Maximum : 100 marks

Time : 1 hour and 30 minutes

- 1. Find out the incorrect statement about Pandit Karuppan :
 - (A) Aacharabhushanam was written by Pandit Karuppan
 - (B) Karuppan organized the Cochin Pulaya Maha Sabha in 1913
 - (C) The king of Travancore honoured him with the title Kavithilakam
 - (D) In 1925 Pandit Karuppan was nominated to the Cochin Legislative Council
- 2. Which among the following statement is/are correct with respect to the Civil Disobedience Movement?
 - (i) The Movement was proposed in the Lahore Congress of 1929
 - (ii) Gandhiji announced an eleven point ultimatum for Lord Irwin to abstain from the Movement
 - (iii) After the Gandhi-Irwin Pact Congress agreed to participate in the Third Round Table Conference
 - (iv) The movement could not achieve anything substantial.

Select the correct answer from the codes given below :

- (A) Only (i), (ii) and (iv) (B) Only (i), (ii) and (iii)
- (C) Only (i) and (iii) (D) Only (ii) and (iv)
- **3.** Which among the following statement is/are correct with respect to India's performance in the Paris Olympics 2024?
 - (i) In all, India won six medals.
 - (ii) Manu Bhaker won the first medal for India
 - (iii) Neeraj Chopra won a silver medal in javelin throw.
 - (iv) Aman Sehrawat won bronze in wrestling

Select the correct answer from the codes given below :

- (A) Only (i) and (ii) (B) Only (i) and (iii)
- (C) Only (iii) and (iv) (D) All statements are correct

- 4. Identify correct statements of Glacial landform deposits :
 - (i) Eskers are sand and gravel deposits in the middle of ground moraines
 - (ii) Kames are small hills of sand and gravels deposited by meltwater
 - (iii) Outwash plains are characterized by well sorted sediment deposits
 - (iv) The armchair-shaped landform Cirque is a notable depositional landform
 - (A) (i), (iii) and (iv) are correct
 - (B) (iii) and (iv) are correct
 - (C) (i), (ii) and (iii) are correct
 - (D) All the above are correct
- 5. Identify right statement about Nilgiri Biosphere Reserve :
 - (i) First biosphere reserves of India
 - (ii) Established in 1996
 - (iii) Embraces the sanctuary complex of Wayanad, Nagarhole, Bandipur and southernmost island of Andaman and Nicobar
 - (iv) Includes two endangered animal species The Nilgiri Tahr and the Lion Tailed Macaque
 - (A) (i) and (ii) are correct (B) (i) and (iii) are correct
 - (C) (i) and (iv) are correct (D) (i), (ii) and (iv) are correct
- 6. Name the plan initiated by Central ministry to link rivers through a network of reservoirs and Canals across India :
 - (A) National conservation Plan (B) Sustainable Drainage Plan
 - (C) Flood forecasting plan (D) Interlinking of rivers Project
- 7. Which among the following is categorised as Maharatna Central Public Sector Enterprise by the Government of India?
 - (i) Rural Electrification Corporation Limited
 - (ii) Hindustan Aeronautics Limited
 - (iii) Container Corporation of India Limited
 - (iv) Neyveli Lignite Corporation Limited
 - (A) (i) alone
 - (B) (i) and (ii) only
 - (C) (ii) alone
 - (D) All of the above (i), (ii), (iii) and (iv)

