

**QUESTION BOOKLET AND ANSWER KEY  
FOR RECRUITMENT TEST OF  
Media Manager  
Code 9.3  
HELD ON 9.12.2011**

1. 'ਸੋਹਲੇ ਗਾਉਣਾ' ਮੁਹਾਵਰੇ ਦਾ ਅਰਥ ਹੈ :  
(A) ਉੱਚੀ ਬੋਲਣਾ (B) ਸਿਫਤਾ ਕਰਨੀਆਂ (C) ਨਿੰਦਿਆ ਕਰਨੀ (D) ਖੁਸ਼ੀ ਦੇ ਗੀਤ ਗਾਉਣੇ
2. 'ਵਿਸਮਿਕ' ਵਾਕ ਹੁੰਦੇ ਹਨ :  
(A) ਜਿਹੜੇ ਉਦਾਸੀ, ਖੁਸ਼ੀ ਦੇ ਭਾਵਾਂ ਨੂੰ ਪ੍ਰਗਟ ਕਰਨ  
(B) ਜਿਹੜੇ ਉਦਾਸੀ, ਖੁਸ਼ੀ, ਗਮੀ, ਹੈਰਾਨੀ ਅਤੇ ਚਿੰਤਾ ਦੇ ਭਾਵ ਪ੍ਰਗਟ ਕਰਨ  
(C) ਜਿਹੜੇ ਕੇਵਲ ਖੁਸ਼ੀ ਦਾ ਸੰਕੇਤ ਕਰਨ  
(D) ਜਿਹੜੇ ਕੇਵਲ ਉਦਾਸੀ ਦੇ ਹੀ ਭਾਵ ਵਿਅਕਤ ਕਰਨ
3. ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਨੂੰ ਕਿੰਨੇ ਪ੍ਰਕਾਰ ਨਾਲ ਵੰਡਿਆ ਜਾਂਦਾ ਹੈ :  
(A) ਤਿੰਨ (B) ਚਾਰ (C) ਦੋ (D) ਪੰਜ
4. 'ਪੁਆਧੀ' ਕੀ ਹੈ ?  
(A) ਭਾਸ਼ਾ (B) ਖੇਤਰ (C) ਵਿਆਕਰਨ (D) ਉਪ-ਭਾਸ਼ਾ
5. ਪੰਜਾਬੀ ਵਿਆਕਰਨ ਅਨੁਸਾਰ 'ਕਿਉਂਕਿ' ਸ਼ਬਦ ਕੀ ਹੈ ?  
(A) ਯੋਜਕ (B) ਸੰਬੰਧਕ (C) ਧਾਤੂ (D) ਪੜਨਾਂਵ

**Directions Q.No. 6-8:-**

**Choose the correct synonym of the given word out of the four choices:**

6. **Grudge**  
A) Grievance (B) Greed (C) Gratitude (D) Gravity
7. **Impervious**  
A) Relevant (B) Invulnerable to (C) Impertinent (D) Permeable
8. **Imperious**  
A) Unaffected (B) Unhealthy (C) Commanding (D) Weak

**Directions Q.No. 9-10:-**

**Choose the correct opposite of the given word out of the four choices:**

9. **Impugn**  
A) Reject (B) Select (C) Indict (D) Support
10. **Impunity**  
A) Responsibility (B) Support (C) Correctness (D) Impudence
11. **Which part of the Ashoka's pillar at Sarnath has been taken for National Emblem of India?**  
A) central portion (B) bottom portion (C) capital (D) complete pillar
12. **India became \_\_\_\_\_ country to have acquired nuclear powered submarines.**  
A) sixth (B) fifth (C) fourth (D) third
13. **Match the following:**

1. FDI	a. N.K. Singh
2. Venture capital	b. Chandra Shekhar
3. Disinvestment	c. Tarapore
4. Capital Account convertibility	d. G.V. Rama Krishna
A) 1d, 2b, 3a, 4c	B) 1a, 2c, 3d, 4b
	C) 1d, 2c, 3a, 4b
	D) 1a, 2b, 3d, 4c

