

**HIMACHAL PRADESH
PUBLIC SERVICE COMMISSION**

**SCREENING TEST (OBJECTIVE TYPE) FOR THE POST OF ASSISTANT
PUBLIC RELATIONS OFFICER, CLASS-II (NON-GAZETTED) IN THE
DEPARTMENT OF INFORMATION & PUBLIC RELATIONS, H.P.**

TIME ALLOWED: 2.00 HOURS
(All questions carry equal marks)

MAX. MARKS:100

Write your Roll No.

1. Mirut-ul Akbar was started by
 - a) M.A.K. Azad
 - b) M.A. Zinba
 - c) Raja Ram Mohan Roy
 - d) Dr. Zakir Hussain

2. The Joshi Working Group was appointed to report on
 - a) Autonomy to AIR and DD
 - b) Commercialization of Vividh Bharati
 - c) Functioning of Samachar
 - d) Software for Doordarshan

3. Which of the following is not an essential news story element?
 - a) Accuracy
 - b) Attribution
 - c) Fairness
 - d) Depth

4. Which of the statements is incorrect?
 - a) Publicity is media's reporting of an organizer's event based on its news value
 - b) Propaganda may be based on false claims
 - c) Advertising is non-personal communication
 - d) Public Relations is forcing the public to accept the organization's line of action.

5. The first graphic browser 'Mosaic' was developed by
 - a) Marc Andreessen
 - b) Tim Burners-Lee
 - c) Vinton Cerf
 - d) Bill Gates

6. The term 'Public Relations' was coined by
 - a) Edward Bernays
 - b) Ivy Lee
 - c) Thomas Jefferson
 - d) Scot M. Cutlip

7. DAVP stands for
- Division of audio-visual publicity
 - Directorate of advertising and visual publicity
 - Department of Audiovisual publicity
 - Directorate of audio visual publicity
8. Which of the following is not a legitimate function of the Registrar of Newspapers for India?
- Issue certificates of registration to newspaper published under valid declaration
 - Maintain a register of all newspapers and periodical published in India
 - Submit to the government annual report on the state of the Indian press
 - To ensure high standards of ethics in journalism
9. The Press council of India comprise of :
- 25 members and a chairman
 - 25 members including the chairman
 - 28 members and a chairman
 - 28 members including the chairman
10. The national channel of doordarshan was launched in the year
- 1982
 - 1983
 - 1984
 - 1980
11. Which of the following is not a recommendation of the first press commission?
- Setting of the Office of the Registrar of Newspapers for India
 - Establishment of Press Council of India
 - Enactment of a Newspaper Price-page schedule
 - Enactment of legislation to curb the influence of foreign money on the press
12. The First Chairman of the Prasar Bharati (Broadcasting Corporation) of India was
- Kuldip Nayar
 - P.B. Sawant
 - Nikhil Chakraborty
 - M.V. Kamath

13. Which of the following is not a publication of the Bennet Coleman and Co.Ltd?
- a) Economic Times
 - b) The Times of India
 - c) Film fare
 - d) The Week
14. The Film certification appellate tribunal located at:
- a) Bombay
 - b) New Delhi
 - c) Pune
 - d) Chennai
15. During whose tenure Information and Broadcasting Minister the Prasar Bharati (Broadcasting Corporation) of India came into existence
- a) K.P. Singh Deo
 - b) Sushma Swaraj
 - c) S. Jaypal Reddy
 - d) Rabi Shankar Prasad
16. Which of the following journals is published by the IIMC?
- a) Mass Communication
 - b) Communicator
 - c) Journal of communication studies
 - d) Communication to day
17. Who was the founder of Al Hilal
- a) Maulana Abul Kalam Azad
 - b) Mohd Ali Jinah
 - b) Raja Ram Mohan Roy

18. Who Founded the Statesman?
- a) Raja Ram Mohan Roy
 - b) Motilal Nehru
 - c) Robert Knight
 - d) Surendra Nath Banerjee
19. Which of the following newspapers was not published by Mahatma Gandhi?
- a) Young India
 - b) National Herald
 - c) Harijan
 - d) Nav Jivan
20. During the national emergency all the four news agencies in operation in India were merged together into one news agency and was named as
- a) PTI
 - b) UNI
 - c) Samachar
 - d) API
21. A Newspaper chain means
- a) Publication of more than one newspaper from different places by the same publisher
 - b) Publication of more than one newspaper from the same place by the same publisher
 - c) Publication of more than one newspaper from the same place by different publishers
 - d) None of the above
22. Which is Syam Benegal's first film?
- a) Ankur
 - b) Nishant
 - c) Manthan
 - d) Bhumika

