



Name of Applicant Answer Sheet No.

Applicant ID/Roll No. : Signature of Applicant :

Date of Examination : Signature of the Invigilator(s)

Time of Examination : 1.
2.

Duration : 2 Hour]

[Maximum Marks : 100

IMPORTANT INSTRUCTIONS

- (i) The question paper is in the form of Test-Booklet containing **100 (Hundred)** questions. All questions are compulsory. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct. Choose the correct option or the most appropriate option.
- (ii) On receipt of the Test-Booklet (Question Paper), the candidate should immediately check it and ensure that it contains all the pages, i.e., **100** questions. Discrepancy, if any, should be reported by the candidate to the invigilator immediately after receiving the Test-Booklet.
- (iii) A separate Answer-Sheet is provided with the Test-Booklet/Question Paper. On this sheet there are **100** rows containing four circles each. One row pertains to one question.
- (iv) The candidate should write his/her Application ID/Roll number at the places provided on the cover page of the Test-Booklet/Question Paper and on the Answer-Sheet and NOWHERE ELSE.
- (v) No second Test-Booklet/Question Paper and Answer-Sheet will be given to a candidate. The candidates are advised to be careful in handling it and writing the answer on the Answer-Sheet.
- (vi) For every correct answer of the question **One (1) mark will be awarded.**
- (vii) Marking shall be done only on the basis of answers responded on the Answer-Sheet.
- (viii) To mark the answer on the Answer-Sheet, candidate should darken the appropriate circle in the row of each question with Blue or Black pen.
- (ix) For each question only **one** circle should be **darkened** as a mark of the answer adopted by the candidate. If more than one circle for the question are found darkened or with one black circle any other circle carries any mark, the answer will be treated as incorrect.
- (x) The candidates should not remove any paper from the Test-Booklet/Question Paper. Attempting to remove any paper shall be liable to be punished for use of unfair means.
- (xi) Rough work may be done on the blank space provided in the Test-Booklet/Question Paper only.
- (xii) *Mobile phones (even in Switch-off mode) and such other communication/programmable devices are not allowed inside the examination hall.*
- (xiii) No candidate shall be permitted to leave the examination hall before the expiry of the time.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL ASKED TO DO SO.

PART-A

1. Research is
 - (A) Searching again and again
 - (B) Finding a solution to any problem
 - (C) Working in a scientific way to search for the truth of any problem
 - (D) None of the above

2. The conceptual framework in which research is conducted is called a
 - (A) Synopsis of research
 - (B) Research design
 - (C) Research hypothesis
 - (D) Research paradigm

3. What are the main characteristics of Scientific Research?
 - (A) Empirical
 - (B) Theoretical
 - (C) Experimental
 - (D) All the above

4. Which research design will be most appropriate to study the relationship between the level of aspirations and achievement of rural children?
 - (A) Experimental Research Design
 - (B) Ex Post Facto Research Design
 - (C) Historical Research Design
 - (D) Survey Research Design

5. The principles of fundamental research are used in:
 - (A) action research
 - (B) applied research
 - (C) philosophical research
 - (D) historical research

6. A shift in attitude in respondents between two points during data collection is called
 - (A) Reactive effect
 - (B) Maturation effect
 - (C) Regression effect
 - (D) Conditioning effect

7. Ethical Norms in research do not involve guideline for:
 - (A) Thesis Format
 - (B) Copyright
 - (C) Patenting Policy
 - (D) Data sharing Policy

8. The primary objective of an experimental research design is to:

- (A) Explore an unknown topic.
- (B) Establish cause-and-effect relationships.
- (C) Describe a population or situation.
- (D) Examine the relationship between variables without manipulation.

9. The research that aims at immediate application is:

- (A) Action Research
- (B) Empirical Research
- (C) Conceptual Research
- (D) Fundamental Research

10. A null hypothesis is

- (A) when there is no difference between the variables
- (B) the same as research hypothesis
- (C) subjective in nature
- (D) when there is difference between the variables

11. When the researcher rejects a true null hypothesis a ----- error occurs.

- (A) Type I
- (B) Type A
- (C) Type II
- (D) Type B

12. The researcher is usually interested in supporting when he or she is engaging in hypothesis testing:

- (A) The alternative Hypothesis
- (B) The null Hypothesis
- (C) Both alternative and null Hypothesis
- (D) Neither the alternative or null Hypothesis

13. A research design is often described as the "blueprint" for a research project. This emphasizes its role in:

- (A) Collecting data
- (B) Analysing data
- (C) Providing a strategy and framework for the study
- (D) Presenting findings

14. What is a cross-sectional research design?

- (A) A design in which a data is collected at one point of time.
- (B) A design in which data is collected over a period of time.
- (C) A design in which data is collected from a representative sample of the population.
- (D) A design in which data is collected from a non-representative sample of the population.

