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DU MSc Development Communication and Extension

Topic:- DU_J19_MSC_DCE

1) The 'play' function in human communication refers to the process of: [Question ID = 13729]

1. Relaxation and entertainment [Option ID = 24915]
2. Learning and knowledge building [Option ID = 24913]
3. Relationship development and disintegration [Option ID = 24914]
4. Confirming and disconfirming [Option ID = 24916]

Correct Answer :-

- Learning and knowledge building [Option ID = 24913]

2) Which of the following can help to influence the audience members :

[Question ID = 13737]

1. Feedback [Option ID = 24945]
2. Circular response [Option ID = 24947]
3. Polarization [Option ID = 24946]
4. Social Facilitation [Option ID = 24948]

Correct Answer :-

- Feedback [Option ID = 24945]

3) Organization chart is also known as: [Question ID = 13742]

1. Tree chart [Option ID = 24965]
2. Flow chart [Option ID = 24966]
3. Flip chart [Option ID = 24967]
4. Striptease chart [Option ID = 24968]

Correct Answer :-

- Tree chart [Option ID = 24965]

4) Development Model that is also referred to as the Western Model of Development is: [Question ID = 13751]

1. Dominant Paradigm [Option ID = 25002]
2. New Paradigm of Development [Option ID = 25001]
3. Dependency Model [Option ID = 25003]
4. Interdependency Model [Option ID = 25004]

Correct Answer :-

- New Paradigm of Development [Option ID = 25001]

5) As per trickle down philosophy of development the benefits of industrilization and modernization trickle down form:

[Question ID = 13748]

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1. Educated to Uneducated [Option ID = 24989]
2. Poor to rich [Option ID = 24992]
3. Uneducated to Educated [Option ID = 24990]
4. Rich to Poor [Option ID = 24991]

Correct Answer :-

- Educated to Uneducated [Option ID = 24989]

6) As per the dominant paradigm model, development could be achieved by:
a) Increased Productivity
b) Economic Growth
c) Industrialization
d) Self-reliance
Codes:

[Question ID = 13797]

1. a,c,d [Option ID = 25186]
2. a,b,d [Option ID = 25185]
3. a,b,c [Option ID = 25187]
4. b,c,d [Option ID = 25188]

Correct Answer :-

- a,b,d [Option ID = 25185]

7) Following practices may exist in Patriarchal societies:
a) Equal opportunities to children below 18 years.
b) Passing down inheritance to sons.
c) Discrimination in food distribution among male and female children.
d) Male control over resources and assets.
Codes:

[Question ID = 13807]

1. a,c,d [Option ID = 25228]
2. a,b,d [Option ID = 25225]
3. a,b,c [Option ID = 25227]
4. b,c,d [Option ID = 25226]

Correct Answer :-

- a,b,d [Option ID = 25225]

8) Following are the tools of Public Relations:
a) Conflict
b) Lobbying
c) Press conference
d) Media relations
Codes:

[Question ID = 13799]

1. a,c,d [Option ID = 25194]
2. a,b,c [Option ID = 25195]
3. b,c,d [Option ID = 25193]
4. d,a,b [Option ID = 25196]

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Correct Answer :-

- b,c,d [Option ID = 25193]

9) Following are the intermediate stages of small group development:
a) Gripping
b) Grouping
c) Grasping
d) Growing
Codes:

[Question ID = 13792]

1. a,b,d [Option ID = 25168]
2. a,b,c [Option ID = 25165]
3. c,d,a [Option ID = 25167]
4. b,c,d [Option ID = 25166]

Correct Answer :-

- a,b,c [Option ID = 25165]

10) Communication that does not follow any formal hierarchical lines in an organization is referred as: [Question ID = 13735]

1. Grapevine [Option ID = 24937]
2. Vertical [Option ID = 24940]
3. Horizontal [Option ID = 24939]
4. Lateral [Option ID = 24938]

Correct Answer :-

- Grapevine [Option ID = 24937]

11) A series of actions that media planners take to attain the media objectives is: [Question ID = 13777]

1. Media Function [Option ID = 25105]
2. Media Strategy [Option ID = 25106]
3. Media Option [Option ID = 25108]
4. Media Policy [Option ID = 25107]

Correct Answer :-

- Media Function [Option ID = 25105]

12) The element of communication that makes the process circular is called : [Question ID = 13738]

1. Noise [Option ID = 24949]
2. Sender [Option ID = 24952]
3. Message [Option ID = 24950]
4. Feedback [Option ID = 24951]

Correct Answer :-

- Noise [Option ID = 24949]

13) Mediated communication refers to communication that is: [Question ID = 13776]

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1. Live [Option ID = 25103]
2. Real time [Option ID = 25104]
3. Face to face [Option ID = 25102]
4. Technology interfaced [Option ID = 25101]

Correct Answer :-

- Technology interfaced [Option ID = 25101]

14) When a researcher asks a predetermined set of questions, using the same wording and order of questions as specified in the tool, it is called:

[Question ID = 13785]

1. Structured Interview [Option ID = 25138]
2. Participant Case Study [Option ID = 25140]
3. Participant Observation [Option ID = 25139]
4. Unstructured Interview [Option ID = 25137]

