3. c,d,a [Option ID = 25167]
4. b,c,d [Option ID = 25166]

**Correct Answer :-**

- a,b,c [Option ID = 25165]

**10) Communication that does not follow any formal hierarchical lines in an organization is referred as: [Question ID = 13735]**

1. Grapevine [Option ID = 24937]
2. Vertical [Option ID = 24940]
3. Horizontal [Option ID = 24939]
4. Lateral [Option ID = 24938]

**Correct Answer :-**

- Grapevine [Option ID = 24937]

**11) A series of actions that media planners take to attain the media objectives is: [Question ID = 13777]**

1. Media Function [Option ID = 25105]
2. Media Strategy [Option ID = 25106]
3. Media Option [Option ID = 25108]
4. Media Policy [Option ID = 25107]

**Correct Answer :-**

- Media Function [Option ID = 25105]

**12) The element of communication that makes the process circular is called : [Question ID = 13738]**

1. Noise [Option ID = 24949]
2. Sender [Option ID = 24952]
3. Message [Option ID = 24950]
4. Feedback [Option ID = 24951]

**Correct Answer :-**

- Noise [Option ID = 24949]

**13) Mediated communication refers to communication that is: [Question ID = 13776]**

1. Live [Option ID = 25103]
2. Real time [Option ID = 25104]
3. Face to face [Option ID = 25102]
4. Technology interfaced [Option ID = 25101]

**Correct Answer :-**

- Technology interfaced [Option ID = 25101]

**14) When a researcher asks a predetermined set of questions, using the same wording and order of questions as specified in the tool, it is called:**

**[Question ID = 13785]**

1. Structured Interview [Option ID = 25138]
2. Participant Case Study [Option ID = 25140]
3. Participant Observation [Option ID = 25139]
4. Unstructured Interview [Option ID = 25137]

**Correct Answer :-**

- Unstructured Interview [Option ID = 25137]

**15) Two core values underlying the philosophy of extension are: [Question ID = 13761]**

1. Self interest and profit [Option ID = 25041]
2. Self help and profit [Option ID = 25042]
3. Self help and empowerment [Option ID = 25043]
4. Empowerment and self interest [Option ID = 25044]

**Correct Answer :-**

- Self interest and profit [Option ID = 25041]

**16) In mass communication, PSA stands for : [Question ID = 13752]**

1. Public Service Access [Option ID = 25007]
2. Public Service Announcement [Option ID = 25006]
3. Public Service Assessment [Option ID = 25005]
4. Public Service Account [Option ID = 25008]

**Correct Answer :-**

- Public Service Assessment [Option ID = 25005]

**17) The decoder of the message in the communication process is also referred to as: [Question ID = 13739]**

1. Noise [Option ID = 24956]
2. Channel [Option ID = 24953]
3. Sender [Option ID = 24955]
4. Receiver [Option ID = 24954]

**Correct Answer :-**

- Channel [Option ID = 24953]

**18) An individual who helps the group members stick to the agenda and often leads the group back on course when it goes off the tangent is known as: [Question ID = 13746]**

1. Opinion Giver [Option ID = 24983]

2. Opinion Seeker [Option ID = 24984]
3. Analyzer [Option ID = 24981]
4. Expeditor [Option ID = 24982]

**Correct Answer :-**

- Analyzer [Option ID = 24981]

**19) A good advertisement creates feeling of :**

**[Question ID = 13783]**

1. Anxiousness [Option ID = 25132]
2. Appeal [Option ID = 25130]
3. Aversion [Option ID = 25129]
4. Ambiguity [Option ID = 25131]

**Correct Answer :-**

- Aversion [Option ID = 25129]

**20) The process of selecting a subset from a large population is: [Question ID = 13755]**

1. Review [Option ID = 25018]
2. Prediction [Option ID = 25019]
3. Sampling [Option ID = 25020]
4. Measurement [Option ID = 25017]

**Correct Answer :-**

- Measurement [Option ID = 25017]

**21) Mass Communication theory that falls under the all powerful media paradigm is: [Question ID = 13772]**

1. Dissonance Theory [Option ID = 25086]
2. The Uses and Gratification Theory [Option ID = 25088]
3. Magic Bullet Theory [Option ID = 25085]
4. Agenda Setting Theory [Option ID = 25087]

**Correct Answer :-**

- Magic Bullet Theory [Option ID = 25085]

**22) If a company wants to build a good "corporate image", it will probably use the following marketing communication mix tools:**

**[Question ID = 13779]**

1. Direct Marketing [Option ID = 25115]
2. Sales Promotion [Option ID = 25116]
3. Advertising [Option ID = 25113]
4. Public Relations [Option ID = 25114]

**Correct Answer :-**

- Advertising [Option ID = 25113]

**23) When we communicate with ourselves, we are engaged in: [Question ID = 13731]**

1. Public Communication [Option ID = 24924]
2. Interpersonal Communication [Option ID = 24921]
3. Intrapersonal Communication [Option ID = 24922]
4. Intercultural Communication [Option ID = 24923]

