

Test Booklet

Series

A

Test Booklet No.

Test Booklet
Communication Officer

Name of Applicant Answer Sheet No.

Applicant ID/Roll No. : Signature of Applicant :

Date of Examination: Signature of the Invigilator(s)
1.

Time of Examination : 2.

Duration : 2 Hours]

[Maximum Marks : 100

IMPORTANT INSTRUCTIONS

- (i) The question paper is in the form of Test-Booklet containing **100 (Hundred)** questions. All questions are compulsory. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct. Choose the correct option or the most appropriate option.
- (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 Application ID/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**. There will be negative marking and 1/4 (0.25) mark will be deducted for every incorrect answer.
- (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 answer will be treated as incorrect.
- (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.

1. Every type of communication is affected by its :

- (A) Reception (B) Transmission
(C) Non-regulation (D) Context.

2. **Assertion (A)** : Formal communication tends to be fast and flexible.

Reason (R) : Formal communication is a systematic and orderly flow of information.

Select the correct answer from the codes given below :

- (A) Both (A) and (R) are correct and (R) is correct explanation of (A)
(B) Both (A) and (R) are correct, but (R) is not correct explanation of (A)
(C) (A) is correct but, (R) is false
(D) (A) is false but, (R) is correct.

3. Which of the following are the characteristic features of communication?

- (1) Communication involves exchange of ideas, facts and opinions.
(2) Communication involves both information and understanding.
(3) Communication is a continuous process.
(4) Communication is a circular process.

Select the correct answer from the codes given below :

- (A) (1), (2) and (3) (B) (1), (2) and (4)
(C) (2), (3) and (4) (D) (1), (2), (3) and (4).

4. The term 'grapevine' is also known as :

- (A) Downward communication (B) Informal communication
(C) Upward communication (D) Horizontal communication.

5. Which of the following is not a principle of effective communication?

- (A) Persuasive and convincing dialogue (B) Participation of the audience
(C) One-way transfer of information (D) Strategic use of grapevine.

6. In communication, the language is :
- (A) The verbal code (B) Intrapersonal
(C) The symbolic code (D) The non-verbal code.
7. When academicians are called to deliver lecture or presentation to an audience on certain topics or a set of topics of educational nature, it is called
- (A) Training Program (B) Seminar
(C) Workshop (D) Symposium.
8. In circular communication, the encoder becomes a decoder when there is
- (A) Noise (B) Audience
(C) Criticality (D) Feedback.
9. Identify the correct sequence of steps involved in the communication process.
- (A) Sender, Decoding, Receiver, Feedback, Message, Encoding, Media
(B) Sender, Media, Decoding, Receiver, Message, Encoding, Feedback
(C) Sender, Message, Encoding, Media, Decoding, Receiver, Feedback
(D) Sender, Message, Media, Encoding, Decoding, Receiver, Feedback.
10. Communication via New media such as computers, teleshopping, internet and mobile telephony is termed as
- (A) Entertainment (B) Interactive Communication
(C) Development Communication (D) Communitarian.
11. Collection of information in advance before designing communication strategy is known as :
- (A) Feed-back (B) Feed-forward
(C) Research study (D) Opinion poll.

12. The Shannon and Weaver model of communication is
- (A) Modular (B) Circular
(C) Linear (D) Non-linear.
13. The code of ethics drawn in 1978 was a form of self-censorship by
- (A) The Indian Languages Newspaper Association
(B) The Advertising Standards Council of India
(C) The All-India Newspaper Editors' Conference
(D) The Editors' Guild.
14. A licence in copyright matters creates in the license
- (A) Public right (B) Personal right
(C) Proprietary right (D) Statutory right.
15. The distinction of being the editor of two major English newspapers, The Times of India and the Statesman was held by
- (A) Robert Knight (B) James Bryce
(C) Peter Reed (D) Rudyard Kipling.
16. The communication theory of developmental communication emphasized
- (A) Top-down communication (B) Mechanistic communication
(C) Epistemological approach (D) Extensive demonstrations.
17. In the two-way symmetric model of public relations, the model of communication used is
- (A) Person-to-person (B) Group-to-group
(C) Person-to-group (D) Group-to-person.

