



GURUGRAM UNIVERSITY, GURUGRAM

(A State Govt. University established under Haryana Act 17 of 2017)

Sector-51, Gurugram (Haryana)-122003 Ph: 0124-2788001-05, Fax: 0124-2788010

web: www.gurugramuniversity.ac.in e-mail: registrar@gurugramuniversity.ac.in

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Date: Aug 02, 2023

NOTICE

Sub: Question papers along with Answer key of the written test held on July 30, 2023 for the posts of Assistant Librarian and Communication Officer

Reference the above cited subject, the above Question papers are hereby made available on the website of the University www.gurugramuniversity.ac.in along with the Answer keys for information of all concerned.

The observation/ representation/ objection, if any, in this regard may be intimated up-to 5:00 pm on Aug 04, 2023 through e-mail only at guggpaper@gmail.com. Please note that no observation/ representation/ objection will be received/ considered thereafter.


Supdt. (Estb.)
for REGISTRAR

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Answer Key of the Question Paper for Communication Officer

Q. No.	Ans	Q. No.	Ans	Q. No.	Ans.	Q. No.	Ans
1	A	26	D	51	B	76	C
2	D	27	D	52	D	77	A
3	D	28	C	53	C	78	C
4	B	29	D	54	A	79	A
5	A	30	C	55	D	80	B
6	C	31	A	56	B	81	A
7	B	32	A	57	B	82	D
8	C	33	C	58	D	83	B
9	C	34	B	59	A	84	C
10	A	35	A	60	B	85	C
11	C	36	B	61	C	86	C
12	B	37	D	62	B	87	B
13	A	38	A	63	A	88	B
14	D	39	D	64	A	89	D
15	B	40	C	65	C	90	C
16	B	41	D	66	C	91	B
17	D	42	D	67	A	92	C
18	C	43	C	68	B	93	D
19	D	44	D	69	C	94	C
20	C	45	C	70	C	95	B
21	C	46	B	71	B	96	A
22	C	47	D	72	C	97	A
23	A	48	C	73	C	98	D
24	D	49	B	74	B	99	A
25	B	50	B	75	D	100	A

Test Booklet No.

100066

Written Test Examination, July, 2023

Post : COMMUNICATION OFFICER

Name of Candidate Answer Sheet No.

Roll No. of the Candidate Signature of the Candidate:

Date of Examination: Signature of the Invigilator(s)

1.

2.

Time : 2 Hours]

[Maximum Marks : 100

IMPORTANT INSTRUCTIONS

- (i) The question paper is in the form of Test-Booklet containing **100 (Hundred)** questions. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct.
- (ii) On receipt of the Test-Booklet (Question Paper), the candidate should immediately check it and ensure that it contains all the pages, i.e., **100** questions. Discrepancy, if any, should be reported by the candidate to the invigilator immediately after receiving the Test-Booklet.
- (iii) A separate Answer-Sheet is provided with the Test-Booklet/Question Paper. On this sheet there are **100** rows containing four circles each. One row pertains to one question.
- (iv) The candidate should write his/her roll number at the places provided on the cover page of the Test-Booklet/Question Paper and on the Answer-Sheet and **NOWHERE ELSE**.
- (v) No second Test-Booklet/Question Paper and Answer-Sheet will be given to a candidate. The candidates are advised to be careful in handling it and writing the answer on the Answer-Sheet.
- (vi) For every correct answer of the question **One (1) mark will be awarded**. For every unattempted question, Zero (0) mark shall be awarded. **There is no Negative Marking**.
- (vii) Marking shall be done only on the basis of answers responded on the Answer-Sheet.
- (viii) To mark the answer on the Answer-Sheet, candidate should **darken** the appropriate circle in the row of each question with Blue or Black pen.
- (ix) For each question only **one** circle should be **darkened** as a mark of the answer adopted by the candidate. If more than one circle for the question are found darkened or with one black circle any other circle carries any mark, the question will be treated as cancelled.
- (x) The candidates should not remove any paper from the Test-Booklet/Question Paper. Attempting to remove any paper shall be liable to be punished for use of unfair means.
- (xi) Rough work may be done on the blank space provided in the Test-Booklet/Question Paper only.
- (xii) *Mobile phones (even in Switch-off mode) and such other communication/programmable devices are not allowed inside the examination hall.*
- (xiii) No candidate shall be permitted to leave the examination hall before the expiry of the time.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL ASKED TO DO SO.

