COMMUNICATION PYQs

Identify the forms of social desirability bias:
(A) Observer drift
(B) Impression management
(C) Psychosocial effect
(D) Self-deception positivity

सामाजिक वांछनीयता पूर्वाग्रह के रूपों की पहचान करें:
(A) पर्यवेक्षक बहाव
(B) इंप्रेशन प्रबंधन
(C) मनोसामाजिक प्रभाव
(D) आत्म-धोखा सकारात्मकता

Choose the correct answer from the options given below:
(1) (A) and (B) Only
(2) (B) and (C) Only
(3) (C) and (D) Only
(4) (B) and (D) Only

Answer: 4) B and D

Social desirability bias occurs when respondents answer questions in a manner that viewed favorably by others

- **Impression Management (B):**
  - **Deliberate** attempt to present oneself in a socially acceptable way.
  - Example: Lying to appear honest or kind.
- **Self-Deception Positivity (D): Unconscious** bias where a person genuinely believe overly positive self-view.
- **Observer drift:** A threat to reliability in observation, where the observer's criteria over time.
- **Psychosocial effect:** A broad term for social and psychological influences, not spe social desirability bias.

Which one of the following has been considered as a non-specialist media thinker?
(1) Manuel Castells
(2) Marshal McLuhan
(3) Wilbur Schramm
(4) George Gerbner

निम्नलिखित में से किसे गैर-विशेषज्ञ मीडिया विचारक माना गया है?
(1) मैन्युअल कास्टेल्स
(2) मार्शल मैक्लुहान
(3) विल्बर श्राम
(4) जॉर्ज गर्बनर

Answer 2) Marshall McLuhan is often referred to as a **non-specialist media thinker** because:

- He came from a background in **literary studies,** not formal communication or media science.
- His approach was **interdisciplinary and philosophical,** blending literature, technology, and culture.
- He coined influential phrases like *"the medium is the message"* and *"global village"* but didn't use systematic empirical methods like traditional media scholars.

In digital communication, a Television broadcast and a Radio broad are examples of _____ type of transmission.
(1) automatic
(2) half-duplex
(3) simplex
(4) full-duplex

डिजिटल संचार में, एक टेलीविजन प्रसारण और एक रेडियो प्रसारण _____ प्रकार के प्रसा के उदाहरण हैं।
1. स्वचालित
2. अर्ध-द्वैध
3. सिंप्लेक्स
4. पूर्ण-द्वैध

Answer: 3) Simplex:
- **One-way** communication only.
- The sender transmits, and the receiver only receives.
- Examples: **TV, radio, public announcement systems.**
- **Half-duplex:**
  - Two-way communication, but **only one direction at a time.**
  - Example: Walkie-talkies.
- **Full-duplex:**
  - Two-way communication **simultaneously.**
  - Example: Phone calls.
- **Automatic:**
  - Not a standard transmission mode; does not apply here.

The idea that thinking is located in social and physical concepts, not within an individual's mind is known as:
(1) Schema
(2) Cognitive Bias
(3) Situated Cognition
(4) Confirmation Bias

यह विचार कि सोच सामाजिक और भौतिक अवधारणाओं में स्थित है, न कि किसी व्य दिमाग में, इसे इस रूप में जाना जाता है:
1. स्कीमा
2. संज्ञानात्मक पूर्वाग्रह
3. स्थित संज्ञान
4. पुष्टि पूर्वाग्रह

Answer: 3) Situated Cognition

Term	Definition	Example
Situated Cognition	The idea that thinking is shaped by the social and physical environment, not just the individual mind.	A student learns bett while solving real-wo problems in a team
Schema	A mental structure that organizes and interprets information based on past experiences.	Seeing a four-legge furry animal and identifying it as a "do
Cognitive Bias	Systematic error in thinking that affects decisions and judgments.	Overestimating you driving skills (e.g., illusion of superiorit
Confirmation Bias	A specific type of cognitive bias where people seek or interpret information to confirm their beliefs.	Ignoring news articl that challenge you political opinion.

A history teacher wants to create an interactive timeline showcasing the evolution different art movements over centuries? Which tool would best support the creati... this multimedia presentation?

1.Prezi
2.Adobe Illustrator
3.Flipgrid
4.Google forms

एक इतिहास शिक्षक सदियों से विभिन्न कला आंदोलनों के विकास को प्रदर्शित करने वाली इंटरैक्टिव टाइमलाइन बनाना चाहता है? कौन सा टूल इस मल्टीमीडिया प्रस्तुति के निर्माण में अच्छा सहायक होगा?

1. प्रेज़ी
2. एडोब इलस्ट्रेटर
3. फ्लिपग्रिड
4. गूगल फॉर्म

Match List - I with List - II.