14. **While determining literacy rate, the age taken into account is**  
 A) + 1 years                      B) + 5 years                      C) + 6 years                      D) + 7 years
15. **Which of the following states is on the south-west of Punjab?**  
 A) Haryana                      B) Rajasthan                      C) Himachal Pradesh                      D) J and K
16. **Which one of the following statements is correct about Punjab?**  
 A) Punjab has 85% of its area under cultivation and 2.6% of cropped area of whole country  
 B) Punjab has 51% of its area under cultivation and 2.6% of cropped area of whole country  
 C) Punjab has 70% of its area under cultivation and 1.6% of cropped area of whole country  
 D) Punjab has 85% of its area under cultivation and 1.6% of cropped area of whole country
17. **Which three of the following rivers do not flow through Punjab?**  
 A) Satluj, Chenab, Jhelum                      B) Chenab, Jhelum, Ravi  
 C) Beas, Ravi, Jhelum                      D) Chenab, Ravi, Satluj
18. **An ad-valorem duty is tax basis of**  
 A) price of commodity                      B) value added  
 C) Unit of commodity                      D) advertisement expenses
19. **Which of the following does not have a common boundary with Bangladesh?**  
 A) Meghalaya                      B) Mizoram                      C) Tripura                      D) Arunachal Pradesh
20. **The first nuclear reactor of India is named**  
 A) Urvashi                      B) Apsara                      C) Kamini                      D) Rohini
21. **D. Udaya Kumar who designed symbol for Indian Rupee is**  
 A) IIT post-graduate                      B) IIT drop out  
 C) Diploma holder in designing from polytechnic                      D) MBA
22. **First Woman to climb Mount Everest is**  
 A) Santosh Yadav                      B) Dina Vakil                      C) Bachhendri Pal                      D) Anna Chandi
23. **How many members can the President of India nominate to Rajya Sabha?**  
 A) 2                      B) 10                      C) 12                      D) 8
24. **After retirement a judge can undertake private practice of law**  
 A) in the same court                      B) only in a lower court  
 C) where ever he/she wished                      D) in another court of the same level or higher court
25. **Who was Indian leader who opposed organisation of Indian National Congress in 1885 along with Raja Shiva Prasad of Benaras?**  
 A) Sayyid Ahmed Khan                      B) Badrudin Tyabji  
 C) Nawab Abdul Latif                      D) Mohammad Ali Jinnah
26. **The doctrine of Swadeshi was first preached \_\_\_\_\_ and to \_\_\_\_\_**  
 A) In 1866 ; save Indian economy  
 B) In 1866 ; generate feeling of patriotism  
 C) In 1870 ; protect Indian industries against slaughter of British Manufacturers  
 D) In 1876 ; create feeling of Indianization.

27. In which city did representatives from the countries of the world meet and create the first international agreement on global warming?
- A) Rio de Janeiro, Brazil                      B) Paris, France  
C) Kyoto, Japan                                  D) Kuala Lumpur, Malaysia

28. Match the following:

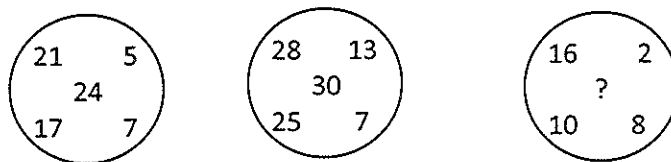
- | I                 |                   | II                |                   |
|-------------------|-------------------|-------------------|-------------------|
| 1. Malaria        |                   | a. Bone Marrow    |                   |
| 2. Filariasis     |                   | b. Brain          |                   |
| 3. Encephalitis   |                   | c. Blood Cell     |                   |
| 4. Leukemia       |                   | d. Lymph node     |                   |
| A) 1c, 2d, 3b, 4a | B) 1c, 2d, 3a, 4b | C) 1c, 2b, 3d, 4a | D) 1a, 2b, 3c, 4d |

29. The Earth is third planet from the Sun and is located between
- A) Venus and Mars                                  B) Mars and Jupiter  
C) Venus and Jupiter                                D) Mercury and Venus

30. 'Boston Tea Party' is associated with the
- A) French Revolution                                B) Russian Revolution  
C) American Independence                        D) Independence of Egypt

31. On the basis of following statement, which assumptions are implicit.  
Statement: "I want to present a book on techniques of yoga to Ajay on his birthday," said A.  
Assumptions: i) A will be invited by Ajay on his birthday  
ii) The person to whom the book is to be presented, is not keeping good health  
iii) Book is an acceptable gift for birthday
- A) all are implicit                                    B) only i and ii are implicit  
C) only ii and iii are implicit                    D) only i and iii are implicit

32. Which number in the third set will replace the question mark



- A) 24                                      B) 30                                      C) 36                                      D) 40

33. In a group of persons travelling in a bus, 6 persons can speak French, 15 can speak Spanish and 6 can speak English. In that group none can speak any other language. If 2 persons in the group can speak two languages and one person can speak all the three languages, then how many persons are there in the group
- A) 21                                      B) 22                                      C) 23                                      D) 24

Directions: on the basis of following informations, find the correct conclusions in Q. No. 34-35.