Correct Answer :-

- Unstructured Interview [Option ID = 25137]

15) Two core values underlying the philosophy of extension are: [Question ID = 13761]

1. Self interest and profit [Option ID = 25041]
2. Self help and profit [Option ID = 25042]
3. Self help and empowerment [Option ID = 25043]
4. Empowerment and self interest [Option ID = 25044]

Correct Answer :-

- Self interest and profit [Option ID = 25041]

16) In mass communication, PSA stands for : [Question ID = 13752]

1. Public Service Access [Option ID = 25007]
2. Public Service Announcement [Option ID = 25006]
3. Public Service Assessment [Option ID = 25005]
4. Public Service Account [Option ID = 25008]

Correct Answer :-

- Public Service Assessment [Option ID = 25005]

17) The decoder of the message in the communication process is also referred to as: [Question ID = 13739]

1. Noise [Option ID = 24956]
2. Channel [Option ID = 24953]
3. Sender [Option ID = 24955]
4. Receiver [Option ID = 24954]

Correct Answer :-

- Channel [Option ID = 24953]

18) An individual who helps the group members stick to the agenda and often leads the group back on course when it goes off the tangent is known as: [Question ID = 13746]

1. Opinion Giver [Option ID = 24983]

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2. Opinion Seeker [Option ID = 24984]
3. Analyzer [Option ID = 24981]
4. Expeditor [Option ID = 24982]

Correct Answer :-

- Analyzer [Option ID = 24981]

19) A good advertisement creates feeling of :

[Question ID = 13783]

1. Anxiousness [Option ID = 25132]
2. Appeal [Option ID = 25130]
3. Aversion [Option ID = 25129]
4. Ambiguity [Option ID = 25131]

Correct Answer :-

- Aversion [Option ID = 25129]

20) The process of selecting a subset from a large population is: [Question ID = 13755]

1. Review [Option ID = 25018]
2. Prediction [Option ID = 25019]
3. Sampling [Option ID = 25020]
4. Measurement [Option ID = 25017]

Correct Answer :-

- Measurement [Option ID = 25017]

21) Mass Communication theory that falls under the all powerful media paradigm is: [Question ID = 13772]

1. Dissonance Theory [Option ID = 25086]
2. The Uses and Gratification Theory [Option ID = 25088]
3. Magic Bullet Theory [Option ID = 25085]
4. Agenda Setting Theory [Option ID = 25087]

Correct Answer :-

- Magic Bullet Theory [Option ID = 25085]

22) If a company wants to build a good "corporate image", it will probably use the following marketing communication mix tools:

[Question ID = 13779]

1. Direct Marketing [Option ID = 25115]
2. Sales Promotion [Option ID = 25116]
3. Advertising [Option ID = 25113]
4. Public Relations [Option ID = 25114]

Correct Answer :-

- Advertising [Option ID = 25113]

23) When we communicate with ourselves, we are engaged in: [Question ID = 13731]

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1. Public Communication [Option ID = 24924]
2. Interpersonal Communication [Option ID = 24921]
3. Intrapersonal Communication [Option ID = 24922]
4. Intercultural Communication [Option ID = 24923]

Correct Answer :-

- Interpersonal Communication [Option ID = 24921]

24) A major format of news reporting followed for hard news is: [Question ID = 13788]

1. Circular Approach [Option ID = 25152]
2. Free flow Approach [Option ID = 25149]
3. Inverted Pyramid Approach [Option ID = 25151]
4. Inverted Square Approach [Option ID = 25150]

Correct Answer :-

- Free flow Approach [Option ID = 25149]

25) A collective group of individuals constructed to strive for specific goals is called: [Question ID = 13736]

1. Organization [Option ID = 24941]
2. Dyad [Option ID = 24944]
3. Small Group [Option ID = 24942]
4. Society [Option ID = 24943]

Correct Answer :-

- Organization [Option ID = 24941]

26) Leadership style where leaders don't direct the group and function as observers: [Question ID = 13744]

1. Laissez- faire [Option ID = 24975]
2. Authoritarian [Option ID = 24973]
3. Assertive [Option ID = 24976]
4. Republic [Option ID = 24974]

Correct Answer :-

- Authoritarian [Option ID = 24973]

27) Mass communication channels have the following characteristics:
a) One way direction of message flow
b) Fast speed to large audiences
c) Delayed feedback
d) High ability to select receiver
Codes: [Question ID = 13789]

1. a,b,d [Option ID = 25156]
2. b,c,d [Option ID = 25153]
3. c,d,a [Option ID = 25155]
4. a,b,c [Option ID = 25154]

Correct Answer :-

- b,c,d [Option ID = 25153]

28) India's largest school feeding programme is: [Question ID = 13787]

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1. Balwadi Nutrition Programme [Option ID = 25147]
2. Mid Day Meal Scheme [Option ID = 25145]
3. Antaodya Anna Yojana [Option ID = 25146]
4. Applied Nutrition Programme [Option ID = 25148]

Correct Answer :-

- Mid Day Meal Scheme [Option ID = 25145]

29) A kind of speech delivery that involves reading in front of audience from prewritten text is known as: [Question ID = 13741]

