

Test Booklet Series



Test Booklet
(Journalism and Mass Communication)

Test Booklet No.

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
(Research Methodology)

1. The main objective of fundamental/basic research is:
(A) To solve an immediate practical problem
(B) To discover new facts and develop theories
(C) To evaluate existing social programs
(D) To study historical events

2. The scientific method of research is characterized by:
(A) Subjectivity and intuition
(B) Empiricism, objectivity, and replicability
(C) Relying solely on authority
(D) Lack of logical reasoning

3. While selecting a research topic, which of the following is the LEAST important consideration?
(A) Feasibility of the study
(B) Researcher's interest
(C) Availability of funds and time
(D) Personal biases of the researcher

4. The ethical principle of "Informed Consent" implies that:
(A) Participants must be forced to participate for the greater good
(B) Participants must be fully aware of the research procedures and agree voluntarily
(C) Researchers can hide the true purpose of the study to avoid bias
(D) Data can be shared publicly without participant knowledge

5. Fabrication, falsification, and plagiarism in research are collectively known as:
(A) Research misconduct
(B) Sampling error
(C) Ethical compliance
(D) Research methodology

6. Which research design is primarily concerned with describing the characteristics of a population or phenomenon?
(A) Exploratory research design
(B) Descriptive research design
(C) Experimental research design
(D) Diagnostic research design

7. In an experimental research design, the variable that is intentionally manipulated by the researcher is the:
(A) Dependent variable
(B) Extraneous variable
(C) Independent variable
(D) Control variable

8. Research conducted to find out the causes of an event that has already happened, without manipulating variables, is known as:
- (A) Action research (B) Ex-post facto research
(C) Applied research (D) Pure research
9. The "Control Group" in an experimental design is used to:
- (A) Introduce the experimental treatment
(B) Serve as a baseline for comparison with the experimental group
(C) Eliminate the dependent variable
(D) Increase the sample size
10. Deductive reasoning in the scientific method moves from:
- (A) Specific observations to general theories
(B) General theories to specific hypotheses
(C) Empirical data to conceptualization
(D) Null hypothesis to alternative hypothesis
11. Internal validity in an experimental design refers to:
- (A) The generalizability of the findings to the real world
(B) The certainty that the independent variable caused the changes in the dependent variable
(C) The consistency of the measuring instrument
(D) The representativeness of the sample
12. If every member of the population has an equal and independent chance of being selected, the sampling technique is called:
- (A) Purposive sampling (B) Convenience sampling
(C) Simple random sampling (D) Quota sampling
13. When the population is heterogeneous with distinct subgroups (strata), the most appropriate probability sampling technique is:
- (A) Simple random sampling (B) Stratified random sampling
(C) Cluster sampling (D) Snowball sampling

- 14.** In cluster sampling, the sampling units selected are:
- (A) Individual elements
 - (B) Natural groupings or categories (e.g., districts, schools)
 - (C) Homogeneous subgroups
 - (D) Volunteers
- 15.** Snowball sampling is specifically used when:
- (A) The population size is very large
 - (B) The sampling frame is readily available
 - (C) The population is hidden, rare, or difficult to access
 - (D) The researcher needs a perfectly representative sample
- 16.** The difference between a sample statistic and the true population parameter is termed as:
- (A) Systematic error
 - (B) Sampling error
 - (C) Measurement error
 - (D) Non-sampling error
- 17.** Which measurement scale classifies data into mutually exclusive categories without any order or ranking?
- (A) Ordinal scale
 - (B) Interval scale
 - (C) Nominal scale
 - (D) Ratio scale
- 18.** A Likert scale (Strongly Disagree to Strongly Agree) is technically an example of:
- (A) Nominal scale
 - (B) Ordinal scale
 - (C) Interval scale
 - (D) Ratio scale
- 19.** Which scaling technique asks respondents to rate an object on a series of bipolar adjectives (e.g., Good-Bad, Fast-Slow)?
- (A) Likert scale
 - (B) Guttman scale
 - (C) Semantic Differential scale
 - (D) Thurstone scale