- 8. Which of the following statements are true?
 - (i) Golden revolution is associated with increasing the gold production in India
 - (ii) Silver revolution is associated with the increase in the production of eggs in India
 - (iii) Yellow Revolution is associated with the increase in the production of oil seeds in India
 - (A) Only (i) and (ii) (B) Only (ii) and (iii)
 - (C) Only (i) (D) Only (iii)
- **9.** Who is the Chairman of the 16th Finance Commission?
 - (A) Arvind Subramanian (B) Amitabh Kant
 - (C) Dr. C. Rangarajan (D) None of these
- 10. Section 67A of the Information Technology Act, 2000 says that?
 - (i) Creating child pornography is punishable under the Act
 - (ii) The Prohibition of Child Marriage Act
 - (iii) The Child Labour Prohibition and Regulation Act
 - (iv) Juvenile Justice Act.
 - (A) Only (i) (B) All of the above
 - (C) Only (i) and (ii) (D) Only (iv)
- **11.** Which of the following cases, the Supreme Court of India upheld the right to freedom of speech and expression?
 - (i) Medha KotwalLela V. Union of India (2012)
 - (ii) Romesh Thappar V. State of Madras (1950)
 - (iii) Satwa Gautam V. Subra Chakarborty (1996)
 - (iv) Bennet Coleman V. Union of India (1972)
 - (A) Only (i) (B) Only (ii) and (iv)
 - (C) Only (i) and (ii) (D) All of the above
- **12.** Arrange the following Acts in a chronological order :
 - (i) National Commission for Minorities Act
 - (ii) Mahatma Gandhi National Rural Employment Guarantee Act
 - (iii) National Food Security Act
 - (iv) Right to Education Act
 - (A) Only (i), (iv), (ii), (iii) (B) Only (i), (ii), (iv), (iii)
 - (C) Only (iv), (iii), (i), (i) (D) Only (iii), (ii), (i), (iv)

- **13.** There are Three List in the Indian Constitution, which discussed about various subjects. In it the 'Capitation taxes' belongs to which list?
 - (i) Union List
 - (ii) Concurrent List
 - (iii) State List
 - (iv) Discretionary Powers of the Union

| (A) | Only (i) | (B) | Only (ii) |
|-----|------------|-----|-----------|
| (C) | Only (iii) | (D) | Only (iv) |

- 14. The Tarkunde Committee report focused mainly on :
 - (i) Misuse of administrative machinery
 - (ii) Money power in Elections
 - (iii) Alternative systems of Representation
 - (iv) Anti-corruption
 - (A) Only (i) and (ii) (B) Only (i) and (iv)
 - (C) Only (i), (ii) and (iii) (D) Only (iv)
- **15.** Attorney General of India have the following rights :
 - (i) The right of audience in all Court in India
 - (ii) The right to participate in the proceeding of the Parliament
 - (iii) The Attorney General perform the legal duties assigned to by the President
 - (iv) The Attorney General have no right to vote in the Parliament
 - (A) Only (i) and (ii) (B) (i), (iii) and (iv)
 - (C) All the above (i),(ii), (iii) and (iv) (D) Only (iv)
- **16.** The Right to Information Act came into existence after Supreme Court said that, 'Right to Know' is a Fundamental Right. In which case Supreme Court took this stand :
 - (i) Raj Narain V. State of U.P. 1976
 - (ii) Meneka Gandhi V. Union of India, AIR, 1978
 - (iii) People's Union of Civil Liberties V. Union of India, 2004
 - (A) Only (i) (B) Only (i) and (ii)
 - (C) Only (i) and (iii) (D) All of the above (i),(ii) and (iii)
- 17. The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 evolved from :
 - (i) Provision for just and humane conditions of work
 - (ii) Vishakha Judgement
 - (iii) The State to make any special provision in favour of women
 - (A) Only (i) (B) Only (ii)
 - (C) Only (ii) and (iii) (D) Only (i) and (iii)

- **18.** According to the Article 45 of the Indian Constitution , which of the following statement is correct?
 - (i) Right to Education to Adults
 - (ii) Free and Compulsory Education to the Children
 - (iii) Providing Education to the Children below the age of fourteen
 - (iv) Who is a parent or guardian to provide opportunities for education to his child
 - (A) Only (i)
 - (B) Only (ii) and (iii)
 - (C) Only (iv) and (i)
 - (D) All of the above (i), (ii) , (iii) and (iv)
- **19.** What is the magnitude of the net force acting on a rider of mass 50 kg who rides a motor cycle on an inclined road 30° above the horizontal with an acceleration of 5 m/s²?

| (A) | 25 N | (B) | 125 N |
|-----|-------|-----|--------------------|
| (C) | 250 N | (D) | $1250 \mathrm{~N}$ |