15. Match the measurement scale to the given variables:

Scale of measurement	Variable
(a) Nominal	(i) Height of student
(b) Ordinal	(ii) Time of day
(c) Interval	(iii) Caste
(d) Ratio	(iv) Rank of Army Personnel

Choose the correct answer from the options given below:

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

16. Which is the simplest form of Measurement?

17. The data is obtained through a survey conducted is called:

18. A survey in which the information is collected from each and every individual of the population is known as:

19. Interview is an example of which data?

26. Among the following types of sampling techniques, which one is also known as 'Judgmental' sampling?

(A) Quota sampling (B) Convenience Sampling
(C) Cluster Sampling (D) Purposive Sampling

27. The primary objective of an experimental research design is to:

(A) Explore an unknown topic.
(B) Establish cause-and-effect relationships.
(C) Describe a population or situation.
(D) Examine the relationship between variables without manipulation.

28. "Students from the pure mathematics background can crack a bank recruitment test"—Which type of hypothesis is this?

(A) Relational Hypothesis (B) Descriptive hypothesis
(C) Two tailed Hypothesis (D) Null Hypothesis

29. Parametric tests make assumptions on:

(A) The population size (B) The underlying distribution
(C) The sample size (D) The mean sample

30. If the researcher has a nominal data, which non parametric test will he/she can use:

(A) T-test (B) Z-test
(C) Chi square test (D) All the above

31. If a researcher needs to verify whether there is a significant difference between the means of two groups to test a hypothesis, which statistical method would he/she employ?

(A) Chi-square test (B) Correlation coefficient
(C) Sign-test (D) Student's t-test

32. Chi-square is used to analyse:

(A) Scores (B) Ranks
(C) Frequencies (D) None of these

33. On which of the following does the critical value for a chi-square statistic rely?

(A) The degrees of freedom (B) The sum of the frequencies
(C) The row totals (D) The number of variables

34. Calculated value of chi-square is always.....

(A) Positive (B) Negative
(C) Zero (D) None of these

35. Which of the following best describes the purpose of using ANOVA in research?

(A) ANOVA is used to compare the means of two groups.
(B) ANOVA is used to compare the means of more than two groups.
(C) ANOVA is used to determine the correlation between two variables.
(D) ANOVA is used to determine the interaction effect between dependent variables.

36. What do ANOVA calculate?

(A) T-Ratio (B) Chi-square
(C) Z-Ratio (D) F-Ratio

37. What is the primary goal of factor analysis?

(A) To predict a dependent variable from multiple independent variables.
(B) To reduce a large number of variables into a smaller set of underlying factors.
(C) To determine the causal relationship between variables.
(D) To calculate the correlation between two variables.

38. Which assumption is required for factor analysis?

(A) Extreme collinearity exists among variables.
(B) Variables have a skewed distribution.
(C) A linear relationship exists among variables.
(D) There are many outliers in the data.

39. When using Principal Component Analysis (a common method for factor analysis), what does the first principal component capture?

(A) The minimum variance. (B) The mean deviation.
(C) The maximum variance. (D) The average variance.

40. Which statistical measure is used to assess the sampling adequacy for conducting factor analysis?

(A) Kaiser-Meyer-Olkin (KMO) measure.
(B) Bartlett's test of sphericity.
(C) Eigenvalue.
(D) All of the above.

41. The process by which we estimate the value of dependent variable on the basis of one or more independent variable is called:

(A) Correlation (B) Regression
(C) Residual (D) Slope

42. The major characteristic of correlation analysis is to seek out

(A) Differences among variables (B) Variations among variables
(C) Association among variables (D) Regression among variables

43. A correlation coefficient (r) of -1.0 indicates a:

(A) Perfect positive correlation (B) Weak positive correlation
(C) No correlation (D) Perfect negative correlation

44. The statistical tool that studies the degree of association between two variables is called:

(A) Regression (B) Standard error
(C) Index numbers (D) Correlation

45. Which type of correlation analysis is appropriate for examining the relationship between variables with non-linear relationships?

(A) Pearson's correlation
(B) Spearman's rank correlation
(C) Both Pearson's and Spearman's
(D) Neither Pearson's nor Spearman's

46. What is the primary goal of cluster analysis?

- (A) Classifying data into predefined groups.
- (B) Predicting a continuous value.
- (C) Grouping similar data points together based on their characteristics.
- (D) Reducing the number of variables in a dataset.