23. Which of the following is not an element of news?
- a) Proximity
 - b) Timeliness
 - c) Human interest
 - d) Depth in reporting
24. In inverted pyramid style importance of the facts in a news story
- a) Decrease from top to bottom
 - b) Increases from top to bottom
 - c) Remains the same from top to bottom
 - d) None of these is correct
25. The credo of the Press 'comment is free but facts are sacred' was proclaimed by
- a) Joseph Pulitzer
 - b) C.P. Scot
 - c) W.T. Stead
 - d) John Walter-II
26. 100 people died in a blast near the national Library in Calcutta this morning. This is a
- a) Hard news story
 - b) soft news
 - c) Neither hard nor soft News
 - d) Both hard and soft news
27. The Bengal Gazette was started in the year
- a) 1780
 - b) 1680
 - c) 1878
 - d) 1781
28. The Vernacular Press Act 1878 aimed to:
- a) Place newspaper published in Indian languages under better control
 - b) Grant greater freedom to the Indian language press
 - c) Promote the growth of Indian Language Press
 - d) None of the above

29. Reasonable restrictions on freedom of speech and expression has been provided in the Constitution under article

- a) 19 (1)
- b) 19 (2)
- c) 19 (3)
- d) 19(5)

30. The Mathew Commission submitted its report in the year

- a) 1954
- b) 1965
- c) 1978
- d) 1982

31. Which of the following is not a function of mass media?

- a) Information
- b) Surveillance
- c) Comprehension
- d) Correlation

32. 'Many voices, one world' was the title of the report submitted by

- a) Mac Bride commission
- b) Mathew commission
- c) 1st press commission
- d) Hutchins commission

33. Which one of the following is not an essential element of 'advertising'?

- a) Paid Form
- b) Identified Sponsoror
- c) Aesthetic Design
- d) Persuasive Communication

34. Nora Quebral was associated with

- a) Investigative reporting
- b) Film theory
- c) Development communication
- d) Advertising

35. The basic job of an 'Account Executive' of an Ad Agency is to :
- Manage the financiers of the clients
 - Create effective advertisements for the agency
 - Strengthen relationship between the agency and the client
 - Financing and accounting control of the agency
36. The IPRA code of ethics known as the 'Code of Athens' was adopted in the year
- 1958
 - 1961
 - 1965
 - 1968
37. CDMA stands for
- Cellular digital message access
 - Code division multiple access
 - Cellular digital multiple access
 - Cell division message access
38. The Worldwide Web (WWW) was invented by
- Vinton Cerf
 - Marc Andreessen
 - Tim Burners -Lee
 - Bob Kahn
39. The Bombay Times was renamed as the 'Times of India' in the year
- 1861
 - 1868
 - 1838
 - 1938
40. Daniel Pearl, the journalist assassinated during the Afghan war in 2002 was a reporter of
- The Washington Post
 - The Times
 - The Wall Street Journal
 - The Newsweek
41. Who among the following was recently appointed as the chairperson of the Children's' Film Society of India replacing Nafisa Ali:
- Sabita Azmi
 - Sharmila Tagore

- c) Raveena Tandon
 - d) Nandita Das
42. The Television programme scheduling practice of screening certain programmes five or six days in a row at exactly the same time is known as
- a) Stripping
 - b) Blunting
 - c) Bridging
 - d) Checker boarding
43. Which of the following is not a publishing software
- a) Page maker
 - b) Quark Xpress
 - c) MS publisher
 - d) AVID Express
44. The '*Media Asia*' is published from
- a) Singapore
 - b) Hongkong
 - c) Malaysia
 - d) India
45. SMCR model was developed by
- a) David K. Berlo
 - b) Wilbur Schramm
 - c) Thomas Jacobson
 - d) Shirley A. White
46. The cultivation theory was developed by
- a) George Gerbner
 - b) L.A. Festinger
 - c) Wilbur Schramm
 - d) Denis McQuail
47. The book '*Mass Media and National Development*' was written by
- a) Dennis McQuail
 - b) Wilbur Schramm
 - c) Bella Mody
 - d) S.R. Melkote
48. The terms '*hot media*' , '*cold media*' was coined by
- a) Marshal McLuhan
 - b) Wilbur Schramm
 - c) Thomas Jacobson