1. Impromptu [Option ID = 24962]
2. Extempore [Option ID = 24961]
3. Memorized [Option ID = 24963]
4. Manuscript [Option ID = 24964]

Correct Answer :-

- Extempore [Option ID = 24961]

30) Mental images or perceptions whose meanings vary markedly from individual to individual are called: [Question ID = 13760]

1. Construct [Option ID = 25038]
2. Concept [Option ID = 25037]
3. Variable [Option ID = 25039]
4. Sample [Option ID = 25040]

Correct Answer :-

- Concept [Option ID = 25037]

31) Maxwell McComb and Donald L. Shaw introduced : [Question ID = 13767]

1. Social Responsibility Theory [Option ID = 25065]
2. Agenda Setting Theory [Option ID = 25068]
3. Play Theory [Option ID = 25067]
4. Uses and Gratification Theory [Option ID = 25066]

Correct Answer :-

- Social Responsibility Theory [Option ID = 25065]

32) A deliberate attempt by one person to modify the attitude, beliefs or behaviour of another person or a group is called: [Question ID = 13733]

1. Empathy [Option ID = 24929]
2. Perception [Option ID = 24930]
3. Persuasion [Option ID = 24931]
4. Entropy [Option ID = 24932]

Correct Answer :-

- Empathy [Option ID = 24929]

33) In Edgar Dale's Cone of Experience as we go down the cone from the top, the level of abstractness: [Question ID = 13766]

1. No relation [Option ID = 25064]
2. Decreases [Option ID = 25061]

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3. Remains constant [Option ID = 25063]
4. Increases [Option ID = 25062]

Correct Answer :-

- Decreases [Option ID = 25061]

34) Possible Group structure in a small group communication can be:
a) R Network
b) Wheel Network
c) Y Network
d) Star Network
Codes:

[Question ID = 13805]

1. a,c,d [Option ID = 25219]
2. c,b,a [Option ID = 25217]
3. a,b,d [Option ID = 25220]
4. b,c, d [Option ID = 25218]

Correct Answer :-

- c,b,a [Option ID = 25217]

35) Self concept is largely shaped by our:
a) Body image
b) Social roles
c) Values and beliefs
d) Credibility
Codes:

[Question ID = 13798]

1. a,c,d [Option ID = 25190]
2. a,b,d [Option ID = 25191]
3. a,b,c [Option ID = 25189]
4. b,c,d [Option ID = 25192]

Correct Answer :-

- a,b,c [Option ID = 25189]

36) Philosophy of Development Communication suggests that it should be:
a) Purposive
b) Positive
c) Programatic
d) Pragmatic
Codes: [Question ID = 13795]

1. b,c,d [Option ID = 25179]
2. a,c,d [Option ID = 25178]
3. a,b,d [Option ID = 25180]
4. a,b,c [Option ID = 25177]

Correct Answer :-

- a,b,c [Option ID = 25177]

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37) Following is an example of community radio [Question ID = 13743]

1. Gyandoot [Option ID = 24970]
2. SITE [Option ID = 24972]
3. Ujala Chari [Option ID = 24969]
4. Namma Dhwani [Option ID = 24971]

Correct Answer :-

- Ujala Chari [Option ID = 24969]

38) Following are the Normative Theories of Press:
a) Authoritarian Media Theory
b) Democratic-participant media theory
c) Social responsibility media theory
d) Social learning theory
Codes: [Question ID = 13800]

1. b,c,d [Option ID = 25200]
2. a,c,d [Option ID = 25197]
3. a,b,d [Option ID = 25199]
4. a,b,c [Option ID = 25198]

Correct Answer :-

- a,c,d [Option ID = 25197]

39) Following are the examples of 2-D visual aids:
a) Model
b) Poster
c) Chart
d) Flash card
Codes: [Question ID = 13802]

1. b,c,d [Option ID = 25207]
2. a,c,d [Option ID = 25206]
3. a,b,d [Option ID = 25208]
4. a,b,c [Option ID = 25205]

Correct Answer :-

- a,b,c [Option ID = 25205]

40) Following are the types of Probability Sampling in research:
a) Simple random sampling
b) Multistage sampling
c) Quota sampling
d) Cluster sampling
Codes: [Question ID = 13801]

1. b,c,d [Option ID = 25203]
2. a,c,d [Option ID = 25202]
3. a,b,d [Option ID = 25204]
4. a,b,c [Option ID = 25201]

Correct Answer :-

- a,b,c [Option ID = 25201]

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Following are most suitable training methods for new literate women:
a) Group discussion
b) Lecture method
c) Role play
d) Games
Codes: [Question ID = 13808]

1. b,c,d [Option ID = 25232]
2. a,c,d [Option ID = 25230]
3. a,b,d [Option ID = 25231]
4. a,b,c [Option ID = 25229]

Correct Answer :-

- a,b,c [Option ID = 25229]

42) Assertion(A): Sharing information about a respondent with other people for purposes other than research is ethically appropriate.
Reason(R): It is unethical to identify an individual respondent and the information provided by him/her.
Codes: [Question ID = 13818]

1. Both (A) and (R) are incorrect [Option ID = 25270]
2. Both (A) and (R) are correct [Option ID = 25269]
3. (A) is incorrect, but (R) is correct [Option ID = 25272]
4. (A) is correct, but (R) is incorrect [Option ID = 25271]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25269]

