

Roll No.

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(Write Roll Number from left side exactly as in the Admit Card)

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Signature of Invigilator

Question Booklet Series

X

PAPER-II

Question Booklet No.

(Identical with OMR Answer Sheet Number)

Subject Code : 25

MASS COMMUNICATION AND JOURNALISM

Time : 2 Hours

Maximum Marks: 200

Instructions for the Candidates

- Write your Roll Number in the space provided on the top of this page as well as on the OMR Sheet provided.
- At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and verify it:
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page.
 - Faulty booklet, if detected, should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
 - Verify whether the Question Booklet No. is identical with OMR Answer Sheet No.; if not, the full set is to be replaced.
 - After this verification is over, the Question Booklet Series and Question Booklet Number should be entered on the OMR Sheet.
- This paper consists of One hundred (100) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.
- Each Question has four alternative responses marked: **(A) (B) (C) (D)**. You have to darken the circle as indicated below on the correct response against each question.

Example: **(A) (B) (C) (D)**, where **(C)** is the correct response.
- Your responses to the questions are to be indicated correctly in the OMR Sheet. If you mark your response at any place other than in the circle in the OMR Sheet, it will not be evaluated.
- Rough work is to be done at the end of this booklet.
- If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except in the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
- Do not tamper or fold the OMR Sheet in any way. If you do so, your OMR Sheet will not be evaluated.
- You have to return the Original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry question booklet and duplicate copy of OMR Sheet after completion of examination.
- Use only Black Ball point pen.**
- Use of any calculator, mobile phone, electronic devices/gadgets etc. is strictly prohibited.**
- There is no negative marks for incorrect answer.**

MASS COMMUNICATION AND JOURNALISM

PAPER II

1. Thurstone Scale was developed by Louis Leon Thurstone to measure the attitude
 - (A) towards religious attitude.
 - (B) in public opinion.
 - (C) in the response in Psychology.
 - (D) in response and direction.

2. The study of use of space in human communication is known as
 - (A) Chronemics
 - (B) Kinesics
 - (C) Proxemics
 - (D) Polemics

3. Inferring about the whole population on the basis of the observations made on a smaller part of the population is called
 - (A) Deductive Inference
 - (B) Inductive Inference
 - (C) Objective Inference
 - (D) Pseudo Inference

4. Which of the following is the commonest grapevine chain in an organisation?
 - (A) Single-stand chain
 - (B) Gossip chain
 - (C) Cluster chain
 - (D) Probability chain

5. Who stated, "Freedom always entails an obligation, whether it is a nation's freedom or an individual's freedom or a group freedom of the press"?
 - (A) Lord Linlithgo
 - (B) Raja Ram Mohan Roy
 - (C) Bal Gangadhar Tilak
 - (D) Jawaharlal Nehru

6. The research approach of Max Weber to understand how people create meanings in natural settings is identified as
 - (A) Positivist Paradigm
 - (B) Critical Paradigm
 - (C) Natural Paradigm
 - (D) Interpretative Paradigm

7. Who wrote 'Simulacra and Simulation'?
 - (A) M. Bodeu
 - (B) J. Baudrillard
 - (C) G. Deleuze
 - (D) R. Dawkins

8. Who formulated the idea of Web 2.0 ?
 - (A) T. O'Reilly
 - (B) W. O'Brien
 - (C) T. J. Pinch
 - (D) M. A. Moser

9. An example of Big Data might be measured in
 - (A) Gigabyte
 - (B) Kilobyte
 - (C) Megabyte
 - (D) Exabyte

10. The activity of communicating using digitised information transmitted through telecommunications and satellite is known as
 - (A) Artificial Intelligence
 - (B) Computer Generated Imagery
 - (C) Hyper Text Markup Language
 - (D) Computer Mediated Communication

11. Cultural Imperialism refers to the work of
 - (A) Harold Innis
 - (B) P.P. Singh
 - (C) Georgette Wang
 - (D) Herbert Schiller