- 20.** The key difference between a questionnaire and a schedule is:
- (A) A questionnaire is filled by the enumerator, a schedule is filled by the respondent
 - (B) A questionnaire is filled by the respondent, a schedule is filled by the enumerator/ interviewer
 - (C) A schedule is mailed, a questionnaire is given face-to-face
 - (D) There is no difference between them
- 21.** Data collected by the researcher themselves for the specific purpose of the current study is called:
- (A) Secondary data
 - (B) Primary data
 - (C) Official data
 - (D) Documentary data
- 22.** The process of checking the raw data to ensure completeness, accuracy, and consistency before analysis is called:
- (A) Coding
 - (B) Editing
 - (C) Tabulation
 - (D) Classification
- 23.** Assigning numerical values or symbols to the responses for computational purposes is known as:
- (A) Editing
 - (B) Coding
 - (C) Transcription
 - (D) Tabulation
- 24.** A histogram is used to graphically represent the distribution of:
- (A) Discrete/categorical data
 - (B) Continuous data grouped into class intervals
 - (C) Qualitative characteristics
 - (D) Proportions of a whole
- 25.** A pie chart is most effective for representing:
- (A) Trends over time
 - (B) The relationship between two continuous variables
 - (C) The percentage breakdown of a whole
 - (D) Frequency distribution of continuous data

26. A hypothesis that states there is no significant difference or relationship is called:
- (A) Directional hypothesis
 - (B) Non-directional hypothesis
 - (C) Null hypothesis
 - (D) Alternative hypothesis
27. "Students who study using method A will score significantly higher than those who study using method B." This is an example of:
- (A) Null hypothesis
 - (B) Directional alternative hypothesis
 - (C) Non-directional alternative hypothesis
 - (D) Ex-post facto hypothesis
28. A Type I error in hypothesis testing occurs when:
- (A) We fail to reject a true null hypothesis
 - (B) We reject a true null hypothesis
 - (C) We fail to reject a false null hypothesis
 - (D) We reject a false null hypothesis
29. The probability of committing a Type I error is denoted by:
- (A) Beta (β)
 - (B) Alpha (α)
 - (C) P-value
 - (D) Standard error
30. A statistical test that makes assumptions about the population parameters (like normal distribution, homogeneity of variance) is called:
- (A) Non-parametric test
 - (B) Parametric test
 - (C) Chi-square test
 - (D) Distribution-free test
31. The Chi-square (χ^2) test is primarily used to test:
- (A) The difference between means of two groups
 - (B) The association between two categorical variables
 - (C) The significance of regression coefficients
 - (D) The variance within a single group

32. In a Chi-square test of independence, if the calculated value of χ^2 is greater than the critical/ table value at the 0.05 level, we:
- (A) Accept the null hypothesis
 - (B) Reject the null hypothesis
 - (C) Conclude the variables are independent
 - (D) Conclude the sample is biased
33. The formula for calculating expected frequency (E) in a Chi-square contingency table cell is:
- (A) (Row Total $\times$ Column Total) / Grand Total
 - (B) (Row Total + Column Total) / Grand Total
 - (C) Grand Total / (Row Total $\times$ Column Total)
 - (D) Row Total / Column Total
34. Analysis of Variance (ANOVA) is used instead of multiple t-tests to compare the means of three or more groups because:
- (A) ANOVA is easier to calculate
 - (B) Multiple t-tests increase the risk of Type I error
 - (C) ANOVA does not require normal distribution
 - (D) ANOVA uses nominal data
35. In a one-way ANOVA, the "one way" refers to:
- (A) One dependent variable and one independent variable with multiple levels
 - (B) One independent variable and multiple dependent variables
 - (C) Only one sample being tested
 - (D) One-tailed test of significance
36. The F-ratio in One-way ANOVA is calculated as:
- (A) Within-group variance / Between-group variance
 - (B) Between-group variance / Within-group variance
 - (C) Total variance / Residual variance
 - (D) Mean square error / Mean square total
37. The degrees of freedom for "Between Groups" in a One-Way ANOVA with 'k' groups is:
- (A) $N - 1$
 - (B) $N - k$
 - (C) $k - 1$
 - (D) $(N - 1) - (k - 1)$

38. Which of the following is a non-parametric alternative to One-way ANOVA?
(A) Kruskal-Wallis test (B) Mann-Whitney U test
(C) Wilcoxon signed-rank test (D) Chi-square goodness of fit
39. A multivariate statistical technique used to reduce a large number of interrelated variables to a smaller set of unobservable factors is:
(A) Cluster Analysis (B) Factor Analysis
(C) Discriminant Analysis (D) Conjoint Analysis
40. In Factor Analysis, the proportion of variance in a specific variable explained by the common factors is called:
(A) Communality (B) Eigenvalue
(C) Factor loading (D) Uniqueness
41. Which concept in Factor Analysis represents the total variance explained by a specific factor across all variables?
(A) Communality (B) Eigenvalue
(C) Factor score (D) Rotation
42. Multiple Regression is used to:
(A) Classify objects into groups
(B) Predict the value of a dependent variable based on two or more independent variables
(C) Reduce the number of variables
(D) Determine the association between two categorical variables
43. In Multiple Regression, the coefficient of multiple determination (R^2) represents:
(A) The correlation between two independent variables
(B) The proportion of variance in the dependent variable explained by all independent variables
(C) The regression coefficient of the strongest predictor
(D) The standard error of the estimate
44. Pearson's correlation coefficient (r) measures:
(A) The causal relationship between two variables
(B) The linear association between two continuous variables
(C) The association between two categorical variables
(D) The variance of a single variable