Communication Officer

[P.T.O.

2/1

MULTIPLE CHOICE QUESTIONS

1. The term of Public Relations was first coined by
(A) Thomas Jefferson
(B) Scott M. Cutlip
(C) Allen H. Center
(D) Edward Bernays
2. The term 'DAVP' stands for
(A) Directorate of Advertising & Vocal Publicity
(B) Department of Audio - Visual Publicity
(C) Division of Audio-Visual Publicity
(D) Directorate of Advertising & Visual Publicity
3. The term "TRP" is associated with TV shows stands for
(A) Total Rating Points
(B) Time Rating Points
(C) Thematic Rating Points
(D) Target Rating Points
4. Which is the world's largest Professional Public Relations Organization?
(A) IPRA
(B) PRCA
(C) NAPRC
(D) APRA
5. National Public Relations Day in India is observed on which date?
(A) April 21
(B) April 24
(C) November 16
(D) March 8
6. The most notable event in Indian Journalism in 1948 was the formation of
(A) Prasar Bharti
(B) UNI
(C) Press Trust of India
(D) Press Guild
7. When the Vernacular Press Act was passed?
(A) 1868
(B) 1878
(C) 1888
(D) 1898
8. Which is a circulation auditing organisation in India?
(A) Press Trust of India
(B) Registrar of Newspaper for India
(C) Audit Bureau of Circulation
(D) Press Council of India
9. What is the main objective of the Bhavantar Bharpai Yojana in Haryana?
(A) To provide financial assistance to unemployed youth
(B) To promote tourism in the state
(C) To support farmers by ensuring they receive a fair price for their crops
(D) To improve healthcare facilities in rural areas

10. Which two sites in Haryana have been recognized as wetlands of international importance under Ramsar Convention?
- Bhindawas life sanctuary and Sultanpur National Park
 - Sultanpur National Park and Nalsarovar
 - Samaspur Bird sanctuary and Sultanpur National Park
 - Bhindawas life sanctuary and Nalsarovar
11. How many people will be given work under Saksham Yuva Yojana?
- 1.70 lakh
 - 1.69 lakh
 - 1.71 lakh
 - 1.72 lakh
12. What is byline in journalism?
- Text written on lines
 - Name of a reporter printed above the story
 - Timeline of the first edition
 - Top line of the newspaper
13. What is the first rule of Crisis Management?
- Communicate
 - Hide
 - Negate
 - Deny
14. Which part of the camera indicates the field of view that is seen by the camera lens?
- Camera body
 - LCD display
 - Lens
 - Viewfinder
15. A photograph, movie or video taken at close range and showing the subject on a large scale is known as :
- Landscape
 - Close up
 - Portrait
 - Long-shot
16. A series of recorded audio episodes to which audience can subscribe is known as :
- Vodcast
 - Podcast
 - Sound forge
 - Voice-over Internet protocol
17. The four models of Public Relations describe the different forms of communication between an organisation and its stakeholders were developed by
- Edward Bernays
 - Ivy Lee
 - Walter Lippman
 - James Grunig and Todd Hunt
18. In which year the first major newspaper of India, The Bengal Gazette started?
- 1957
 - 1680
 - 1780
 - 1857
19. What does Section 499 of the Indian Penal Code deals with?
- Contempt of Court
 - Defence of India
 - Official Secrets
 - Defamation