43) Assertion (A): Advocacy is a planned activity designed by individuals or organisations to influence policy on a specific issue.
Reason (R): Advocacy helps to highlight priority issues for key decision makers.
Codes: [Question ID = 13811]

1. Both (A) and (R) are incorrect [Option ID = 25242]
2. Both (A) and (R) are correct [Option ID = 25241]
3. (A) is correct but (R) is incorrect [Option ID = 25244]
4. (A) is incorrect and (R) is correct [Option ID = 25243]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25241]

44) Assertion (A): People's participation is key to sound development planning.
Reason (R): Use of PLA methods reduce people's participation.
Codes: [Question ID = 13814]

1. Both (A) and (R) are incorrect [Option ID = 25254]
2. Both (A) and (R) are correct [Option ID = 25253]
3. (A) is incorrect, but (R) is correct [Option ID = 25256]
4. (A) is correct, but (R) is incorrect [Option ID = 25255]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25253]

45) Assertion (A): The linear model views communication as a one-way or linear process.
Reason (R): In the linear model, a speaker speaks and the listener listens.

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Codes: [Question ID = 13809]

1. Both (A) and (R) are incorrect [Option ID = 25234]
2. Both (A) and (R) are correct [Option ID = 25233]
3. (A) is correct but (R) is incorrect [Option ID = 25236]
4. (A) is incorrect and (R) is correct [Option ID = 25235]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25233]

46) Assertion (A): Research plays negligible role in advertising.
Reason (R): Market research helps the consumers and organizations to evaluate the product.
Codes: [Question ID = 13810]

1. Both (A) and (R) are incorrect [Option ID = 25239]
2. Both (A) and (R) are correct [Option ID = 25237]
3. (A) is incorrect, but (R) is correct [Option ID = 25238]
4. (A) is correct, but (R) is incorrect [Option ID = 25240]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25237]

47) Assertion (A): A Pilot Study is usually carried out with the objective to explore the scope of undertaking a particular research study and it's design.
Reason (R):Study tools must be pretested before finalization.
Codes: [Question ID = 13815]

1. Both (A) and (R) are incorrect [Option ID = 25258]
2. Both (A) and (R) are correct [Option ID = 25257]
3. (A) is incorrect, but (R) is correct [Option ID = 25260]
4. (A) is correct, but (R) is incorrect [Option ID = 25259]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25257]

48) Assertion(A): Eve-teasing is harmless flirtation.
Reason(R): Behaviour that is unwelcome cannot be considered harmless.
Codes: [Question ID = 13816]

1. Both (A) and (R) are incorrect [Option ID = 25262]
2. Both (A) and (R) are correct [Option ID = 25261]
3. (A) is incorrect, but (R) is correct [Option ID = 25264]
4. (A) is correct, but (R) is incorrect [Option ID = 25263]

Correct Answer :-

- Both (A) and (R) are correct [Option ID = 25261]

49) Licenses to run a private FM radio station in India are granted by: [Question ID = 13768]

1. Prasar Bharati Corporation [Option ID = 25069]
2. All India Radio [Option ID = 25070]
3. Department of Telecommunication [Option ID = 25072]
4. Ministry of Information and Broadcasting [Option ID = 25071]

Correct Answer :-

- Prasar Bharati Corporation [Option ID = 25069]

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50) A popular entertainment-education Program of Indian Television was '*Hum Log* '. One of the themes of this program was:

[Question ID = 13750]

1. HIV Prevention [Option ID = 24997]
2. Family planning [Option ID = 24999]
3. Breast feeding [Option ID = 24998]
4. Self-Employment [Option ID = 25000]

Correct Answer :-

- HIV Prevention [Option ID = 24997]

51) Social Progress Index takes into account the following parameters:
a) Basic Human Needs
b) Rate of Corruption
c) Foundations of Wellbeing
d) Opportunity
Codes:

[Question ID = 13790]

1. a,b,d [Option ID = 25160]
2. a,b,c [Option ID = 25158]
3. a,c,d [Option ID = 25159]
4. b,c,d [Option ID = 25157]

Correct Answer :-

- b,c,d [Option ID = 25157]

52) Effective listening involves the following:
a) Participatory listening
b) Critical listening
c) Apathetic listening
d) Empathetic listening
Codes: [Question ID = 13791]

1. b,c,d [Option ID = 25162]
2. a,b,d [Option ID = 25164]
3. a,b,c [Option ID = 25161]
4. c,d,a [Option ID = 25163]

Correct Answer :-

- a,b,c [Option ID = 25161]

53) In communication context, IEC stands for: [Question ID = 13756]

1. Information, Evaluation and Communication [Option ID = 25023]
2. Information, Evolution and Communication [Option ID = 25024]
3. Information, Elocution and Communication [Option ID = 25021]
4. Information, Education and Communication [Option ID = 25022]

Correct Answer :-

- Information, Elocution and Communication [Option ID = 25021]

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54) Assertion (A):SDGs provide guidelines for developing polices and programs in line with sustainable development.
Reason (R): SDGs are not formulated to accomodate local circumstances and needs.
Codes :