45. If the Pearson correlation coefficient between X and Y is -0.85 , it indicates:
- (A) A weak positive relationship
 - (B) A strong positive relationship
 - (C) A strong negative relationship
 - (D) No relationship
46. Which multivariate technique is used to group objects or individuals so that objects in the same group are highly similar to each other but different from objects in other groups?
- (A) Discriminant Analysis
 - (B) Factor Analysis
 - (C) Cluster Analysis
 - (D) Conjoint Analysis
47. The main difference between Cluster Analysis and Discriminant Analysis is that:
- (A) Cluster analysis requires predefined groups, discriminant analysis does not
 - (B) Discriminant analysis requires predefined groups, cluster analysis does not
 - (C) Cluster analysis uses metric data, discriminant analysis uses non-metric
 - (D) Discriminant analysis is for data reduction, cluster analysis is for prediction
48. Conjoint Analysis is primarily used in marketing research to:
- (A) Determine the optimal number of clusters
 - (B) Measure how consumers value different features of a product by analyzing trade-offs
 - (C) Reduce the dimensions of product features
 - (D) Classify customers into predefined demographic groups
49. The standard format for writing a quantitative research report is generally known by the acronym:
- (A) IMRAD (Introduction, Method, Results, And Discussion)
 - (B) PEST (Political, Economic, Social, Technological)
 - (C) SWOT (Strengths, Weaknesses, Opportunities, Threats)
 - (D) APA (American Psychological Association)
50. Which section of the research report contains a brief summary of the entire study, including the problem, methodology, major findings, and conclusions?
- (A) Introduction
 - (B) Abstract/Executive Summary
 - (C) Literature Review
 - (D) Discussion

PART-B

(Journalism and Mass Communication)

- 51.** Which of the following is NOT one of the traditional normative theories of the press?
- (A) Libertarian Theory (B) Social Responsibility Theory
(C) Uses and Gratifications Theory (D) Soviet Communist Theory
- 52.** The concept of "Public Sphere" associated with whom:
- (A) Antonio Gramsci (B) Jürgen Habermas
(C) Stuart Hall (D) Michel Foucault
- 53.** Which of the following represents the correct chronological order?
1. First Press Commission
 2. Press Council Act
 3. Second Press Commission
 4. Press Council of India reconstituted
- (A) 1-2-4-3 (B) 1-3-2-4
(C) 2-1-3-4 (D) 1-4-2-3
- 54.** Concept of "Knowledge Society" is associated with
- (A) Industrial production dominates economic activity.
(B) Information and knowledge become primary drivers of economic and social development.
(C) Agriculture becomes the largest employer.
(D) Government monopolizes all communication.
- 55.** Consider the following statements regarding Normative Theories of the Press:
1. Libertarian theory assumes that truth emerges from the free competition of ideas.
 2. Social Responsibility Theory advocates complete absence of media regulation.
 3. Democratic Participant Theory criticizes media monopolies.
 4. Development Media Theory supports media intervention for national development.
- Which of the above statements are correct?
- (A) 1, 2 and 3 only (B) 1, 2, 3 and 4
(C) 2, 3 and 4 only (D) 1, 3 and 4 only

56. Match List-I with List-II :

List-I

- A. Harold Innis
- B. Marshall McLuhan
- C. Jürgen Habermas
- D. Everett Rogers

List-II

- 1. Public Sphere
- 2. Time-biased and Space-biased Media
- 3. Medium is the Message
- 4. Diffusion of Innovations

Choose the correct answer :

- (A) A-2, B-3, C-1, D-4
- (B) A-3, B-2, C-4, D-1
- (C) A-4, B-2, C-1, D-3
- (D) A-2, B-4, C-3, D-1

57. Arrange the following scholars according to the evolution of development communication thought :

- 1. Paulo Freire
- 2. Daniel Lerner
- 3. Everett Rogers
- 4. Jan Servaes

Choose the correct chronological order :

- (A) 2-3-1-4
- (B) 1-2-3-4
- (C) 3-2-1-4
- (D) 2-1-3-4

58. Which of the following statements correctly distinguish the Administrative and Critical traditions of communication research?