47. The primary purpose of conjoint analysis is to:

- (A) Identify which customer segments are most profitable.
- (B) Determine the price elasticity of demand for an existing product.
- (C) Quantify the value that consumers place on different features of a product or service.
- (D) Predict sales volume for a new product with absolute certainty.

48. The most common type of conjoint analysis, which presents respondents with sets of product profiles and asks them to choose the one they prefer most, is known as:

- (A) Adaptive Conjoint Analysis (ACA).
- (B) Choice-Based Conjoint (CBC).
- (C) Full-Profile Conjoint Analysis.
- (D) Self-Explicated Conjoint Analysis.

49. Which statement is an accurate representation of a "trade-off" in conjoint analysis?

- (A) A decision to buy a product from one brand over another.
- (B) A decision to delay a purchase until a later date.
- (C) A customer choosing a larger screen over longer battery life for a phone.
- (D) A customer buying a product with all the most desired features.

50. What is the primary purpose of discriminant analysis?

- (A) To determine the effect of independent variables on a continuous dependent variable.
- (B) To identify the underlying structure or dimensions within a set of variables.
- (C) To classify cases into two or more distinct, pre-defined groups based on a set of predictor variables.
- (D) To cluster data points into a specific number of groups based on their similarities.

PART-B

(Communication & Media Technology)

51. Communication is a
(A) Theory (B) Process
(C) Strategy (D) None of these

52. The Mathematical Model of Communication was developed by
(A) Claude E. Shannon (B) Paul Lazarsfeld
(C) Kurt Lewin (D) John Dewey

53. In which book the Normative Theories of Press were explained?
(A) Theories of Communication (B) Four Theories of the Press
(C) Rhetoric (D) None of the above

54. The Four Theories of Press does not contain :
(A) Social Responsibility Theory (B) Authoritarian Theory
(C) Framing Theory (D) Libertarian Theory

55. Who instituted The Gate Keeping Theory first and when?
(A) Kurt Levin in 1943 (B) Robert Park in 1914
(C) David Manning White in 1950 (D) Karine Nahon I 2008

56. Who is treated as the first communicator as per Indian thought?
(A) Abhinav Gupta (B) Valmiki
(C) Narada (D) Sanjaya

57. Which of the following is known as the Indian Model of Communication?
(A) Sadharanikaran (B) Kalidasa's Model
(C) Rasa Siddhant (D) None of the above

58. Who first used the term Sadharanikaran in ancient India?

(A) Bharat Muni (B) Bhatta Nayak
(C) Nirmal Mani Adhikari (D) Bhatta Lolat

59. Which Indian Communication Approach aims at - Ashtanga Marga (eight fold path) :

(A) Jainism (B) Hinduism
(C) Sikhism (D) Buddhism

60. Mass Media essentially operate in

(A) Limited sphere (B) Parallel sphere
(C) Public sphere (D) Conventional sphere

61. In Mass Communication Research while selecting a particular group to represent the entire population is known as :

(A) Sampling (B) Survey
(C) Data collection (D) Marketing

62. Who is the writer of the book named 'the Medium is the Message'?

(A) Wilbur Schramm (B) Marshall McLuhan
(C) JS Yadava (D) Kuldeep Naiyer

63. People's meter is used in scaling:

(A) Newspaper readership (B) TV viewership
(C) Radio audience (D) All of the above

64. What is the sample size in T-Test?

(A) Less than 20 (B) Less than 30
(C) Less than 40 (D) Less than 50

55. The essential elements of Research Design are:

(A) Time Line (B) Type of Research Methodology
(C) Measurement of Analysis (D) All of the above

66. What does the Primary Data means?

(A) Relying on data collected by others.
(B) Using data from research agencies like IMRB or AC Neilson.
(C) Internet data retrieved by the researcher.
(D) Collecting data directly from the consumers, first hand experience.

67. What is the purpose of Media Literacy?

(A) To critically analyze and evaluate media messages.
(B) To create and produce media content
(C) To promote government control and regulation of media
(D) To increase media consumption and advertising revenue

68. What is the concept of gatekeeping in media?

(A) The regulation and censorship of media content by the government
(B) The control and selection of news and information by media organization
(C) The influence of advertisers on media content and programming
(D) The promotion and distribution of media products to the audience

69. Which Central Govt. agency disseminates information regarding Govt. policies to the media in India?

(A) PIB (B) AIR
(C) RNI (D) PTI

70. What is the full form of IRS in media?

(A) Indian Revenue Service (B) International Readership Survey
(C) Indian Readership Survey (D) Individual Research Study

71. If defamation happens through spoken words or gestures, it is termed:
(A) Libel (B) Contempt
(C) Allegation (D) Slander

