K4 ✻

THIS SHEET TO BE DETACHED/TORN OFF AND RETAINED BY INVIGILATOR ON COMPLETION OF EXAM / परीक्षा की पूर्ति पर इस पन्ने को अलग करके/काटके निरीक्षक द्वारा रखा जाए

Duration : (1½ Hours / 90 Minutes) समय : (1½ घंटे / 90 मिनट)	Exam Code : परीक्षा कोड : **MSC006**
No. of Pages / पृष्ठों की संख्या : **152**	Total Marks / कुल अंक : **100**
Roll No. : अनुक्रमांक:	Question Booklet No. : प्रश्न-पुस्तिका संख्या : 1000849
Date of Examination : परीक्षा तिथि :	OMR Answer sheet No. OMR उत्तर शीट क्र.
Candidate's Name / परीक्षार्थी का नाम *** As given in application form / आवेदन पत्र में दिये गये अनुसार ***	Candidate's Signature / परीक्षार्थी का हस्ताक्षर

CANDIDATE SHOULD OPEN THE SEALS ONLY AFTER THEY ARE ASKED TO DO SO.

परीक्षार्थी निर्देश मिलने पर ही सील खोलें।

The question paper is made up of the following sections as tabulated below :
निम्न तालिका में दर्शाये अनुसार, इस प्रश्न पत्र को निम्नलिखित भागों में विभाजित किया गया है :

Section/भाग	Language/भाषा	No. of Questions/प्रश्नों की संख्या	Pages/पृष्ठ	
			From/से	To/तक
Section - I	English	100	14	25
Section - II	Hindi/हिन्दी	100	26	38
Section - III	Urdu/اردو	100	39	53
Section - IV	Bengali/বাংলা	100	54	66
Section - V	Gujarati/ગુજરાતી	100	67	79
Section - VI	Odia/ଓଡ଼ିଆ	100	80	93
Section - VII	Marathi/मराठी	100	94	106
Section - VIII	Telugu/తెలుగు	100	107	121
Section - IX	Tamil/தமிழ்	100	122	136
Section - X	Kannada/ಕನ್ನಡ	100	137	150

English Paragraph : "All the details given by me in the Application Form are true and complete to the best of my knowledge. I understand that I may be issued with Call letter for the exam on the basis of above information and mere issue of Call letter will not confer on me any right to be eligible for the post. I also understand that in case any of my statements are found to be untrue at any stage of recruitment or thereafter, I shall be disqualified forthwith for the post applied for and I shall be liable for any other penal action under the extant rules."

हिन्दी पैराग्राफ : "आवेदन पत्र में मेरे द्वारा दिये गये सभी विवरण मेरी अधिकतम जानकारी के अनुसार सत्य और पूर्ण हैं। मैं समझता/समझती हूँ कि मुझे परीक्षा के लिए उपर्युक्त सूचना के आधार पर बुलावा पत्र जारी किया जाएगा और केवल बुलावा पत्र जारी करना पद के लिए पात्र होने का मुझे कोई अधिकार नहीं देता है। मैं यह भी समझता/समझती हूँ कि यदि मेरा विवरण भर्ती के किसी चरण पर या तत्पश्चात् असत्य पाया जाता है, तो मैं आवेदित पद के लिए तत्काल निरर्हक हो जाऊंगा/जाऊंगी और मुझ पर लागू नियमों के तहत कोई अन्य दंडात्मक कार्रवाई की जाएगी"।

Signature of the Invigilator / निरीक्षक के हस्ताक्षर

Cut here — परीक्षा की पूर्ति पर यहाँ काटें — Cut here on completion of exam

INSTRUCTIONS

(Please read carefully and comply)

1. Kindly read the complete set of instructions carefully and also see the instructions on the back side of the OMR Answer Sheet and fill the details in the OMR Answer Sheet and Question Booklet.

2. One paragraph each in Hindi and English is given in page **1**. Copying of the paragraph in the space provided in the OMR Answer Sheet (in the language as filled in the application form either in Hindi or English) in your running hand is **compulsory**. DO NOT USE **BLOCK** LETTERS.

3. (a) Question Booklet Serial No. must clearly be written and marked in the bubbles in the space provided in the OMR Answer Sheet.

   (b) OMR Sheet No. should be written in the space provided in the Question Booklet.

4. After being instructed to open the Booklet, the candidates will open the seals. It is the responsibility of the candidate to check and ensure that the booklet contains **100** questions and start the paper from page no. **14**.