- 1. Administrative research is generally policy-oriented.
- 2. Critical research examines ideology and power structures.
- 3. Administrative research is primarily associated with the Frankfurt School.
- 4. Critical research questions capitalist media ownership.

Choose the correct answer :

- (A) 1 and 2 only
- (B) 2, 3 and 4 only
- (C) 1, 2 and 4 only
- (D) 1, 2, 3 and 4

59. Assertion (A): Administrative communication research generally attempts to solve practical communication problems.

Reason (R): Administrative research originated primarily from the Frankfurt School.

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

60. Arrange the following in chronological order :

- 1. Hicky's Bengal Gazette
- 2. Samachar Darpan
- 3. Bombay Samachar
- 4. Kesari

- (A) 1-2-3-4
- (B) 2-1-3-4
- (C) 1-3-2-4
- (D) 3-1-2-4

61. Which of the following best explains Media Literacy?

- (A) Ability to operate media technology.
- (B) Ability to read newspapers.
- (C) Knowledge of media laws only.
- (D) Ability to access, analyze, evaluate, create.

62. The Marxist concept of Ideological State Apparatus (ISA) was developed by:

- (A) Karl Marx
- (B) Louis Althusser
- (C) Antonio Gramsci
- (D) Raymond Williams

63. Match List-I with List-II :

- | List-I | List-II |
|------------------------|------------------------------------|
| A. Wilbur Schramm | 1. Mathematical Model |
| B. Claude Shannon | 2. Interactive Model |
| C. Aristotle | 3. Father of Communication Studies |
| D. Osgood | 4. Rhetorical Model |
| (A) A-3, B-1, C-4, D-2 | (B) A-1, B-3, C-2, D-4 |
| (C) A-2, B-1, C-3, D-4 | (D) A-4, B-2, C-1, D-3 |

- 64.** Who among the following advocated the Sarvodaya philosophy?
- (A) B.R. Ambedkar (B) Ram Manohar Lohia
(C) Vinoba Bhave (D) Bal Gangadhar Tilak
- 65.** The philosophy of Integral Humanism is associated with
- (A) Ram Manohar Lohia (B) Deendayal Upadhyaya
(C) Jyotiba Phule (D) Mahatma Gandhi
- 66.** The advertising model AIDA stands for
- (A) Attention, Interest, Desire, Action
(B) Awareness, Interest, Decision, Adoption
(C) Attention, Information, Decision, Action
(D) Awareness, Intention, Demand, Action
- 67.** Theory explains how consumers develop attachment to brands through repeated positive associations?
- (A) Cultivation Theory (B) Classical Conditioning
(C) Spiral of Silence (D) Uses and Gratifications
- 68.** The PESO Model in Public Relations includes
- (A) Paid, Earned, Strategic, Offline
(B) Paid, Editorial, Social, Online
(C) Public, Editorial, Sponsored, Owned
(D) Paid, Earned, Shared, Owned media
- 69.** Communication Audit is primarily conducted to evaluate
- (A) Organizational communication effectiveness
(B) Financial audit
(C) Advertising expenditure
(D) Circulation figures

70. The Miller Test is associated with determining
 (A) Sedition (B) Obscenity
 (C) Defamation (D) Contempt of Court
71. Landmark judgment shifted Indian obscenity jurisprudence away from the Hicklin Test
 (A) Romesh Thappar Case (B) Ranjit Udeshi Case
 (C) Aweek Sarkar Case (D) Bennett Coleman Case
72. The Press and Registration of Books Act was enacted in
 (A) 1867 (B) 1923
 (C) 1955 (D) 1978
73. Who among the following founded the newspaper Kesari?
 (A) Raja Ram Mohan Roy (B) Lala Lajpat Rai
 (C) Bal Gangadhar Tilak (D) Madan Mohan Malaviya
74. The concept of "News Net" was proposed by
 (A) Gaye Tuchman (B) Herbert Gans
 (C) Michael Schudson (D) David White
75. Which is NOT a PR tool?
 (A) Press Conference (B) House Journal
 (C) Press Release (D) Billboard Advertising