**Correct Answer :-**

- Interpersonal Communication [Option ID = 24921]

**24) A major format of news reporting followed for hard news is: [Question ID = 13788]**

1. Circular Approach [Option ID = 25152]
2. Free flow Approach [Option ID = 25149]
3. Inverted Pyramid Approach [Option ID = 25151]
4. Inverted Square Approach [Option ID = 25150]

**Correct Answer :-**

- Free flow Approach [Option ID = 25149]

**25) A collective group of individuals constructed to strive for specific goals is called: [Question ID = 13736]**

1. Organization [Option ID = 24941]
2. Dyad [Option ID = 24944]
3. Small Group [Option ID = 24942]
4. Society [Option ID = 24943]

**Correct Answer :-**

- Organization [Option ID = 24941]

**26) Leadership style where leaders don't direct the group and function as observers: [Question ID = 13744]**

1. Laissez- faire [Option ID = 24975]
2. Authoritarian [Option ID = 24973]
3. Assertive [Option ID = 24976]
4. Republic [Option ID = 24974]

**Correct Answer :-**

- Authoritarian [Option ID = 24973]

**27) Mass communication channels have the following characteristics:**

- a) One way direction of message flow
- b) Fast speed to large audiences
- c) Delayed feedback
- d) High ability to select receiver

**Codes: [Question ID = 13789]**

1. a,b,d [Option ID = 25156]
2. b,c,d [Option ID = 25153]
3. c,d,a [Option ID = 25155]
4. a,b,c [Option ID = 25154]

**Correct Answer :-**

- b,c,d [Option ID = 25153]

**28) India's largest school feeding programme is: [Question ID = 13787]**

1. Balwadi Nutrition Programme [Option ID = 25147]
2. Mid Day Meal Scheme [Option ID = 25145]
3. Antaodya Anna Yojana [Option ID = 25146]
4. Applied Nutrition Programme [Option ID = 25148]

**Correct Answer :-**

- Mid Day Meal Scheme [Option ID = 25145]

**29) A kind of speech delivery that involves reading in front of audience from prewritten text is known as: [Question ID = 13741]**

1. Impromptu [Option ID = 24962]
2. Extempore [Option ID = 24961]
3. Memorized [Option ID = 24963]
4. Manuscript [Option ID = 24964]

**Correct Answer :-**

- Extempore [Option ID = 24961]

**30) Mental images or perceptions whose meanings vary markedly from individual to individual are called: [Question ID = 13760]**

1. Construct [Option ID = 25038]
2. Concept [Option ID = 25037]
3. Variable [Option ID = 25039]
4. Sample [Option ID = 25040]

**Correct Answer :-**

- Concept [Option ID = 25037]

**31) Maxwell McComb and Donald L. Shaw introduced : [Question ID = 13767]**

1. Social Responsibility Theory [Option ID = 25065]
2. Agenda Setting Theory [Option ID = 25068]
3. Play Theory [Option ID = 25067]
4. Uses and Gratification Theory [Option ID = 25066]

**Correct Answer :-**

- Social Responsibility Theory [Option ID = 25065]

**32) A deliberate attempt by one person to modify the attitude, beliefs or behaviour of another person or a group is called: [Question ID = 13733]**

1. Empathy [Option ID = 24929]
2. Perception [Option ID = 24930]
3. Persuasion [Option ID = 24931]
4. Entropy [Option ID = 24932]

**Correct Answer :-**

- Empathy [Option ID = 24929]

**33) In Edgar Dale's Cone of Experience as we go down the cone from the top, the level of abstractness: [Question ID = 13766]**

1. No relation [Option ID = 25064]
2. Decreases [Option ID = 25061]

3. Remains constant [Option ID = 25063]
4. Increases [Option ID = 25062]

**Correct Answer :-**

- Decreases [Option ID = 25061]

**34) Possible Group structure in a small group communication can be:**

- a) R Network
- b) Wheel Network
- c) Y Network
- d) Star Network

**Codes:**

**[Question ID = 13805]**

1. a,c,d [Option ID = 25219]
2. c,b,a [Option ID = 25217]
3. a,b,d [Option ID = 25220]
4. b,c, d [Option ID = 25218]

**Correct Answer :-**

- c,b,a [Option ID = 25217]

**35) Self concept is largely shaped by our:**

- a) Body image
- b) Social roles
- c) Values and beliefs
- d) Credibility

**Codes:**

**[Question ID = 13798]**

1. a,c,d [Option ID = 25190]
2. a,b,d [Option ID = 25191]
3. a,b,c [Option ID = 25189]
4. b,c,d [Option ID = 25192]

**Correct Answer :-**

- a,b,c [Option ID = 25189]

**36) Philosophy of Development Communication suggests that it should be:**

- a) Purposive
- b) Positive
- c) Programatic
- d) Pragmatic

**Codes: [Question ID = 13795]**

1. b,c,d [Option ID = 25179]
2. a,c,d [Option ID = 25178]
3. a,b,d [Option ID = 25180]
4. a,b,c [Option ID = 25177]

**Correct Answer :-**

- a,b,c [Option ID = 25177]