12. Arrange the following committees from earliest to the latest

Joshi, Shunglu, Verghese, Chanda

 - (A) Verghese, Chanda, Joshi, Shunglu
 - (B) Chanda, Verghese, Joshi, Shunglu
 - (C) Joshi, Verghese, Chanda, Shunglu
 - (D) Chanda, Joshi, Verghese, Shunglu

13. TRAI consultation paper on ownership recommended on

- (A) Cross media and corporate ownership of TV channels.
- (B) Government running TV channels.
- (C) NGOs running radio stations.
- (D) Foreign embassies running TV channels.

14. Holistic method is an adoption by communication research from

- (A) Psychology
- (B) Anthropology
- (C) Sociology
- (D) Political Science

15. The Odessa Steps scene is a parody clip in

- (A) Bicycle Thieves
- (B) Pather Panchali
- (C) Battleship Potemkin
- (D) Psycho

16. Cultural hegemony concept was articulated by

- (A) Karl Marx
- (B) Rabindra Nath Tagore
- (C) Antonio Gramsci
- (D) Noam Chomsky

17. What is the term for the concept that all new media in their novel period incorporate or adapt previously existing media?

- (A) Simulacrum
- (B) Remediation
- (C) Referentiality
- (D) Technology

18. Research design in any Communication Research follows these steps. Which among the following is not part of the sequential steps?

- (A) Data Collection Methods and Tools
- (B) Abstract Writing
- (C) Choice of Sampling Strategy
- (D) Data Analysis Techniques

19. In Communication Research which statement listed below does not pertain to scientific thinking?

- (A) Accurate and reliable conclusions about human behaviour
- (B) Observations which are not replicable to any other setting
- (C) Systematic use of methods of inquiry
- (D) Characterized by Empirical observations

20. What does the term Gutter mean?

- (A) Key idea to capture attention
- (B) Space between columns
- (C) Negative reporting
- (D) Sensational reporting

21. Which news portal has its headquarters in Kolkata?

- (A) First Post
- (B) DNA
- (C) Oneindia
- (D) India Blooms

22. Raibeshe is a folk dance form performed mostly in which district of West Bengal?

- (A) Howrah
- (B) Burdwan
- (C) Uttar Dinajpur
- (D) South 24 Parganas

23. Which one of the following was edited by the Serampore Missionaries?

- (A) Bengal Gazette
- (B) Calcutta Journal
- (C) Digdarshan
- (D) Samachar Chandrika

24. What is the common term for an oscilloscope which is used to test and adjust audio or video signals?

- (A) Wheel
- (B) Videoframe
- (C) Wave-form monitor
- (D) Window dub

25. Which movie of Rituparno Ghosh received the National Award for Best Feature Film in 2004?

- (A) Raincoat
- (B) Chokher Bali
- (C) Bariwali
- (D) Naukadubi

26. In which year was Hindoo Patriot first published as a daily newspaper?

- (A) 1852
- (B) 1862
- (C) 1892
- (D) 1898

27. Adversarial role of the press is when

- (A) press and the state work together.
- (B) press and the state do not work together.
- (C) press forms a critical or many times an oppositional role.
- (D) government has a full page devoted to its views.

28. Who among the following defined newspaper as a commodity?

- (A) Samir Jain
- (B) N. Ram
- (C) C. R. Irani
- (D) Mammon Mathew

29. Leapfrogging in communication and development is attributed to

- (A) E. M. Rogers
- (B) Daniel Lerner
- (C) Lucien Pye
- (D) Wilbur Schramm

30. Advertising on TV, as per regulations, is restricted to:

- (A) 12 minutes per hour
- (B) 20 minutes per hour
- (C) 5 minutes per hour
- (D) 10 minutes per hour

31. Wall Street Protest, Arab Spring and Nirbhaya movement are examples of protests mainly marshalled by

- (A) Social Networking
- (B) Radio
- (C) Television
- (D) Cinema

32. Normal, ordinal and interval scales refer to

- (A) levels of learning.
- (B) levels of measurement.
- (C) levels of achievement.
- (D) levels of contentment.

