

# PROVISIONAL ANSWER KEY

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Question1:-The first Indian man to win Asian Marathon Championship

- A:-I.M. Gopikrishna
- B:-Gopi Thonakal
- C:-Milka Singh
- D:-Anil Sinha

Correct Answer:- Option-B

Question2:-Who was the first Non-Brahmin to ring the temple bell of Guruvayur ?

- A:-K. Kelappan
- B:-Ayyankali
- C:-P. Krishna Pillai
- D:-C. Kesavan

Correct Answer:- Option-C

Question3:-On which day observed as World Fisheries Day ?

- A:-Nov. 21
- B:-Nov. 15
- C:-June 25
- D:-April 22

Correct Answer:- Option-A

Question4:-Original name of Thycaud Ayya

- A:-Ramayyan
- B:-Nanu Moopan
- C:-Sivanandan
- D:-Subharayan

Correct Answer:- Option-D

Question5:-Who introduced Pidiyari System in Kerala ?

- A:-Kuriakose Elias Chavara
- B:-Mar Sapir iso
- C:-Poikayil Yohannan
- D:-Dr. Abraham Malpan

Correct Answer:- Option-A

Question6:-Who is known as Madan Mohan Malavya of Kerala ?

- A:-V.T. Bhattathiripad
- B:-Ayyankali
- C:-Sree Narayana Guru
- D:-Mannath Padmanabhan

Correct Answer:- Option-D

Question7:-The American writer who won Man Booker Prize in 2017

- A:-Samuel George
- B:-George Saunders
- C:-Steephenson
- D:-Thomas James

Correct Answer:- Option-B

Question8:-Name the leader who participated in the "Rajadhani March" held in 1938 to Kawadiyar palace

- A:-Anna Chandi
- B:-Arya Pallam
- C:-Akkamma Cheriyan
- D:-Sethulakshmi

Correct Answer:- Option-C

Question9:-Founder of Chera Mahajana Sabha

A:-Brahmananda Sivayogi

B:-Pampadi John Joseph

C:-Abraham Malpon

D:-A.K. Gopalan

Correct Answer:- Option-B

Question10:-Where did India International Science Festival 2017 took place ?

A:-Mumbai

B:-Jharkhand

C:-Chandigarh

D:-Chennai

Correct Answer:- Option-D

Question11:-Which is not a characteristic of teaching ?

A:-An interactive process

B:-Attitude of teacher is important

C:-A professional activity

D:-A specialised task

Correct Answer:- Option-B

Question12:-Identify an advantage of objective type questions.

A:-Standardisation is possible

B:-Provide qualitative interpretation

C:-Measure originality and initiative

D:-Measure conceptual clarity

Correct Answer:- Option-A

Question13:-Which is not a professional development activity of teacher ?

A:-Publication of research articles in journals

B:-Participation in orientation programmes

C:-Presentation of paper in seminars

D:-Valuation of answer scripts

Correct Answer:- Option-D

Question14:-'Scaffolding' and 'Zone of Proximal Development' are the terms associated with

A:-Behaviourism

B:-Cognitivism

C:-Social constructivism

D:-Discovery learning

Correct Answer:- Option-C

Question15:-The inductive method in teaching indicates

A:-Presentation of whole area at first and focusing to special problems later

B:-Presenting the specific issues at first and gives general idea later

C:-Brain storming of ideas without preparation

D:-Demonstrating specific skills in teaching

Correct Answer:- Option-B

Question16:-Identify a purely quantitative research

A:-Historical

B:-Philosophical

C:-Survey

D:-Case study

Correct Answer:- Option-C

Question17:-In the process of research, 'Formulation of Hypothesis' is followed by

A:-Survey of Related Literature

B:-Analysis of Data

C:-Collection of Data

D:-Selection of Research Tools

Correct Answer:- Option-D

Question18:-Interview schedule is a

A:-Research method

B:-Measurement technique

C:-Tool for data collection

D:-Data analysis technique

Correct Answer:- Option-C

Question19:-The research in which the independent variables cannot be manipulated is

- A:-Non-experimental research
  - B:-Experimental research
  - C:-Fundamental research
  - D:-Exploratory research
- Correct Answer:- Option-A

Question20:-Identify a secondary source for research

- A:-Oral testimony
  - B:-Report of an interview
  - C:-Remains
  - D:-Original records
- Correct Answer:- Option-B

Question21:-The Supreme Court held that Preamble is a part of the Indian Constitution in the