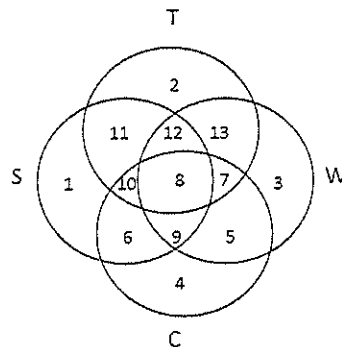
- 'X \$ Y' means 'X' is not greater than 'Y'  
'X # Y' means 'X' is neither greater than nor smaller than 'Y'  
'X % Y' means 'X' is not smaller than 'Y'  
'X \* Y' means 'X' is neither smaller than nor equal to 'Y'  
'X @ Y' means 'X' is neither greater than nor equal to 'Y'

34. **Statements:** D \$ K, H \* B, K @ H  
**Conclusions:** I B % K                      II B @K                      III H \* D  
 A) Only I and II are true                      B) only I and III are true  
 C) all I, II and III are true                      D) none of these is true
35. **Statements:** F # M, M \* J, P % F  
**Conclusions:** I P \* J                      II P % J                      III P # M  
 A) only I is true                      B) only I and II are true  
 C) only I and III are true                      D) one of these is true
36. A monkey climbs 30 feet at the beginning of each hour and rests for a while when he slips back 20 feet before he again starts climbing at the beginning of next hour. If he begins his ascent at 8 a.m., at what time will he first touch flat at 120 feet high from the ground.  
 A) 4 p.m.                      B) 5 p.m.                      C) 6 p.m.                      D) none of these
37. In a row of 40 boys, Satish was shifted 10 places to the right of Rohan and Kewal was shifted 10 places to the left of Vilas. If Vilas was 26<sup>th</sup> from left and there were three boys between Kewal and Satish after shifting, what was the position of Rohan in the row?  
 A) 10<sup>th</sup> from the right end                      B) 10<sup>th</sup> from the left end  
 C) 39<sup>th</sup> from the right end                      D) data inadequate

**Directions:** On the basis of following digit-letter-symbol sequence, answer Q.Nos. 38-39.  
 R \* T J L 2 \$ D = M # 8 C % B < K 1 + A W ? P E ÷ Q @ 7 F 6

38. Which of the following is 6<sup>th</sup> to the left of 18<sup>th</sup> element from the left end?  
 A) %                      B) C                      C) 1                      D) 8
39. If the first fifteen elements in the above sequence are written in reverse order, then which of the following will be 21<sup>st</sup> from the right end?  
 A) 2                      B) \$                      C) =                      D) L
40. If you pick up from English alphabets, the 6<sup>th</sup> and 14<sup>th</sup> letters from right end and then pick up 5<sup>th</sup> and 20<sup>th</sup> letters from the left end and form a meaningful word. What is the 1<sup>st</sup> letter of that word?  
 A) E                      B) M  
 C) no word can be formed                      D) more than one word can be formed

**Study the following diagram and answer Q.Nos. 41-43**



- i) Circle S stands for households having scooter
- ii) Circle T stands for households having a TV set
- iii) Circle W stands for households having a washing machine
- iv) circle C stands for households having a Car



