

DU MSc Development Communication and Extension

Topic:- DU_J18_MSC_DCE

1) When we listen carefully and clarify our doubts, we are engaged in: [Question ID = 3788]

1. Active listening [Option ID = 15151]
2. Passive listening [Option ID = 15152]
3. Informal listening [Option ID = 15150]
4. Formal listening [Option ID = 15149]

Correct Answer :-

- Active listening [Option ID = 15151]

2) Women's identities are traced through men in:

[Question ID = 3818]

1. Democratic systems [Option ID = 15271]
2. Matriarchal systems [Option ID = 15269]
3. Authoritative systems [Option ID = 62623]
4. Patriarchal systems [Option ID = 15272]

Correct Answer :-

- Patriarchal systems [Option ID = 15272]

3) An important factor that determines which news medium people find most believable is: [Question ID = 3801]

1. Credibility [Option ID = 15203]
2. Convenience [Option ID = 15201]
3. Format [Option ID = 15204]
4. Comfort [Option ID = 15202]

Correct Answer :-

- Credibility [Option ID = 15203]

4) The leadership style that is directive, have firm opinions & is goal oriented is called:

[Question ID = 3794]

1. Participative [Option ID = 15175]
2. Laissez-faire [Option ID = 15174]
3. Democratic [Option ID = 15176]
4. Authoritarian [Option ID = 15173]

Correct Answer :-

- Authoritarian [Option ID = 15173]

5) The element of communications which makes the process of communication 'circular' in nature is called:

[Question ID = 3785]

1. Message [Option ID = 15138]
2. Feedback [Option ID = 15137]
3. Source [Option ID = 15140]
4. Channel [Option ID = 15139]

Correct Answer :-

- Feedback [Option ID = 15137]

6)

The following elements of communication make listening effective:

Participation

Mental alertness

Removing noise

Surface listening

Codes:

[Question ID = 3847]

1. a,c,d [Option ID = 15387]
2. a,b,c [Option ID = 15385]
3. a,b,d [Option ID = 15388]
4. b,c,d [Option ID = 15386]

Correct Answer :-

- a,b,c [Option ID = 15385]

7) The components of a message are:

Code

Taxonomy

Content

Treatment

Codes:

[Question ID = 3848]

1. a,c,d [Option ID = 15390]
2. a,b,c [Option ID = 15391]
3. a,b,d [Option ID = 15392]
4. b,c,d [Option ID = 15389]

Correct Answer :-

- a,c,d [Option ID = 15390]

8) The specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing tools that a company uses to pursue its advertising and marketing objectives is referred as:

[Question ID = 3809]

1. Marketing communication mix [Option ID = 15235]
2. Marketing control mix [Option ID = 15236]
3. Value mix [Option ID = 15233]
4. Integrated dealer mix [Option ID = 15234]

Correct Answer :-

- Marketing communication mix [Option ID = 15235]

9) The sense of attraction created by an advertisement is known as:

[Question ID = 3810]

1. Entertainment [Option ID = 15239]
2. Ad copy [Option ID = 15240]
3. Affection [Option ID = 15237]
4. Appeal [Option ID = 15238]

Correct Answer :-

- Appeal [Option ID = 15238]

10) The literature review can help in:

Bringing clarity and focus to your research problem

Enhancing your research methodology

Narrowing down your knowledge base in your research area and

Contextualising your findings

Codes:

[Question ID = 3838]

1. a,c,d [Option ID = 15349]

2. a,b,c [Option ID = 15351]
3. a,b,d [Option ID = 15350]
4. b,c,d [Option ID = 15352]

Correct Answer :-

- a,b,d [Option ID = 15350]

11) The receiver in a communication process is also known as:

[Question ID = 3786]

1. Encoder [Option ID = 15141]
2. Source [Option ID = 15143]
3. Decoder [Option ID = 15142]
4. Channel [Option ID = 15144]

Correct Answer :-

- Decoder [Option ID = 15142]

12) The type of reporting based on sex, murder and self-promotion is known as:

[Question ID = 3798]

1. Green journalism [Option ID = 15190]
2. Blue journalism [Option ID = 15189]
3. Red journalism [Option ID = 15192]
4. Yellow journalism [Option ID = 15191]

Correct Answer :-

- Yellow journalism [Option ID = 15191]

13) The key aspects of interpersonal communication are:

- a) Delayed feedback
- b) Two way communication
- c) Mutual influence
- d) Interaction

Codes:

[Question ID = 3846]

1. a,c,d [Option ID = 15382]
2. a,b,c [Option ID = 15381]
3. a,b,d [Option ID = 15383]
4. b,c,d [Option ID = 15384]

Correct Answer :-

- b,c,d [Option ID = 15384]

14) The key aspects of Shannon & Weaver's Model of Communication include the following:

- A Feedback
- B Entropy
- C Noise
- D Redundancy

Codes:

[Question ID = 3824]

1. a,c,d [Option ID = 15294]
2. a,b,c [Option ID = 15293]
3. a,b,d [Option ID = 15295]
4. b,c,d [Option ID = 15296]

Correct Answer :-

- b,c,d [Option ID = 15296]

15) The media that attracts comparatively more specialized audience is:

[Question ID = 3802]

1. Newspapers [Option ID = 15208]
2. Television [Option ID = 15207]
3. Magazines [Option ID = 15206]
4. Radio [Option ID = 15205]

Correct Answer :-

- Magazines [Option ID = 15206]

16) The interpretation of a message into a form that has eventual meaning for a receiver is called:

[Question ID = 3799]

1. Coding [Option ID = 15193]
2. Encoding [Option ID = 15196]
3. Recoding [Option ID = 15195]
4. Decoding [Option ID = 15194]

Correct Answer :-

- Decoding [Option ID = 15194]

17) The Aristotle's model of communication is determined by three elements in speech making:

Speaker

Speech

Audience

Distance

Codes:

[Question ID = 3834]

1. a,c,d [Option ID = 15334]
2. a,b,c [Option ID = 15335]
3. a,b,d [Option ID = 15336]
4. b,c,d [Option ID = 15333]

Correct Answer :-

- a,b,c [Option ID = 15335]

18) The role of Public Relations in the marketing mix is:

Media handling

Customer relations

Building corporate image

Personal selling

Codes:

[Question ID = 3842]

1. a,c,d [Option ID = 15368]
2. a,b,c [Option ID = 15367]
3. a,b,d [Option ID = 15366]
4. b,c,d [Option ID = 15365]

Correct Answer :-

- a,b,c [Option ID = 15367]

19) Amartya Sen expanded the concept of development to include:

Building people's capacities

Reducing inequalities

Building antagonistic partnerships

Enhancing people's freedom

Codes:

[Question ID = 3839]

1. a,c,d [Option ID = 15354]
2. a,b,c [Option ID = 15353]
3. a,b,d [Option ID = 15356]
4. b,c,d [Option ID = 15355]

Correct Answer :-

- a,b,d [Option ID = 15356]

20) Assertion(A): Large groups are formed to meet short term goals and interests.

Reason(R): In large groups, communication is always reciprocal.

Codes:

[Question ID = 3860]

1. Both (A) and (R) are incorrect [Option ID = 15440]
2. Both (A) and (R) are correct [Option ID = 15439]
3. (A) is incorrect, but (R) is correct [Option ID = 15438]
4. (A) is correct, but (R) is incorrect [Option ID = 15437]

Correct Answer :-

- Both (A) and (R) are incorrect [Option ID = 15440]

21) Assertion (A): A public relations practitioner should maintain the highest level of professionalism to achieve the specific targets identified.

Reason (R): PR managers have to manage and manipulate the media outlets.

Codes:

[Question ID = 3856]

1. Both (A) and (R) are incorrect [Option ID = 15424]
2. Both (A) and (R) are correct [Option ID = 15423]
3. (A) is incorrect, (R) is correct [Option ID = 15422]
4. (A) is correct, (R) is incorrect [Option ID = 15421]

Correct Answer :-

- (A) is correct, (R) is incorrect [Option ID = 15421]

22) Assertion (A): AV Aids can assist in crossing the language barrier between the facilitator and the audience.

Reason (R): AV Aids help create meaningful vocabulary and maintain continuity of thought.

Codes:

[Question ID = 3862]

1. Both (A) and (R) are incorrect [Option ID = 15445]
2. Both (A) and (R) are correct [Option ID = 15446]
3. (A) is incorrect, but (R) is correct [Option ID = 15448]
4. (A) is correct, but (R) is incorrect [Option ID = 15447]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 15446]

23) Assertion (A): No study can be conducted without constructing a statistical hypothesis.

Reasoning (R) : Stating a hypothesis is important for an experimental research study.

Codes:

[Question ID = 3859]

1. Both (A) and (R) are incorrect [Option ID = 15436]
2. Both (A) and (R) are correct [Option ID = 15435]
3. (A) is incorrect, (R) is correct [Option ID = 15434]
4. (A) is correct, (R) is incorrect [Option ID = 15433]

Correct Answer :-

- (A) is incorrect, (R) is correct [Option ID = 15434]

24) Assertion (A): Folk media in development are effective vehicles for persuasive communication.

Reason (R): Folk media do not present culturally noted alternatives for experimentation in development communication.

Codes:

[Question ID = 3861]

1. Both (A) and (R) are incorrect [Option ID = 15444]
2. Both (A) and (R) are correct [Option ID = 15443]
3. (A) is incorrect, (R) is correct [Option ID = 15442]

4. (A) is correct, (R) is incorrect [Option ID = 15441]

Correct Answer :-

- (A) is correct, (R) is incorrect [Option ID = 15441]

25) Assertion (A): Two major dimensions of advertising are message creation and message dissemination.

Reason (R): Message creation is meaningful only when the advertisement is created.

Codes:

[Question ID = 3855]

1. Both (A) and (R) are incorrect [Option ID = 15420]
2. Both (A) and (R) are correct [Option ID = 15419]
3. (A) is incorrect, (R) is correct [Option ID = 15418]
4. (A) is correct, (R) is incorrect [Option ID = 15417]

Correct Answer :-

- (A) is correct, (R) is incorrect [Option ID = 15417]

26) Assertion (A): For any programme Monitoring and Evaluation are interlinked.

Reason (R): Monitoring helps to measure a project's progress towards achieving planned results

Codes:

[Question ID = 3854]

1. Both (A) and (R) are incorrect [Option ID = 15416]
2. Both (A) and (R) are correct. [Option ID = 15415]
3. (A) is incorrect, but (R) is correct. [Option ID = 15414]
4. (A) is correct, but (R) is incorrect. [Option ID = 15413]

Correct Answer :-

- Both (A) and (R) are correct. [Option ID = 15415]

27) Assertion (A): For any investigation, the selection of an appropriate research design is crucial to arrive at valid findings and conclusions.

Reasoning (R): A faulty design lowers the internal and external validity of research findings.