List - I (Concept)
(A)Transformational appeal (परिवर्तनकारी अपील)
(B)Proxemics (प्रॉक्सेमिक्स)
(C)Electronic town hall (इलेक्ट्रॉनिक टाउन हॉल)
(D)Anti-Climax (एंटी-क्लाइमेक्स)

List - II (Area)
(I) Political communication (राजनीतिक संचार)
(II) A rhetorical technique (अलंकारिक तकनीक)
(III)Advertising (विज्ञापन)
(IV)Study of interactive space (इंटरैक्टिव स्थान का अध्ययन)

Choose the correct answer from the options given below:
(1)(A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(2)(A)-(II), (B)-(III), (C)-(IV), (D)-(I)
(3)(A)-(III), (B)-(IV), (C)-(I), (D)-(II)
(4)(A)-(IV), (B)-(I), (C)-(II), (D)-(III)

Answer: 3) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

(A) Transformational appeal → (III) Advertising
- Used in ads to connect emotionally and inspire behavior change.

(B) Proxemics → (IV) Study of interactive space
- Proxemics is the study of personal space in communication.

(C) Electronic town hall → (I) Political communication
- Refers to digitally-enabled public discussions on political issues.

(D) Anti-Climax → (II) A rhetorical technique
- A literary or rhetorical device involving a disappointing end after a buildup.

Answer: 1) Prezi

Tool	Primary Use
Prezi	Interactive presentations
Adobe Illustrator	Graphic design and illustration
Flipgrid	Video-based student discussions
Google Forms	Surveys, quizzes, and data collection

LIST I Term
A. Decision making
B. Confirmation bias
C. Belief perseverance
D. Overconfidence bias

LIST II Meaning
I. The tendency to hold on a belief in the face of contradictory evidence.
II. The tendency to have more confidence in judgement and decisions than we sh... based on probability.
III. The tendency to search for and use information that supports our ideas rather refuses them.
IV. Evaluating alternatives and making choices among them.

A. निर्णय लेना — IV. विकल्पों का मूल्यांकन करना और उनमें से चुनाव करना।
B. पुष्टिकरण पूर्वाग्रह — III. ऐसी जानकारी खोजने और उपयोग करने की प्रवृत्ति जो हमारे विचारों का समर्थन करती है, न कि उन्हें अस्वीकार करती है।
C. विश्वास दृढ़ता — I. विरोधाभासी साक्ष्य के बावजूद किसी विश्वास पर टिके रहने की प्रवृत्ति।
D. अतिआत्मविश्वास पूर्वाग्रह — II. निर्णय और निर्णयों में संभावना के आधार पर जितना हमें होना चाहिए, उससे अधिक आत्मविश्वास रखने की प्रवृत्ति।

Choose the correct answer from the options given below:
1.A-III, B-IV, C-II, D-I
2.A-II, B-III, C-IV, D-I
3.A-IV, B-III, C-I, D-II
4.A-I, B-II, C-IV, D-III

Answer: 3) A-IV, B-III, C-I, D-II

The general context of communication is known as communication

1.Situation
2.position
3.praxis
4.convention

संचार के सामान्य संदर्भ को संचार के रूप में जाना जाता है –
1. स्थिति
2. स्थान
3. प्रैक्सिस
4. सम्मेलन

Answer is: **Situation**
Explanation:
The *general context* in which communication takes place — such as the environment, setting, participants, and purpose — is referred to as the **communication situation**. It includes who is communicating, why, where, and how.

The idea that mass media do not have much power to directly influence the audience led to the concept of.

1.Limited effects
2.Mass effects
3.Individual effects
4.Regulated effects

यह विचार कि जनसंचार माध्यमों में दर्शकों को सीधे प्रभावित करने की अधिक शक्ति नहीं होती, इस अवधारणा को जन्म देता है।

1. सीमित प्रभाव
2. सामूहिक प्रभाव
3. व्यक्तिगत प्रभाव
4. विनियमित प्रभाव

Marshall McLuhan's concept of "Hot" and "Cool" media from his work *Understanding Media*.

Hot Media:
Hot media are **high-definition**, data-rich media that require **less audience participation** because they provide a lot of information.

Cool Media:
Cool media are **low-definition**, requiring **higher participation** and interpretation from the audience.

Examples of Cool Media:
•Telephone – Low in data, only auditory, needs more effort to interpret.
•Television – Considered cool by McLuhan due to its lower resolution (at the time) and demand for viewer involvement.