[Question ID = 13812]

1. Both (A) and (R) are correct [Option ID = 25245]
2. Both (A) and (R) are correct, but (R) is not the correct explanation of (A) [Option ID = 25248]
3. (A) is correct and (R) is not the correct explanation of (A) [Option ID = 25247]
4. (A) is correct, (R) is incorrect. [Option ID = 25246]

Correct Answer :-
- Both (A) and (R) are correct [Option ID = 25245]

55) Assertion(A): Upper caste women may face more restrictions on their mobility than lower caste women.
Reason(R): Restrictive mobility of women is desired to preserve their caste purity and superiority.
Codes:

[Question ID = 13813]

1. Both (A) and (R) are correct [Option ID = 25249]
2. Both (A) and (R) are incorrect [Option ID = 25250]
3. (A) is incorrect, but (R) is correct [Option ID = 25252]
4. (A) is correct, but (R) is incorrect [Option ID = 25251]

Correct Answer :-
- Both (A) and (R) are correct [Option ID = 25249]

56) Assertion(A): PQLI does not measure qualitative indicators such as freedom and justice.
Reason(R): It's focus remains on measuring gender development.
Codes:

[Question ID = 13817]

1. Both (A) and (R) are correct [Option ID = 25265]
2. Both (A) and (R) are incorrect [Option ID = 25266]
3. (A) is incorrect, but (R) is correct [Option ID = 25268]
4. (A) is correct, but (R) is incorrect [Option ID = 25267]

Correct Answer :-
- Both (A) and (R) are correct [Option ID = 25265]

57) Reliable sources that are commonly used for preparing a review of literature are:
a. Wikipedia Post
b. Census Data
c. Books
d. Journals
Codes:

[Question ID = 13793]

1. a,c,d [Option ID = 25170]
2. a,b,d [Option ID = 25172]

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3. a,b,c [Option ID = 25169]
4. b,c,d [Option ID = 25171]

Correct Answer :-

- a,b,c [Option ID = 25169]

58) Match the types of violence given in List I with their manifestations given in List II.

List I (Types of Violence) List II (Manifestation)

a. Physical violence i. Humiliation
b. Sexual violence ii. Financial dependence
c. Emotional violence iii. Mobility
d. Economic violence iv. Punching
v. Rape

Codes:

[Question ID = 13819]

1. a i b iii c ii d iv [Option ID = 25276]
2. a iv b v c i d ii [Option ID = 25274]
3. a v b iv c iii d ii [Option ID = 25275]
4. a iii b ii c iv d i [Option ID = 25273]

Correct Answer :-

- a iii b ii c iv d i [Option ID = 25273]

59) Match the following types of communication in List I to its most appropriate trait in List II:

List I (Communication Types) List II (Typical Trait)

a. Synchronous i. Active Participation
b. Mediated ii. Passive Participation
c. Unmediated iii. Instant Connection
d. Asynchronous iv. Connection at one's ease
v. Polarised Participation

Codes:

[Question ID = 13820]

1. a iv b iii c ii d i [Option ID = 25279]
2. a v b ii c iii d i [Option ID = 25277]
3. a v b ii c iii d i [Option ID = 25278]
4. a iii b ii c i d iv [Option ID = 25280]

Correct Answer :-

- a v b ii c iii d i [Option ID = 25277]

60) Match the following types of communication given in List I with their relevant examples given in list II:

List I (Types of Communication) List II (Examples)

a) Vertical Communication i) Email from Principal to staff.
b) Horizontal Communication ii) Gossip in the corridor
c) Diagonal Communication iii) Information sharing among colleagues
d) Grapevine iv) Intercollege committee of various depts
v) Audience of a street theatre

Codes:

[Question ID = 13828]

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1. a i b ii c iv d ii [Option ID = 25311]
2. a i b ii c iv d iii [Option ID = 25312]
3. a i b ii c iii d iv [Option ID = 25309]
4. a iv b v c i d ii [Option ID = 25310]

Correct Answer :-

- a i b ii c iii d iv [Option ID = 25309]

61) Match the following types of audience given in List I with their relevant examples given in List II:

List I (Types of Audience)	List II (Examples)
a) Casual Audience	i) Teachers attending lecture on smart classes
b) Passive Audience	ii) Team Coach addressing players before start of match
c) Selected Audience	iii) Mob
d) Organized Audience	iv) Street Entertainers
	v) Temple Congregation

Codes:

[Question ID = 13825]

1. a iv b ii c v d iii [Option ID = 25300]
2. a iv b v c iii d ii [Option ID = 25299]
3. a iv b v c ii d i [Option ID = 25298]
4. a iii b i c ii d iv [Option ID = 25297]

Correct Answer :-

- a iii b i c ii d iv [Option ID = 25297]

62) Match the following type of PLA given in List I with its prime objective given in List II:

List I (PLA)	List II (Objective)
a. Resource map	i. Relative importance of people or services
b. Venn diagram	ii. Temporal analysis
c. Seasonal diagram	iii. Spatial distribution
d. Social map	iv. Stratification in the community
	v. Training of trainers

Codes:

[Question ID = 13824]