Codes:

[Question ID = 3858]

1. Both (A) and (R) are incorrect [Option ID = 15432]
2. Both (A) and (R) are correct [Option ID = 15431]
3. (A) is incorrect, (R) is correct [Option ID = 15430]
4. (A) is correct, (R) is incorrect [Option ID = 15429]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 15431]

28) Assertion (A): Print media is the oldest and basic form of mass communication.

Reason (R): Print media's message reach is faster than the broadcast media.

Codes:

[Question ID = 3857]

1. Both (A) and (R) are incorrect [Option ID = 15428]
2. Both (A) and (R) are correct [Option ID = 15427]
3. (A) is incorrect, (R) is correct [Option ID = 15426]
4. (A) is correct, (R) is incorrect [Option ID = 15425]

Correct Answer :-

- (A) is correct, (R) is incorrect [Option ID = 15425]

29) Assertion (A): Gendering is a continuous process of ascertaining characteristics of masculinity and femininity.

Reason (R): Popular media influence the meaning of masculinity and femininity.

Codes:

[Question ID = 3863]

1. Both (A) and (R) are incorrect [Option ID = 15449]
2. Both (A) and (R) are correct [Option ID = 15450]
3. (A) is incorrect, but (R) is correct [Option ID = 15452]
4. (A) is correct, but (R) is incorrect [Option ID = 15451]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 15450]

30) Arrange the following stages of Relationship Development in the correct sequence:

Initiating

Experimenting

Intensifying

Integrating

Bonding

Codes:

[Question ID = 3868]

1. i, ii, iii, iv, v [Option ID = 15472]
2. i, iv, ii, iii, v [Option ID = 15471]
3. iii, v, iv, ii, i [Option ID = 15470]
4. iii, iv, i, v, ii [Option ID = 15469]

Correct Answer :-

- i, ii, iii, iv, v [Option ID = 15472]

31) Arrange the following learning experiences from minimum to maximum learner participation as per Edgar Dale's Cone of Experience:

Field trips

Audio Recordings

Exhibits

Dramatized Experience

Codes:

[Question ID = 3866]

1. i, iii, ii, iv [Option ID = 15464]
2. i, ii, iii, iv [Option ID = 15462]
3. iv, i, ii, iii [Option ID = 15463]
4. iv, i, iii, ii [Option ID = 15461]

Correct Answer :-

- i, iii, ii, iv [Option ID = 15464]
- i, ii, iii, iv [Option ID = 15462]
- iv, i, ii, iii [Option ID = 15463]
- iv, i, iii, ii [Option ID = 15461]

32) Arrange the hierarchy of Panchayati Raj Institutions of governance from the grassroots level upwards:

Gram Sabha

Block Panchayat Samiti

Zila Parishad

Gram Panchayat

Codes:

[Question ID = 3864]

1. ii,iii,,i,iv [Option ID = 15454]
2. i, iv, ii, iii [Option ID = 15455]
3. iv,,ii,iii,,i [Option ID = 15453]
4. i,ii,iv,iii [Option ID = 15456]

Correct Answer :-

- i, iv, ii, iii [Option ID = 15455]

33) Arrange the various stages of Cultural shock as delineated in intercultural communication in the correct sequence:

Crisis stage

Honeymoon stage

Adjustment stage

Recovery stage

Codes:

[Question ID = 3865]

1. ii, i, iii, iv [Option ID = 15458]
2. ii, i, iv, iii [Option ID = 15457]
3. iv, iii, i, ii [Option ID = 15459]
4. iii, iv, i, ii [Option ID = 15460]

Correct Answer :-

- ii, i, iv, iii [Option ID = 15457]

34) Arrange the stages of group development as given by Bruce Tuckman in the correct sequence:

i. Adjourning

ii. Forming

iii. Storming

iv. Norming

v. Performing

Codes:

[Question ID = 3869]

1. ii, i, iii, iv, v [Option ID = 15476]
2. ii, iii, iv, v, i [Option ID = 15475]
3. iv, v, i, iii, ii [Option ID = 15474]
4. iii, iv, i, v, ii [Option ID = 15473]

Correct Answer :-

- ii, iii, iv, v, i [Option ID = 15475]

35) Arrange in sequential order the steps in the process of Perception:

Sensory stimulation

interpreted

Sensory stimulation organised

Sensory stimulation received

Sensory stimulation decoded

Codes:

[Question ID = 3870]

1. i, ii, iv, iii [Option ID = 15478]
2. ii, i, iii, iv [Option ID = 15480]
3. iv, iii, ii, i [Option ID = 15479]
4. iii, iv, ii, i [Option ID = 15477]

Correct Answer :-

- iii, iv, ii, i [Option ID = 15477]

36) A unit of analysis that takes on different values: [Question ID = 3808]

1. Variable [Option ID = 15229]
2. Sample [Option ID = 15230]
3. Population [Option ID = 15231]
4. Random [Option ID = 15232]

Correct Answer :-

- Variable [Option ID = 15229]

37) Following are the key forms of non verbal communication

Kinesics

Proxemics

Letters

Touch

Codes:

[Question ID = 3832]

1. a,c,d [Option ID = 15327]
2. a,b,c [Option ID = 15325]

3. a,b,d [Option ID = 15328]
4. b,c, d [Option ID = 15326]

Correct Answer :-

- a,b,d [Option ID = 15328]

38) Following are types of advertising:

Business to Business advertising

Surrogate advertising

Institutional advertising

Desire advertising

Codes:

[Question ID = 3840]

1. a,c,d [Option ID = 15360]
2. a,b,c [Option ID = 15359]
3. a,b,d [Option ID = 15358]
4. b,c,d [Option ID = 15357]

Correct Answer :-

- a,b,c [Option ID = 15359]

39) Following are the examples of fourth-generation media:

a) Exhibits

b) Internet TV

c) Podcasts

d) Mobile apps

Codes:

[Question ID = 3843]

1. a,c,d [Option ID = 15369]
2. a,b,c [Option ID = 15371]
3. a,b,d [Option ID = 15370]
4. b,c,d [Option ID = 15372]

Correct Answer :-

- b,c,d [Option ID = 15372]

40) Following are the tools of Public Relations:

Personnel management

Lobbying

Press conference

Media relations

Codes:

[Question ID = 3841]

1. a,c,d [Option ID = 15364]
2. a,b,c [Option ID = 15363]
3. a,b,d [Option ID = 15362]
4. b,c,d [Option ID = 15361]

Correct Answer :-

- b,c,d [Option ID = 15361]

41) Following are the principles of communication:

Communication is a package of signals

Communication involves content and relationship dimensions

Communication is always unidirectional

Communication is a process of adjustments

Codes:

[Question ID = 3836]

1. a,c,d [Option ID = 15341]
2. a,b,c [Option ID = 15343]
3. a,b,d [Option ID = 15342]

4. b,c,d [Option ID = 15344]

Correct Answer :-

- a,b,d [Option ID = 15342]

42) Following may be called as holistic and composite social indices of measurement of development:

- a) Human Development Index (HDI)**
- b) Physical Quality of Life Index (PQLI)**
- c) Gender Empowerment Measure (GEM)**
- d) Social Progress Index (SPI)**

Codes:

[Question ID = 3845]

1. a,c,d [Option ID = 15380]
2. a,b,c [Option ID = 15379]
3. a,b,d [Option ID = 15378]
4. b,c,d [Option ID = 15377]

Correct Answer :-

- a,b,d [Option ID = 15378]

43) Following is not a principle of Extension:

[Question ID = 3790]

1. Needs and interest [Option ID = 15158]
2. Trained Specialist [Option ID = 15157]
3. Learning by doing [Option ID = 15160]
4. Individual approach [Option ID = 15159]

Correct Answer :-

- Individual approach [Option ID = 15159]

44) Following is true about language in communication:

- a) is symbolic**
- b) is culture free**
- c) is both denotative and connotative in nature**
- d) is Oral and written**

Codes:

[Question ID = 3830]

1. a,c,d [Option ID = 15319]
2. a,b,c [Option ID = 15317]
3. a,b,d [Option ID = 15320]
4. b,c,d [Option ID = 15318]

Correct Answer :-

- a,c,d [Option ID = 15319]

45) A speech that involves delivering a message without any preparations is called: [Question ID = 3795]

1. Impromptu [Option ID = 15178]
2. Memorized [Option ID = 15179]
3. Extempore [Option ID = 15177]
4. Manuscript Reading [Option ID = 15180]

Correct Answer :-

- Impromptu [Option ID = 15178]

46) Posters are an example of: [Question ID = 3807]

1. Video aids [Option ID = 15227]
2. Audio-visual aids [Option ID = 15228]
3. Audio aids [Option ID = 15225]
4. Visual aids [Option ID = 15226]

Correct Answer :-

- Visual aids [Option ID = 15226]

47) BCC stands for: [Question ID = 3813]

1. Behaviour Communication Campaign [Option ID = 15249]
2. Behaviour Communication Channel [Option ID = 15252]
3. Behaviour Change Communication [Option ID = 15250]
4. Behaviour Campaign for Change [Option ID = 15251]

Correct Answer :-

- Behaviour Change Communication [Option ID = 15250]

48) SDGs are to be achieved by the year:

[Question ID = 3787]

1. 2020 [Option ID = 15145]
2. 2035 [Option ID = 15147]
3. 2030 [Option ID = 15146]
4. 2040 [Option ID = 15148]

Correct Answer :-

- 2030 [Option ID = 15146]

**49) Transactional communication implies that:
Person is simultaneously a sender and a receiver
Elements of communication are interdependent
Communication is a dynamic process
Communication is a linear process
Codes:**

[Question ID = 3844]

1. a,c,d [Option ID = 15374]
2. a,b,c [Option ID = 15373]
3. a,b,d [Option ID = 15376]
4. b,c,d [Option ID = 15375]

Correct Answer :-

- a,b,c [Option ID = 15373]

50) Mass communication organizations: [Question ID = 3800]

1. Require little money to operate [Option ID = 15198]
2. Are non-competitive [Option ID = 15200]
3. Have multiple gatekeepers [Option ID = 15197]
4. Exist regardless of profit [Option ID = 15199]

Correct Answer :-

- Have multiple gatekeepers [Option ID = 15197]

51) Examples of economic indicators of development include:

- a) GDP
- b) GDE
- c) GNP
- d) GNI

Codes:

[Question ID = 3829]

1. a,c,d [Option ID = 15314]
2. a,b,c [Option ID = 15313]
3. a,b,d [Option ID = 15315]
4. b,c,d [Option ID = 15316]

Correct Answer :-

- a,c,d [Option ID = 15314]

52)

The process of assessing the progress of a project based on predetermined indicators and objectives of the programme is known as:
[Question ID = 3806]