20. In a photo electric effect experiment, the energy of the incident photon is 30 eV and work function of the metal is 15 eV. The stopping potential is :

| (A) | 15 V | (B) | $45~\mathrm{V}$ |
|-----|-------|-----|------------------|
| (C) | 450 V | (D) | $1.5~\mathrm{V}$ |

- 21. The main objective of India's Gaganyaan mission is :
 - (A) To collect moon rocks and soil and bring them back to earth for scientific analysis
 - (B) To demonstrate the human space flight capability
 - (C) To study the outermost layers of the sun
 - (D) To detect the presence of water content on Mars
- **22.** If the first Balmer line in the hydrogen spectrum appears at 20000 cm⁻¹, then the wave number of the first Balmer line for He⁺ ion will be at :

| (A) | $10000 \ {\rm cm^{-1}}$ | (B) | $20000 { m ~cm^{-1}}$ |
|-----|-------------------------|-----|-----------------------|
|-----|-------------------------|-----|-----------------------|

- (C) 40000 cm^{-1} (D) 80000 cm^{-1}
- **23.** Among the following elements, which one required highest frequency radiation for electronic emission :

| (A) | Li | (B) | Be |
|-----|----|-----|----|
| | | | |

(C) K (D) Ca

| 24. | Whic | ich of the following is/are responsible for the tropospheric ozone formation? | | | |
|-----|-------|---|---------------------------------------|-------------|--------------------------------------|
| | | (A) | Volatile organic compounds | (B) | Sunlight |
| | | (C) | Nitrogen oxides | (D) | All of them |
| 25. | Anti | haen | norrhagic vitamin is : | | |
| | | (A) | Vitamin B ₂ | (B) | Vitamin E |
| | | (C) | Vitamin D | (D) | Vitamin K |
| 26. | Whic | ch of t | the following statement is/are corre | ect about v | ector-borne disease? |
| | (i) | Mal | aria is transmitted by Culex mosqu | uito | |
| | (ii) | Vect | or for Dengue fever is Aedes mosqu | uito | |
| | (iii) | Lym | phatic filariasis is transmitted by s | sand files | |
| | | (A) | Only (i) and (ii) | (B) | Only (ii) |
| | | (C) | Only (i) and (iii) | (D) | All of the above (i), (ii) and (iii) |
| 27. | Lyme | e dise | ease, which is appeared recently in | news, is ca | aused by : |
| | | (A) | Fungus | (B) | Bacteria |
| | | (C) | Virus | (D) | Helminth |
| 28. | Whic | h of t | the following is the output produce | d by an as | sembler? |
| | | (A) | Source code | (B) | Executable file |
| | | (C) | Mnemonic code | (D) | Object File |
| 29. | Ident | tify tl | he OSI model layer that is mainly u | used by a V | Vide Area Network (WAN). |
| | | (A) | Application Layer and Presentati | on Layer | |
| | | (B) | Physical Layer and Data Link La | yer | |
| | | (C) | Network Layer and Transport La | yer | |
| | | (D) | Data Link Layer and Session Lay | ver | |
| 30. | The | meta | a tag which is used to control the | he behavi | our of search engine crawlers is |
| | | (A) | · <meta name="description"/> | (B) | <meta http-equiv="refresh"/> |
| | | (C) | <meta name="robots"/> | (D) | <meta name="viewport"/> |
| 31. | In R' | TGS, | UTR number is a ———— Ch | aracter co | de used to identify a transaction. |
| | | (A) | 16 | (B) | 22 |
| | | (C) | 10 | (D) | 12 |
| | | | | | |

- **32.** Which of the following statements is/ are correct?
 - (i) The RBI introduced an Integrated Ombudsman Scheme in 2021.
 - (ii) The integrated Ombudsman Scheme covers Small Finance Banks, Payment Banks and Regional Rural Banks.
 - (iii) The complainant must initially approach the bank and file a complaint; otherwise, complaint directly filed with the ombudsman would be non-maintainable
 - (iv) A complainant can file a complaint before the Ombudsman through an authorised representative.

| (A) Only (i) and (iii) (B) | None of the above |
|----------------------------|-------------------|
|----------------------------|-------------------|