1. a i b ii c iii d iv [Option ID = 25296]
2. a iii b i c ii d iv [Option ID = 25293]
3. a iii b v c iv d ii [Option ID = 25295]
4. a ii b iii c iv d i [Option ID = 25294]

Correct Answer :-

- a iii b i c ii d iv [Option ID = 25293]

63) Match the following concepts in List I with the tools and approaches associated with them given in List II:

List I (Concept)	List II (Tools & approaches)
a. Advocacy	i. Voicing
b. Participatory Rural Appraisal	ii. Reporting
c. Training	iii. Simulation
d. Journalism	iv. Matrix ranking

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v. Lobbying

Codes:

[Question ID = 13826]

1. a i b ii c iii d iv [Option ID = 25304]
2. a v b iv c iii d ii [Option ID = 25302]
3. a iii b i c ii d iv [Option ID = 25301]
4. a ii b iv c i d ii [Option ID = 25303]

Correct Answer :-

- a iii b i c ii d iv [Option ID = 25301]

64) Match the following models of communication given in List I with their key features given in List II.

List I (Model)	List II (Key Feature)
a. Aristotle	i. Rhetoric
b. Berlo	ii. Noise
c. Shannon & Weaver	iii. Concept of Fidelity
d. Schramm	iv. Feedback
	v. Audience Research

Codes:

[Question ID = 13821]

1. a i b iii c ii d v [Option ID = 25281]
2. a i b iii c ii d iv [Option ID = 25284]
3. a v b iii c ii d i [Option ID = 25282]
4. a ii b iii c i d iv [Option ID = 25283]

Correct Answer :-

- a i b iii c ii d v [Option ID = 25281]

65) Match the various Acts passed given in List I with their year of passing given in List II:

List I (Acts)	List II (Year of Passing)
a. PWDV Act	i. 1999
b. PCPNDT Act	ii. 2005
c. MTP Act	iii. 1994
d. Dowry Prohibition Act	iv. 1971
	v. 1961

Codes:

[Question ID = 13823]

1. a i b iii c ii d iv [Option ID = 25292]
2. a iv b v c i d ii [Option ID = 25290]
3. a iii b ii c iv d i [Option ID = 25289]
4. a ii b iii c iv d v [Option ID = 25291]

Correct Answer :-

- a iii b ii c iv d i [Option ID = 25289]

66) Match the programmes in List I with the issues dealt by them given in List II:

List I (Programme)	List II (Development issue)
a. MGNREGA	i. Health

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b. NHM ii. Employment
c. SSA iii. Education
d. ICDS iv. Supplementary nutrition
v. Vocational Training

Codes:

[Question ID = 13822]

1. a i b iv c iii d ii [Option ID = 25286]
2. a iii b v c i d ii [Option ID = 25288]
3. a ii b i c iv d iii [Option ID = 25285]
4. a ii b i c iii d iv [Option ID = 25287]

Correct Answer :-

- a ii b i c iv d iii [Option ID = 25285]

67) Match the Qualities of an extension worker given in List I with their manifestation given in List II:

List I (Qualities)	List – II (Manifestation)
a) Cognitive skills	i. Firm determination to attain goals
b) Communication skills	ii. Precise
c) Leadership skills	iii. Humble and Polite
d) Social skills	iv. Good listener
	v. Knowledge of subject matter

Codes:

[Question ID = 13827]

1. a v b iv c i d iii [Option ID = 25308]
2. a iii b v c i d iv [Option ID = 25306]
3. a ii b iii c v d iv [Option ID = 25305]
4. a ii b iv c i d iii [Option ID = 25307]

Correct Answer :-

- a ii b iii c v d iv [Option ID = 25305]

68) ASCI stands for: [Question ID = 13786]

1. Advertising Collective of India [Option ID = 25142]
2. Advertising Standards Communication of India [Option ID = 25144]
3. Advertising Standards Council of India [Option ID = 25141]
4. Advertisement Social Council of India [Option ID = 25143]

Correct Answer :-

- Advertising Standards Council of India [Option ID = 25141]

69) Radio broadcasting was started by Macroni with the invention of first wireless telegraph link in the year: [Question ID = 13749]

1. 1927 [Option ID = 24995]
2. 1908 [Option ID = 24994]
3. 1896 [Option ID = 24993]
4. 1923 [Option ID = 24996]

Correct Answer :-

- 1896 [Option ID = 24993]

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70) Janani Suraksha Yojna (JSY) is a/an ____ programme. [Question ID = 13781]

1. MGNREGA [Option ID = 25123]
2. SSA [Option ID = 25121]
3. ICDS [Option ID = 25122]
4. NHM [Option ID = 25124]

Correct Answer :-

- SSA [Option ID = 25121]

71) Communicator must possess the following qualities to ensure effectiveness of communication:
a) Apt knowledge about the subject
b) Positive Attitude
c) Inertness towards the receiver
d) Empathy
Codes:

[Question ID = 13803]

1. a,c,d [Option ID = 25210]
2. a,b,d [Option ID = 25212]
3. a,b,c [Option ID = 25209]
4. b,c,d [Option ID = 25211]

Correct Answer :-

- a,b,c [Option ID = 25209]

72) Communication that needs a medium to disseminate messages is called :