**37) Following is an example of community radio: [Question ID = 13743]**

1. Gyandoot [Option ID = 24970]
2. SITE [Option ID = 24972]
3. Ujala Chari [Option ID = 24969]
4. Namma Dhvani [Option ID = 24971]

**Correct Answer :-**

- Ujala Chari [Option ID = 24969]

**38) Following are the Normative Theories of Press:**

- a) Authoritarian Media Theory
- b) Democratic-participant media theory
- c) Social responsibility media theory
- d) Social learning theory

**Codes: [Question ID = 13800]**

1. b,c,d [Option ID = 25200]
2. a,c,d [Option ID = 25197]
3. a,b,d [Option ID = 25199]
4. a,b,c [Option ID = 25198]

**Correct Answer :-**

- a,c,d [Option ID = 25197]

**39) Following are the examples of 2-D visual aids:**

- a) Model
- b) Poster
- c) Chart
- d) Flash card

**Codes: [Question ID = 13802]**

1. b,c,d [Option ID = 25207]
2. a,c,d [Option ID = 25206]
3. a,b,d [Option ID = 25208]
4. a,b,c [Option ID = 25205]

**Correct Answer :-**

- a,b,c [Option ID = 25205]

**40) Following are the types of Probability Sampling in research:**

- a) Simple random sampling
- b) Multistage sampling
- c) Quota sampling
- d) Cluster sampling

**Codes: [Question ID = 13801]**

1. b,c,d [Option ID = 25203]
2. a,c,d [Option ID = 25202]
3. a,b,d [Option ID = 25204]
4. a,b,c [Option ID = 25201]

**Correct Answer :-**

- a,b,c [Option ID = 25201]

**41)**

**Following are most suitable training methods for non-literate women:**

- a) Group discussion**
- b) Lecture method**
- c) Role play**
- d) Games**

**Codes: [Question ID = 13808]**

1. b,c,d [Option ID = 25232]
2. a,c,d [Option ID = 25230]
3. a,b,d [Option ID = 25231]
4. a,b,c [Option ID = 25229]

**Correct Answer :-**

- a,b,c [Option ID = 25229]

**42) Assertion(A): Sharing information about a respondent with other people for purposes other than research is ethically appropriate.**

**Reason(R): It is unethical to identify an individual respondent and the information provided by him/her.**

**Codes: [Question ID = 13818]**

1. Both (A) and (R) are incorrect [Option ID = 25270]
2. Both (A) and (R) are correct [Option ID = 25269]
3. (A) is incorrect, but (R) is correct [Option ID = 25272]
4. (A) is correct, but (R) is incorrect [Option ID = 25271]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25269]

**43) Assertion (A): Advocacy is a planned activity designed by individuals or organisations to influence policy on a specific issue.**

**Reason (R): Advocacy helps to highlight priority issues for key decision makers.**

**Codes: [Question ID = 13811]**

1. Both (A) and (R) are incorrect [Option ID = 25242]
2. Both (A) and (R) are correct [Option ID = 25241]
3. (A) is correct but (R) is incorrect [Option ID = 25244]
4. (A) is incorrect and (R) is correct [Option ID = 25243]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25241]

**44) Assertion (A): People's participation is key to sound development planning.**

**Reason (R): Use of PLA methods reduce people's participation.**

**Codes: [Question ID = 13814]**

1. Both (A) and (R) are incorrect [Option ID = 25254]
2. Both (A) and (R) are correct [Option ID = 25253]
3. (A) is incorrect, but (R) is correct [Option ID = 25256]
4. (A) is correct, but (R) is incorrect [Option ID = 25255]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25253]

**45) Assertion (A): The linear model views communication as a one-way or linear process.**

**Reason (R): In the linear model, a speaker speaks and the listener listens.**

**Codes: [Question ID = 13809]**

1. Both (A) and (R) are incorrect [Option ID = 25234]
2. Both (A) and (R) are correct [Option ID = 25233]
3. (A) is correct but (R) is incorrect [Option ID = 25236]
4. (A) is incorrect and (R) is correct [Option ID = 25235]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25233]

**46) Assertion (A): Research plays negligible role in advertising.**

**Reason (R): Market research helps the consumers and organizations to evaluate the product.**

**Codes: [Question ID = 13810]**

1. Both (A) and (R) are incorrect [Option ID = 25239]
2. Both (A) and (R) are correct [Option ID = 25237]
3. (A) is incorrect, but (R) is correct [Option ID = 25238]
4. (A) is correct, but (R) is incorrect [Option ID = 25240]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25237]

**47) Assertion (A): A Pilot Study is usually carried out with the objective to explore the scope of undertaking a particular research study and it's design.**

**Reason (R ):Study tools must be pretested before finalization.**

**Codes: [Question ID = 13815]**

1. Both (A) and (R) are incorrect [Option ID = 25258]
2. Both (A) and (R) are correct [Option ID = 25257]
3. (A) is incorrect, but (R) is correct [Option ID = 25260]
4. (A) is correct, but (R) is incorrect [Option ID = 25259]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25257]