- (C) All of the above (D) Only (i), (ii) and (iii)
- **33.** What is regarded as the hub or back-end system that connects the various branches of a bank to process transactions and enable operations?

| (A) | SWIFT | (B) | ECS |
|-----|--------------|-----|-----|
| (C) | CORE banking | (D) | EFT |

- 34. Which of the following statements is/are not true?
 - (i) Financial Market provides an avenue for the purchase and sale of various categories of assets
 - (ii) Financial market helps to put savings to more productive use.
 - (iii) Financial markets provide access to individuals, companies and government organisations
 - (iv) Financial market fails to provide liquidity to business houses.
 - (A) Only (i) (B) Only (i) and (iv)
 - (C) Only (i), (iii) and (iv) (D) Only (iv)
- **35.** Which one of the following statements is/are true?
 - (i) A red herring prospectus does not contain complete details of the price or quantum of securities offered for issue.
 - (ii) QIB includes public financial institutions, insurance companies and provident funds.
 - (iii) SEBI Guidelines allow 75% Book Building and 100% Book Building
 - (iv) Green shoe option is an option of allocating shares in excess of those floated in the issue and operating a post-issue price stabilizing mechanism.
 - (A) Only (i) and (iii) (B) Only (ii), (iii) and (iv)
 - (C) Only (i), (ii) and (iii) (D) All of the above

A

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- 36. Which instrument represents an unsecured corporate debt of short-term maturity?
 - (A) Commercial paper(B) Certificate of Deposit(C) Treasury Bill(D) IBPC
- **37.** As per Accounting Standard I, which of the following is not a fundamental accounting assumption?

| (A) | Consistency | (B) | Prudence |
|-----|---------------|-----|----------|
| (C) | Going Concern | (D) | Accrual |

- **38.** Instead of showing a wastepaper basket as an asset, a company shows it as an expense during the year of purchase. Which accounting concept or principle is followed?
 - (A) Accrual(B) Materiality(C) Conservatism(D) Consistency
- **39.** Which among the following skills is regarded more vital for top level management?
 - (A) Technical Skills (B) Conceptual Skills
 - (C) Human Skills (D) Inter-personal Skills
- **40.** Which of the following is/are wrongly matched?
 - (i) Elton Mayo- Hawthorne Experiment
 - (ii) Peter F Drucker-MBO
 - (iii) Herbert Simon-Bounded Rationality
 - (iv) Chris Argyris-Theory X and Theory Y
 - (A) (iv) only (B) (i) and (iv) only
 - (C) (i) and (iii) only (D) None of the above
- **41.** Find the unit digit of $(4017)^{754}$:

| (A) | 8 | (B) | 4 |
|-----|---|-----|---|
| (C) | 9 | (D) | 2 |

42. Two trains are traveling towards each other from Thiruvananthapuram and Kollam. Train P departs Thiruvananthapuram at 4:00 PM and arrives in Kollam at 5:00 PM. Meanwhile, Train Q leaves Kollam at the same time, 4:00 PM, and reaches Thiruvananthapuram by 5:30 PM. At what time will the two trains meet on their respective journeys?

| (A) | 4.30 PM | (B) | 4.36 PM |
|-----|----------------------|-----|--------------------|
| (C) | $4.42 \ \mathrm{PM}$ | (D) | $4.55~\mathrm{PM}$ |