[Question ID = 13732]

1. Mass Communication [Option ID = 24928]
2. Disseminative Communication [Option ID = 24927]
3. Symbiotic Communication [Option ID = 24925]
4. Prescriptive Communication [Option ID = 24926]

Correct Answer :-

- Symbiotic Communication [Option ID = 24925]

73) The following is not a component of ICDS: [Question ID = 13765]

1. Supplementary nutrition [Option ID = 25060]
2. Antenatal services [Option ID = 25057]
3. Referral services [Option ID = 25058]
4. Micro finance [Option ID = 25059]

Correct Answer :-

- Antenatal services [Option ID = 25057]

74) The following is not a component of Logic Model: [Question ID = 13784]

1. Inputs [Option ID = 25134]
2. Indicators [Option ID = 25136]

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3. Assessment [Option ID = 25133]
4. Outputs [Option ID = 25135]

Correct Answer :-

- Assessment [Option ID = 25133]

75) The following is a space related PLA Technique: [Question ID = 13762]

1. Chapatti diagram [Option ID = 25046]
2. Flow diagram [Option ID = 25045]
3. Resource map [Option ID = 25047]
4. Seasonal Mapping [Option ID = 25048]

Correct Answer :-

- Flow diagram [Option ID = 25045]

76) The following is a Non-Verbal skill required for public communication: [Question ID = 13771]

1. Volume [Option ID = 25083]
2. Eye Contact [Option ID = 25084]
3. Pronunciation [Option ID = 25082]
4. Pitch [Option ID = 25081]

Correct Answer :-

- Pitch [Option ID = 25081]

77) Which of the following is NOT a gender related development indicator? [Question ID = 13757]

1. Gender Economic Measure [Option ID = 25028]
2. Gender Equity Index [Option ID = 25027]
3. Gender Empowerment Measure [Option ID = 25026]
4. Gender-related Development Index [Option ID = 25025]

Correct Answer :-

- Gender-related Development Index [Option ID = 25025]

78) The audience for Mass communication are: [Question ID = 13770]

1. Specific [Option ID = 25080]
2. Related [Option ID = 25079]
3. Homogeneous [Option ID = 25077]
4. Heterogeneous [Option ID = 25078]

Correct Answer :-

- Homogeneous [Option ID = 25077]

79) One of the following is an example of psychological barrier: [Question ID = 13780]

1. Difference in language [Option ID = 25118]
2. Difference in organizational designation [Option ID = 25120]
3. Difference in cultures [Option ID = 25117]
4. Difference in perception [Option ID = 25119]

Correct Answer :-

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80) One of the following is not an approach to Development Communication: [Question ID = 13773]

1. Magic Multiplier [Option ID = 25092]
2. Centralization [Option ID = 25091]
3. Empathy [Option ID = 25089]
4. Diffusion of Innovation [Option ID = 25090]

Correct Answer :-

- Empathy [Option ID = 25089]

81) One of the following is not discussed under Agenda Setting theory: [Question ID = 13775]

1. Ulterior motivation behind communication [Option ID = 25100]
2. Audience's usage of media [Option ID = 25098]
3. Effects of media on audiences [Option ID = 25099]
4. Selection and packaging of stories [Option ID = 25097]

Correct Answer :-

- Selection and packaging of stories [Option ID = 25097]

82) One of the following is not a salient feature of traditional folk media: [Question ID = 13774]

1. Dissemination of information [Option ID = 25096]
2. Reliance on electronic media [Option ID = 25094]
3. Entertainment [Option ID = 25095]
4. Preservation of culture [Option ID = 25093]

Correct Answer :-

- Preservation of culture [Option ID = 25093]

83) In a non formal education programme, the curriculum is based on: [Question ID = 13764]

1. Expertise of the trainers [Option ID = 25055]
2. Standardized course content [Option ID = 25053]
3. Needs of the learners [Option ID = 25054]
4. Needs of the organization [Option ID = 25056]

Correct Answer :-

- Standardized course content [Option ID = 25053]

84) Paternalistic dominance is referred to as: [Question ID = 13753]

1. A way to describe a woman's control over a man [Option ID = 25009]
2. A way to describe a woman's control over another woman [Option ID = 25010]
3. A way to describe a man's control over a woman [Option ID = 25011]
4. A way to describe a man's control over a man [Option ID = 25012]

Correct Answer :-

- A way to describe a woman's control over a man [Option ID = 25009]

85) Aristotle's model of communication is most appropriate in the context of: [Question ID = 13782]

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1. Public speech [Option ID = 25126]
2. Personal letter [Option ID = 25128]
3. Personal communication [Option ID = 25125]
4. Interpersonal communication [Option ID = 25127]

Correct Answer :-

- Personal communication [Option ID = 25125]

86) The model of communication that relates to "Noise"is: [Question ID = 13730]

1. Shannon & Weaver's Model [Option ID = 24919]
2. Osgood & Schramm's Model [Option ID = 24920]
3. Laswell's Model [Option ID = 24918]
4. Aristotle's Model [Option ID = 24917]

Correct Answer :-

- Aristotle's Model [Option ID = 24917]