51. Which one of the following is not a phase of the diffusion process propounded by Everett M Rogers?  
 A) Trial                      B) Evaluation                      C) Awareness                      D) Cogitation
52. According to Wilbur Schramm, which one of the following is a value-free asset?  
 A) Culture                      B) Religion                      C) Technology                      D) None of these
53. The opinion of a large proportion of the masses is valuable in  
 A) A non-participant society                      B) A participant society  
 C) Both (B) and (C)                      D) None of (B) and (C)
54. Internationalisation of the media has led to  
 A) Polarisation of cultures  
 B) Homogenisation of cultures  
 C) Chaos within the culture of a society due to the attacks on its values  
 D) None of these
55. Which is the most effective communication model that identifies the source, message, content, channel, audience etc?  
 A) Brown Model                      B) Harold Lasswell model  
 C) Donne Honey model                      D) None of the above
56. Which is the non-probability technique used in survey research?  
 A) Accidental sample                      B) Quota sample  
 C) Purposive sample                      D) All the above
57. Which of the following is a measure of central tendency?  
 A) Geometric mean                      B) Mode                      C) Median                      D) All of the above
58. Books and records are the primary sources of data in  
 A) Historical research                      B) Participatory research  
 C) Clinical research                      D) Laboratory research
59. Copy-testing techniques are a part of  
 A) Media research  
 B) Target audience analysis  
 C) Message research  
 D) Evaluation of advertising effectiveness (post-test-techniques)
60. What has made it possible to beam programme across frontiers to different parts of the world?  
 A) Short wave                      B) Medium wave  
 C) Only long wave                      D) Shot wave and Long wave broadcasting
61. Which committee recommended separation of AIR & Television?  
 A) Chanda Committee                      B) Verghese Committee  
 C) Joshi Committee                      D) None of these
62. What is a sound byte?  
 A) It is a digital audio signal that identifies a TV or radio station  
 B) It is the first line of a TV announcer when he faces the camera in a line programme  
 C) It is quotation used on radio or TV to express an idea  
 D) It is the audio command given by the TV/radio producer to the TV newscaster.

63. **Radio and TV are the examples of**  
 A) Group communication  
 B) Interpersonal communication  
 C) Human communication  
 D) Mediated communication
64. **What is the modus operandi of TAM?**  
 A) It measures the number of households connected to CATV  
 B) It uses the measurement of the frequency of viewing of a channel in a panel home  
 C) It adds up the number of household connected to C & S system and thus, calculates the reach of a TV station through this figure.  
 D) None of these
65. **When the TV announcer explains the event even as the VTR rolls to broadcast the event, the action of the TV announcer is called**  
 A) Line cover  
 B) Voice cover  
 C) Audio Back-up  
 D) Line audio
66. **Public Relations aim to build a favourable opinion. This can be achieved by**  
 A) Giving eloquent speeches  
 B) Increasing production  
 C) Genuine action & honest communication  
 D) Advertising
67. **The messages for different publics of the same organization have to be framed differently because**  
 A) It is better that they remain distant from each other  
 B) Their capacity to understand differs  
 C) Their interests and information needs are different  
 D) They deserve different-levels of treatment
68. **Advertising has been criticized because**  
 A) It motivates consumers to try new products  
 B) It generates the demand not needed by consumers  
 C) It is high profile and glossy and therefore, it enthrals to win consumers  
 D) All the above
69. **According to Maslow's theory of needs hierarchy**  
 A) Higher order needs would be satisfied first  
 B) Lower order needs would be satisfied first  
 C) There is no pattern of satisfaction of needs of an individual  
 D) Needs and wants are one and the same thing
70. **'Development' advertising is the form of**  
 A) Classified Advertising  
 B) Institutional Advertising  
 C) Public service Advertising  
 D) Product Advertising
71. **A condition or characteristics that can take on different values or categories is called \_\_\_\_\_**  
 A) A constant  
 B) A variable  
 C) A cause-and-effect relationship  
 D) A descriptive
72. **What is the problem(s) with this set of response categories to the question "What is your current age?"**  
 1-5 Years; 5-10 Years; 10-20 Years; ;20-30 Years; 30-40 Years  
 A) The categories are not mutually exclusive  
 B) The categories are not exhaustive  
 C) Both a and b are problems  
 D) There is no problem with the above set of response categories