- 18.** The relationship between media institutions with social power and the ideas that they circulate is often referred to as :
- (A) Articulation (B) Stereotype
(C) Ideology (D) Chain concept.
- 19.** The inverted pyramid style in newspaper content is normally used for :
- (A) Features (B) Society news
(C) Editorials (D) Hard news.
- 20.** The circle technique of feature writing is also known as :
- (A) The tie-back (B) The recap
(C) Customisation (D) Encirclement.
- 21.** During the period of internal emergency 1975-77, the union government's control of advertisement distribution was challenged at the Calcutta High Court by :
- (A) The Statesman (B) The Jugantar
(C) The Telegraph (D) The Anand Bazar Patrika
- 22.** The final edited version of a television commercial prepared for the client's approval is called as :
- (A) Final print (B) Approved print
(C) Final cut (D) Answer print.
- 23.** Section 292 of IPC prescribes punishment for :
- (A) Copyright infringement
(B) Obscene publication
(C) Contempt of court
(D) Prejudicial acts against national integration.

24. When a media house buys other companies related to its core business it is called :
- (A) Horizontal integration (B) Vertical integration
(C) Lateral integration (D) Collateral integration.
25. The total amount of light that is captured by a camera is known as :
- (A) Aperture (B) Shutter speed
(C) Focus (D) Exposure.
26. Larger and expensive cameras which have a body to attach different lenses are known as :
- (A) DSLR (B) Point-and-shoot
(C) Disposable (D) DSSR.
27. Publications that are aimed at a certain level of employees across industries are known as :
- (A) Vertical publications (B) Horizontal publications
(C) Top-down publications (D) Specialised publications.
28. **Assertion (A) :** Public Relations is more an attitude than a technique.
Reason (R) : As it is an external evidence of managing internal affairs of an institution in a way that makes it maintain the status quo.
- Select the correct answer from the codes given below :
- (A) Both (A) and (R) are true.
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
(C) (A) is true, but (R) is false.
(D) (A) is false, but (R) is true.
29. What was the year in which the Official Secrets Act was consolidated?
- (A) 1823 (B) 1923
(C) 1952 (D) 2003.

- 30.** Contempt of Courts Act was enacted in the year which year?
(A) 1968 (B) 1969
(C) 1970 (D) 1971.
- 31.** Section 499 of the Indian Penal Code, 1860 is related to :
(A) Publication of names of victims of sexual crimes
(B) Defamation (libel and slander)
(C) Obscenity
(D) Right to Privacy.
- 32.** Which is the largest High Court in India?
(A) Calcutta High Court (B) Bombay High Court
(C) Allahabad High Court (D) Madras High Court.
- 33.** How many members are there in Press Council of India?
(A) Chairman and 20 other members (B) Chairman and 28 other members
(C) Chairman and 27 other members (D) Chairman and 8 other members.
- 34.** Who selects the chairperson of Press Council of India?
(A) Speaker of the Lok Sabha
(B) Chairman of the Rajya Sabha
(C) A Member elected by the PCI
(D) Speaker of the Lok Sabha, Chairman of the Rajya Sabha, A Member elected by the PCI.
- 35.** In which year was the Right to Privacy declared a Fundamental Right by the Supreme Court of India?
(A) 1950 (B) 1977
(C) 2017 (D) 2007.