Communication Officer

20. What is the name of the department dealing with Public Relations Affairs in Haryana?
 (A) Information and Public Relations Department
 (B) Information, Public Relations and Languages Department
 (C) Information, Public Relations, Language and Culture Department
 (D) Information, Public Relations and Cultural Affairs Department
21. How many cyber crime police stations have been set up in Haryana?
 (A) 31
 (B) 47
 (C) 29
 (D) 35
22. By which provision the Freedom of the Press is provided in India?
 (A) Under the Law of the Parliament
 (B) Specifically provided in the Constitution
 (C) Implied in the Right of Freedom of Expression
 (D) Under Executive Power
23. Which government scheme in Haryana aims to provide financial assistance to pregnant women and lactating mothers for their nutrition and healthcare needs?
 (A) Pradhan Mantri Matru Vandana Yojana (PMMVY)
 (B) Beti Bachao Beti Padhao (BBBP)
 (C) Janani Suraksha Yojana (JSY)
 (D) Mukhyamantri Vivah Shagun Yojana (MVSU)
24. What is the age criteria to file an RTI application?
 (A) 18 years and above
 (B) 20 years and above
 (C) 16 years and above
 (D) No age bar
25. Within how many days after receiving a reply on the First Appeal, a Second Appeal can be filed?
 (A) 30 days
 (B) 90 days
 (C) 2 months
 (D) 45 days
26. The "Mukhyamantri Parivar Samridhi Yojana" aims to provide social security and financial assistance to :
 (A) Farmers
 (B) Senior citizens
 (C) Pregnant women
 (D) Poor families
27. The "Mukhyamantri Samagra Gram Yojana" in Haryana focuses on :
 (A) Providing electricity connections to all rural households
 (B) Developing model villages with proper infrastructure and amenities
 (C) Encouraging farmers to adopt organic farming practices
 (D) Offering interest-free loans to small-scale entrepreneurs.

28. The Right of Children to Free and Compulsory Education Act 2009 is based on which article of constitution of India.
 (A) Article 43
 (B) Article 45
 (C) Article 21
 (D) Article 35
29. When was the Pradhan Mantri Ujjwala Yojana launched?
 (A) July 2017
 (B) January 2018
 (C) May 2015
 (D) May 2016
30. The "Antyodaya Saral Haryana Portal" aims to :
 (A) Provide financial support to farmers for agricultural development
 (B) Facilitate ease of doing business for industries in Haryana
 (C) Offer a one-stop platform for various citizen-centric services and schemes
 (D) Promote tourism and culture in the state.
31. What is the total area of Haryana?
 (A) 44,212 sq km
 (B) 44,133 sq km
 (C) 42,525 sq km
 (D) 41,625 sq km
32. Rakhigarhi, an archaeological site belonging to the Indus Valley Civilisation is located in which district of Haryana?
 (A) Hisar
 (B) Sonapat
 (C) Sirsa
 (D) Kurukshetra
33. The historical site Mitathal is located in which district of Haryana?
 (A) Rohtak
 (B) Sirsa
 (C) Bhiwani
 (D) Bahadurgarh
34. On which date Haryana Panchayati Raj Act came into force?
 (A) 1st April, 1994
 (B) 22nd April, 1994
 (C) 23rd April, 1993
 (D) 1st April, 1994
35. The highest mountain peak in Haryana located in Panchkula and is part of the Shivalik hill range of greater Himalayas?
 (A) Karoh Peak
 (B) Nanda Devi
 (C) Salto Kangri
 (D) Kamet
36. Which scheme in Haryana focuses on providing monetary incentives to the girl child to promote education and combat female foeticide?
 (A) Kanya Mahotsav Yojana
 (B) Ladli Scheme
 (C) Sukanya Samrddhi Yojana
 (D) Shakti Yojana