**48) Assertion(A): Eve-teasing is harmless flirtation.**

**Reason(R): Behaviour that is unwelcome cannot be considered harmless.**

**Codes: [Question ID = 13816]**

1. Both (A) and (R) are incorrect [Option ID = 25262]
2. Both (A) and (R) are correct [Option ID = 25261]
3. (A) is incorrect, but (R) is correct [Option ID = 25264]
4. (A) is correct, but (R) is incorrect [Option ID = 25263]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25261]

**49) Licenses to run a private FM radio station in India are granted by: [Question ID = 13768]**

1. Prasar Bharati Corporation [Option ID = 25069]
2. All India Radio [Option ID = 25070]
3. Department of Telecommunication [Option ID = 25072]
4. Ministry of Information and Broadcasting [Option ID = 25071]

**Correct Answer :-**

- Prasar Bharati Corporation [Option ID = 25069]

**50) A popular entertainment-education Program of Indian Television was 'Hum Log'. One of the themes of this program was:**

**[Question ID = 13750]**

1. HIV Prevention [Option ID = 24997]
2. Family planning [Option ID = 24999]
3. Breast feeding [Option ID = 24998]
4. Self-Employment [Option ID = 25000]

**Correct Answer :-**

- HIV Prevention [Option ID = 24997]

**51) Social Progress Index takes into account the following parameters:**

- a) Basic Human Needs
- b) Rate of Corruption
- c) Foundations of Wellbeing
- d) Opportunity

**Codes:**

**[Question ID = 13790]**

1. a,b,d [Option ID = 25160]
2. a,b,c [Option ID = 25158]
3. a,c,d [Option ID = 25159]
4. b,c,d [Option ID = 25157]

**Correct Answer :-**

- b,c,d [Option ID = 25157]

**52) Effective listening involves the following:**

- a) Participatory listening
- b) Critical listening
- c) Apathetic listening
- d) Empathetic listening

**Codes: [Question ID = 13791]**

1. b,c,d [Option ID = 25162]
2. a,b,d [Option ID = 25164]
3. a,b,c [Option ID = 25161]
4. c,d,a [Option ID = 25163]

**Correct Answer :-**

- a,b,c [Option ID = 25161]

**53) In communication context, IEC stands for: [Question ID = 13756]**

1. Information, Evaluation and Communication [Option ID = 25023]
2. Information, Evolution and Communication [Option ID = 25024]
3. Information, Elocution and Communication [Option ID = 25021]
4. Information, Education and Communication [Option ID = 25022]

**Correct Answer :-**

- Information, Elocution and Communication [Option ID = 25021]

**54) Assertion (A):SDGs provide guidelines for developing polices and programs in line with sustainable development.**

**Reason (R): SDGs are not formulated to accomodate local circumstances and needs.**

**Codes :**

**[Question ID = 13812]**

1. Both (A) and (R) are correct [Option ID = 25245]
2. Both (A) and (R) are correct, but (R) is not the correct explanation of (A) [Option ID = 25248]
3. (A) is correct and (R) is not the correct explanation of (A) [Option ID = 25247]
4. (A) is correct, (R) is incorrect. [Option ID = 25246]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25245]

**55) Assertion(A): Upper caste women may face more restrictions on their mobility than lower caste women.**

**Reason(R): Restrictive mobility of women is desired to preserve their caste purity and superiority.**

**Codes:**

**[Question ID = 13813]**

1. Both (A) and (R) are correct [Option ID = 25249]
2. Both (A) and (R) are incorrect [Option ID = 25250]
3. (A) is incorrect, but (R) is correct [Option ID = 25252]
4. (A) is correct, but (R) is incorrect [Option ID = 25251]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25249]

**56) Assertion(A): PQLI does not measure qualitative indicators such as freedom and justice.**

**Reason(R): It's focus remains on measuring gender development.**

**Codes:**

**[Question ID = 13817]**

1. Both (A) and (R) are correct [Option ID = 25265]
2. Both (A) and (R) are incorrect [Option ID = 25266]
3. (A) is incorrect, but (R) is correct [Option ID = 25268]
4. (A) is correct, but (R) is incorrect [Option ID = 25267]

**Correct Answer :-**

- Both (A) and (R) are correct [Option ID = 25265]

**57) Reliable sources that are commonly used for preparing a review of literature are:**

**a. Wikipedia Post**

**b. Census Data**

**c. Books**

**d. Journals**

**Codes:**

**[Question ID = 13793]**

1. a,c,d [Option ID = 25170]
2. a,b,d [Option ID = 25172]

3. a,b,c [Option ID = 25169]  
4. b,c,d [Option ID = 25171]

**Correct Answer :-**

- a,b,c [Option ID = 25169]

**58) Match the types of violence given in List I with their manifestations given in List II.**

**List I (Types of Violence)      List II (Manifestation)**

- |                       |                          |
|-----------------------|--------------------------|
| a. Physical violence  | i. Humiliation           |
| b. Sexual violence    | ii. Financial dependence |
| c. Emotional violence | iii. Mobility            |
| d. Economic violence  | iv. Punching             |
|                       | v. Rape                  |