33. Reasonable restrictions on freedom of speech and expression is contained in certain provisions of

- (A) Article 25
- (B) Article 15
- (C) Article 21
- (D) Article 19

34. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Uri: The Surgical Strike	(i) Nikhil Advani
(b) Article 15	(ii) Vikas Bahl
(c) Batla House	(iii) Aditya Dhar
(d) Super 30	(iv) Anubhav Sinha

Codes:

	(a)	(b)	(c)	(d)
(A)	(ii)	(iv)	(i)	(iii)
(B)	(i)	(iii)	(iv)	(ii)
(C)	(iv)	(iii)	(i)	(ii)
(D)	(iii)	(iv)	(i)	(ii)

35. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Netflix	(i) Karim, Chad, Steve Chen
(b) Amazon Prime	(ii) Jason Kilar
(c) You Tube	(iii) Reed Hastings
(d) Hulu	(iv) Jeff Bezos

Codes:

	(a)	(b)	(c)	(d)
(A)	(iii)	(iv)	(i)	(ii)
(B)	(ii)	(iii)	(i)	(iv)
(C)	(iii)	(ii)	(iv)	(i)
(D)	(i)	(ii)	(iii)	(iv)

36. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Instagram	(i) Yang & Filo
(b) Yahoo	(ii) Larry Page & Sergey Brin
(c) Google	(iii) Dorsey, Noah, Stone & Evan
(d) Twitter	(iv) Kevin Systrom & Mike Krieger

Codes:

	(a)	(b)	(c)	(d)
(A)	(ii)	(iv)	(i)	(iii)
(B)	(iv)	(i)	(ii)	(iii)
(C)	(iii)	(iv)	(ii)	(i)
(D)	(iv)	(iii)	(i)	(ii)

37. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) The Times of India	(i) Kasturi & Sons Ltd.
(b) The Hindu	(ii) ABP Group
(c) The Telegraph	(iii) Shobhana Bhartia
(d) The Hindustan Times	(iv) Bennett & Coleman Co. Ltd.

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(iv)	(iii)	(ii)
(B)	(iv)	(i)	(ii)	(iii)
(C)	(ii)	(i)	(iv)	(iii)
(D)	(iii)	(ii)	(i)	(iv)

38. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Harold Lasswell	(i) Diffusion of Innovation Theory
(b) Walter Lippmann	(ii) Dominant Paradigm
(c) Paul Lazarsfeld & Hoveland	(iii) Theory of Public Opinion
(d) Everett M. Rogers	(iv) Theory of Propaganda

Codes:

	(a)	(b)	(c)	(d)
(A)	(ii)	(i)	(iv)	(iii)
(B)	(i)	(ii)	(iii)	(iv)
(C)	(iv)	(iii)	(ii)	(i)
(D)	(iii)	(iv)	(i)	(ii)

39. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Hotstar	(i) Algorithm
(b) Web Crawler	(ii) Reduces Network Traffic
(c) Mirror Site	(iii) Indexer
(d) Fake News	(iv) Video streaming

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iv)	(iii)
(B)	(ii)	(iv)	(i)	(iii)
(C)	(iv)	(iii)	(ii)	(i)
(D)	(iii)	(i)	(ii)	(iv)

40. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) Libel	(i) Ombudsman
(b) Slander	(ii) Press Censorship
(c) Emergency 1975-77	(iii) Written
(d) Press Council of India	(iv) Spoken

Codes:

	(a)	(b)	(c)	(d)
(A)	(iv)	(i)	(iii)	(ii)
(B)	(iii)	(iv)	(ii)	(i)
(C)	(i)	(iii)	(iv)	(ii)
(D)	(ii)	(iii)	(i)	(iv)