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| 43. | The age of present ag | of a man after 18 years is 4 times t ge is : | he age | of that man 18 years before. His |
|-----|-----------------------|---|----------|--------------------------------------|
| | (A) | 15 years | (B) | 20 years |
| | (C) | 25 years | (D) | 30 years |
| 44. | | uplete a task in 10 days, while B can will it take them to complete the task | | t in 15 days. If they work together, |
| | (A) | 6 days | (B) | 8 days |
| | (C) | 12 days | (D) | 16 days |
| 45. | Find the i | missing term in the series 4,28,, 8 | 340, 336 | 60, 10080, 20160 : |
| | (A) | 64 | (B) | 168 |
| | (C) | 248 | (D) | 364 |
| 46. | Not only a | John but also his brothers ——— | beautif | fully. |
| | (A) | sing | (B) | sings |
| | (C) | singing | (D) | sung |
| 47. | Which of | the following sentences contains a pai | ticiple | used as an adjective? |
| | (A) | He is smoking a cigarette | (B) | He gave me a broken glass |
| | (C) | He has spoken the truth | (D) | The work has been completed |
| 48. | Pick out t | he correct sentence from the choices g | given : | |
| | (A) | I went to the hospital to consult my | physici | an |
| | (B) | I went to a hospital to consult my pl | nysiciar | 1 |
| | (C) | I went to an hospital to consult my p | ohysicia | an |
| | (D) | I went to hospital to consult my phy | sician | |
| | | | | |
| 49. | If I were a | a bird, I: | | |
| | (A) | Would fly | (B) | Will fly |
| | (C) | Would have flown | (D) | Shall fly |
| 50. | "It seems | that there is a bee in his bonnet." | | |
| | | s the idiom "bee in his bonnet" mean? | | |
| | (A) | angry | (B) | sleepy |
| | (C) | annoyed | (D) | cheerful |
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[P.T.O.]

| 51. | கயல்விழி நடனம் கற்பித்ததாள் – எவ்வகை வாக்கியம் எனச் சுட்டுக? | | | | | | |
|-------------|--|---|------------|---|--|--|--|
| | (A) | தன்வினை | (B) | எச்ச வினை | | | |
| | (C) | ` பிறவினை | (D) | செயப்பாட்டு வினை | | | |
| 52. | | | | | | | |
| 92. | | Artificial Intelligence என்பதற்கு நிகரான தமிழ்ச்சொல் எது? | | | | | |
| | (A) (C) | செயற்கை அறிவு செயற்கை முன்னறிவு | (B) (D) | செயற்கை பகுத்தறிவு செயற்கை நுண்ணறிவு | | | |
| | (0) | രമ്പ്രത്തെന്നപ്പെ | (D) | രക്ന്വിയെയ്യ വിത്ത്വത്തിവാല് | | | |
| 53. | இரவு பகல் |) – இலக்கணக் குறிப்புத் தருக : | | | | | |
| | (A) | பண்புத்தொகை | (B) | உம்மைத்தொகை | | | |
| | (C) | வினைத்தொகை | (D) | உவமைத்தொகை | | | |
| 54. | வெகுளி எ | ன்ற சொல்லின் பொருள் : | | | | | |
| | (A) | சினம் | (B) | மகிழ்ச்சி | | | |
| | (C) | செருக்கு | (D) | அடக்கம் | | | |
| 55. | கருங்குழல் | ் என்ற சொல்லைப் பிரித்து எழுதுக : | | | | | |
| | (A) | கார் + குழல் | (B) | கருமை + குழல் | | | |
| | (C) | கரு + குழல் | (D) | கருங் + குழல் | | | |
| 56. | ஒருமை ப | ன்மை பிழை நீங்கிய வாக்கியத்தைக் கண்ட | றிக : | | | | |
| | (A) | தெருவில் நாய்கள் சென்றன | (B) | தெருவில் நாய் சென்றன | | | |
| | (C) | தெருவில் நாய்கள் சென்றது | (D) | தெருவில் நாய்கள் சென்றனர் | | | |
| 57. | ஆண்பால் | பெண்பால் பெயர்கள் பொருந்தா இணைன | யக் க | ண்டறிக : | | | |
| | (A) | களிறு – பிடி | (B) | கலை – பிணை | | | |
| | | சு ' கடுவன் – மந்தி | | எருது – காளை | | | |
| 58. | | லி ———— சரியான மரபுச் சொல்லைச் | | | | | |
| J O. | | | - | | | | |
| | (A) (C) | உறுமியது பிளிறியது | (B) (D) | கனைத்தது | | | |
| | (C) | பளறாகு | (D) | கழறியது | | | |
| 59. | 0.0 | ற சொல்லோடு தொடர்பில்லாதது எது? | | | | | |
| | (A) | எழில் | (B) | வனப்பு | | | |
| | (C) | கவின் | (D) | ஆசை | | | |
| 60. | விண் பொ | ய்த்தால் மண் : | | | | | |
| | (A) | சிறக்கும் | (B) | சுரக்கும் | | | |
| | (C) | பொய்க்கும் | (D) | அரிக்கும் | | | |
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| 61. | Which of the following is NOT an element of News? | | | | |
|-----|---|--|--------|-----------------------------|--|
| | (A) | Proximity | (B) | Prominence | |
| | (C) | Conflict | (D) | Advertising | |
| 62. | Reporting | ; on the Rights of the children can be c | onside | red under the category of : | |
| | (A) | General Reporting | (B) | Interpretative Reporting | |
| | (C) | Advocacy Report | (D) | Investigative Reporting | |
| 63. | The study | of Touch in communication is termed | as : | | |
| | (A) | Haptics | (B) | Kinesics | |
| | (C) | Chromatics | (D) | None of the above | |
| 64. | The word | Communication is derived from : | | | |
| | (A) | Persian Language | (B) | Latin Language | |
| | (C) | English Language | (D) | Arabic Language | |
| 65. | The newly | y inducted reporter is called as : | | | |
| | (A) | Correspondent | (B) | Cub | |
| | (C) | Stringer | (D) | Copy editor | |
| 66. | The gestures in communication falls under the category of : | | | | |
| | (A) | Non Verbal Communication | (B) | Interpersonal Communication | |
| | (C) | Verbal Communication | (D) | Intra Communication | |
| 67. | Raveesh I | Kumar is a well known reporter associ | ated w | ith : | |
| | (A) | BBC | (B) | Times Now | |
| | (C) | NDTV | (D) | The Hindu | |
| 68. | The credit | t of news writing given to a reporter is | terme | d as : | |
| | (A) | Column | (B) | Info graphics | |
| | (C) | By line | (D) | Caption | |
| | | | | | |