**Codes:**

**[Question ID = 13819]**

1. a i b iii c ii d iv [Option ID = 25276]  
2. a iv b v c i d ii [Option ID = 25274]  
3. a v b iv c iii d ii [Option ID = 25275]  
4. a iii b ii c iv d i [Option ID = 25273]

**Correct Answer :-**

- a iii b ii c iv d i [Option ID = 25273]

**59) Match the following types of communication in List I to its most appropriate trait in List II:**

**List I (Communication Types)      List II (Typical Trait)**

- |                 |                              |
|-----------------|------------------------------|
| a. Synchronous  | i. Active Participation      |
| b. Mediated     | ii. Passive Participation    |
| c. Unmediated   | iii. Instant Connection      |
| d. Asynchronous | iv. Connection at one's ease |
|                 | v. Polarised Participation   |

**Codes:**

**[Question ID = 13820]**

1. a iv b iii c ii d i [Option ID = 25279]  
2. a v b ii c iii d i [Option ID = 25277]  
3. a v b ii c iii d i [Option ID = 25278]  
4. a iii b ii c i d iv [Option ID = 25280]

**Correct Answer :-**

- a v b ii c iii d i [Option ID = 25277]

**60) Match the following types of communication given in List I with their relevant examples given in list II:**

**List I (Types of Communication)**

**List II (Examples)**

- |                             |   |
|-----------------------------|---|
| a) Vertical Communication   | i) Email from Principal to staff.           |
| b) Horizontal Communication | ii) Gossip in the corridor                  |
| c) Diagonal Communication   | iii) Information sharing among colleagues   |
| d) Grapevine                | iv) Intercollege committee of various depts |
|                             | v) Audience of a street theatre             |

**Codes:**

**[Question ID = 13828]**

1. a i b iii c iv d ii [Option ID = 25311]
2. a i b ii c iv d iii [Option ID = 25312]
3. a i b ii c iii d iv [Option ID = 25309]
4. a iv b v c i d ii [Option ID = 25310]

**Correct Answer :-**

- a i b ii c iii d iv [Option ID = 25309]

**61) Match the following types of audience given in List I with their relevant examples given in List II:**

**List I (Types of Audience)**

**List II (Examples)**

- |                       |   |
|-----------------------|---|
| a) Casual Audience    | i) Teachers attending lecture on smart classes          |
| b) Passive Audience   | ii) Team Coach addressing players before start of match |
| c) Selected Audience  | iii) Mob  |
| d) Organized Audience | iv) Street Entertainers                                 |
|                       | v) Temple Congregation                                  |

**Codes:**

**[Question ID = 13825]**

1. a iv b ii c v d iii [Option ID = 25300]
2. a iv b v c iii d ii [Option ID = 25299]
3. a iv b v c ii d i [Option ID = 25298]
4. a iii b i c ii d iv [Option ID = 25297]

**Correct Answer :-**

- a iii b i c ii d iv [Option ID = 25297]

**62) Match the following type of PLA given in List I with its prime objective given in List II:**

**List I (PLA)**

**List II (Objective)**

- |                     |  |
|---------------------|--|
| a. Resource map     | i. Relative importance of people or services |
| b. Venn diagram     | ii. Temporal analysis                        |
| c. Seasonal diagram | iii. Spatial distribution                    |
| d. Social map       | iv. Stratification in the community          |
|                     | v. Training of trainers                      |

**Codes:**

**[Question ID = 13824]**

1. a i b ii c iii d iv [Option ID = 25296]
2. a iii b i c ii d iv [Option ID = 25293]
3. a iii b v c iv d ii [Option ID = 25295]
4. a ii b iii c iv d i [Option ID = 25294]

**Correct Answer :-**

- a iii b i c ii d iv [Option ID = 25293]

**63) Match the following concepts in List I with the tools and approaches associated with them given in List II:**

**List I (Concept)**

**List II (Tools & approaches)**

- |                                  |                    |
|----------------------------------|--------------------|
| a. Advocacy                      | i. Voicing         |
| b. Participatory Rural Appraisal | ii. Reporting      |
| c. Training                      | iii. Simulation    |
| d. Journalism                    | iv. Matrix ranking |

**v. Lobbying**

**Codes:**

**[Question ID = 13826]**

1. a i b ii c iii d iv [Option ID = 25304]
2. a v b iv c iii d ii [Option ID = 25302]
3. a iii b i c ii d iv [Option ID = 25301]
4. a ii b iv c i d ii [Option ID = 25303]

**Correct Answer :-**

- a iii b i c ii d iv [Option ID = 25301]

**64) Match the following models of communication given in List I with their key features given in List II.**

<b>List I (Model)</b>	<b>List II (Key Feature)</b>
a. Aristotle	i. Rhetoric
b. Berlo	ii. Noise
c. Shannon & Weaver	iii. Concept of Fidelity
d. Schramm	iv. Feedback
	v. Audience Research