- A:-Berubari Union Case
  - B:-Golak Nath Case
  - C:-Kehar Singh Case
  - D:-Kesavananda Bharati Case
- Correct Answer:- Option-D

Question22:-Match List I with List II and select the correct answer from the codes given below the lists :

- | List I   | List II         |
|--|-----------------|
| a. Protection in respect of conviction for offences              | i. Article 23   |
| b. Freedom not to pay taxes for expenses on religious promotion  | ii. Article 20  |
| c. Abolition of titles except military and academic distinctions | iii. Article 27 |
| d. Prohibition of Traffic in Human beings                        | iv. Article 18  |

A:-Codes :

- a b c d**  
iii ii i iv

- B:-i ii iii iv
- C:-iv i ii iii
- D:-ii iii iv i

Correct Answer:- Option-D

Question23:-The Legislative Council of a State can be created or abolished by Parliament on the recommendation of the

- A:-President of India
  - B:-Governor
  - C:-State Legislative Assembly
  - D:-Prime Minister
- Correct Answer:- Option-C

Question24:-In case of a conflict between the Central and State law on a subject in the Concurrent List

- A:-the Central law prevails
  - B:-the State law prevails
  - C:-both laws stand nullified
  - D:-the law which was passed first prevails
- Correct Answer:- Option-A

Question25:-The President of India can declare National Emergency due to

- A:-Internal disturbances
  - B:-War or external aggression or armed rebellion
  - C:-Break down of constitutional machinery
  - D:-None of these
- Correct Answer:- Option-B

Question26:-Kerala State Information Commission was constituted on

- A:-`12^(th)` June 2005
  - B:-`19^(th)` December 2005
  - C:-`12^(th)` October 2005
  - D:-`19^(th)` July 2005
- Correct Answer:- Option-B

Question27:-As per the Protection of Woman from Domestic Violence Act 2005, a child is a person below the age of

- A:-14 years
- B:-16 years
- C:-21 years
- D:-18 years

Correct Answer:- Option-D

Question28:-The National Food Security Act 2013 aims to provide highly subsidized foodgrains to approximately

A:-25% of India's population

B:-50% of India's population

C:-Two thirds population of India

D:-One third population of India

Correct Answer:- Option-C

Question29:-The Transplantation of Human Organs and Tissues Rules in India were enacted in

A:-2014

B:-2012

C:-2010

D:-2016

Correct Answer:- Option-A

Question30:-The Rural Landless Employment Guarantee Programme was introduced during the

A:- 9<sup>th</sup> Five Year Plan

B:- 8<sup>th</sup> Five Year Plan

C:- 6<sup>th</sup> Five Year Plan

D:- 7<sup>th</sup> Five Year Plan

Correct Answer:- Option-C

Question31:-The decision to save or not to save information in long-term memory is

A:-Selective attention

B:-Selective retention

C:-Selective perception

D:-Selective recall

Correct Answer:- Option-B

Question32:-The theory that contends technology drives historical change is

A:-Information Explosion

B:-Information overload

C:-Technological determinism

D:-Communication revolution

Correct Answer:- Option-C

Question33:-The psychological conflict that results within a person when he/she holds clashing belief, or when his/her actions and beliefs are opposed to each other is

A:-Cognitive dissonance

B:-Archetypes

C:-Cognitive resonance

D:-Conflict theory

Correct Answer:- Option-A

Question34:-In a media context the tendency of reporters or other media professionals to adopt the ideas and attitudes of the groups they cover or with which they have a great deal of contact is

A:-Mass culture

B:-Socialization

C:-Media literacy

D:-Acculturation

Correct Answer:- Option-D

Question35:-The theory which argues that seeing scenes of violence will actually stimulate an individual to behave more violently afterwards

A:-Bullet theory

B:-Cultivation theory

C:-Stimulation theory

D:-Spiral of silence

Correct Answer:- Option-C

Question36:-Disseminate a media text, narrowly by focussing on particular discrete groups is known as

A:-Cultural communication

B:-Narrowcast

C:-Group communication

D:-Interpersonal communication

Correct Answer:- Option-B

Question37:-A communication which is intentional, purposeful and goal directed, persuading or influencing another to do something is a

A:-Rhetorical communication

B:-Persuasion

C:-Propaganda

D:-Public opinion

Correct Answer:- Option-A

Question38:-The first person to write a daily political column for five decades, called "Over a cup of Tea" was

A:-Kuldip Nayyar

B:-Khuswant Singh

C:-Pothen Joseph

D:-T.J.S. George

Correct Answer:- Option-C

Question39:-When freedom dawned on August 15, 1947, this newspaper wrote in its editorial column. "If is dawn, cloudy though it is, presently sunshine will break." Name the newspaper.