41. Match the following:

<i>List-I</i>	<i>List-II</i>
(a) LinkedIn	(i) Unsolicited Mail
(b) Extranet	(ii) Website Content
(c) RSS	(iii) Professional Network
(d) Spam	(iv) Private Network

Codes:

	(a)	(b)	(c)	(d)
(A)	(iii)	(iv)	(ii)	(i)
(B)	(i)	(iii)	(iv)	(ii)
(C)	(ii)	(i)	(iii)	(iv)
(D)	(ii)	(iii)	(i)	(iv)

42. Match the following:

List-I

- (a) LIC
- (b) Red FM
- (c) ICICI
- (d) Asian Paints

List-II

- (i) Hum Hai Na
- (ii) Zindagi Ke Saath Bhi, Zindagi Ke Baad Bhi
- (iii) Har Ghar Kuchh Kahta Hai
- (iv) Bajate Raho

Codes:

- | | | | | |
|-----|-------|------|-------|-------|
| | (a) | (b) | (c) | (d) |
| (A) | (i) | (iv) | (iii) | (ii) |
| (B) | (ii) | (i) | (iv) | (iii) |
| (C) | (iii) | (i) | (ii) | (iv) |
| (D) | (ii) | (iv) | (i) | (iii) |

43. Match the following:

List-I

- (a) Green Book
- (b) Period - End of Sentence
- (c) Newton
- (d) Slumdog Millionaire

List-II

- (i) Rajkumar Rao
- (ii) Peter Farelly
- (iii) Resul Pookutty
- (iv) Guneet Monga

Codes:

- | | | | | |
|-----|-------|-------|-------|-------|
| | (a) | (b) | (c) | (d) |
| (A) | (iv) | (iii) | (ii) | (i) |
| (B) | (i) | (ii) | (iii) | (iv) |
| (C) | (ii) | (iv) | (i) | (iii) |
| (D) | (iii) | (iv) | (ii) | (i) |

44. Who among the following members of the Frankfurt School was the first director of the school?

- (A) Theodor Adorno
- (B) Max Horkheimer
- (C) Herbert Marcuse
- (D) Carl Grunberg

45. Who among the following is known for contributing substantially to 'Persuasion Research'?

- (A) Harold Lasswell
- (B) Herbert Schiller
- (C) Carl Hoveland
- (D) Jurgen Habermas

46. *Assertion (A)* : There is a surge in making short films in India recently.

Reason (R) : The technology needed for making short films is easily and cheaply available.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

47. *Assertion (A)* : Stereotyping is a weapon in the hands of the ruling elite to show the 'other' in poor light.

Reason (R) : The 'other' in the society does not have the media power to fight back.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

48. *Assertion (A)* : Media is transmitting patriarchal ideology.

Reason (R) : Gender research is confined only to the issue of Stereotyping in Media.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

49. Assertion (A) : The newspaper readership is declining in India owing to more digital media usage among youth.

Reason (R) : The decline in newspaper readership is attributed to lack of media credibility.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

50. Assertion (A) : The global village causes uninterrupted flow of information in villages in remote areas.

Reason (R) : Free access to information is a means to empower people.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

51. Which of the following is an objective of informative advertising?

- (A) Build Brand Preference
- (B) Change Customer Perceptions of Brand Value
- (C) Encourage Customers to switch Brands
- (D) Suggest new uses of an exiting product in the market

52. Rasa, Bhava, Abhinaya, Swara, Pravriti have been described in which of the following?

- (A) Rig Veda
- (B) Bhagavad Gita
- (C) Natya Shastra
- (D) Tantraloka

53. Grapevine is

- (A) Downward Communication
- (B) Formal Communication
- (C) Informal Communication
- (D) Upward Communication