**Codes:**

**[Question ID = 13821]**

1. a i b iii c ii d v [Option ID = 25281]
2. a i b iii c ii d iv [Option ID = 25284]
3. a v b iii c ii d i [Option ID = 25282]
4. a ii b iii c i d iv [Option ID = 25283]

**Correct Answer :-**

- a i b iii c ii d v [Option ID = 25281]

**65) Match the various Acts passed given in List I with their year of passing given in List II:**

<b>List I (Acts)</b>	<b>List II (Year of Passing)</b>
a. PWDV Act	i. 1999
b. PCPNDT Act	ii. 2005
c. MTP Act	iii. 1994
d. Dowry Prohibition Act	iv. 1971
	v. 1961

**Codes:**

**[Question ID = 13823]**

1. a i b iii c ii d iv [Option ID = 25292]
2. a iv b v c i d ii [Option ID = 25290]
3. a iii b ii c iv d i [Option ID = 25289]
4. a ii b iii c iv d v [Option ID = 25291]

**Correct Answer :-**

- a iii b ii c iv d i [Option ID = 25289]

**66) Match the programmes in List I with the issues dealt by them given in List II:**

<b>List I (Programme)</b>	<b>List II (Development issue)</b>
a. MGNREGA	i. Health



- b. NHM**                      **ii. Employment**  
**c. SSA**                      **iii. Education**  
**d. ICDS**                    **iv. Supplementary nutrition**  
**v. Vocational Training**

**Codes:**

**[Question ID = 13822]**

1. a i b iv c iii d ii [Option ID = 25286]
2. a iii b v c i d ii [Option ID = 25288]
3. a ii b i c iv d iii [Option ID = 25285]
4. a ii b i c iii d iv [Option ID = 25287]

**Correct Answer :-**

- a ii b i c iv d iii [Option ID = 25285]

**67) Match the Qualities of an extension worker given in List I with their manifestation given in List II:**

- | <b>List I (Qualities)</b>      | <b>List – II (Manifestation)</b>             |
|--------------------------------|--|
| <b>a) Cognitive skills</b>     | <b>i. Firm determination to attain goals</b> |
| <b>b) Communication skills</b> | <b>ii. Precise</b>                           |
| <b>c) Leadership skills</b>    | <b>iii. Humble and Polite</b>                |
| <b>d) Social skills</b>        | <b>iv. Good listener</b>                     |
|                                | <b>v. Knowledge of subject matter</b>        |

**Codes:**

**[Question ID = 13827]**

1. a v b iv c i d iii [Option ID = 25308]
2. a iii b v c i d iv [Option ID = 25306]
3. a ii b iii c v d iv [Option ID = 25305]
4. a ii b iv c i d iii [Option ID = 25307]

**Correct Answer :-**

- a ii b iii c v d iv [Option ID = 25305]

**68) ASCI stands for: [Question ID = 13786]**

1. Advertising Collective of India [Option ID = 25142]
2. Advertising Standards Communication of India [Option ID = 25144]
3. Advertising Standards Council of India [Option ID = 25141]
4. Advertisement Social Council of India [Option ID = 25143]

**Correct Answer :-**

- Advertising Standards Council of India [Option ID = 25141]

**69) Radio broadcasting was started by Macroni with the invention of first wireless telegraph link in the year: [Question ID = 13749]**

1. 1927 [Option ID = 24995]
2. 1908 [Option ID = 24994]
3. 1896 [Option ID = 24993]
4. 1923 [Option ID = 24996]

**Correct Answer :-**

- 1896 [Option ID = 24993]

**70) Janani Suraksha Yojna (JSY) is operationalised under the programme: [Question ID = 13781]**

1. MGNREGA [Option ID = 25123]
2. SSA [Option ID = 25121]
3. ICDS [Option ID = 25122]
4. NHM [Option ID = 25124]

**Correct Answer :-**

- SSA [Option ID = 25121]

**71) Communicator must possess the following qualities to ensure effectiveness of communication:**

- a) Apt knowledge about the subject
- b) Positive Attitude
- c) Inertness towards the receiver
- d) Empathy

**Codes:**

**[Question ID = 13803]**

1. a,c,d [Option ID = 25210]
2. a,b,d [Option ID = 25212]
3. a,b,c [Option ID = 25209]
4. b,c,d [Option ID = 25211]

**Correct Answer :-**

- a,b,c [Option ID = 25209]

**72) Communication that needs a medium to disseminate messages is called :**

**[Question ID = 13732]**

1. Mass Communication [Option ID = 24928]
2. Disseminative Communication [Option ID = 24927]
3. Symbiotic Communication [Option ID = 24925]
4. Prescriptive Communication [Option ID = 24926]

**Correct Answer :-**

- Symbiotic Communication [Option ID = 24925]

**73) The following is not a component of ICDS: [Question ID = 13765]**

1. Supplementary nutrition [Option ID = 25060]
2. Antenatal services [Option ID = 25057]
3. Referral services [Option ID = 25058]
4. Micro finance [Option ID = 25059]

**Correct Answer :-**

- Antenatal services [Option ID = 25057]