A:-Amrita Bazar Patrika

B:-Statesman

C:-The Hindu

D:-The Pioneer

Correct Answer:- Option-A

Question40:-The editor of the newspaper 'Calcutta Chronicle' was

A:-Robert Knight

B:-St. Francis Xavier

C:-James Augustus Hicky

D:-James Silk Buckingham

Correct Answer:- Option-D

Question41:-On August 1, 1920 Gandhiji wrote an obituary in the Young India, it reads, "A great among men has fallen. The voice of the lion is hushed.....His patriotism was a passion with him..... In the battle of freedom, he gave no quarter and asked for more", identify the person.

A:-Maulana Abul Kalam Azad

B:-Bal Gangadhar Tilak

C:-Raja Ram Mohan Roy

D:-Motilal Nehru

Correct Answer:- Option-B

Question42:-The first newspaper in Malayalam to start an online edition

A:-Kerala Kaumudi

B:-Mathrubhumi

C:-Deepika

D:-Malayala Manorama

Correct Answer:- Option-C

Question43:-'The sole aim of journalism should be service' - was the vision of

A:-Sivaram

B:-Chalapati Rau

C:-Sadanand

D:-Gandhiji

Correct Answer:- Option-D

Question44:-The person who occupied the editorial chair of India's two leading newspapers, 'The Times of India' and 'The Indian Express'.

A:-B.G. Verghese

B:-Frank Moraes

C:-Ramnath Goenka

D:-Arun Shourie

Correct Answer:- Option-B

Question45:-The donation of funds, products and services to various causes from the part of an organization to be socially responsible is known as

A:-Corporate philanthropy

B:-Corporate identity

C:-Corporate image

D:-Corporate identity

Correct Answer:- Option-A

Question46:-'Crystallizing Public Opinion' the first book on public relations was written by

A:-Edward L. Bernays

- B:-Ivy Lee
- C:-Henry Ford
- D:-P.T. Barnum

Correct Answer:- Option-A

Question47:-National Public Relations Day is celebrated on

- A:-February 18
- B:-May 21
- C:-April 21
- D:-March 26

Correct Answer:- Option-C

Question48:-The nodal agency of the central Government to disseminate information to the print and electronic media on Government policies and programmes is

- A:-Press Council of India
- B:-United News of India
- C:-Press Trust of India
- D:-Press Information Bureau

Correct Answer:- Option-D

Question49:-An interesting area of PR, or a strategy used to raise public consciousness and influence policy makers in areas like environment, human rights, education etc. is

- A:-Lobbying
- B:-Marketing specialists
- C:-Press release
- D:-Corporate communication

Correct Answer:- Option-A

Question50:-An organisation of advertising agencies to safeguard the rights of people from the field of advertising in Kerala

- A:-Kerala Advertising Agencies Association (K3A)
- B:-Kerala Association of Advertisers
- C:-Kerala Advertisers
- D:-Mudra

Correct Answer:- Option-A

Question51:-The process where several media channels come together to exist and operate in synergy in a single device is

- A:-Media integration
- B:-Media imperialism
- C:-Media monopoly
- D:-Media convergence

Correct Answer:- Option-D

Question52:-Which of the following is NOT a requirement of a good news story ?

- A:-It must be truthful
- B:-It must be dramatic
- C:-It must be objective
- D:-It must be fair

Correct Answer:- Option-B

Question53:-What is an embargo ?

- A:-A news story which has no end
- B:-A ship, which often comes late
- C:-A ban on news report before a specific date
- D:-None of these

Correct Answer:- Option-C

Question54:-Using the inverted pyramid formula for news writing, you begin by

- A:-Slowly giving the facts of the story
- B:-Stating who was involved
- C:-The most unimportant facts
- D:-Summarizing the most important facts

Correct Answer:- Option-D

Question55:-Which of the following is NOT among the most common shapes for organizing a news story ?

- A:-The inverted pyramid
- B:-The martini glass
- C:-The kabob
- D:-The champagne glass

Correct Answer:- Option-D

Question56:-In broadcasting, how are stories measured ?

A:-In hours and minutes

B:-By the number of words

C:-In minutes and seconds

D:-By the number of paragraphs

Correct Answer:- Option-C

Question57:-What is attribution ?