54. Newspaper Masthead is called

- (A) Headline
- (B) Banner
- (C) Flag
- (D) Ribbon

55. The terms 'Media Determinism', 'Global Village' and 'Hot and Cool Media' were conceptualised by

- (A) Harold Lasswell
- (B) Walter Lipman
- (C) Marshall McLuhan
- (D) Wilbur Schramm

56. Who was the first person to develop the concept of Wireless Communication?

- (A) Samuel Morse
- (B) Robert Fulton
- (C) Alexander Graham Bell
- (D) John Logie Baird

57. Match the following in List-I and List-II

<i>List-I</i>	<i>List-II</i>
(a) View Finder	(i) 1/30 th of a second
(b) Zoom	(ii) Eye-Piece on camera
(c) Focus	(iii) Close-ups
(d) Frame	(iv) Auto and Manual

Codes:

	(a)	(b)	(c)	(d)
(A)	(iii)	(ii)	(iv)	(i)
(B)	(iii)	(iv)	(ii)	(i)
(C)	(ii)	(iii)	(iv)	(i)
(D)	(iii)	(i)	(iv)	(ii)

58. Identify the correct sequence of the models, as per the year of publications.

- (A) Osgood's Model, Lasswell's Model, Westley and Maclean's Model, Shannon and Weaver's Model
- (B) Shannon and Weaver's Model, Osgood's Model, Lasswell's Model, Westley and Maclean's Model
- (C) Lasswell's Model, Shannon and Weaver's Model, Osgood's Model, Westley and Maclean's Model
- (D) Westley and Maclean's Model, Lasswell's Model, Osgood's Model, Shannon and Weaver's Model

59. The visual component of an advertisement without the text is called
- Picture
 - Artwork
 - Airbrush
 - Art Proof
60. Identify the correct sequence of the 'Factors for Innovation' as per the 'Diffusion of Innovation'.
- Relative advantage, Compatibility, Complexity, Triability, Observability
 - Compatibility, Observability, Triability, Complexity, Relative advantage
 - Observability, Relative advantage, Complexity, Triability, Compatibility
 - Complexity, Triability, Observability, Relative advantage, Compatibility
61. Umberto Eco refers to the ability of popular culture to resist dominant practices as
- " SEMIOTIC Guerilla Warfare"
 - Floating Signifier
 - Semiology
 - Double Signification
62. Ritwik Ghatak's film 'Ajantrik' deals with the relationship between
- a rickshaw driver and his rickshaw.
 - a tram driver and his tram.
 - a bus driver and his bus.
 - a taxi driver and his taxi.
63. POD publishing refers to
- Print on Default
 - Print on Demand
 - Printing by Traditional Methods
 - Screen Printing
64. "Traditionally mass communication research has conceptualised the communication process as a circular circuit or loop." Who said this?
- Everett Rogers
 - Wilbur Schramm
 - Stuart Hall
 - John Fiske
65. Leveson Inquiry was meant to investigate culture, practices and ethics of
- USA media
 - UK media
 - Australian media
 - Indian media
66. Semantics deal with
- Meanings
 - Codes
 - Signs
 - Texts
67. "With Malice towards one and all" was a column by
- Khushwant Singh
 - Arundhati Roy
 - B.K. Karanjia
 - Daryl D'Monte
68. Prasar Bharati Act was enacted in
- 1997
 - 1990
 - 1998
 - 1996
69. *Assertion (A)* : Taylor and Altman determined that orientation of interaction, exploration, affective exchange and stable exchange are layers of social penetration.
- Reason (R)* : The four stages of the relational development are supposed to happen at the periphery of personality in private space.
- Codes:*
- Both (A) and (R) are true.
 - Both (A) and (R) are true, but (R) is not the correct explanation of (A).
 - (A) is true, but (R) is false.
 - (A) is false, but (R) is true.

70. Assertion (A) : The public sphere can seldom be effectively constituted and maintained through dialogues, acts of speech and discussion.