Communication Officer

37. Which government scheme in Haryana focuses on providing skill development training and employment opportunities to the youth of the state?
- (A) National Apprenticeship Promotion Scheme (NAPS)
 (B) Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)
 (C) Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
 (D) Mukhya Mantri Kaushal Samvardhan Yojana
38. How many districts of Haryana are included in National Capital Region?
- (A) 14
 (B) 16
 (C) 18
 (D) 20
39. The "Haryana Swarna Jayanti Suraksha Yojana" is related to :
- (A) Financial inclusion and banking services for rural households
 (B) Skill development and employment generation for women
 (C) Health insurance for the elderly and disabled persons
 (D) Life and accident insurance for the people below the poverty line.
40. In which year Mahila and Kishori Samman Yojana was started in Haryana?
- (A) 2018
 (B) 2019
 (C) 2020
 (D) 2021
41. From where did the Prime Minister start the 'Beti Bachao Beti Padhao' scheme?
- (A) Rohtak
 (B) Ambala
 (C) Hisar
 (D) Panipat
42. In the Haryana Panchayati Raj Amendment Bill, 2020, a resolution was passed to give reservation to women at the Panchayat level in what percentage?
- (A) 25%
 (B) 33%
 (C) 40%
 (D) 50%
43. What is the objective of the Gram Darshan Portal launched in Haryana?
- (A) Digitizing complete records of villages
 (B) Digitizing the complete record of the blocks
 (C) Digitizing complete records of Panchayats
 (D) None of the options
44. Anti-bullying campaign was started by the police of which district of Haryana in August 2020?
- (A) Karnal
 (B) Palwal
 (C) Bahadurgarh
 (D) Faridabad

45. Who was the first woman Member of Parliament of Haryana?
(A) Chandni Sharma
(B) Sushma Swaraj
(C) Chandravati
(D) Kumari Selja
46. Highest award given by Haryana government in the field of sports?
(A) Eklavya Award
(B) Bhim Award
(C) Arjun Award
(D) Devi Lal Award
47. How many total Universities are there in Haryana?
(A) 32
(B) 45
(C) 49
(D) 56
48. Which scheme is aimed at promoting entrepreneurship and supporting startups in Haryana?
(A) Stand-Up India Scheme
(B) Startup India Initiative
(C) Mukhyamantri Yuva Swarozgar Yojana (MMYSY)
(D) Make in India Campaign
49. What is the target timeline set by the Haryana government to implement NEP-2020 in the State?
(A) By the year 2024
(B) By the year 2025
(C) By the year 2026
(D) By the year 2027
50. Who was Chairman of the committee that drafted the National Education Policy-2020
(A) Kailasavadivoo Sivan
(B) Dr. K. Kasturirangan
(C) Prof. Yaspal Sharma
(D) Prof. G. Raja Gopal
51. What is the new curricular and pedagogical structure of NEP 2020?
(A) 3+4+4+5
(B) 5+3+3+4
(C) 4+3+3+5
(D) 5+4+3+3
52. The Washington Accord, an international agreement for engineering accreditation bodies, has Indian representation through:
(A) UGC
(B) NAAC
(C) AICTE
(D) NBA

53. What is the main objective of NAAC in India?
 (A) Establishing Universities
 (B) Granting Affiliation
 (C) Granting Accreditation
 (D) Providing Grants
54. The 'Haryana Swarna Jayanti Sahari Rozgar Yojana' targets which segment of the population?
 (A) Urban poor and unemployed youth
 (B) Pregnant women
 (C) Senior citizens
 (D) School students
55. NEP-2020 aims to improve the Gross Enrolment Ratio (GER) in Higher Education from 26.3% to 50% by which year?
 (A) 2028
 (B) 2030
 (C) 2032
 (D) 2035
56. What is guiding light for the National Education Policy 2020?
 (A) Rich resources of ancient and modern India
 (B) Rich heritage of ancient and eternal Indian knowledge
 (C) Rich heritage of Indian classical music and art
 (D) Rich heritage of Indian Sufi tradition
57. NEP 2020 stated to establish a national repository of high-quality resources on foundational literacy and numeracy on Government Digital Platform. What is the name of the Govt. Digital platform?
 (A) NCERT
 (B) DIKSHA
 (C) DISHA
 (D) NISHITHA
58. What is the full form of ABC as per the NEP 2020?
 (A) Academic Basic Certificate
 (B) Annual Basic Certificate
 (C) Annual Bank of Credit
 (D) Academic Bank of Credit
59. What does MERUs stand for in NEP 2020?
 (A) Multidisciplinary Education and Research Universities
 (B) Multilingual Education and Research Universities
 (C) Multidisciplinary Education and Research Undertaking
 (D) Multistage Education and Research Universities
60. Which scheme was launched in Haryana to provide financial help to the Scheduled Caste and Backward Class students pursuing higher education?
 (A) Mukhya Mantri Parivar Samridhi Yojana (MMPSY)
 (B) Post-Matric Scholarship Scheme for SC/BC students
 (C) Pradhan Mantri Awas Yojana (PMAY)
 (D) Mukhya Mantri Vivah Shagun Yojana