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| 69. | . The information given to the press people during press conferences is called as | | | | | | |
|-----|---|---|------------------|--------------------------|--|--|--|
| | (A) | Press note | (B) | Feature | | | |
| | (C) | Article | (D) | Advertorials | | | |
| 70. | 70. Which of the following is not a barrier in communication? | | | | | | |
| | (A) | Culture | (B) | Oral Communication | | | |
| | (C) | Language | (D) | Psychological | | | |
| 71. | Which of t | the following is not a communication model? | | | | | |
| | (A) | Berlo model | (B) | Laswell Model | | | |
| | (C) | Aristotle Model | (D) | Empirical Model | | | |
| 72. | The inver | ted pyramid style is related to | : | | | | |
| | (A) | Photography | (B) | News writing | | | |
| | (C) | Advertising | (D) | Video | | | |
| 73. | Radio is a | best example for which of the | following Com | munication : | | | |
| | (A) | Interpersonal Communicatio | n (B) | Visual Communication | | | |
| | (C) | Mass Communication | (D) | Non Verbal Communication | | | |
| 74. | Which of | the news paper was renowned | for its investig | ative reporting? | | | |
| | (A) | The Asian Age | (B) | The Times of India | | | |
| | (C) | The Indian Express | (D) | The Statesman | | | |
| 75. | The regul | ar assignment of a reporter is | called as : | | | | |
| | (A) | The Gutter | (B) | The Beat | | | |
| | (C) | The Imprint | (D) | The Body | | | |
| 76. | Who is ca | lled as the father of mass com | munication? | | | | |
| | (A) | Wilbur Schramm | (B) | Joseph Pulitzer | | | |
| | (C) | Mcluhan | (D) | Aristotle | | | |
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Α

77. Which of the following body does not exist as a member of the Press Council of India?

- (A) University Grants Commission
- (B) Sahitya Academy
- (C) Bar Council of India
- (D) Public Relations Council of India
- **78.** What is the expansion of CCC?
 - (A) Customer Control Centre (B) Consumer Complaints Council
 - (C) Customer Complaints Centre (D) Council of Customer Complaints

79. In which country is the news agency "Xinhua" located in?

- (A) North Korea (B) Japan
- (C) China (D) South Korea

80. The unit of measurement one 'pica' used by printers refers to :

| (A) | 10 Points | (B) | 12 Points |
|-----|-----------|-----|-----------|
| (C) | 14 Points | (D) | 16 Points |