1. Planning [Option ID = 15221]
2. Evaluation [Option ID = 15224]
3. Monitoring [Option ID = 15223]
4. Implementation [Option ID = 15222]

Correct Answer :-

- Monitoring [Option ID = 15223]

53) Fear or anxiety associated with either real or anticipated communication with others is called:

[Question ID = 3796]

1. Communication interference [Option ID = 15182]
2. Communication conservation [Option ID = 15184]
3. Communication apprehension [Option ID = 15181]
4. Communication reservation [Option ID = 15183]

Correct Answer :-

- Communication apprehension [Option ID = 15181]

54) 'Bottom up' Programme Planning indicates:

[Question ID = 3823]

1. People's participation [Option ID = 15289]
2. People's non-participation [Option ID = 15292]
3. People's dissatisfaction [Option ID = 15291]
4. People's non-involvement [Option ID = 15290]

Correct Answer :-

- People's participation [Option ID = 15289]

55) Extension principles include the following:

Democratic approach

Local leadership

Cultural differences

Increased profits

Codes:

[Question ID = 3828]

1. a,c,d [Option ID = 15312]
2. a,b,c [Option ID = 15309]
3. a,b,d [Option ID = 15310]
4. b,c,d [Option ID = 15311]

Correct Answer :-

- a,b,c [Option ID = 15309]

56) As per Murphy and Hilderbrandt, the different aspects of treatment of a message are:

Compulsion

Clarity

Credibility

Conciseness

Codes:

[Question ID = 3853]

1. a,c,d [Option ID = 15410]
2. a,b,c [Option ID = 15411]
3. a,b,d [Option ID = 15412]
4. b,c,d [Option ID = 15409]

Correct Answer :-

- b,c,d [Option ID = 15409]

57) Possible Group structure in a small group communication can be:

- R Network**
- Wheel Network**
- Y Network**
- Star Network**
- Codes**

[Question ID = 3831]

1. a,c,d [Option ID = 15323]
2. a,b,c [Option ID = 15321]
3. a,b,d [Option ID = 15324]
4. b,c, d [Option ID = 15322]

Correct Answer :-

- b,c, d [Option ID = 15322]

58) A model used to understand the self is:

[Question ID = 3797]

1. Aristotle's Model [Option ID = 15187]
2. Osgood & Schram's Model [Option ID = 15185]
3. Johari's Window [Option ID = 15186]
4. Bloom's Taxonomy [Option ID = 15188]

Correct Answer :-

- Johari's Window [Option ID = 15186]

59) Ethnocentrism in intercultural communication refers to:

[Question ID = 3821]

1. Transmission of family values [Option ID = 15283]
2. Understanding symbols [Option ID = 15281]
3. Undermining other cultures [Option ID = 15284]
4. Learning other language [Option ID = 15282]

Correct Answer :-

- Undermining other cultures [Option ID = 15284]

60) A coach is lecturing his football team. The audience in this situation can be categorized as:

[Question ID = 3792]

1. Casual [Option ID = 15166]
2. Passive [Option ID = 15165]
3. Organized [Option ID = 15167]
4. Disaggregated [Option ID = 15168]

Correct Answer :-

- Organized [Option ID = 15167]

61) Match the important provisions given in List I with issues addressed by them given in List II:

List I (Provision)

- PCPNDT Act
- 73rd & 74th Amendment of Indian Constitution
- Equal Remuneration Act
- MTP Act

List II (Issue)

- i. Inheritance Rights
- ii. Abortion
- iii. Wage Parity
- iv. Sex Selective Abortions
- v. Political reservation Bill

Codes:

[Question ID = 20268]

1. a b c div v iii ii [Option ID = 51067]
2. a b c dii v iii i [Option ID = 51066]
3. a b c dii iv iii i [Option ID = 51065]
4. a b c diii ii i iv [Option ID = 51064]

Correct Answer :-

- a b c div v iii ii [Option ID = 51067]

62) Match the types of non-verbal communication given in List I with their characteristics given in List II.

List I (Non-verbal communication)	List II (Characteristics)
a. Kinesics	i. Body language
b. Proxemics	ii. Space
c. Chronemics	iii. Time
d. Para language	iv. Pitch
	v. Attire

Codes:

[Question ID = 20271]

1. a b c div i ii iii [Option ID = 51078]
2. a b c dii i iii v [Option ID = 51079]
3. a b c di ii iii iv [Option ID = 51077]
4. a b c di ii iv iii [Option ID = 51076]

Correct Answer :-

- a b c di ii iii iv [Option ID = 51077]

63) Match the concepts of culture given in List I with their description given in List II.

List I (Concept)	List II (Description)
a. Enculturation	i. Process of learning about other cultures
b. Ethnocentrism	ii. Transmission of family values
c. Stereotyping	iii. Typecasting roles & expectations
d. Acculturation	iv. Undermining other cultures
	v. Understanding symbols

Codes:

[Question ID = 20266]

1. a b c di ii v iv [Option ID = 51056]
2. a b c diii i v ii [Option ID = 51058]
3. a b c dv ii iii iv [Option ID = 51059]
4. a b c dii iv iii i [Option ID = 51057]

Correct Answer :-

- a b c dii iv iii i [Option ID = 51057]

64) Match the different media organizations given in List I with their areas of work given in List II .