61. When was Copyright Act enacted in India?
 (A) 1955
 (B) 1956
 (C) 1957
 (D) 1960
62. When was the Indian Penal Code enacted?
 (A) 1850
 (B) 1860
 (C) 1870
 (D) 1960
63. What is Section 292 and 293 of the IPC?
 (A) Obscenity
 (B) Sedition
 (C) Defamation
 (D) Privacy
64. In journalism, "convergence" means
 (A) Sharing facilities, newsgathering resources, personnel or content.
 (B) The content of one newspaper is indistinguishable from that of any other newspaper.
 (C) Different news media all cover the same story in the same way.
 (D) News organizations are all striving to put the same ideological slant on news stories.
65. Journalism that depends upon computer-assisted analysis of existing information is known as
 (A) Offline journalism
 (B) Technical journalism
 (C) Database journalism
 (D) CCA journalism
66. What is the concept of objectivity in journalism?
 (A) Absence of emotion and adherence to routine.
 (B) Absence of bias and adherence to routine.
 (C) Absence of bias and accuracy.
 (D) Absence of emotion and accuracy.
67. What makes a story "newsworthy"?
 (A) The story has to be about a topic that appeals to the public interest
 (B) The story has to be published
 (C) The story has to have balanced sources
 (D) The story has to be about a celebrity
68. What are the 5 Ws and 1 H?
 (A) The only six questions that a reporter can ask a source.
 (B) The six necessary facts of a summary lead.
 (C) The six paragraphs that are required for a standard news story.
 (D) The six worst mistakes a reporter can make.

69. Which phrase describes a feature?
(A) A hard news story
(B) Any story that informs the reader
(C) A soft news story
(D) Any short newspaper article
70. What is meant by the balance in a news story?
(A) Getting a lawyer's opinion before writing an article.
(B) Having several authors write a story.
(C) Covering all sides of an issue as fairly as possible.
(D) Giving the same amount of space to every paragraph.
71. One line copy that describes the illustration, drawing or photograph is known as :
(A) On-line
(B) Cutline
(C) Cut-off
(D) Cut out
72. National Press Day in India is observed on which day?
(A) 1st November
(B) 16th October
(C) 16th November
(D) 3rd May
73. What is the morgue of a newspaper office?
(A) Photo archive
(B) Back volume stock.
(C) News library
(D) Printing machine stand
74. Which is the oldest news agency in the world ?
(A) Reuters
(B) AFP
(C) AP
(D) UPI
75. What is the term of Broadcast Reproduction Right ?
(A) 10 years
(B) 15 years
(C) 20 years
(D) 25 years
76. What reflects professionalism of a PR Department and mirrors the entire philosophy of the organization?
(A) Notice Board
(B) Circular
(C) House Journal
(D) Periodical
77. A pocket folder containing information for promotion to the media is called :
(A) Media kit
(B) Brochure
(C) Press Release
(D) Handout