**74) The following is not a component of Logic Model: [Question ID = 13784]**

1. Inputs [Option ID = 25134]
2. Indicators [Option ID = 25136]

3. Assessment [Option ID = 25133]
4. Outputs [Option ID = 25135]

**Correct Answer :-**

- Assessment [Option ID = 25133]

**75) The following is a space related PLA Technique: [Question ID = 13762]**

1. Chapatti diagram [Option ID = 25046]
2. Flow diagram [Option ID = 25045]
3. Resource map [Option ID = 25047]
4. Seasonal Mapping [Option ID = 25048]

**Correct Answer :-**

- Flow diagram [Option ID = 25045]

**76) The following is a Non-Verbal skill required for public communication: [Question ID = 13771]**

1. Volume [Option ID = 25083]
2. Eye Contact [Option ID = 25084]
3. Pronunciation [Option ID = 25082]
4. Pitch [Option ID = 25081]

**Correct Answer :-**

- Pitch [Option ID = 25081]

**77) Which of the following is NOT a gender related development indicator? [Question ID = 13757]**

1. Gender Economic Measure [Option ID = 25028]
2. Gender Equity Index [Option ID = 25027]
3. Gender Empowerment Measure [Option ID = 25026]
4. Gender-related Development Index [Option ID = 25025]

**Correct Answer :-**

- Gender-related Development Index [Option ID = 25025]

**78) The audience for Mass communication are: [Question ID = 13770]**

1. Specific [Option ID = 25080]
2. Related [Option ID = 25079]
3. Homogeneous [Option ID = 25077]
4. Heterogeneous [Option ID = 25078]

**Correct Answer :-**

- Homogeneous [Option ID = 25077]

**79) One of the following is an example of psychological barrier: [Question ID = 13780]**

1. Difference in language [Option ID = 25118]
2. Difference in organizational designation [Option ID = 25120]
3. Difference in cultures [Option ID = 25117]
4. Difference in perception [Option ID = 25119]

**Correct Answer :-**

- Difference in cultures [Option ID = 25117]

**80) One of the following is not an approach to Development Communication: [Question ID = 13773]**

1. Magic Multiplier [Option ID = 25092]
2. Centralization [Option ID = 25091]
3. Empathy [Option ID = 25089]
4. Diffusion of Innovation [Option ID = 25090]

**Correct Answer :-**

- Empathy [Option ID = 25089]

**81) One of the following is not discussed under Agenda Setting theory: [Question ID = 13775]**

1. Ulterior motivation behind communication [Option ID = 25100]
2. Audience's usage of media [Option ID = 25098]
3. Effects of media on audiences [Option ID = 25099]
4. Selection and packaging of stories [Option ID = 25097]

**Correct Answer :-**

- Selection and packaging of stories [Option ID = 25097]

**82) One of the following is not a salient feature of traditional folk media: [Question ID = 13774]**

1. Dissemination of information [Option ID = 25096]
2. Reliance on electronic media [Option ID = 25094]
3. Entertainment [Option ID = 25095]
4. Preservation of culture [Option ID = 25093]

**Correct Answer :-**

- Preservation of culture [Option ID = 25093]

**83) In a non formal education programme, the curriculum is based on: [Question ID = 13764]**

1. Expertise of the trainers [Option ID = 25055]
2. Standardized course content [Option ID = 25053]
3. Needs of the learners [Option ID = 25054]
4. Needs of the organization [Option ID = 25056]

**Correct Answer :-**

- Standardized course content [Option ID = 25053]

**84) Paternalistic dominance is referred to as: [Question ID = 13753]**

1. A way to describe a woman's control over a man [Option ID = 25009]
2. A way to describe a woman's control over another woman [Option ID = 25010]
3. A way to describe a man's control over a woman [Option ID = 25011]
4. A way to describe a man's control over a man [Option ID = 25012]

**Correct Answer :-**

- A way to describe a woman's control over a man [Option ID = 25009]

**85) Aristotle's model of communication is most appropriate in the context of: [Question ID = 13782]**

1. Public speech [Option ID = 25126]
2. Personal letter [Option ID = 25128]
3. Personal communication [Option ID = 25125]
4. Interpersonal communication [Option ID = 25127]

**Correct Answer :-**

- Personal communication [Option ID = 25125]

**86) The model of communication that relates to "Noise" is: [Question ID = 13730]**

1. Shannon & Weaver's Model [Option ID = 24919]
2. Osgood & Schramm's Model [Option ID = 24920]
3. Laswell's Model [Option ID = 24918]
4. Aristotle's Model [Option ID = 24917]

**Correct Answer :-**

- Aristotle's Model [Option ID = 24917]

**87) Feedback in the process of communication includes the following dimensions:**

- a) Positive – Negative
- b) High end – Low end
- c) Immediate – Delayed
- d) Self - Listener

**Codes: [Question ID = 13806]**

1. a,c,d [Option ID = 25223]
2. a,b,d [Option ID = 25224]
3. d,c,b [Option ID = 25222]
4. c,b,a [Option ID = 25221]

**Correct Answer :-**

- c,b,a [Option ID = 25221]

