(To be filled by the Candidate / निम्न पूर्तियाँ परीक्षार्थी स्वयं भरें)

Roll No. (in figures)
अनुक्रमांक (अंकों में) ───────────────

Roll No. (in words)
अनुक्रमांक (शब्दों में) ───────────────

[Time : 2 : 00 Hours
[समय : 2 : 00 घण्टे

[Maximum Marks : 75
[अधिकतम अंक : 75

Name of Examination Centre
परीक्षा केन्द्र का नाम ───────────────

───────────────
Signature of Invigilator
कक्ष निरीक्षक के हस्ताक्षर

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.

2. **The booklet contains 75 questions. Examinee is required to answer any 65 questions in the OMR Answer-Sheet provided and not in the question booklet. In case Examinee attempts more than 65 Questions, first 65 attempted questions will be evaluated. All questions carry equal marks.**

3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be immediately replaced.

(Remaining Instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।

2. प्रश्न-पुस्तिका में 75 प्रश्न हैं। परीक्षार्थी को किन्हीं 65 प्रश्नों को दी गई ओ०एम०आर० आन्सर-शीट पर ही हल करना है। परीक्षार्थी द्वारा 65 से अधिक प्रश्नों को हल करने की स्थिति में, प्रथम 65 उत्तरों को ही मूल्यांकित किया जायेगा। सभी प्रश्नों के अंक समान हैं।

3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR उत्तर-पत्रक को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका, जिसमें कुछ भाग छपने से छूट गये हों या प्रश्न एक से अधिक बार छप गये हों या किसी भी प्रकार की कमी हो, उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

Rough Work
रफ कार्य

1. A piece of writing on a theme that is often likely to re-occur is known as-

   (A) Writing trend stories

   (B) Review writing

   (C) Column writing

   (D) Row writing

2. ____ are responsible for ensuring that the tone, style and layout of final copy matches the publication's house style and suits the readers.

   (A) The Editors

   (B) The Sub-Editors

   (C) The Managing Editors

   (D) Assistant Editors

3. With reference to the Structural/ Substantive/Developmental Editing, Identify the wrong option from the followings:

   (A) It is the most difficult and time-consuming process of editing

   (B) Fictional and non-fictional editing are its' two types

   (C) Both of the above

   (D) None of the above

4. Which of the following type of advertisement is used to build up the image of the manufacturing company or firm?

   (A) Product Advertisements

   (B) Classified Advertisements

   (C) Institutional Advertisements

   (D) Non-commercial or Idea Advertisements

5. The name of media which known as 'one day best seller'-

   (A) Radio

   (B) Novel

   (C) F.M.

   (D) Newspaper

6. A digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities is called-

   (A) Drama

   (B) Social media

   (C) Both (A) and (B)