76. Match List-I with List-II :

- | List-I | List-II |
|------------------|-----------------------------|
| A. ASCI | I. Self-regulation |
| B. Press Council | II. Print Media Ethics |
| C. CBFC | III. Film Certification |
| D. TRAI | IV. Broadcasting Regulation |
- Choose the correct answer :
- (A) A-I, B-II, C-III, D-IV (B) A-II, B-I, C-IV, D-III
 (C) A-III, B-IV, C-I, D-II (D) A-IV, B-II, C-I, D-III

- 77.** Which communication design theory emphasizes audience interpretation rather than sender intention?
- (A) Shannon-Weaver Model (B) Semiotics
(C) SMCR Model (D) Agenda Setting
- 78.** Post-liberalization Indian media witnessed
- (A) Decline of private television (B) Monopoly of Doordarshan
(C) Media conglomeration (D) Elimination of advertising
- 79.** Digitisation has primarily contributed to
- (A) Analog preservation (B) Cross-platform convergence
(C) Reduction in media choices (D) Elimination of broadcasting
- 80.** Computer Mediated Communication (CMC) differs from face-to-face communication because
- (A) It eliminates feedback.
(B) It allows synchronous and asynchronous interaction.
(C) It is only asynchronous.
(D) It requires print technology.
- 81.** Which of the following best defines Web 2.0?
- (A) Static websites (B) Broadcasting portals
(C) Government websites (D) Interactive and user-generated content
- 82.** The auteur theory emphasizes
- (A) Director as the creative author (B) Producer's role
(C) Audience participation (D) Box office success
- 83.** Italian Neo-Realism emerged immediately after
- (A) World War I (B) World War II
(C) Cold War (D) Industrial Revolution

84. Which is NOT one of the traditional Rasas?
- (A) Veera (B) Karuna
(C) Horror (D) Hasya
85. Visual analysis mainly studies
- (A) Audience ratings (B) Meaning generated through visual elements
(C) Audio engineering (D) Printing technology
86. Which sequence correctly represents the communication research process?
- (A) Hypothesis → Problem → Analysis → Conclusion
(B) Interpretation → Analysis → Data Collection
(C) Data Collection → Problem → Literature Review
(D) Problem → Literature Review → Hypothesis → Research Design → Data Collection → Analysis → Interpretation
87. Which research method is most suitable for studying audience perception of OTT platforms?
- (A) Survey Method (B) Historical Method
(C) Experimental Method (D) Legal Research
88. Which of the following research designs is most appropriate when random assignment of subjects is not possible but the researcher still attempts to establish causality?
- (A) Historical Research (B) Ex Post Facto Research
(C) Quasi-experimental Design (D) Ethnographic Design
89. A researcher studies television viewing habits of the same 500 households every year for ten years. This research is an example of
- (A) Cross-sectional study (B) Trend study
(C) Longitudinal panel study (D) Experimental study

- 90.** In communication research, the hypothesis "Increased social media exposure leads to higher political participation" implies
- (A) Correlation without causation (B) Directional hypothesis
(C) Null hypothesis (D) Statistical hypothesis only
- 91.** Which sampling technique ensures that every unit has a known non-zero probability of selection?
- (A) Purposive Sampling (B) Snowball Sampling
(C) Probability Sampling (D) Quota Sampling
- 92.** In media research, TRP measurement primarily relies upon
- (A) Ethnographic Observation (B) People Meter Sampling
(C) Experimental Design (D) Historical Records
- 93.** Which validity determines whether a measuring instrument adequately covers the entire concept?
- (A) Criterion Validity (B) Predictive Validity
(C) Construct Validity (D) Content Validity
- 94.** Cronbach's Alpha measures
- (A) Internal consistency reliability (B) External validity
(C) Sampling error (D) Construct validity
- 95.** The Bogardus Social Distance Scale is an example of
- (A) Ratio Scale (B) Nominal Scale
(C) Attitude Scaling Technique (D) Semantic Differential Scale
- 96.** Which level of measurement permits calculation of geometric mean?
- (A) Nominal (B) Ordinal
(C) Interval (D) Ratio

- 97.** Observation in which respondents know they are being observed is called
- (A) Participant Observation (B) Overt Observation
(C) Covert Observation (D) Structured Observation
- 98.** Which research method is particularly suitable for studying newsroom culture?
- (A) Experiment (B) Survey
(C) Ethnography (D) Content Analysis
- 99.** In unobtrusive research, the researcher
- (A) Manipulates variables (B) Minimizes respondent awareness
(C) Conducts interviews (D) Uses focus groups only
- 100.** Which statistical test is suitable for categorical variables?
- (A) Chi-square (B) t-test
(C) ANOVA (D) Pearson's r

ROUGH WORK