- 36.** The precursor to RTI, i.e., the Freedom of Information Act was enforced in which year?
- (A) 1950 (B) 1991
(C) 2002 (D) 2005.
- 37.** Under the RTI Act, when life or liberty of any person is involved, the PIO is expected to reply within what duration?
- (A) 2 Days (B) 3 Days
(C) 5 Days (D) 7 Days.
- 38.** The following cannot be exploited by assigning or by licensing the rights to others.
- (A) Patents (B) Designs
(C) Trademark (D) Copyright.
- 39.** In India, the literary work is protected for a period of
- (A) Lifetime of the author
(B) 25 years after the death of the author
(C) 40 years after the death of the author
(D) 60 years after the death of author.
- 40.** Which of the four PR models set out below (Grunig and Hunt) is used most by practitioners?
- (A) Symmetric (B) Asymmetric
(C) Public information (D) Press Agency.
- 41.** Which of the following is not a function of PR department?
- (A) Selling (B) Corporate Communication
(C) Counselling (D) Lobbying.

- 42.** Which theory believes that people try to explain why events happen, especially events that are sudden and negative?
- (A) Image Repair Theory
 - (B) Integrated Crisis Mapping Model
 - (C) Attribution Theory
 - (D) Situational Crisis Communication Theory.
- 43.** In Public Information Model of Public Relations, importance is given to
- (A) Impact
 - (B) Reception
 - (C) Truth
 - (D) Fair Deal.
- 44.** What has the potential to greatly reduce the amount of damage the organization receives as a result of the crisis?
- (A) Crisis Communication
 - (B) Public Relations
 - (C) Effective Crisis Management
 - (D) Corporate Communication.
- 45.** Registrar of Newspapers in India (RNI) started functioning in which year?
- (A) October, 1954
 - (B) August, 1960
 - (C) July, 1956
 - (D) September, 1957.
- 46.** Which of the following term is associated with Internet/e-Mail?
- (A) Slide Presentation
 - (B) Pie chart
 - (C) Plotter
 - (D) Bookmark.
- 47.** When was the Constitution of India adopted by the Constituent Assembly?
- (A) 26th January 1950
 - (B) 26th November 1949
 - (C) 15th August 1947
 - (D) 28th April 1952.

48. Which of the following is NOT a feature of the Indian Constitution?
(A) Parliamentary form of Government (B) Federal structure
(C) Presidential system (D) Single citizenship.
49. The Preamble of the Indian Constitution was inspired by the Constitution of which country?
(A) Japan (B) Germany
(C) France (D) USA.
50. Which of the following is the guardian of the Fundamental Rights in India?
(A) Parliament (B) Supreme Court
(C) President (D) Prime Minister.
51. The concept of 'Directive Principles of State Policy' in the Indian Constitution is borrowed from the Constitution of which country?
(A) Canada (B) Australia
(C) Ireland (D) France.
52. Which article of the Indian Constitution empowers the Parliament to amend the Constitution?
(A) Article 356 (B) Article 368
(C) Article 370 (D) Article 390.
53. Which of the following is the final authority to interpret the Constitution of India?
(A) Parliament (B) President
(C) Supreme Court (D) Prime Minister.
54. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) was enacted in which year?
(A) 2002 (B) 2004
(C) 2005 (D) 2009.

- 55.** The phenomenon of "echo chambers" on social media refers to :
- (A) Spaces where diverse opinions are encouraged
 - (B) Environments where one's own opinions are repeatedly reflected by a self-selected online group
 - (C) Physical meeting spaces for social media users
 - (D) Places where only experts can share information.
- 56.** What is "Crowdsourcing" in the context of new media?
- (A) Sourcing information or input from a large number of people, typically from the online community
 - (B) A method of traditional market research
 - (C) A strategy for increasing television rating
 - (D) A technique for improving individual decision-making.
- 57.** What is "gamification" in the context of new media?
- (A) The process of turning media into games
 - (B) The use of gaming principles in non-game contexts to engage users
 - (C) The practice of playing games on social media
 - (D) The use of game-like features in traditional media.
- 58.** Social media platforms are primarily used for which of the following purposes?
- (A) One-way broadcasting
 - (B) Peer-to-peer communication
 - (C) Traditional advertising
 - (D) Centralized information dissemination.
- 59.** What is new media often characterized by in terms of technology?
- (A) Centralized control
 - (B) One-way communication
 - (C) Digital convergence
 - (D) Analogue signal processing.