5. The question paper comprises 100 questions and are available in congruent versions of English, Hindi, Urdu, Bengali, Gujarati, Odia, Marathi, Telugu, Tamil and Kannada languages. **In case of any doubt or confusion, English version shall prevail.**

6. All questions are of Objective type. There is only one correct answer to each question carrying one mark. There will be negative marking for wrong answers. **For every wrong answer, 1/3 mark will be deducted.**

7. In the event of any mistake in any question/s candidates will not be penalized. However no corrections will be made in question/s during the examination.

8. You must use **Blue or Black** ball-point pen only for answering. Altering of answers once entered is not permissible. Enter the answers in the Answer Sheet carefully.

9. Rough work, if any may be done in the Question Booklet only in the space provided at the end of the Booklet. No additional paper shall be provided.

10. Use of Log tables, Calculator, Slide rule, Mobile phone, Pager, Digital diary or any other electronic item/instrument, etc. is not allowed. The use will result in disqualification.

11. No candidate should leave the examination hall before the final bell. The Answer Sheet as well as the Top Sheet of the Question Booklet should be handed over together to the invigilator before leaving the Examination Hall.

SECTION - I
ENGLISH

1. "Clay" is related to "Pottery" in the same way as "Gold" is related to _____.
(A) Woman (B) Goldsmith (C) Ornaments (D) Precious Metal

2. In a test, minimum passing percentage for girls and boys is 30% and 45% respectively. A boy scored 280 marks and failed by 80 marks. How many more marks did a girl require to pass in the test if she scored 108 marks ?
(A) 132 (B) 140 (C) 112 (D) 160

3. When a ship enters a sea from a river ?
(A) it rises a little
(B) it sinks a little
(C) it remains at the same level
(D) it rises or sinks depends on the load it is carrying

4. King Harsh Vardhan was defeated by :
(A) King Bhaskaravarman of Kamrup
(B) King Devagupta of Malwa
(C) King Pulakesin II of the Chalukya dynasty
(D) King Sasanka of Gauda

5. In third battle of Panipat, the marathas were defeated by :
(A) Mughals (B) Afghans (C) Mangols (D) English

6. Depository services refer to :
(A) a new scheme of fixed deposits.
(B) a method of regulating stock exchanges.
(C) an agency for safe-keeping of securities.
(D) an advisory service to investors.

7. Consider following five three-digit numbers :
394 632 783 576 895
If the position of first and second digit within each three-digit number is interchanged, then which of the following will be the second highest number ?
(A) 632 (B) 783 (C) 576 (D) 394

8. Name the state, who's High Court on 1 September 2014 banned animal sacrifice in any place of public religious worship to appease deities throughout the state ?
(A) Himachal Pradesh (B) Tamil Nadu
(C) Uttar Pradesh (D) None of the above

9. Which crop requires water logging for its cultivation ?
(A) Tea (B) Coffee (C) Rice (D) Mustard

10. Difference between the compound interest and the simple interest accrued on an amount of ₹ 18,000, in two years was ₹ 405. What was the rate of interest ?
(A) 16 (B) 12 (C) 15 (D) None of the above

11. The Rajya Sabha has exclusive jurisdiction in :
(A) approving proclamation of Emergency
(B) creation and abolition of states
(C) election of the Vice President
(D) authorizing parliament to legislate on a subject in state list

12. Arrange the following words in a meaningful logical order and select the appropriate sequence from the alternatives given.
(a) Uttar Pradesh
(b) Universe
(c) Taj Mahal
(d) World
(e) India

(A) (a), (e), (c), (b), (d) (B) (b), (a), (c), (e), (d)
(C) (c), (a), (e), (d), (b) (D) (e), (d), (b), (a), (c)

13. $\frac{5}{9}$ of a number is equal to twenty five percent of the second number. The second number is equal to one-fourth of the third number. The value of the third number is 2960. What is 30% of the first number ?
(A) 88.8 (B) 66.6 (C) 99.9 (D) None of the above

14. Three out of four words given are same in certain way and so form a group. Find the odd one out which doesn't belong to the group :
(A) Silk (B) Cotton (C) Nylon (D) Wool

15. If every second Saturdays and all Sundays are holidays in a month of 30 days beginning on Saturday, then how many working days are there in that month ?
(A) 21 (B) 22 (C) 24 (D) 23

16. Out of four pair of words given, one pair doesn't bear the common relationship which rest of them bear. Find the odd one out :
(A) Short : Long (B) Crime : Blame (C) Light : Heavy (D) Poor : Rich