   (D) None of these

7. What is the primary purpose of a review in feature writing?

   (A) To announce upcoming evens

   (B) To summarige news articles

   (C) To share personal ancedotes

   (D) To provide a critical evaluation of a product, service or creative work

8. What is the main purpose of a feature column?

   (A) To present unbiased information

   (B) To entertain and engage readers

   (C) To report breaking news

   (D) None of these

9. What is the primary goal of editing?

   (A) Creativity

   (B) Accuracy

   (C) Lengthiness

   (D) None of these

10. What is editorial policy?

    (A) A story plot

    (B) A fictional narrative

    (C) A personal opinion

    (D) A set of guidelines for content creation

11. What is primary responsibility of a news editor?

    (A) Managing advertising revenue

    (B) Generating headlines

    (C) Overseeing newsroom operations

    (D) Ensuring accuracy and quality of news content

12. What is the primary responsibility of a sub editor?

    (A) Managing advertising revenue

    (B) Generating headlines

    (C) Fact-checking and editing content

    (D) Overseeing newsroom operations

13. What is the key difference between television and radio news reporting regarding production requirements?

(A) Co-ordination of visuals sound and one screen talent

(B) Use of teleprompters

(C) Inclusion of face to face interviews

(D) Reliance on verbal communication

14. Why is accuracy considered paramount in news presentation?

(A) To report breaking news promptly

(B) To facilitate audience engagement

(C) To maintain high standards of journalism

(D) To ensure broad accessibility

15. Which news value emphasizes the significance of recent events making them valuable due to their current native?

(A) Timeliness

(B) Proximity

(C) Impact

(D) Conflict/Controversy

16. What is the main purpose of news-gathering in journalism?

(A) Promote personal opinions

(B) Entertain the audience

(C) Boost social media engagement

(D) Inform the public

17. What distinguishes informal reports from other types of reports?

(A) That follow a structured format

(B) That cater to external audiences

(C) That are comprehensive and formal

(D) That are brief and internal

18. What is the primary concern in the are of journalism advertising ethics?

(A) Maximizing advertising revenue

(B) Maintaining the legitimacy, integrity and openness of advertising activities

(C) Prioritizing editorial freedom over financial survival

(D) Avoiding conflicts of interest in reporting

19. Media refers to physically printed materials like newspapers, magazines and books, is called-

(A) Print media

(B) Modern media

(C) Electronic media

(D) None of these

20. What is the meaning of precis ?

(A) To write meaning

(B) Write in own words

(C) Write a paragraph

(D) To cut short

21. What are the elements of paragraph writing?

(A) Topic sentence

(B) Supporting details

(C) Order of sentence

(D) All of these

22. In journalism, what is the lead?

(A) The opening sentence of a news story

(B) The last sentence of a news story

(C) The middle of a news story

(D) None of these

23. Television, radio, podeasts and webinars are the part of _____media.

(A) Electronic media

(B) Print media

(C) Books

(D) None of these

24. What are important for the presentation for Radio:

(A) Voice Modulation (Tone and Pitch)

(B) Use of Sound

(C) Interaction

(D) All of these

25. _____ is a type of software designed to help the user's computer detect viruses and avoid them.

    (A) Antivirus

    (B) Malware

    (C) Adware

    (D) Both (B) and (C)

26. In system hacking, which of the following is the most crucial activity?

    (A) Cracking passwords

    (B) Covering tracks

    (C) Information gathering

    (D) None of the above

27. Code Red is a type of :

    (A) A video editing software

    (B) A photo editing software

    (C) A video editing software

    (D) A computer virus

28. Hackers usually used the computer virus for_____ purpose.

    (A) To log, monitor each and every user's spote

    (B) To gain access the sensitive formation like user's Id and passwords

    (C) To corrupt the user's data stored in the computer system

    (D) All of the above

29. Which online communication tool is broadly utilized for public communication, particularly in mailing lists?

    (A) Whatsapp

    (B) Email

    (C) Skype

    (D) Line

30. GPS stands for:

    (A) Global Positioning System

    (B) Global Positioning Signal

    (C) Global Point Soution

    (D) Global Positioning Station

31. Popular social network for news are:

(A) Facebook

(B) Instagram

(C) X

(D) All of these

32. What is common among the following? Facebook, X, Instagram, Pintrest:

(A) All are social networking sites

(B) All are accessible from dark web

(C) All are news websites

(D) All are banned websites

33. The key difference between misinformation and disinofrmation receiver is-

(A) Intend to harm

(B) Effect to society

(C) Level of falseness

(D) None of the above

34. URL stands for:

(A) Universal Research List

(B) Universal Research Locator

(C) Uniform Resource Locator

(D) Universal Resource List

35. FTP stands for :

(A) Fast Transmission Processor

(B) File Transfer Protocol

(C) Fast Transmission Program

(D) Fast Text Processing

36. What is primary purpose of precis writing

(A) To include irrelevant details

(B) To add personal details

(C) To increase word count

(D) To summarize a passage

37. How does a precis differ from a summary?

(A) Precis focuses on the main ideas

(B) Precis omits the conclusion

(C) Precis includes personal opinions

(D) Precis is longer

38. Which is the primary goal of essay writing?

(A) Artistic expression

(B) Scientific expression

(C) Communication and expression of opinions

(D) Entertainment

39. The News presentation follows the certain guiding principles to maintain credibility and trust there are-

   (A) Objectivity

   (B) Accuracy and speed

   (C) Clarity and integrity

   (D) All of these

40. _____ Reporting involves real time broadcast from a location.