A:-A description of what a photo is about

B:-Giving a source credit for a quote

C:-A mistake a reporter can get sued for

D:-The best qualities of a news story

Correct Answer:- Option-B

Question58:-Identification marks written on the top of news story page is called

A:-Credit line

B:-Embargo

C:-Slug line

D:-Tip

Correct Answer:- Option-C

Question59:-Newspaper's masthead is called

A:-Flag

B:-Sub-heading

C:-Headline

D:-Banner

Correct Answer:- Option-A

Question60:-Press is subject to the restrictions that are provided under the Article \_\_\_\_\_ of the Indian Constitution.

A:-19 (1)

B:-19 (2)

C:-19 (3)

D:-19 (4)

Correct Answer:- Option-B

Question61:-Indecent Representation of Women (Prohibition) Act was enacted in the year

A:-1986

B:-1987

C:-1977

D:-1978

Correct Answer:- Option-A

Question62:-Time limit for providing information under RTI Act concerning the life and liberty of a person is

A:-24 hours

B:-48 hours

C:-30 days

D:-7 days

Correct Answer:- Option-B

Question63:-A morgue is a

A:-Photo Archive

B:-News Library

C:-Back volume stock

D:-Printing machine stand

Correct Answer:- Option-B

Question64:-Condensing a story is generally referred to as \_\_\_\_\_ in the newspaper offices.

A:-Re-writing

B:-Miniaturizing

C:-Shortening

D:-Boiling down

Correct Answer:- Option-D

Question65:-Which Article of the Constitution of India provides protection against arbitrary arrest or unlawful arrest ?

A:-Article 14

B:-Article 32

C:-Article 22

D:-Article 19

Correct Answer:- Option-C

Question66:-If you have decided to publish a newspaper, the first step would be to register it with the

A:-Registrar of Newspapers

B:-Press Council of India

C:-INS

D:-Registrar General

Correct Answer:- Option-A

Question67:- \_\_\_\_\_ is the first step in the research process.

A:-Data collection

B:-Definition of the problem

C:-Analysis of data

D:-Review of literature

Correct Answer:- Option-B

Question68:-A single value that represents a typical score in a distribution is known as

A:-Limited value

B:-Terminal factor

C:-Critical value

D:-Central tendency

Correct Answer:- Option-D

Question69:-The hypothesis which is assumed to be true is known as

A:-Level of significance

B:-Null hypothesis

C:-Alternative hypothesis

D:-None of the above

Correct Answer:- Option-B

Question70:-Intervening variable is also known as \_\_\_\_\_ variable.

A:-Dependent

B:-Control

C:-Systematic

D:-Cumulative

Correct Answer:- Option-B

Question71:-New media have facilitated the type of communication which is

A:-Abstract

B:-Conceptual

C:-Public

D:-Interactive

Correct Answer:- Option-D

Question72:-Scientific research in mass communication demands the demonstration of

A:-Continuity

B:-Permanence

C:-Transitivity

D:-Co-variation

Correct Answer:- Option-D

Question73:-Which of the following is NOT an area of responsibility for people who work in an advertising agency ?

A:-Printing

B:-Creativity

C:-Research

D:-Buying

Correct Answer:- Option-A

Question74:-The first printed advertisements were single sheets, printed on one side that today would be called

A:-Barrages

B:-Fliers

C:-Brochures

D:-Flights

Correct Answer:- Option-B

Question75:-The first advertising agency was set up by

A:-Gutenberg

B:-Volney Palmer



C:-Kuleshov  
D:-E.S. Porter

Correct Answer:- Option-B

Question76:-An advt. that works over time to build a company's image and increase consumer awareness is called a/an

A:-Primary demand ad  
B:-Selective demand ad  
C:-Direct action ad  
D:-Indirect action ad

Correct Answer:- Option-D

Question77:-The idea that the role of the media is to support national interests for economic and social development and to support national unity, stability and cultural integrity is called

A:-Political activism  
B:-Developmental journalism  
C:-Social responsibility  
D:-None of the above

Correct Answer:- Option-C

Question78:-An organization that specializes in the actual creation of ads is called a

A:-Full-service agency  
B:-Media buying service  
C:-Creative boutique  
D:-None of the above

Correct Answer:- Option-A

Question79:-The most expensive ads to produce are those for

A:-Television  
B:-Radio  
C:-Magazines  
D:-Direct mail

Correct Answer:- Option-A

Question80:-ISBS stands for

A:-Indian State Broadcasting Service  
B:-Indian State Broadcasting Sector  
C:-Indiana State Broadcasting Supplier  
D:-Indian State Broadcasting Corporation Service

Correct Answer:- Option-A

Question81:-How many radio stations were functioning in Indian territory after bifurcation of India in 1947 ?