78. An advertisement published in the form of a news story or feature is known as :
- (A) News Ad
 - (B) Paid News
 - (C) Advertorial
 - (D) Column Ad
79. A large outdoor printed sign is called :
- (A) Billboard
 - (B) Signboard
 - (C) Masthead
 - (D) Logo
80. The promotion of specific ideas or views, often political in nature, is called :
- (A) Ideology
 - (B) Propaganda
 - (C) Lobbying
 - (D) Strategy
81. VoIP is a term that is used in reference to a conversation which is related to
- (A) Audio
 - (B) Video
 - (C) Text
 - (D) None
82. Which of the following are the characteristics of New Media?
- (A) Digital
 - (B) Virtual
 - (C) Interactive
 - (D) All of these
83. What is SEO Stands for?
- (A) Search Engine Optimum
 - (B) Search Engine Optimization
 - (C) Search Electronic Optimization
 - (D) None of the above
84. What is the maximum character limit of a tweet on Twitter?
- (A) 140 characters
 - (B) 260 characters
 - (C) 280 characters
 - (D) No limit
85. What is the main purpose of hashtags on social media platforms?
- (A) To tag friends in posts
 - (B) To share personal updates
 - (C) To organize and categorize content
 - (D) To highlight the posts
86. Which of the following best describes the term "ephemeral" in the context of social media?
- (A) The ability to schedule posts for future publication.
 - (B) The process of sharing content across multiple social media platforms simultaneously.
 - (C) The practice of posting content that disappears after a short period of time.
 - (D) The practice of engaging with influencers to promote products or services.

87. What is the name of the new app introduced by Instagram specifically designed for sharing text updates and joining public conversations?
(A) Stories
(B) Threads
(C) Reels
(D) Replies
88. Which social media platform is best for B2B marketing?
(A) Facebook
(B) LinkedIn
(C) Instagram
(D) Twitter
89. What is the maximum length of a video on Instagram Reels?
(A) 30 seconds
(B) 50 seconds
(C) 60 seconds
(D) 90 seconds
90. Which social media platform is best for promoting events?
(A) Twitter
(B) Instagram
(C) Facebook
(D) LinkedIn
91. Which social media platform is best for influencer marketing?
(A) Facebook
(B) Instagram
(C) YouTube
(D) Tiktok
92. In the social media space, which of these platforms is primarily focused on dissemination of images and small GIF (Graphic Interchange Format)?
(A) Tumblr
(B) Facebook
(C) Pinterest
(D) Instagram
93. In journalism, OB stands for what?
(A) Official Beat
(B) On-Air Broadcasting
(C) Online Broadcasting
(D) Outside Broadcasting
94. What is a Rundown in TV News?
(A) The time slot for a News Bulletin
(B) Count down for news bulletin
(C) The sequence of news items in a News Bulletin
(D) Script of news bulletin
95. Which form of electronic media advertising involves placing advertisements in video content on platforms like YouTube?
(A) Banner ads
(B) Pre-roll ads
(C) Print ads
(D) Pop-up ads

96. What does the term "CTR" stand for in the context of online advertising?
- (A) Click-Through Rate
 - (B) Conversion Tracking Rate
 - (C) Cost-Per-View Rate
 - (D) Customer Targeting Ratio
97. What does "IPTV" stand for in electronic media broadcasting?
- (A) Internet Protocol Television
 - (B) Interactive Public Television
 - (C) International Broadcasting
 - (D) Integrated Program Transmission
98. Which of the following is a common format for electronic media broadcasting of television programs?
- (A) PDF
 - (B) AVI
 - (C) MP3
 - (D) MPEG
99. Which electronic media broadcasting term refers to the scheduled time when a particular program is aired?
- (A) Timeslot
 - (B) Air-slot
 - (C) Time code
 - (D) Air-time
100. In electronic media broadcasting, what does the acronym "OTT" stand for?
- (A) Over-The-Top
 - (B) On-Time Television
 - (C) Over-The-Television
 - (D) Online Telecommunication Technology.