Reason (R) : But Jurgen Habermas claims that public debate can be animated by 'opinion forming associations to counter the message of authorities'.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

71. Assertion (A) : Roland Barthes disputes Saussure's approach to Semiotics.

Reason (R) : Symbolic signs are language dependent and hence seen as arbitrary.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

72. Assertion (A) : Atomisation of news runs counter to the logic of inverted pyramid style.

Reason (R) : Inverted pyramid style can not be dispensed with in Journalistic Reporting.

Codes:

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

73. Ritwik Ghatak was associated with which theatre movement?

- (A) Indian People's Theatre Association
- (B) Shatabdi
- (C) Jana Sanskriti
- (D) Prithvi Theatre

74. "Camera Lucida" was the book authored by

- (A) Raghu Rai
- (B) Levi Strauss
- (C) Roland Barthes
- (D) Susan Sontag

75. Space-biased and Time-biased media are the concepts of

- (A) Marshall McLuhan
- (B) Harold Innis
- (C) Max Horkheimer
- (D) George Gerbner

76. In Broadcast Journalism, the term 'Back timing' refers to

- (A) a technique that ensures all stories fit into the required time slot.
- (B) written part of new stories.
- (C) shots used in picture sequence.
- (D) rewinding.

77. Erwing Goffman is associated with

- (A) Content analysis
- (B) Frame analysis
- (C) Textual analysis
- (D) Factor analysis

78. Cryptic Journalism seeks to use

- (A) Encryption technologies in Journalism.
- (B) Clarity in Journalism.
- (C) New editing techniques.
- (D) Data Journalism.

79. Netflix uses
 (A) Streaming network
 (B) Torrent network
 (C) P₂P network
 (D) Digital broadcasting network
80. SLR stands for
 (A) Single Lens Reflex
 (B) Signal Line Resolution
 (C) Signal Light Radiation
 (D) Single Light Reflex
81. Who is a unique visitor in Online Journalism metrics?
 (A) A person who visits a site at least once during the reporting period.
 (B) A person who visits a site rarely.
 (C) A person who is a hacker.
 (D) A person who has a trial subscription.
82. The work of Arthur C. Clarke made possible
 (A) Global Satellite Communication
 (B) Regional Satellite Communication
 (C) Microwave Communication
 (D) Terrestrial Communication
83. 'Berliner' format is
 (A) bigger than broadsheet format.
 (B) marginally taller and wider than tabloid format.
 (C) a TV channel in India.
 (D) smaller than Pocket Book format.
84. Media ecology theory propounds
 (A) physical environment of media.
 (B) media as environments.
 (C) technological determinism.
 (D) McLuhanism.
85. Journalists should be aware of these Articles in reporting legislature as it deals with privileges and immunities of elected representatives.
 (A) Articles 105(3) and 194(3)
 (B) Articles 104(2) and 195(3)
 (C) Articles 103(3) and 196(4)
 (D) Articles 208(1) and 211(2)
86. Which of the following is MacBride Report?
 (A) Global Village
 (B) Many Voices, Many Worlds
 (C) Many Voices, One World
 (D) One Voice, Many Worlds
87. Name the journalist who fought for the rights of women prisoners in India.
 (A) Sheela Barse
 (B) Barkha Dutt
 (C) Sevanti Ninan
 (D) Pushma Girimaji
88. Rural Broadcasting is the brainchild of which scientist?
 (A) Dr. Abdul Kalam
 (B) Dr. Raja Ramanna
 (C) Dr. Vikram Sarabhai
 (D) Dr. Kasturirangan
89. Which section of IPC deals with Defamation?
 (A) Section 496
 (B) Section 497
 (C) Section 498
 (D) Section 499
90. Which Article of IT Act, 2000 was struck down by Apex Court?
 (A) 68
 (B) 66 A
 (C) 67 A
 (D) 67