17. The year next to 1990 will have the same calendar as that of the year 1990 ?
(A) 1995 (B) 1997 (C) 1996 (D) 1992

18. Find out the wrong number in the series :
10, 14, 28, 32, 64, 68, 132
(A) 28 (B) 32 (C) 64 (D) 132

19. A hospital always has _____.
(A) Nurse (B) Doctor (C) Room (D) Bed

20. After a bill is passed by the Parliament and sent to the President for his consideration, he can :
(A) Refuse to sign it
(B) Keep it pending indefinitely
(C) change certain clauses of the bill on its own
(D) send back the bill to the Parliament for reconsideration

21. The average of five consecutive odd numbers is 61. What is the difference between the highest and the lowest number ?
(A) 8 (B) 2 (C) 5 (D) None of the above

22. Raja Ravi Verma of Kerala was a distinguished :
(A) Dancer (B) Painter (C) Poet (D) Singer

23. If all the fractions $\frac{3}{5}, \frac{1}{8}, \frac{8}{11}, \frac{4}{9}, \frac{2}{7}, \frac{5}{7}$ and $\frac{5}{12}$ are arranged in the descending order of their values, which one will be the third ?
(A) $\frac{1}{8}$ (B) $\frac{3}{5}$ (C) $\frac{5}{12}$ (D) None of the above

24. Starting with the initial speed of 30 km/hour, the speed is increased by 4 km/hour every two hours. How many hours will it take to cover a distance of 288 kms ?
(A) 7 hours (B) 9 hours (C) 6 hours (D) 8 hours

25. 21 binders can bind 1400 books in 15 days. How many binders will be required to bind 800 books in 20 days ?
(A) 7 (B) 9 (C) 12 (D) 14

26. Find the next term in the series :
RUA, UBG, XIL, APP, DWS, ___?___
(A) PIT (B) GBM (C) GDU (D) None of the above

27. Tobacco is injurious to health because it contains :
(A) carbon monoxide
(B) nicotine
(C) polycyclic aromatic hydrocarbons
(D) all of these

28. Which Country hosted 18th SAARC Summit in November 2014 ?
(A) India (B) Nepal (C) Bhutan (D) Sri Lanka

29. The age of father 10 years ago was thrice age of his son. Ten year hence, father's age will be twice that of his son. The ratio of their present age is :
(A) 5 : 2 (B) 7 : 3 (C) 9 : 2 (D) 13 : 4

30. If CLIMATE is written as BUFLJMD. How ORDERLY will be coded in the same coding language ?
(A) ZMSDPSE (B) ZMSDESP (C) ZMSFESP (D) SMZDESP

31. The total population of a village is 5000. The numbers of males and females increase by 10% and 15% respectively and consequently the population of the village becomes 5600. What was the number of males in the village initially ?
(A) 2000 (B) 3000 (C) 4000 (D) 2500

32. Pointing to Arpana in the photograph, Ram said, "She is the daughter of my grandfathers' only son". How is Arpana related to Ram ?
(A) Sister (B) Sister-in-law
(C) Mother (D) Grand-Mother

33. The year-long centenary commemoration of 1914 Komagata Maru Incident was inaugurated in September 2014 by Union Ministry of Culture on completion of 100 years after the incident. The incident relates to :
(A) Japanese steam-liner chartered by an affluent businessman, Gurdit Singh, to bring Indian immigrants to Canada
(B) The incident that sparked protest in India on account of Indian participation the World War-I
(C) The incident that led to the calling off of Non-Cooperation movement by Mahatma Gandhi
(D) None of these

34. Ram started from point A and walked straight 5 km West, then turned left and walked straight 2 km and again turned left and walked straight 7 km. In which direction is he from the point A ?
(A) North-East (B) South-West (C) South-East (D) North-West

35. Simplify :

85% of $350 + ? = \frac{3}{8}$ of 1248

(A) 170.25 (B) 180.25 (C) 158 (D) 171

36. If TOLD is written as 5132 and DEAR is written as 2648 in a certain code language. How LATE will be coded in the same coding language ?

(A) 3652 (B) 3246 (C) 3456 (D) 3856

37. A sum of money is divided among A, B, C and D in the ratio of 3 : 4 : 9 : 10. If the share of C is ₹ 2,580 more than the share of B, what is the total amount of money of A and D put together ?

(A) ₹ 5,676 (B) ₹ 7,224 (C) ₹ 6,708 (D) None of the above

38. The sum of five numbers is 260. The average of the first two numbers is 30 and the average of the last two numbers is 70. What is the third number ?

(A) 75 (B) 60 (C) 50 (D) 33

39. The ratio of the speed of a bus to that of a train is 15 : 27. Also, a car covered a distance of 720 km in 9 hours. The speed of the bus is three-fourth the speed of the car. How much distance will the train cover in 7 hours ?