List I	List II
• DAVP	i. TV Broadcast
• BBC	ii. Radio Broadcast
• ANI	iii. News Agency
• AIR	iv. Publicity
	v. Censorship

Codes:

[Question ID = 20267]

1. a b c div i iii ii [Option ID = 51060]
2. a b c diii ii i iv [Option ID = 51061]
3. a b c dii v iii i [Option ID = 51063]
4. a b c dii iv iii i [Option ID = 51062]

Correct Answer :-

- a b c div i iii ii [Option ID = 51060]

65) Match the following examples of communication media given in List I with their appropriate function given in List II:

List I (Media of communication)

- a. Newspaper
- b. Hindi Film
- c. Commercial Ads
- d. Office Order

List II (Function)

- i. Instruction
- ii. Persuasion
- iii. Entertainment
- iv. Problem Solving
- v. Information

Codes:

[Question ID = 20262]

- 1. a b c diii ii iv v [Option ID = 51043]
- 2. a b c dv iii ii i [Option ID = 51041]
- 3. a b c dii i iii iv [Option ID = 51042]
- 4. a b c di ii iii v [Option ID = 51040]

Correct Answer :-

- a b c dv iii ii i [Option ID = 51041]

66) Match the following PLA methods given in List I with the situation where they can best be used in List II:

List I (PLA methods)

- a. Transact walk
- b. Seasonal Diagram
- c. Ranking and scoring
- d. Focused group discussion

List II (Salient feature)

- i. Cropping pattern
- ii. Controlling marginalised
- iii. Seeking opinions
- iv. Expression of preferences
- v. Identifying geographical features

Codes:

[Question ID = 20265]

- 1. a b c dii iii iv i [Option ID = 51053]
- 2. a b c di iv iii ii [Option ID = 51055]
- 3. a b c dv iv iii ii [Option ID = 51054]
- 4. a b c dv i iv iii [Option ID = 51052]

Correct Answer :-

- a b c dv i iv iii [Option ID = 51052]

67) Match the basic types of communication given in List I with their key trait given in List II:

List I (Types of Communication)

- a. Intrapersonal
- b. Interpersonal
- c. Small Group
- d. Large Group

List II (Key Trait)

- i. Enhances personal relationships
- ii. Communication with self
- iii. Electronically mediated
- iv. Formal Communication
- v. Communication occurs for a common purpose

Codes:

[Question ID = 20263]

- 1. a b c di ii iii v [Option ID = 51044]
- 2. a b c diii ii i v [Option ID = 51047]
- 3. a b c dii i v iv [Option ID = 51045]
- 4. a b c dii i iii iv [Option ID = 51046]

Correct Answer :-

- a b c dii i v iv [Option ID = 51045]

68)

Match the following types of AV aid in List I to its most appropriate example in List II:

List I (AV aid)

- a. Graphic Aids
- b. Audio aids
- c. Three dimensional aids
- d. Projected aids

List II (Example)

- i. Slide show
- ii. Disc recordings
- iii. Model
- iv. Poster
- v. Black board

Codes:

[Question ID = 20269]

- 1. a b c div ii i iii [Option ID = 51069]
- 2. a b c div ii iii i [Option ID = 51071]
- 3. a b c dv iii ii i [Option ID = 51070]
- 4. a b c dv ii iii i [Option ID = 51068]

Correct Answer :-

- a b c div ii iii i [Option ID = 51071]

69) Match type of measurement scale given in List I with their relevant examples given in List II:

List I (Type of Scale)

- Nominal scale
- Ordinal scale
- Interval scale
- Ratio scale

List II (Example)

- i. Eye colour
- ii. Income groups
- iii. Weight
- iv. Temperature in Fahrenheit
- v. Attitude

Codes:

[Question ID = 20264]

- 1. a b c diii ii i v [Option ID = 51051]
- 2. a b c di ii iv iii [Option ID = 51048]
- 3. a b c dii i iii iv [Option ID = 51049]
- 4. a b c dii i iii v [Option ID = 51050]

Correct Answer :-

- a b c di ii iv iii [Option ID = 51048]

70) Match the following development communication initiatives in List I with their features given in List II.

List I (Initiative)

- a. Kheda Project
- b. Alfa-ze-Mewat
- c. Gyandoot
- d. Ujala Chadi

List II (feature)

- i. Commercial Radio
- ii. Television for education
- iii. Intranet based service portal
- iv. Community Newspaper
- v. Community Radio

Codes:

[Question ID = 20270]

- 1. a b c diii ii v iv [Option ID = 51072]
- 2. a b c dii iv iii i [Option ID = 51073]
- 3. a b c dii i iv iii [Option ID = 51075]
- 4. a b c dii v iii iv [Option ID = 51074]

Correct Answer :-

- a b c dii v iii iv [Option ID = 51074]

71) Information transmitted through Grapevines can be:

Gossip

Reliable

Rumor

Deceptive

Codes:

[Question ID = 3849]

1. a,c,d [Option ID = 15394]
2. a,b,c [Option ID = 15393]
3. a,b,d [Option ID = 15396]
4. b,c,d [Option ID = 15395]

Correct Answer :-

- a,c,d [Option ID = 15394]

72) A type of probability sampling used in research is

[Question ID = 3816]

1. Snowball sampling [Option ID = 15261]
2. Stratified sampling [Option ID = 15263]
3. Expert sampling [Option ID = 15264]
4. Purposive sampling [Option ID = 15262]

Correct Answer :-

- Stratified sampling [Option ID = 15263]

73) An intense educational activity for motivating a community to action is: [Question ID = 3805]

1. Survey [Option ID = 15218]
2. Campaign [Option ID = 15220]
3. Lecture [Option ID = 15217]
4. Seminar [Option ID = 15219]

Correct Answer :-

- Campaign [Option ID = 15220]