87) Feedback in the process of communication includes the following dimensions:
a) Positive – Negative
b) High end – Low end
c) Immediate – Delayed
d) Self - Listener
Codes: [Question ID = 13806]

1. a,c,d [Option ID = 25223]
2. a,b,d [Option ID = 25224]
3. d,c,b [Option ID = 25222]
4. c,b,a [Option ID = 25221]

Correct Answer :-

- c,b,a [Option ID = 25221]

88) The Johari's window of Self-awareness has the following components:
a) Open Self
b) Hidden Self
c) Esteem Self
d) Unknown Self
Codes: [Question ID = 13796]

1. b,c,d [Option ID = 25184]
2. a,c,d [Option ID = 25182]
3. a,b,d [Option ID = 25183]
4. a,b,c [Option ID = 25181]

Correct Answer :-

- a,b,c [Option ID = 25181]

89) Panchayati Raj Institutions in India are important expressions of people's participation in local Self Governance through: [Question ID = 13763]

1. Centralization [Option ID = 25049]
2. Domination [Option ID = 25051]
3. Demonetisation [Option ID = 25052]
4. Decentralization [Option ID = 25050]

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Correct Answer :-

- Centralization [Option ID = 25049]

90) Nature of communication that takes place between peers at the same level in an organization is called: [Question ID = 13745]

1. Upward [Option ID = 24978]
2. Diagonal [Option ID = 24980]
3. Downward [Option ID = 24979]
4. Lateral [Option ID = 24977]

Correct Answer :-

- Lateral [Option ID = 24977]

91) According to Diffusion of Innovation Theory, the three stages of adoption of new ideas in the development process are:
a) Interest stage
b) Evaluation stage
c) Trial stage
d) Disintegration stage
Codes: [Question ID = 13804]

1. b,c,d [Option ID = 25215]
2. a,c,d [Option ID = 25214]
3. a,b,d [Option ID = 25216]
4. a,b,c [Option ID = 25213]

Correct Answer :-

- a,b,c [Option ID = 25213]

92) According to Roger's "Diffusion of Innovation theory" people who are willing to take risks and are earliest in adopting new ideas and technologies are called: [Question ID = 13734]

1. Adopters [Option ID = 24935]
2. Laggards [Option ID = 24933]
3. Innovators [Option ID = 24934]
4. Stakeholders [Option ID = 24936]

Correct Answer :-

- Laggards [Option ID = 24933]

93) YouTube, Twitter and Facebook are examples of the following kind of collaborative media: [Question ID = 13778]

1. New [Option ID = 25111]
2. Interactive [Option ID = 25109]
3. Social [Option ID = 25112]
4. Sharing [Option ID = 25110]

Correct Answer :-

- Interactive [Option ID = 25109]

94) The radio station which is primarily not for profit and is operated and owned by the people serves as:

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1. Community Radio [Option ID = 24957]
2. Commercial radio [Option ID = 24958]
3. Public radio [Option ID = 24959]
4. Corporate radio [Option ID = 24960]

Correct Answer :-

- Community Radio [Option ID = 24957]

95) The attributed causes of underdevelopment in developing countries during the dominant paradigm were primarily:

[Question ID = 13769]

1. Incremental causes [Option ID = 25076]
2. Triggered causes [Option ID = 25075]
3. External causes [Option ID = 25073]
4. Internal causes [Option ID = 25074]

Correct Answer :-

- External causes [Option ID = 25073]

96) The Basic Needs model adopted by ILO and endorsed by World Bank President, Robert Mc Namera identified the following 'needs' as essential for development:
a) Formative Needs
b) Felt Needs
c) Demands
d) Normative Needs
Codes:

[Question ID = 13794]

1. a,c,d [Option ID = 25174]
2. a,b,d [Option ID = 25176]
3. a,b,c [Option ID = 25173]
4. b,c,d [Option ID = 25175]

Correct Answer :-

- a,b,c [Option ID = 25173]

97) Celsius scale is an example of: [Question ID = 13754]

1. Ordinal scale [Option ID = 25014]
2. Nominal scale [Option ID = 25013]
3. Interval Scale [Option ID = 25015]
4. Ratio Scale [Option ID = 25016]

Correct Answer :-

- Nominal scale [Option ID = 25013]

98) As per Lerner's Model of Development following is not an index of modernization: [Question ID = 13747]

1. Exposure to Mass Media [Option ID = 24988]
2. Urbanization [Option ID = 24986]

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3. Literacy [Option ID = 24987]
4. Disposable income [Option ID = 24985]

Correct Answer :-

- Disposable income [Option ID = 24985]

99) One of the essential preliminary tasks before undertaking a research study is:

[Question ID = 13758]

1. Data collection [Option ID = 25032]
2. Data analysis [Option ID = 25029]
3. Literature review [Option ID = 25030]
4. Hypothesis formulation [Option ID = 25031]

Correct Answer :-

- Data analysis [Option ID = 25029]

100) An image, perception or concept that is capable of measurement, hence capable of taking on different values is called: [Question ID = 13759]

1. Population [Option ID = 25035]
2. Objective [Option ID = 25033]
3. Variable [Option ID = 25036]
4. Sample [Option ID = 25034]

Correct Answer :-

- Objective [Option ID = 25033]

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