(A) 756 km (B) 760 km (C) 750 km (D) None of the above

40. Complete the series with the alternatives provided :

120, 99, 80, 63, 48, ___?___

(A) 35 (B) 38 (C) 39 (D) 40

41. Name the programme through which the Prime Minister Narendra Modi connected to people over radio ?

(A) Battein dil Se (B) Desh Ki Baat (C) Mann Ki Baat (D) Jiyo dil Se

42. What will come in place of the question mark (?) in the following number series ?

83, 124, 206, 370, 698, ___?___

(A) 1344 (B) 1324 (C) 1354 (D) None of the above

43. **Direction :** Two words are given to the left sign (: :) and one word and a question mark are given on the right of sign (: :); select one word from given alternatives which bears the same relationship to the word given to the right of sign (: :) as that of the words given to the left of sign (: :).

Shoe : Leather : : Highway : ___?___

(A) Toll Post (B) Traffic (C) Vehicles (D) Asphalt

44. How many times do the hands of a clock coincide in a day ?

(A) 24 (B) 22 (C) 21 (D) 20

45. What are the major causes of draughts in India ?

(a) Most of the rainfall occurs within a few months.

(b) The absence of forests results in rapid run-off and thus draughts.

(c) Rainfall is highly variable

(d) The amount of rainfall is inadequate.

(A) (a), (c) and (d) (B) (b), (c) and (d)

(C) (a), (b) and (c) (D) (a), (b) and (d)

46. The price of two sarees and four shirts is ₹ 16,000. With the same money, one can buy 1 saree and 6 shirts. If one wants to buy 12 shirts, how much shall one have to pay ?

(A) ₹ 2,400

(B) ₹ 4,800

(C) ₹ 1,200

(D) Can't be determined from the data given

47. The breadth of a rectangular hall is two-third of its length. If the area of the hall is 2400 square meters, what is its length ?

(A) 120 meters (B) 80 meters (C) 60 meters (D) 40 meters

48. Complete the series :

2, 15, 41, 80, __?__

(A) 111 (B) 120 (C) 121 (D) 132

49. The Ain-i-Akbari was written by :

(A) Farishta (B) Ibn Batuta (C) Abul Fazal (D) Raja Birbal

50. At the end of a conference, 10 persons present shake hands with each other once. How many hand-shakes will be there all together ?

(A) 45 (B) 90 (C) 25 (D) None of the above

51. Which of the following is not the primary function of PR ?
(A) Analysing the predicting issues and opportunities
(B) Advisory and counselling role
(C) Information gathering and monitoring trends
(D) None of the above

52. One byte is equivalent to :
(A) 4 bits (B) 8 bits (C) 16 bits (D) 32 bits

53. _____ is helpful in conducting business meetings.
(A) Teleconferencing Method (B) Electronic Mail
(C) Short Messaging Service (D) All of these

54. Public Relations Communication should be based on :
(A) truth (B) knowledge (C) full information (D) all of the above

55. As the definition of social media develops, what is one underlying element ?
(A) The intersection between technology, social interaction, and sharing information.
(B) Microsoft is the primary developer.
(C) Use of the various elements is free.
(D) All of the above.

56. To guide their efforts, the Public Relations professionals should not :
(a) make a choice of tools
(b) ensure receptivity
(c) carelessly position his messages
(d) communicate dishonestly
(A) only (c) (B) only (c) and (d) (C) only (a) and (d) (D) none of these

57. The main function of journalism is to :
(A) inform (B) encompass people in society
(C) to write about various events (D) none of the above

58. Public Relations is described as a planned activity. This is because it involves :
(A) reaching the targeted audience (B) budgeting
(C) evaluation of public opinion (D) all of the above

59. Role of journalists include :
(A) enlightenment of society (B) entertaining the masses
(C) elicit opinions from the masses (D) all of the above

60. Public Relations aims to build a favourable opinion. This can be achieved by :
(A) giving eloquent speeches
(B) increasing production
(C) genuine action & honest communication
(D) advertising

61. Given below are two statements i.e. **Assertion (A)** and **Reason (R)**. In the context of the two statements, which one of the following is correct ?

Assertion (A) : Face-to-Face communication is better than mass communication.

Reason (R) : Because face emits vibrations and leads to a heart-to-heart communication.

(A) Both **(A)** and **(R)** are Correct.
(B) Both **(A)** and **(R)** are Not-Correct.
(C) **(A)** is Not-Correct in all situations while **(R)** is Correct.
(D) Both **(A)** and **(R)** are Not-Correct in the situations but both may be Correct in certain situations.