74) One of the following is not a component of ICDS:

[Question ID = 3803]

1. Referral services [Option ID = 15211]
2. Formal education [Option ID = 15210]
3. Supplementary Nutrition [Option ID = 15212]
4. Non formal education [Option ID = 15209]

Correct Answer :-

- Formal education [Option ID = 15210]

75) The transtheoretical model of behaviour change is also referred to as: [Question ID = 3884]

1. Diffusion theory [Option ID = 15536]
2. Stages of Change theory [Option ID = 15534]
3. Health Belief Model [Option ID = 15535]
4. Social Learning theory [Option ID = 15533]

Correct Answer :-

- Stages of Change theory [Option ID = 15534]

76) Identify the correct sequence of elements in Westley-McLean's model of mass communication:

Originator

Source inputs

Gatekeeper

Receiver

Codes:

[Question ID = 3872]

1. i, iv,iii,ii [Option ID = 15486]
2. i, ii,iii,iv [Option ID = 15485]
3. ii, i, iii, iv [Option ID = 15487]
4. i,iii,iv,ii [Option ID = 15488]

Correct Answer :-

- i,iii,iv,ii [Option ID = 15488]

77) Identify the correct sequence of preparing a public speech from the listed steps:

- i Research the topic**
 - ii Analyze the audience**
 - iii Organize the speech**
 - vi Outline the speech**
- Codes:**

[Question ID = 3873]

1. ii,i,iii,iv [Option ID = 15492]
2. ii,iii,iv,i [Option ID = 15491]
3. i, iii,ii,iv [Option ID = 15490]
4. i, ii,iii,iv [Option ID = 15489]

Correct Answer :-

- ii,i,iii,iv [Option ID = 15492]

78) Identify the chronological sequence of different programme serviced broadcasted by AIR :

- i. Rural broadcasts**
 - ii. External services**
 - iii. School broadcasts**
 - iv.Vividh Bharathi**
- Codes:**

[Question ID = 3871]

1. i, iv,iii,ii [Option ID = 15482]
2. i, ii,iii,iv [Option ID = 15481]
3. ii, i, iii, iv [Option ID = 15483]
4. i,iii,iv,ii [Option ID = 15484]

Correct Answer :-

- i, ii,iii,iv [Option ID = 15481]

79) Identify the chronological sequence of the following historical eras in Indian advertising.:

- Positioning era**
 - Consumer era**
 - Personal selling era**
 - Sales era**
 - Product era**
- Codes:**

[Question ID = 3867]

1. iv, i, ii, iii, v [Option ID = 15467]
2. iii, v, iv, ii, i [Option ID = 15466]
3. iii, i, ii, iv, v [Option ID = 15468]
4. iii, iv, i, v, ii [Option ID = 15465]

Correct Answer :-

- iii, v, iv, ii, i [Option ID = 15466]

80) To meet the individual differences of adult learners, the curriculum in extension education is mostly:

- A Formal**
 - B Learner oriented**
 - C Informal**
 - D Flexible**
- Codes:**

[Question ID = 3826]

1. a,c,d [Option ID = 15304]
2. a,b,c [Option ID = 15301]
3. a,b,d [Option ID = 15302]
4. b,c,d [Option ID = 15303]

Correct Answer :-

- b,c,d [Option ID = 15303]

81) According to Human Development Report, the Gender Empowerment Measure (GEM) uses the following indicators:

Proportion of seats held by women in national parliaments

Percentage of women in economic decision-making positions

Level of happiness of females in family

Female share of household income

Codes:

[Question ID = 3850]

1. a,c,d [Option ID = 15398]
2. a,b,c [Option ID = 15397]
3. a,b,d [Option ID = 15399]
4. b,c,d [Option ID = 15400]

Correct Answer :-

- a,b,d [Option ID = 15399]

82) According to Pretty, the levels of peoples participation span across the following:

Self mobilization

Adoption

Information giving

Consultation

Codes:

[Question ID = 3835]

1. a,c,d [Option ID = 15337]
2. a,b,c [Option ID = 15339]
3. a,b,d [Option ID = 15338]
4. b,c,d [Option ID = 15340]

Correct Answer :-

- a,c,d [Option ID = 15337]

83) According to Daniel Lerner, a pre-condition for modernisation of societies is:

[Question ID = 3791]

1. Social groups [Option ID = 15163]
2. Literacy [Option ID = 15162]
3. Population [Option ID = 15161]
4. Farmers participation [Option ID = 15164]

Correct Answer :-

- Literacy [Option ID = 15162]

84) An "Ad copy" that uses the endorsement of a satisfied customer is: [Question ID = 3811]

1. Reminder Ad copy [Option ID = 15242]
2. Expository Ad copy [Option ID = 15243]
3. Testimonial Ad copy [Option ID = 15244]
4. Comparative Ad copy [Option ID = 15241]

Correct Answer :-

- Testimonial Ad copy [Option ID = 15244]

85) Radical feminist theory is closely concerned with the issues arising out of:

[Question ID = 3822]

1. Development of the civil rights movement [Option ID = 15286]
2. Women's right to education [Option ID = 15287]
3. Creating equal opportunities for women [Option ID = 15288]
4. Violence against women [Option ID = 15285]

Correct Answer :-

- Violence against women [Option ID = 15285]

86) Maximum percentage of employed women in India are engaged in the:

[Question ID = 3815]

1. Formal Sector [Option ID = 15257]
2. Informal Sector [Option ID = 15260]
3. Industrial Sector [Option ID = 15259]
4. Tertiary Sector [Option ID = 15258]