91. What type of variable is the 'size of the family'?
- Intervening variable
 - Discrete variable
 - Continuous variable
 - Non-discrete variable
92. In which of these scales, 'zero has absolute and natural value' ?
- Interval value
 - Ratio scale
 - Nominal scale
 - Ordinal scale
93. Which type of Survey is Census?
- Analytical Survey
 - Demographic Survey
 - Descriptive Survey
 - Exploratory Survey
94. One of these tests investigates simultaneous analysis of differences between more than two groups of samples.
- t - test
 - ANOVA
 - Chi-Square
 - Standard Deviation
95. Which of these is not the principles of visualization in Ads?
- Balance
 - Contrast
 - White space
 - Tombstoning

Read the following passage and answer questions 96 to 100:

One important lesson for communication study from the work of the Palo Alto group is to focus on problems of communication, as well as on the presumed positives. "The attention paid by Bateson, Watzlawick, and others to paradox, confusion, manipulation, noncontingency and even 'disinformation' ... suggests a very different way of looking at human communication from that which has reigned in recent wisdom (Wilder 1979). So, for example, communication study of such topics as self-disclosure and openness should be balanced by the study of ambiguity (Eisenberg 1984), deception and deviousness. Certain situations like diplomacy, love, and business negotiation call for deliberate ambiguity rather than directness and clarity. The perspective of the Palo Alto group presses for an awareness of equivocal communication (Bavelas and others 1990), an understanding of communication pathologies, a search for the nature of self-referential contradiction like paradox, and to question whether more and clearer communication is always functional.

The group states that human communication is not just conscious, intentional, and successful as a step toward mutual understanding by two or more participants. The exchange of information between individuals can also be nonverbal, unintentional, paradox creating, and useful as a therapeutic technique. The perspective of the relational communication scholars is cybernetic, ecological, and based on systems theory. It does not fit with the dominant epistemology, of communication study, which is one reason why the interactional theory of the Palo Alto group has not had more impact on communication study. The dominant focus of communication research is on investigating effects. In contrast, inter-actionist theory seeks to answer an entirely different kind of important question. This difference may explain why the Palo Alto group has not received more attention by mainstream communication scholars in the United States, who are chiefly concerned with studying effects.

The Palo Alto scholars oppose effects research, cast in terms of one-way models. "It could be argued that S-M-C-R (source-message-channel-receiver) was not extended as a 'model' of communication, that it met none of the tests of theoretical modeling, and that it was developed as an audiovisual aid to stimulate recall of the components of a communication relationship" (Berlo 1977, p. 12). One-way models may be quite appropriate for persuasion, propaganda, and studying mass communication effects, but the linear causality assumed by such directional models does not fit with a vision of human communication as interrelationships and as a process of mutual influence.

96. Which of the following issues matches the area of concern of the Palo Alto Group?
- Direct Communication
 - Result oriented Communication
 - Ambiguity in Communication
 - Development Communication

97. One of the benefits of the type of communication practiced by Palo Alto Group was termed as

- (A) Effective
- (B) Therapeutic
- (C) Psychoanalytic
- (D) Clarity Vision

98. Why did Palo Alto Group of Communication could not impact Communication Studies in the United States of America?

- (A) The USA scholars concentrated on effect oriented approach.
- (B) Palo Alto Group never shared its findings with any other group.
- (C) The USA scholars isolated themselves from all other groups.
- (D) Palo Alto Group scholars were all working with hospitals.

99. The works of Palo Alto group of scholars contribution can be summed up by

- (A) Interactional Communication Theory
- (B) Epistemological Communication
- (C) Double-bind Theory
- (D) Persuasion Communication

100. "The SMCR model could not stand the rigour of test for a theoretical model."

To whom this paraphrased statement could be attributed?

- (A) Wilder
 - (B) Berlo
 - (C) Bateson
 - (D) Watzlawick
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25-II

X-14

ROUGH WORK

ROUGH WORK

25-II

X-16

ROUGH WORK