60. Which of the following is NOT a characteristic of new media?
(A) Interactivity (B) Instantaneity
(C) Passive consumption (D) Global reach.
61. The Press Information Bureau (PIB) was established in the year :
(A) 1919 (B) 1921
(C) 1947 (D) 1950.
62. 'Bengal Gazette', the first Newspaper in India was started in which year?
(A) 1777 (B) 1778
(C) 1780 (D) 1789.
63. Multimedia reporters who are mobile with audio, video recorders and camera are often referred to as :
(A) Mobijourno (B) Journos
(C) Mojos (D) Mobile Journalist.
64. Which of the following is the apex body in the three-tier system of Panchayati Raj?
(A) Gram Panchayat (B) Panchayat Samiti
(C) Zila Parishad (D) All of the options.
65. Which article of the Indian Constitution deals with the Panchayati Raj System?
(A) Article 356 (B) Article 243
(C) Article 370 (D) Article 256.
66. Which of the following states was the first to adopt the Panchayati Raj System in India?
(A) Rajasthan (B) Uttar Pradesh
(C) Bihar (D) Madhya Pradesh.

- 67.** The Panchayati Raj System is a manifestation of which of the following principles?
- (A) Separation of powers (B) Federalism
(C) Subsidiarity (D) Judicial review.
- 68.** Haryana Agricultural University Scientists have identified a new and potentially devastating disease affecting pea crops. What is name of disease?
- (A) Fusarium (B) Witches' Broom
(C) Antirrhinum rust (D) Gray Mold.
- 69.** Haryana has emerged victorious in the Vijay Hazare Trophy 2023-24 by defeating?
- (A) Rajasthan (B) Maharashtra
(C) Punjab (D) Gujarat.
- 70.** To inculcate reading habits among students, which mission has been initiated by the state government of Haryana?
- (A) Read Haryana Mission (B) Read More Lead More
(C) Reading Mission - Haryana (D) Reading to Leading.
- 71.** Indian Cricket team player Yuzvendra Chahal belongs to which district of Haryana?
- (A) Jind (B) Sirsa
(C) Karnal (D) Faridabad.
- 72.** During the times of Mahabharata, Haryana was referred with which of the following names?
- (A) Hariyala (B) Hitapradesh
(C) Ditarashtra (D) Bahudhanyaka.
- 73.** Who was the main leader of Non-Cooperation Movement in Haryana?
- (A) Raja Rammohan Roy (B) Lala Lajpat Rai
(C) Mahatma Gandhi (D) Surajmal.

74. Which of the following is a folk song of Haryana?
(A) Tamang Selo (B) Mahiya
(C) Bahula (D) Bara Masa.
75. Which of the following statement is incorrect?
(A) 40% of NCR falls in Haryana
(B) Haryana is the leading producer of automobiles in the country
(C) Haryana is the largest producer of Basmati rice in India
(D) Haryana is the largest exporter of software in the country.
76. In 'IMPRINT India' initiative, what is IMPRINT stands for
(A) Impacting Research Innovation and Technology
(B) Impacting Research, Incubation and Technology
(C) Impacting Research and Inclusive Technology
(D) None of the Option.
77. Rashtriya Uchchar Shiksha Abhiyan (RUSA) was initiated in the year
(A) 2009 (B) 2011
(C) 2013 (D) 2015.
78. What is "Shodhganga"?
(A) A digital repository of Indian electronic thesis and dissertations
(B) A platform for online courses and certifications
(C) A database of Indian scientific research papers
(D) An online library of Indian historical documents.
79. Which higher education institution topped the Overall Ranking List in NIRF 2023?
(A) Indian Institute of Science (IISc)-Bangalore
(B) Indian Institute of Technology (IIT)-Madras
(C) Indian Institute of Technology, Bombay (Mumbai)
(D) Indian Institute of Technology, Delhi.