Match the List-I with List-II

LIST I Concept	LIST II Related medium
A. Attention economy	I. Public speech
B. Narrow casting	II. Television
C. Synchronous audience	III. Internet
D. Peculiar form of presentness	IV. FM Radio

Choose the correct answer from the options given below:
1.A-I, B-II, C-III, D-IV
2.A-II, B-III, C-IV, D-I
3.A-III, B-IV, C-I, D-II
4.A-IV, B-I, C-II, D-III

सूची I (अवधारणा)	सूची II (संबंधित माध्यम)
A. ध्यान अर्थव्यवस्था	I. सार्वजनिक
B. नैरोकास्टिंग	II. टेलीविजन
C. तुल्यकालिक दर्शक	III. इंटरनेट
D. उपस्थिति का विलक्षण रूप	IV. एफएम रे

Answer: 2)

Correct answer: 1) Limited effects

Which of the following are considered hot media?
A. Telephone
B. Television
C. Radio
D. Cinema
E. Photographs
Choose the correct answer from the options given below:
1.A, B, C only
2.B, C, D only
3.C, D, E only
4.A, D, E only

निम्नलिखित में से कौन सा मीडिया हॉट माना जाता है?
1. टेलीफोन
2. टेलीविजन
3. रेडियो
4. सिनेमा
5. फोटोग्राफ

Which of the following social sciences have contributed much to the knowledge of mass communication?
A. Anthropology
B. Sociology
C. Psychology
D. Social medicine
E. Defence studies
Choose the correct answer from the options given below:
1.A, D, E only
2.C, D, E only
3.B, C, D only
4.A, B, C only

निम्नलिखित में से किस सामाजिक f ने जनसंचार के ज्ञान में बहुत योगदा
A. मानव विज्ञान
B. समाजशास्त्र
C. मनोविज्ञान
D. सामाजिक चिकित्सा
E. रक्षा अध्ययन

Answer: 4) A, B and C
1.Anthropology – Helps understand cultural contexts, rituals, and the impact of media on various communities.
2.Sociology – Offers insights into media's role in society, socialization, group behavior, and institutions.
3.Psychology – Focuses on how individuals perceive, interpret, and are influenced by media messages (e.g., persuasion, cognition, attitude change).

Devarshi Narada is treated as the first communicator, because:

(1)He always speaks against the others.
(2)He reports from the spot, mediates among the parties and thinks for the betterm of society.
(3)He is not everywhere everytime.
(4)He is faithful to his lord.

देवर्षि नारद को प्रथम संचारक माना जाता है, क्योंकि:

1. वे हमेशा दूसरों के खिलाफ बोलते हैं।
2. वे मौके से रिपोर्ट करते हैं, पक्षों के बीच मध्यस्थता करते हैं और समाज की बेहतरी के लिए सोचते हैं।
3. वे हर समय हर जगह नहीं होते।
4. वे अपने स्वामी के प्रति वफादार होते हैं।

Answer: 3) A-III, B-IV, C-I, D-II

Write the following types of communication in proper sequence:
(A)Group
(B)Public
(C)Mass communication
(D)Intrapersonal
(E)Interpersonal

संचार के निम्नलिखित प्रकारों को उचित क्रम में लिखें:
1. समूह
2. सावर्जनिक
3. जनसंचार
4. अंतर्वैयक्तिक
5. पारस्परिक

Choose the correct answer from the options given below:
(1)(D), (E) (A), (B) and (C)
(2)(E), (D) (C), (B) and (A)
(3)(A), (B) (C), (E) and (D)
(4)(B), (A) (C), (D) and (E)

Answer: 1. (D), (E), (A), (B) and (C)
• **Intrapersonal** – communication within oneself (thinking, self-talk)
• **Interpersonal** – communication between two people
• **Group** – communication within a small group (3 or more people)
• **Public** – communication from one person to a larger audience (like a speech)
• **Mass communication** – communication to a very large audience via media (TV, newspapers, internet)

Who invented the Printing process?

(1)G.Marconi
(2)Tang Dynasty
(3)William Caxton
(4)Johannes Gutenberg

मुद्रण प्रक्रिया का आविष्कार किसने किया?

1. जी. मार्कोनी
2. तांग राजवंश
3. विलियम कैक्सटन
4. जोहान्स गुटेनबर्ग

Answer: 4) Johannes Gutenberg

Who sends what to whom in a communication process?

(A)Channel sends the message to sender.
(B)Sender sends messages to receiver.
(C)Sender sends the feedback receiver.
(D)Receiver sends messages to sender.

संचार प्रक्रिया में कौन किसे क्या भेजता है

1. चैनल संदेश को प्रेषक को भेजता है।
2. प्रेषक संदेश को रिसीवर को भेजता है
3. प्रेषक फीडबैक रिसीवर को भेजता है
4. रिसीवर संदेश को प्रेषक को भेजता है

Choose the correct answer from the options given below:
(1)(A) Only
(2)(B) Only
(3)(A) and (D) Only
(4)(B) and (C) Only

Answer: 2) B only

Match List - I with List - II.