73. **The researcher has secretly placed him or herself (as a member) in the group that is being studied. This researcher may be which of the following?**  
 A) A complete participant  
 B) An observer-as-participant  
 C) A participant-as-observer  
 D) None of the above
74. **When conducting an interview, asking “Anything else? What do you mean? Why do you feel that way?” etc, are all forms of:**  
 A) Contingency questions  
 B) Probes  
 C) Protocols  
 D) Response categories
75. **‘Social Microscope’ is a descriptive term for which research method?**  
 A) Case study  
 B) Content analysis  
 C) Survey  
 D) Field Experiment
76. **‘All bark and no bite’, is a criticism levelled against**  
 A) Bar council of India  
 B) Press council of India  
 C) Civil Service Council of India  
 D) Medical Council of India
77. **The term ‘Fourth Estate’ is believed to have been first used by**  
 A) Joseph Pulitzer  
 B) William Randolph Hearst  
 C) Edmund Burke  
 D) Thomas Carlyle
78. **Informal Communication Networking within the organization is known as:**  
 A) Grapevine communication  
 B) Interpersonal communication  
 C) Man communication  
 D) Intrapersonal communication
79. **The present chairman of the Press Council of India**  
 A) Justice PB Sawant  
 B) Justice G.N.Roy  
 C) Justice Bhagwati  
 D) Justice Markandey Katju
80. **In journalism and public relations, an ‘Embargo’ is an agreement or request that**  
 A) A news organization refrain from reporting certain information supplied in advance until a specified date and/or time  
 B) The information supplied be published immediately  
 C) The information supplied in advance be published after a week  
 D) None of the above
81. **Which script is the combination of sound byte and stand up?**  
 A) Package  
 B) Talking heads  
 C) Voice over  
 D) Supers
82. **Who is the present chairman of News Broadcasting Standards Authority?**  
 A) Justice J.S.Verma  
 B) Justice G.N.Roy  
 C) Justice Bhagwati  
 D) Justice Markandey Katju
83. **Edward Louis Bernays and Ivy Lee are known to be the pioneers in the field of**  
 A) Advertising  
 B) Propaganda  
 C) Public Relations  
 D) Both B and C
84. **Which of the following is known as the listening phase of PR process**  
 A) Fact finding and feedback  
 B) Planning and Programming  
 C) Communication and action  
 D) Evaluation

85. **Choose the correct set of components of the marketing mix**  
 A) Product, Price, Place, Promotion  
 B) Product, Public, Personal selling, Package  
 C) Personal selling, Packaging, Promotion, Place  
 D) People, Place, Product, Package
86. **Choose the correct sequence in the Maslow's hierarchy of needs and wants**  
 A) Self Esteem needs, Love Needs, Safety Needs, Physiological Needs, Self Actualization needs  
 B) Physiological Needs, Safety Needs, Love Needs, Self Esteem Needs, Self Actualization needs  
 C) Safety Needs, Love Needs, Self Esteem, Physiological Needs, Self Actualization  
 D) Physiological Needs, Safety Needs, Love Needs, Self Actualization, Self Esteem needs
87. **Mahatma Gandhi started a newspaper called**  
 A) Hariman                      B) Harijan                      C) Hariatma                      D) Hari Hari
88. **Sambad Kaumudi is the name of**  
 A) A play by Girish Karnad  
 B) A newspaper by Raja Ram Mohan Roy  
 C) A magazine by Amrit Bazaar Patrika group  
 D) A film by Shyam Benegal
89. **Arun Purie is the Chairman of which Indian media conglomerate?**  
 A) Times of India      B) Living Media      C) India TV      D) IBN 7
90. **The sting operation carried out by the website www.tehelka.com is known as**  
 A) Operation Bluestar                      B) Operation Khatra  
 C) Operation West End                      D) Operation East End
91. **The 1990's brought globalisation, and created media conglomerates like Disney, Viacom, and Sony leading to**  
 A) Ownership convergence                      B) Joint ownership  
 C) Cross media ownership                      D) Internet revolution
92. **'Down to Earth' is a niche publication about**  
 A) Development news                      B) Environment news  
 C) Rural development                      D) Agriculture and horticulture
93. **'Medium is the message'. Who gave this famous quote?**  
 A) Noam Chomsky                      B) Marshall McLuhan  
 C) Everett Rogers                      D) Harold Lasswell
94. **News editor decides upon the details of illustrating a page with pictures in collaboration with**  
 A) Graphic designer                      B) Graphics editor  
 C) Picture editor                      D) Layout editor
95. **A blending of ..... and ..... produces the best possible publication product.**  
 A) Reporting & editing                      B) Content & design  
 C) Text & graphics                      D) Typography & space

96. **Cut-off time is the time within which**  
A) The printer has to order stationery  
B) The journalist has to select news for publication  
C) The news editor briefs the chief sub editor  
D) The editor has to complete his/her job
97. **A dummy is**  
A) A prototype layout  
B) A two-dimensional A prototype layout  
C) A three-dimensional A prototype layout  
D) All of the above
98. **The adjoining inner margins of two facing printed pages is known as**  
A) Gutter                      B) Column rule              C) Margins                      D) Native format
99. **Mahadev Govind Ranade was a bold advocate of**  
A) Sati pratha              B) Dowry system              C) Freedom of Press      D) Social reform
100. **The term “social marketing” was coined in 1971 by**  
A) Kotler              B) Zaltman              C) (a) and (b), both              D) None of the above

\*\*\*\*\*

## Key 9.3

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