81. Many Voices, One World is commonly known as :

- (A) Hutchins Report
- (B) Federal Communications Report
- (C) MacBride Report
- (D) Press Commission Report

82. The first chairperson of Press Council of India was :

- (A) J.R. Mudholkar
- (B) A.N. Grover
- (C) N. Rajagopala Ayyangar
- (D) Ranjan Prakash Desai

- **83.** The person designated to give information to anybody who seeks information under the RTI Act is :
 - (A) Chief Information Secretary
 - (B) Public Information Officer
 - (C) Appellate Authority
 - (D) Public Legal Officer
- 84. A single advert on a page of a newspaper is called as :
 - (A) Solus(B) Puff(C) Dummy(D) Ad Copy
- 85. The hybrid of an advert and editorial that appear in newspapers alongside normal editorial copy is called as :
 - (A) Advertorial (B) Adversarial
 - (C) Editorial (D) Comparative advertising
- **86.** The recently launched monthly newsletter of the Public Relations Society of India is called :
 - (A) Yojana(B) Kurukshetra(C) Harmony(D) Aajkal
- 87. In Public Relations and management, which of the following are the types of organizational linkages :
 - (i) Enabling linkage,
 - (ii) Functional linkage,
 - (iii) Embedded linkage,
 - (iv) Normative linkage,
 - (v) Diffused linkage
 - (A) (i), (iii), (iv), (v) (B) (ii), (iii), (v)
 - (C) (iii) and (iv) only (D) (i), (ii), (iv), (v)

The first All India Public Relations Conference theme was : 88.

- (A) Corporate Social Responsibility : A Brand building gateway for Corporates
- (B) Professional Approach
- (C) One Country : One People – PR Challenges
- (D) Role of PR in management

89. The Pyramid Model of PR Research is otherwise called as :

- (A) Micro Model (B) Publicity Model
- Macro Model (D) Asymmetrical Model (C)
- 90. What is the intervention strategy of the intermediary model for managing corporate communication?
 - (A) Interactions between PR agency and targeted audience
 - (B) Interactions between PR agency and management
 - (C) Interactions between PR and stakeholders
 - (D) Interactions between stakeholders and management

91. The process of presenting a communications programmne to an audience is called :

- (A) Pitching (B) Assembly
- (C) Matte Release (D) Syndication
- 92. The main purpose of the two-way asymmetric model of PR is for :
 - (B) Dissemination of information (A) Propaganda
 - (C) Scientific persuasion

93. AIR is also termed as :

- (A) Vividh Bharati Prasar Bharati (B)
- (C) Akashvani (D) All of these
- 94. Who regarded as the father of Public Relations?
 - (A) Thomas Jefferson (B) Ivy Lee
 - (C) Edward L Bernays (D) John W. Hill

- (D) Mutual Understanding

| 95. | Who is the director of the film Meghe Dhaaka Tara? | | | | |
|-----|--|---------------------------------|-----|---------------|--|
| | (A) | Satyajit Ray | (B) | Bimal Roy | |
| | (C) | Shyam Benegal | (D) | Ritwik Ghatak | |
| | | | | | |
| 96. | What is th | ne primary goal of advertising? | | | |

| (A) To entertain | (B) | To educate |
|------------------|-----|------------|
|------------------|-----|------------|

(C) To persuade (D) To inform

97. The first International convention related to copyright was held at :

- (A) Bern (B) London
- (C) Geneva (D) Rome

98. A computer network that spans an area about the size of a city is called :

| (A) | LAN | (B) | WAN |
|-----|-----|-----|-----|
| (C) | MAN | (D) | WWW |

99. E-Zine refers to :

- (A) Electronic media editing software
- (B) Electronic newspaper
- (C) Electronic files
- (D) Electronic magazine

100. The Amrit Bazar Patrika was started by :

- (A) B.K. Bhatta and M.M. Ghosh
- (B) M.I. Ghosh and Shishir Ghosh
- (C) Harish Chandra Mukherji
- (D) Navin Chandra Rai

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