- d) Westley and McLean
49. Kuldeep Nayar Committee was appointed by the Government to examine the functioning of:
- The press
 - News agency
 - All india radio
 - Doordarshan
50. Who produced the first talkie film in India
- Ardesir Irani
 - Dada sahib Phalke
 - V. shantaram
 - Baburao Painter
51. The SITE experiment was conducted during
- 1975-76
 - 1977-78
 - 1980-81
 - 1981-82
52. India's 1st TV soap-opera screened on Doordarshan was
- Hum Log
 - Buniyad
 - Kahani Ghar Ghar Ki
 - Kyun Ki Shash Bhi Kabhi BqjaThi
53. Radio Broadcasting in India was renamed as All India Radio in the year
- 1923
 - 1930
 - 1936
 - 1957
54. The Audit Bureau of Circulation (ABC) primarily engages itself in
- Compilation and publication of authentic circulation data of member newspapers
 - Fixes advertising rates for newspapers
 - Promotes newspaper advertising
 - Enforces ethical stands in newspaper advertising

55. A theory of the media which owes its origin to the American Commission on Freedom of the press (Hutchins commission) is
- Free press theory/ libertarian theory
 - Social Responsibility theory
 - Authoritarian theory
 - Democratic participant media theory
56. The Principal proponent of the catharsis theory, which advocates that exposure to violent TV content decreases the probability of violent behavior by TV viewers is
- Albert Bandura
 - Seymour Feshback
 - Wilbur Schramm
 - Siebert
57. The Press Council of India which serves as a watch dog over standards of journalism, and maintains the freedom of the press against unwanted intrusion is a
- Statutory body
 - Voluntary body
 - Professional body
 - None of these
58. The committee which nominates the Chairman of the Press Council of India comprises
- Chairman Raja Sabha, Speaker of Lok Sabha, and a member nominated by the Council
 - Chairman Raja Sabha, Speaker of Lok Sabha, and Chief Justice of India
 - Prime Minister, Speaker of Lok Sabha, and a member nominated by the council
 - Chief Justice of India, Speaker of Lok Sabha, and prime Minister of India
59. BBC was established by
- Sir John Reith
 - Sir John Coatman
 - Lionel Fielden
 - Rupert Murdoch
60. The spiral of silence theory was developed by
- Elizabeth Noelle-Neumann
 - Albert Bandura
 - Seymour Feshback
 - Westley and McLean

61. The Passing of Traditional Society: Modernizing the middle east: was written by
- Walbur Schramm
 - E.M. Rogers
 - Daniel Lerner
 - S.R. Melkate
62. Secondary School Television Project was launched in the following year.
- 1960
 - 1961
 - 1964
 - 1966
63. "Giddan" is a popular folk dance of
- Uttar Pradesh
 - Panjab
 - Kerala
 - Andhra Pradesh
64. UNESCO recommended a minimum of newspapers per 100 persons
- 5
 - 10
 - 15
 - 20
65. Elihu Katz is associated with the following theory
- Uses and gratifications
 - Play theory
 - Agenda setting
 - Spiral of Silence
66. The term development communication was coined by
- Nora Quebral
 - Wilbur schramm
 - E.M. Rogers
 - Daniel Lerner
67. World Information Society Day is being celebrated every year on
- 17th May
 - 1st May
 - 2nd November
 - 3rd December
68. SITE was conducted in which of the following states:
- Andhra Pradesh Karnataka Orissa, Bihar, Madhya Pradesh, Rajasthan
 - Andhra Pradesh, Kerala, Orissa, Bihar, Madhya Pradesh, Rajasthan
 - Andhra Pradesh, Tamil Nadu, Orissa, Bihar, Madhya Pradesh, Rajasthan
 - Andhra Pradesh, Karnataka, Orissa, Bihar, Madhya Pradesh, Rajasthan