A:-Nine  
B:-Eight  
C:-Seven  
D:-Six

Correct Answer:- Option-D

Question82:-In broadcast media, personnel, budgets and equipment are the responsibility of the

A:-Executive producer  
B:-Assignment editor  
C:-Managing editor  
D:-News director

Correct Answer:- Option-C

Question83:-In broadcast media, a news producer

A:-Decides which stories are covered, who covers them and how they are covered  
B:-Decides the order in which stories appear in the newscast  
C:-Determines the amount of time each story is given  
D:-All of the above

Correct Answer:- Option-D

Question84:-Political broadcasting in Public Service Broadcasting has been introduced in

A:-1977  
B:-1967  
C:-1987  
D:-1997

Correct Answer:- Option-A

Question85:-Where is the Film and Television Institute of India situated ?

- A:-Chennai
- B:-Delhi
- C:-Mumbai
- D:-Pune

Correct Answer:- Option-D

Question86:-Full name of Phalke is

- A:-Dhundiraj Govind Phalke
- B:-Dada Sahib Phalke
- C:-Dhanraj Govindu Phalke
- D:-Dada Govind Phalke

Correct Answer:- Option-B

Question87:-A page usually inside the cover, that opens out mostly to accommodate extra advertising is called

- A:-Insert
- B:-Opener
- C:-Gatefold
- D:-Footer

Correct Answer:- Option-C

Question88:-OTS score stands for

- A:-Opportunity To Sell
- B:-Opportunity To Send
- C:-Opportunity To Subscribe
- D:-Opportunity To See

Correct Answer:- Option-D

Question89:-Feature articles in magazines that tells real life stories in which the subject overcomes difficult personal situations are called \_\_\_\_\_ stories.

- A:-WIN
- B:-TAM
- C:-TOT
- D:-DART

Correct Answer:- Option-C

Question90:-LUCA is a Malayalam online magazine dedicated for

- A:-Mathematics
- B:-Language
- C:-Science
- D:-Social Science

Correct Answer:- Option-C

Question91:-\_\_\_\_\_ is the Editor of Economic and Political Weekly.

- A:-Paranjay Guha Thakurta
- B:-Prannoy Roy
- C:-Vinod Jose
- D:-Gopal Guru

Correct Answer:- Option-D

Question92:-Radio Times weekly was a broadcast listing magazine associated with

- A:-CNN
- B:-TIMES
- C:-SUN
- D:-BBC

Correct Answer:- Option-D

Question93:-\_\_\_\_\_ is report to track the performance of magazine brands beyond the printed page looking at audiences for magazines across digital media.

- A:-Mag Review
- B:-Mag Media Online
- C:-Magazine Media 360°
- D:-BBS

Correct Answer:- Option-C

Question94:-Dow Jones & Company is the publisher of

- A:-Economist
- B:-Bloomberg

C:-Wall Street Journal

D:-Financial Times

Correct Answer:- Option-C

Question95:-Development as Freedom is written by

A:-Kuldeep Nayyar

B:-Arun Shourie

C:-Shekhar Gupta

D:-Amartya Sen

Correct Answer:- Option-D

Question96:-The columnist of "Swaminomics" is

A:-Mani Sankar Iyer

B:-M.S. Swaminathan

C:-Swaminathan Anklesaria Aiyar

D:-Subramanian Swami

Correct Answer:- Option-C

Question97:-NABARD is

A:-National Agricultural Bank for Rural Development

B:-National Agricultural Bank for Rural Diversity

C:-National Bank for Agriculture and Rural Development

D:-National Board for Agricultural and Rural Development

Correct Answer:- Option-C

Question98:-A stock market in which share price falls steep is

A:-Bull

B:-Flat

C:-Base

D:-Bear

Correct Answer:- Option-D

Question99:-World's largest circulated financial newspaper is

A:-Wall Street Journal

B:-Financial Times

C:-The Nikkei

D:-The Yomiuri Shimbun

Correct Answer:- Option-C

Question100:-T.N. Ninan is the Chairman of

A:-Dhanam

B:-Dhanakaryam

C:-Business Standard

D:-Business Line

Correct Answer:- Option-C