72. IPC has been renamed as:
(A) Bhartiya Nyay Sanhita (B) Bharatiya Nagarik Suraksha Sanhita
(C) Bharatiya Sakshaya Sanhita (D) Bhartiya Dand Vidhan

73. Which Govt Agency maintains the Register for newspapers in India?
(A) RNI (B) ABC
(C) PIB (D) BOC

74. The first Press Commission was established to:
(A) Control the Press
(B) Make rules for the press
(C) Inquire into the state of the Press in India.
(D) Control the foreign media

75. Which Article of Indian Constitution grants the Freedom of Speech and Expression?
(A) Article 19 (1) (f) (B) Article 19 (2)
(C) Article 343 (D) Article 19(1)(a)

76. To regulate the content on OTT platforms, the Govt. has introduced a code called:
(A) Intermediary Guidelines and Digital Media Ethics Code
(B) OTT Content Regulatory Code
(C) Broadcast Media Ethics Code
(D) Code of Ethics for Media

77. The year 1982, in the history of TV Broadcast in India, is important because:

- (A) the year marked the initiation of SITE programme
- (B) of the establishment of Prasar Bharti
- (C) Doordarshan was separated from AIR
- (D) Doordarshan national coverage and colour transmission for the first time

78. Who said 'the Airwaves are the people's property' and when?

- (A) Supreme Court in 1995
- (B) Delhi High Court in 2001
- (C) Dr BR Ambedkar in 1948
- (D) Jawahar Lal Nehru in 1949

79. What is the duration of copyright protection for literary and Artistic works under Copyright Act 1957?

- (A) Lifetime of the Author
- (B) Lifetime of the Author + 60 years after his/her death
- (C) 60 years of the publishing
- (D) Lifetime of the Author + 50 years

80. Who is the author of the book- 'Western Media Narratives on India'?

- (A) A Surya Prakash
- (B) Umesh Upadhyay
- (C) Dileep Padgaonkar
- (D) Vinod Mehta

81. Which Folk Music forms belong to Haryana?

- (A) Sang and Ragni
- (B) Jatra and Ghoomar
- (C) Sang and Nyoli
- (D) Gidda and Tappa

82. Who invented the Printing Press?

- (A) Edison
- (B) Graham Bell
- (C) James Watt
- (D) Johannes Gutenberg

89. A major recommendation of the McBride Commission was:

- (A) Centralisation of Media Ownership
- (B) Restriction on technology transfer
- (C) Democratisation of Media
- (D) Higher tariff for telecommunication

90. Chhatera village of Haryana was adopted by a national Newspaper for development. Which was that newspaper?

- (A) The Indian Express
- (B) The Hindu
- (C) Nav Bharat Times
- (D) Hindustan Times

91. Identify the correct sequence:

- (A) Sub Editor, Senior Sub Editor, Chief Sub Editor and News Editor
- (B) Deputy Editor, Sub Editor, Chief Sub Editor and Editor-in-Chief
- (C) Editor, Executive Editor, Sub Editor and Chief Editor
- (D) Senior Editor, Executive Editor, Chief Sub Editor and Deputy News Editor

92. The Inverted Pyramid style of writing is normally used for:

- (A) Editorial
- (B) Feature
- (C) Hard News
- (D) Interview

93. Press Releases, sponsorships, special events are part of:

- (A) Advertising
- (B) Direct Marketing
- (C) Sales promotion
- (D) Public relations

94. Which of the following is not the function of the Public Relations Department?

- (A) Selling
- (B) Corporate Communication
- (C) Lobbying
- (D) Counselling

95. What is the purpose of a crisis communication plan in PR?

(A) To create a crisis for the organization to test its response capabilities
(B) To outline how to handle and communicate during a crisis situation
(C) To promote the organization's products during a crisis
(D) To increase media coverage during a crisis

96. What is the term for promoting positive news and stories about an organization without directly paying for media coverage?

(A) Advertising (B) Publicity
(C) Crisis communication (D) Internal communication

97. By default advertising is done on a:

(A) Limited scale (B) Mass Scale
(C) Corporate Level only (D) Societal Level only

98. Brand switching is one of the objectives of :

(A) Management (B) Marketing
(C) Advertising (D) Publicity

99. The client of an advertising agency is called:

(A) Customer (B) Major
(C) Corporate (D) Account

100. Who invented Cinema?

(A) Carleton Wattins and Georges Melius
(B) Nicolas and Jean Lumié
(C) Atien-Juls Mary and Lyland Stanforde dedword Muybridge
(D) Ekins and George Eastman

ROUGH WORK

ROUGH WORK