- 85.** Under the expanded CHIRAYU-Ayushman Bharat scheme, families with income above three lakh rupees can avail benefits by paying an annual contribution in the range of
- (A) Rs. 2,000 - Rs. 3,000 (B) Rs. 3,000 - Rs. 4,000
(C) Rs. 4,000 - Rs. 5,000 (D) Rs. 5,000 - Rs. 6,000.
- 86.** Who was the first woman photojournalist in India?
- (A) Homai Vyrawalla (B) K. Narayani
(C) Anasuya Sarabhai (D) Aruna Asaf Ali.
- 87.** Which is the first Indian newspaper to have an online edition?
- (A) The Hindu (B) The Times of India
(C) The Indian Express (D) Hindustan Times.
- 88.** Which Indian television network launched the country's first 24-hour news channel?
- (A) NDTV (B) Zee News
(C) CNN-IBN (D) Times Now.
- 89.** The Indian media initiative 'The Hoot' is best known for its focus on which aspect of media?
- (A) Media ethics and watchdog journalism
(B) Media marketing strategies
(C) Entertainment news
(D) Financial news analysis.
- 90.** Who is known as the father figure of professional PR practitioners in India?
- (A) Arun Shourie (B) P. Sainath
(C) Samir Jain (D) Kali H. Mody.
- 91.** Which Indian government initiative focused on 'building brand India' through strategic communication and public relations?
- (A) Make in India (B) Digital India
(C) Skill India (D) Startup India.

- 92.** In which year was the Public Relations Society of India (PRSI) established?
- (A) 1948 (B) 1958
(C) 1966 (D) 1971.
- 93.** Which organization publishes the journal 'Communicator' focusing on media and mass communication research in India?
- (A) Press Council of India
(B) Indian Institute of Mass Communication (IIMC)
(C) National Film Development Corporation (NFDC)
(D) Broadcast Audience Research Council (BARC).
- 94.** Which of the following is a prominent public relations agency in India?
- (A) Ogilvy & Mather (B) Adfactors PR
(C) JWT India (D) McCann Erickson.
- 95.** What amount of pension is given to disabled person of Haryana domicile, under the "Disability Pension Scheme" of Govt. of Haryana?
- (A) Rs. 1,500 p.m. (B) Rs. 1,800 p.m.
(C) Rs. 2,000 p.m. (D) Rs. 2,200 p.m.
- 96.** Under which scheme do girls in Haryana receive a cash grant of Rs. 21,000 upon attaining the age of 18 years?
- (A) Beti Bachao-Beti Padhao Yojana
(B) Sakshi Malik Scheme
(C) Haryana Mahila Samridhi Yojana
(D) Aapki Beti Hamiri Beti Yojana.

97. Match the following w.r.t "7 Star Gram Panchayat Rainbow Scheme" launched by haryana Govt.

List-I (Star)	List-II (Awarded to Villages ...)
(i) Silver Star	P. for clanliness
(ii) Golden Star	Q. for Graine free villages
(iii) Saffron Star	R. for Good Governance
(iv) White Star	S. for participation in the development of villages.

Choose the correct option :

- (A) (i)-Q (ii)-P (iii)-S (iv)-R (B) (i)-R (ii)-Q (iii)-S (iv)-P
(C) (i)-S (ii)-Q (iii)-R (iv)-P (D) (i)-S (ii)-R (iii)-Q (iv)-P.

98. On January 26, 2024 Haryana Govt. introduced a scheme to the Country narrating that in a small state like Haryana, the benefits of Govt. Schemes are being extended to the common people sitting at home through digital medium. The name of this scheme is

- (A) Mukhya Mantri Parivar Samridhi (B) SABLA Scheme
(C) Swadhar Greh Yojana (D) Mera Parivar Meri Pehchan.

99. As per Haryana Economic Summary Report Jan, 2024. How many revenue tehsils are there in Haryana?

- (A) 92 (B) 93
(C) 94 (D) 95.

100. At present, the State of Haryana has _____ Municipal Coprooration.

- (A) 8 (B) 9
(C) 10 (D) 11.

ROUGH WORK