**88) The Johari's window of Self-awareness has the following components:**

- a) Open Self
- b) Hidden Self
- c) Esteem Self
- d) Unknown Self

**Codes: [Question ID = 13796]**

1. b,c,d [Option ID = 25184]
2. a,c,d [Option ID = 25182]
3. a,b,d [Option ID = 25183]
4. a,b,c [Option ID = 25181]

**Correct Answer :-**

- a,b,c [Option ID = 25181]

**89) Panchayati Raj Institutions in India are important expressions of people's participation in local Self Governance through: [Question ID = 13763]**

1. Centralization [Option ID = 25049]
2. Domination [Option ID = 25051]
3. Demonetisation [Option ID = 25052]
4. Decentralization [Option ID = 25050]

**Correct Answer :-**

- Centralization [Option ID = 25049]

**90) Nature of communication that takes place between peers at the same level in an organization is called: [Question ID = 13745]**

1. Upward [Option ID = 24978]
2. Diagonal [Option ID = 24980]
3. Downward [Option ID = 24979]
4. Lateral [Option ID = 24977]

**Correct Answer :-**

- Lateral [Option ID = 24977]

**91) According to Diffusion of Innovation Theory, the three stages of adoption of new ideas in the development process are:**

- a) Interest stage
- b) Evaluation stage
- c) Trial stage
- d) Disintegration stage

**Codes: [Question ID = 13804]**

1. b,c,d [Option ID = 25215]
2. a,c,d [Option ID = 25214]
3. a,b,d [Option ID = 25216]
4. a,b,c [Option ID = 25213]

**Correct Answer :-**

- a,b,c [Option ID = 25213]

**92) According to Roger's "Diffusion of Innovation theory" people who are willing to take risks and are earliest in adopting new ideas and technologies are called: [Question ID = 13734]**

1. Adopters [Option ID = 24935]
2. Laggards [Option ID = 24933]
3. Innovators [Option ID = 24934]
4. Stakeholders [Option ID = 24936]

**Correct Answer :-**

- Laggards [Option ID = 24933]

**93) YouTube, Twitter and Facebook are examples of the following kind of collaborative media: [Question ID = 13778]**

1. New [Option ID = 25111]
2. Interactive [Option ID = 25109]
3. Social [Option ID = 25112]
4. Sharing [Option ID = 25110]

**Correct Answer :-**

- Interactive [Option ID = 25109]

**94) The radio station which is primarily not for profit and is operated and owned by the people serves as:**

**[Question ID = 13740]**

1. Community Radio [Option ID = 24957]
2. Commercial radio [Option ID = 24958]
3. Public radio [Option ID = 24959]
4. Corporate radio [Option ID = 24960]

**Correct Answer :-**

- Community Radio [Option ID = 24957]

**95) The attributed causes of underdevelopment in developing countries during the dominant paradigm were primarily:**

**[Question ID = 13769]**

1. Incremental causes [Option ID = 25076]
2. Triggered causes [Option ID = 25075]
3. External causes [Option ID = 25073]
4. Internal causes [Option ID = 25074]

**Correct Answer :-**

- External causes [Option ID = 25073]

**96) The Basic Needs model adopted by ILO and endorsed by World Bank President, Robert Mc Namera identified the following 'needs' as essential for development:**

- a) Formative Needs
- b) Felt Needs
- c) Demands
- d) Normative Needs

**Codes:**

**[Question ID = 13794]**

1. a,c,d [Option ID = 25174]
2. a,b,d [Option ID = 25176]
3. a,b,c [Option ID = 25173]
4. b,c,d [Option ID = 25175]

**Correct Answer :-**

- a,b,c [Option ID = 25173]

**97) Celsius scale is an example of: [Question ID = 13754]**

1. Ordinal scale [Option ID = 25014]
2. Nominal scale [Option ID = 25013]
3. Interval Scale [Option ID = 25015]
4. Ratio Scale [Option ID = 25016]

**Correct Answer :-**

- Nominal scale [Option ID = 25013]

**98) As per Lerner's Model of Development following is not an index of modernization: [Question ID = 13747]**

1. Exposure to Mass Media [Option ID = 24988]
2. Urbanization [Option ID = 24986]

3. Literacy [Option ID = 24987]
4. Disposable income [Option ID = 24985]

**Correct Answer :-**

- Disposable income [Option ID = 24985]

**99) One of the essential preliminary tasks before undertaking a research study is:**

**[Question ID = 13758]**

1. Data collection [Option ID = 25032]
2. Data analysis [Option ID = 25029]
3. Literature review [Option ID = 25030]
4. Hypothesis formulation [Option ID = 25031]

**Correct Answer :-**

- Data analysis [Option ID = 25029]

**100) An image, perception or concept that is capable of measurement, hence capable of taking on different values is called: [Question ID = 13759]**

1. Population [Option ID = 25035]
2. Objective [Option ID = 25033]
3. Variable [Option ID = 25036]
4. Sample [Option ID = 25034]

**Correct Answer :-**

- Objective [Option ID = 25033]