69. The phrase soft Power was coined by
- Joseph Nye
 - Marshal Mc. Huan
 - Noam Chomsky
 - Antonio Gramsci
70. The first Indian fiction film "pundalik" was released in the following year
- 1905
 - 1906
 - 1908
 - 1912
71. Indian Peoples Theatre Association was founded in the year
- 1943
 - 1951
 - 1952
 - 1945
72. Which of the following was the first India's colour film
- Kisan banya
 - Alam Ara
 - Anarkali
 - Pratibha
73. The first international film festival of India was held in
- 1950
 - 1952
 - 1954
 - 1956
74. Apu Trilogy is associated with
- Bimal Roy
 - Satyajit Ray
 - Govind Nihalani
 - Aparna Sen
75. The best film critic award for the year 2008 was awarded to
- V.K. Joseph
 - G.P. Rama Chandran
 - Firoz Rangoonwala
 - Nikhat Kazmi

76. National Film Awards was established in the year
- 1950
 - 1952
 - 1954
 - 1956
77. Who among the following gives away the national film awards
- The President
 - The Prime Minister
 - The Vice President
 - The I & B Minister
78. The term of office for the chairman of the CBFC is
- 3 years
 - 5 years
 - 4 years
 - 2 years
79. Rudali is directed by
- Kalpana Lazmi
 - Aparna Sen
 - Shekar Kapoor
 - Shyam Benegal
80. Nargis Dutt award is given to the best feature film on
- National Integration
 - Women's empowerment
 - Best Health Promotion
 - Cancer Cause Film
81. "The Treaty of Versailles" ended the :
- Korean War
 - French Revolution
 - World War II
 - World War I
82. Who was Idi Amin ?
- Dictator of Burma
 - Dictator of Brazil
 - Dictator of Uganda
 - President of Zambia

83. The Capital of Angola is :
 (a) Luanda
 (b) Porto Novo
 (c) Gaborone
 (d) Bengui
84. When did Russia sent its troop to Afghanistan?
 (a) 1974
 (b) 1979
 (c) 1964
 (d) 1984
85. Guild Socialism has its birth in :
 (a) America
 (b) Germany
 (c) Britain
 (d) Italy
86. Who described the Quit India Movement, 1942 as "by far the most serious rebellion since that of 1857 First war of Independence"?
 (a) Lord Curzon
 (b) Lord Linlithgow
 (c) Lord Mountbatten
 (d) Lord Lytton
87. Who was the first Chief Election Commissioner of India?
 (a) R.K. Trivedi
 (b) S.P. Sen Verma
 (c) Sukumar Sen
 (d) T.N. Seshan
88. Which article lays down that there shall be a Public Service Commission for the Union?
 (a) Article 315
 (b) Article 364
 (c) Article 210
 (d) Article 329
89. How many banks were nationalized in 1969?
 (a) 18
 (b) 14
 (c) 11
 (d) 16
90. Palk strait separates:
 (a) India from Bangladesh
 (b) India from Burma
 (c) India from Sri Lanka
 (d) Pakistan and Iran
91. Where is the biggest Fish breeding centre located?
 (a) Deoli (Bilaspur)
 (b) Patli- Kullh (Kullu)
 (c) Chirgaon (Shimla)
 (d) Renuka (Sirmour)
92. The total number of seats in Himachal Pradesh Vidhan Sabha in 1952 was :
 (a) 60
 (b) 68
 (c) 36
 (d) 30
93. Ladarcha Fair is held annually at :
 (a) Kugti
 (b) Kibber
 (c) Keylong
 (d) Sanku

94. Which lake is dotted with floating Islands?
(a) Renuka
(b) Chander Tal
(c) Mani Mahesa
(d) Riwalsar
95. Mahima Public Library built in 1926 A.D. is in :
(a) Chamba
(b) Nahan
(c) Shimla
(d) Solan
96. Who was the first lady Governor of Himachal Pradesh?
(a) Prabha Rau
(b) Sheela Kaul
(c) Girija Vyas
(d) None of the above
97. Guler princely State Capital was at:
(a) Nurpur
(b) Palampur
(c) Nagrota
(d) Haripur
98. Who was the last Raja of Kullu, who bore the surname of Pal and probably ruled till 1450 A.D.?
(a) Kailash Pal
(b) Mahi Pal
(c) Narad Pal
(d) Nisudan Pal
99. Tirthan Sanctuary is in district?
(a) Sirmour
(b) Chamba
(c) Kullu
(d) Shimla
100. The State flower of Himachal Pradesh is :
(a) Pink Rhododendron
(b) Tulips
(c) Gladiolus
(d) Chrysanthemums