   (A) Live

   (B) Recorded

   (C) Both (A) and (B)

   (D) None of these

41. What is the purpose of Reporting?

   (A) To communicate information

   (B) To write only about it

   (C) To listen only about it

   (D) None of these

42. _____ gathering is the process by which journalists collect information to produce news stories:

   (A) Serials

   (B) News

   (C) Movies

   (D) All of these

43. What is the basic quality for a reporter?

   (A) Curiosity

   (B) Sense of fashion

   (C) Sense of eating

   (D) All of these

44. News reports inform the public about-

   (A) Current events of the day

   (B) Marriage events

   (C) Office events

   (D) None of these

45. What is Advertisement?

    (A) To promote a product or service

    (B) To promote a student in the class

    (C) To promote the family

    (D) None of these

46. Mention the names of print advertising-

    (A) Newspapers and magazines

    (B) Brochures and flyers

    (C) Billboards

    (D) All of these

47. Television and Radio are the parts of _____ advertising:

    (A) Print

    (B) Broadcast

    (C) Out door

    (D) Comparative

48. Advertising ethics mean-

    (A) Moral principles

    (B) Professional codes of conduct

    (C) Both (A) and (B)

    (D) None of these

49. What is the primary objective of a feature article in journalism?

    (A) To inform

    (B) To entertain

    (C) To persuade

    (D) All of these

50. What is the primary purpose of an obituary in feature writing?

    (A) To celebrate upcoming events

    (B) To highlight personal achievements

    (C) To announce a birth in the family

    (D) To commemorate the life and death of an individual

51. Which is not among the Principles of Mass Communication and Journalism?

   (A) Public Interest and Service

   (B) Fair Representation

   (C) Challenging Human Rights and Dignity

   (D) Avoiding Sensationalism

52. *'Precis'* is a _____ word which means precise or concise.

   (A) Russian

   (B) American

   (C) Latin

   (D) French

53. The type of personal essay which is often written in the first person to tell a story is usually known as...

   (A) Descriptive Essay

   (B) Expository Essay

   (C) Narrative Essay

   (D) Persuasive/Argumentative Essay

54. Which of the following is not among the elements of News Gathering?

   (A) Observation

   (B) Bullying

   (C) Interviewing

   (D) Online Sources

55. Which of the following is not among the feature writing?

   (A) Obituaries/Obits

   (B) Reviews

   (C) Columns

   (D) Rows

56. To think or talk about something again, in order to make changes to it or to make a decision about it is known as...

   (A) A trend story

   (B) A review

   (C) A column

   (D) A row

57. What does the organization and structure editing principle focus on?

(A) Correcting spelling error

(B) Arrangement of content in a logical manner

(C) Fact-checking

(D) None of these

58. A set of rules that govern all aspects of information communication are called-

(A) Server

(B) Protocol

(C) Newspaper

(D) Service

59. Why is audience awareness important in report writing?

(A) To tailor the report to their needs

(B) To ignore the expectations of the audience

(C) To increase verbosity

(D) To complicate the language

60. What is a crucial skill in radio presentation to convey emotions and emphasis?

(A) Staying updated

(B) Interview skills

(C) Technical proficiency

(D) Voice modulation

61. What does objectivity in news presentation require journalists to avoid?

(A) Speed in reporting

(B) Complex topics

(C) Personal opinions and bias

(D) Source verification

62. What adds drama and tension to a story making it more compelling for audience according to the mentioned news value?

(A) Conflict/Controversy

(B) Credibility

(C) Human interest

(D) Consequence/Significance

63. The word communication is derived from-

(A) Greek

(B) Latin

(C) French

(D) Roman

64. False, inaccurate, or misleading information that is shared without harmful intent is known as-

(A) Disinformation

(B) Misinformation

(C) Both of the above

(D) None of the above

65. 'Communication is the process of passing information and under standing from one person to another. Who has given this definition of communication?

(A) William Newman

(B) Chester Barnard

(C) Louis Allen

(D) Keith Davis

66. Complete the following statement choosing the correct option-

'_____ is the exchange of messages between people for the purpose of achieving common meanings'.