Correct Answer :-

- Informal Sector [Option ID = 15260]

87) Groups that give a sense of identity and establish attitudes are called: [Question ID = 3793]

1. Reference Groups [Option ID = 15169]
2. Informal Groups [Option ID = 15172]
3. Social Groups [Option ID = 15170]
4. Formal Groups [Option ID = 15171]

Correct Answer :-

- Reference Groups [Option ID = 15169]

88) Accuracy in perception can be increased by:

Becoming aware of your self

Reinforcing biases

Being culturally sensitive

Becoming aware of the cultural differences

Codes:

[Question ID = 3825]

1. a,c,d [Option ID = 15300]
2. a,b,c [Option ID = 15297]
3. a,b,d [Option ID = 15298]
4. b,c,d [Option ID = 15299]

Correct Answer :-

- a,c,d [Option ID = 15300]

89) A purposeful, systematic and selective way of watching a phenomenon is referred to as:

[Question ID = 3804]

1. Questionnaire [Option ID = 15216]
2. Observation [Option ID = 15215]
3. Interview [Option ID = 15214]
4. Case study [Option ID = 15213]

Correct Answer :-

- Observation [Option ID = 15215]

90) Accredited Social Health Activists (ASHAs) community health workers are an integral component of:

[Question ID = 3820]

1. Integrated Child Development Scheme (ICDS) [Option ID = 15277]
2. National Health Mission (NHM) [Option ID = 15278]
3. National AIDS Control Programme [Option ID = 15280]
4. Mid Day Meal Scheme [Option ID = 15279]

Correct Answer :-

- National Health Mission (NHM) [Option ID = 15278]

91) CEDAW is an international bill focusing on:

[Question ID = 3812]

1. Rights of Development [Option ID = 15248]

2. Rights of Children [Option ID = 15247]
3. Rights of Women [Option ID = 15245]
4. Rights of Men [Option ID = 15246]

Correct Answer :-

- Rights of Women [Option ID = 15245]

92) In an organization, the Grapevine is the form of:

[Question ID = 3789]

1. Formal Network [Option ID = 15155]
2. Informal Network [Option ID = 15154]
3. Longitudinal Network [Option ID = 15156]
4. Lateral Network [Option ID = 15153]

Correct Answer :-

- Informal Network [Option ID = 15154]

93) Typically, an official small group has the following traits:

Common Goal

Patriarchal Structure

Direct Interaction

Assembly effect

Codes:

[Question ID = 3833]

1. a,c,d [Option ID = 15331]
2. a,b,c [Option ID = 15329]
3. a,b,d [Option ID = 15332]
4. b,c, d [Option ID = 15330]

Correct Answer :-

- a,c,d [Option ID = 15331]

94) Which of the following organizations are primarily engaged in supporting women's development:

NCW

NWP

CSWB

UNWOMEN

Codes:

[Question ID = 3852]

1. a,c,d [Option ID = 15407]
2. a,b,c [Option ID = 15405]
3. a,b,d [Option ID = 15408]
4. b,c,d [Option ID = 15406]

Correct Answer :-

- a,c,d [Option ID = 15407]

95) Which of the following is correct about flipbooks as a communication aid

Present information in a sequential manner

Portable and easy to transport

Suitable for a large group of audience

Inexpensive to prepare

Codes:

[Question ID = 3827]

1. a,c,d [Option ID = 15308]
2. a,b,c [Option ID = 15305]
3. a,b,d [Option ID = 15306]
4. b,c,d [Option ID = 15307]

Correct Answer :-

- a,b,d [Option ID = 15306]

96) Which of the following is not a measure of Human Development Index:

[Question ID = 3817]

1. Gross Enrolment [Option ID = 15266]
2. Literacy Rate [Option ID = 15265]
3. Life Expectancy [Option ID = 15268]
4. Population Density [Option ID = 15267]

Correct Answer :-

- Population Density [Option ID = 15267]

97) Which of the following is not associated with SDGs?

[Question ID = 3819]

1. Sustainable Cities and Communities [Option ID = 15276]
2. Decent Work and Economic Growth [Option ID = 15275]
3. Social Justice [Option ID = 15273]
4. Good Health and Well-being [Option ID = 15274]

Correct Answer :-

- Social Justice [Option ID = 15273]

98) Which of these are most suitable training methods for non - literate women

Group discussion

Lecture method

Role play

Games

Codes:

[Question ID = 3851]

1. a,c,d [Option ID = 15402]
2. a,b,c [Option ID = 15401]
3. a,b,d [Option ID = 15403]
4. b,c,d [Option ID = 15404]

Correct Answer :-

- a,c,d [Option ID = 15402]

99) Intrapersonal communication is largely influenced by our:

Motivation

Organisational structure

Values and beliefs

Personality

Codes:

[Question ID = 3837]

1. a,c,d [Option ID = 15346]
2. a,b,c [Option ID = 15345]
3. a,b,d [Option ID = 15347]
4. b,c,d [Option ID = 15348]

Correct Answer :-

- a,c,d [Option ID = 15346]

100) In his book Diffusion of Innovation, Everett Rogers discusses the concept of: [Question ID = 3814]

1. Adoption Process [Option ID = 15254]
2. Spiral of Silence [Option ID = 15253]
3. Encoding as a process [Option ID = 15256]
4. Magic multipliers [Option ID = 15255]

Correct Answer :-

- Adoption Process [Option ID = 15254]