List - I (Communication terms)
(A)Effective verbal communication
(B)Effective communication
(C)Effective non-verbal communication
(D)Barrier of communication

List - II (Features)
(I) Knowledge and skills
(II) Insufficient knowledge
(III)Effective speaking
(IV)Body language

(A) प्रभावी मौखिक संचार
(B) प्रभावी संचार
(C) प्रभावी अमौखिक संचार
(D) संचार की बाधा

(I) ज्ञान और कौशल
(II) अपर्याप्त ज्ञान
(III)प्रभावी बोलना
(IV)शारीरिक भाषा

Choose the correct answer from the options given below:
(1)(A)-(I), (B)-(II), (C)-(IV), (D)-(III)
(2)(A)-(II), (B)-(III), (C)-(I), (D)-(IV)
(3)(A)-(II), (B)-(I), (C)-(III), (D)-(IV)
(4)(A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Answer: 4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

Which of the following are the characteristics of mass communication?
A. Homogeneous audience
B. Professional communication as source
C. Immediate feedback
D. Use of a medium
E. Rapid transmission of messages

जनसंचार की निम्नलिखित में से कौन सी विशेषताएँ है?
1. समरूप दर्शक
2. स्रोत के रूप में व्यावसायिक संचार
3. तत्काल प्रतिक्रिया
4. माध्यम का उपयोग
5. संदेशों का तीव्र संचरण

Choose the most appropriate answer from the options given below:

(1)A, B and C only
(2)B, C and D only
(3)C, D and E only
(4)B, D and E only

Answer is: 4) **B, D and E only**

The Buddhist concept of communication is marked by:
(1)Mono-causality
(2)Dyadic causality
(3)Multi-causality
(4)Skewed causality

संचार की बौद्ध अवधारणा की विशेषता है:
1. एकल-कारणता
2. द्वि-कारणता
3. बहु-कारणता
4. तिरछी-कारणता

Answer: 3)
The **Buddhist concept of communication** is rooted in the philosophy of
Pratītyasamutpāda (प्रतीत्यसमुत्पाद), which means **dependent originati**
everything arises in dependence upon multiple causes and conditions.
•This worldview supports **multi-causality**, i.e., **no single cause** creates a
effect; instead, **multiple interdependent factors** contribute to any outc
including communication.

Answer is: 2)**Palpable reality**

At present, cyber communication is a:
(1)Fictitious reality
(2)Palpable reality
(3)Futuristic reality
(4)Conventional reality

वर्तमान में, साइबर संचार एक है:
1. काल्पनिक वास्तविकता
2. स्पर्शनीय वास्तविकता
3. भविष्य की वास्तविकता
4. पारंपरिक वास्तविकता

**The main objectives of public policy
sphere communication is to involve
citizens in:**
(A)Idea generation
(B)Policy critique
(C)Innovative policy practices
(D)Ignoring oppositional views
(E)Promotion of stereotypes
Choose the correct answer from the
options given below:
(1)(A), (B) and (C) Only
(2)(B), (C) and (D) Only
(3)(C), (D) and (E) Only
(4)(A), (D) and (E) Only

सार्वजनिक नीति क्षेत्र संचार का मुख्य उ
नागरिकों को निम्नलिखित में शामिल क
है:
1. विचार सृजन
2. नीति आलोचना
3. नवीन नीति अभ्यास
4. विपक्षी विचारों की अनदेखी
5. रूढ़िवादिता को बढ़ावा देना

Answer is: 1) **(A), (B) and (C) Only**

**Identify the disadvantages of open
ended questions in survey research.**
**(A)The questions do not suggest
certain kinds of answer to
respondents.**
**(B)They are time consuming for
interviewers to administer.**
**(C)They require greater effort from
respondents.**

**Choose the correct answer from the
options given below :**
(1)(A) and (B) Only
(2)(B) and (C) Only
(3)(A) and (C) Only
(4)(A), (B) and (C)

सर्वेक्षण अनुसंधान में खुले प्रश्नों के नुकस
की पहचान करें।

A. प्रश्न उत्तरदाताओं को कुछ खास तरह
के उत्तर नहीं सुझाते।
B. साक्षात्कार कर्ताओं के लिए इन्हें देन
समय लगता है।
C. इसके लिए उत्तरदाताओं से अधिक
प्रयास की आवश्यकता होती है।

Given below are two statements:
Statement I: Western communication models examined the relationship
among communicative elements on an individual basis.
पश्चिमी संचार मॉडल ने व्यक्तिगत आधार पर संचार तत्वों के बीच संबंधों की जाँच की
Statement II: The Buddhist concept of communication emphasises the
contextualisation of each of the communicative elements.
संचार की बौद्ध अवधारणा प्रत्येक संचार तत्व के संदर्भीकरण पर जोर देती है।

In the light of the above statements, choose the most appropriate answer from
the options given below:
(1)Both Statement I and Statement II are true
(2)Both Statement I and Statement II are false
(3)Statement I is true but Statement II is false
(4)Statement I is false but Statement II is true