(A) Feedback

(B) Sender

(C) Communication

(D) Receiver

67. National Press Day is celebrated on:

(A) 16 August

(B) 16 September

(C) 16 October

(D) 16 November

68. Television was invented by:

(A) John Logie Baird

(B) James Maxwell

(C) Ambrose Fleming

(D) William B Shockley

69. Which is not a function of mass media?

(A) Socialization

(B) Surveillance

(C) Internalization

(D) Entertainment

70. What are the '5Ws' in journalism?

   (A) Who, What, Where, When, Why

   (B) Whose, Which, When, Where, Why

   (C) Words, Writing, Wisdom, Wonders, Wavelengths

   (D) Why, Who, What, Where, When

71. What is the primary function of leads in news reporting?

   (A) Providing background information

   (B) Outlining important details

   (C) Navigation aid for readers

   (D) Drawing the reader's focus

72. What is the primary role of headlines in news reporting?

   (A) Providing background information

   (B) Setting the tone for the article

   (C) Drawing the reader's focus and promoting readership

   (D) Establishing the geographical context

73. What is a key element for successful public speaking on online platforms?

   (A) Real-time interaction

   (B) Visual distractions

   (C) Long form conversation

   (D) Vocal expression

74. What is the first stage in news production in electronic media?

   (A) Script writing

   (B) Story identification and planning

   (C) Technical preparation

   (D) Research and gathering information

75. What distinguishes television news reporting from radio in terms of presentation style?

   (A) Story telling pace

   (B) Interview formats

   (C) Body language
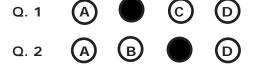
   (D) Verbal communication

Rough Work

4. Four alternative answers are mentioned for each question as A, B, C & D in the booklet. The candidate has to choose the most appropriate answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

Q. 1 (A) ● (C) (D)
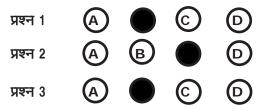
Q. 2 (A) (B) ● (D)

Q. 3 (A) ● (C) (D)

Illegible answers with cutting or over-writing or half filled circle will be cancelled.

5. In case the candidate does not fill the appropriate circle in the OMR Answer-Sheet and leave blank, 'Zero' mark will be given.

6. The candidate has to mark answers on the OMR Answer-Sheet with **black or blue ball point pen only** carefully as per directions.

7. **There will be no negative marking.**

8. Examinee must handover the OMR answer-sheet to the invigilator before leaving the examination hall.

9. Rough-work, if any, should be done on the blank page provided for the purpose at the end of booklet.

10. Write your Roll Number and other required details in the space provided on the title page of the booklet and on the OMR Answer-Sheet with ball point pen. **Do not use lead pencil.**

11. **To bring and use log-book, calculator, pager & cellular phone in examination hall is prohibited.**

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर A, B, C तथा D हैं। परीक्षार्थी को उन चारों विकल्पों में से एक सबसे सही अथवा सबसे उपयुक्त उत्तर छाँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार अंकित करना है :

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

अपठित उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उत्तर निरस्त कर दिया जाएगा।

5. यदि परीक्षार्थी OMR उत्तर-पत्रक में उपयुक्त गोले को नहीं भरता है और उत्तर-पत्रक को खाली छोड़ देता है, तो उसे 'शून्य' अंक प्रदान किया जाएगा।

6. अभ्यर्थी को प्रश्नों के उत्तर OMR उत्तर-पत्रक पर **केवल काले या नीले बाल प्वॉइंट पेन** से सतर्कतापूर्वक निर्देशानुसार अंकित करने होंगे।

7. **निगेटिव मार्किंग नहीं है।**

8. परीक्षार्थी OMR उत्तर-पत्रक परीक्षा भवन छोड़ने से पहले कक्ष निरीक्षक को सौंप दें।

9. कोई भी रफ-कार्य, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।

10. प्रश्न-पुस्तिका के मुख्य पृष्ठ पर तथा OMR उत्तर-पत्रक पर निर्धारित स्थान में अनुक्रमांक तथा अन्य विवरण बॉल प्वॉइंट पेन से ही भरें। **पेन्सिल का उपयोग न करें।**

11. **परीक्षा कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सैल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।**