62. The term media in general refers to :
(A) Television (B) Radio
(C) Mobile (D) All forms of communication

63. In communication, the sense of the word can be transformed by :
(A) facial expression (B) gesture (C) signs (D) all of these

64. The social media website where users may create a personal profile, add other users as friends, and exchange comments, photos, videos, and "likes" with them is referred to as :
(A) Twitter (B) Facebook (C) YouTube (D) LinkedIn

65. Mass media objectives include :
(a) Information (b) Education (c) Entertainment (d) Instruction

Select the correct answer using the codes given below :
(A) (a) and (b) (B) (a), (b) and (c)
(C) (a) and (d) (D) (a), (b), (c) and (d)

66. Blogs or weblogs are :
(A) Web pages of short, frequently updated postings by an individual that are arranged chronologically.
(B) Messages of 140 characters or less.
(C) A category for discussion groups within Usenet.
(D) A web page that allows anyone to edit it.

67. Social networks will ultimately empower both users and marketers because :
(A) they will lead to an increase in Internet traffic.
(B) through use of social media marketers will have a more robust online presence.
(C) marketers will be able to collect more personalized information with social media users.
(D) users will have less influence over the marketplace.

68. In communication, redundancy has :
(A) highest predictability (B) lowest predictability
(C) balanced predictability (D) imperfect predictability

69. Web pages are written using :
(A) FTP (B) HTTP (C) HTML (D) URL

70. Which of these is not a form of mass media ?
(A) Newspaper (B) Film
(C) Television (D) None of the above

71. Which form of advertising is heavily used to introduce a new product ?
(A) Persuasive advertising (B) Reminder advertising
(C) Inferential advertising (D) Informative advertising

72. Given below are two statements i.e. **Assertion (A)** and **Reason (R)**. In the context of the two statements, which one of the following is correct ?
Assertion (A) : Advertising has far reaching benefits.
Reason (R) : Because it reaches to the desired minds immediately.
(A) Both **(A)** and **(R)** are Correct (B) Both **(A)** and **(R)** are Incorrect
(C) **(A)** is Correct but **(R)** is Incorrect (D) **(A)** is Incorrect but **(R)** is Correct

73. Increased consumption is one of the purposes of :
(A) Commercial Advertising (B) Branding
(C) Non-commercial Advertising (D) Marketing

74. Modern forms of mass communication include :
(A) the print media (B) the electronic media
(C) the new media (D) all of the above

75. Which of the following is not a function of Advertising ?
(A) Informing the customer
(B) Persuading the customer
(C) Understanding the buying capacity of the customer
(D) Reminding the customer for a repeat purchase

76. Retention in advertising depends upon :
(A) time gap (B) clarity of the message
(C) values (D) all of the above

77. Advertising has been criticized because :
(A) It motivates consumers to try new products
(B) It generates the demand for products not needed by consumer
(C) It is high-profit and glossy; therefore, enthralls to win customers
(D) All of the above

78. Corporate public relations deals with :
(A) the whole organisation (B) goods and services
(C) profits and payments (D) publicity and propaganda

79. The advertising medium that has the advantage of high selectivity, immediacy and low cost is :
(A) newspaper (B) direct mail (C) radio (D) online

80. Elements of journalistic ethics include :
(A) truthfulness (B) accuracy (C) objectivity (D) all of the above

81. Given below are two statements i.e. **Assertion (A)** and **Reason (R)**. In the context of the two statements, which one of the following is correct ?
Assertion (A) : Public relation jobs in any organisation is of vital importance.
Reason (R) : Public relation officers communicate with all stake-holder and work towards creating positive image.
(A) Both **(A)** and **(R)** are true and **(R)** is the correct explanation of **(A)**.
(B) Both **(A)** and **(R)** are true and 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.

82. Ethics in journalism are :
(A) principles of moral conduct (B) cannons of journalistic approach
(C) both (A) and (B) (D) none of the above

83. A media brief includes :
(A) broad set of objectives
(B) geography/location of the targeted markets
(C) seasonality/time of introduction of the product/service
(D) all of the above

84. The main advantage of using mass media is to reach a _____ audience more effectively.
(A) Local (B) Restricted (C) Confined (D) Wide

85. The communication channels are kept open by :
(A) removing regulations (B) proactive access
(C) phatic function (D) emotive function

86. The universal model of communication will have :
(A) six components (B) five components
(C) four components (D) three components

87. Which of the following is/are called as fourth estate ?
(A) Print media (B) Electronic media (C) Visual media (D) all of the above

88. Ritual is a form of communication which has a structured sequence of :
(A) iconisation (B) symbolic acts (C) mutuality (D) dissipation

89. Which of the following is **not** an operating system ?
(A) DOS (B) Unix (C) Windows NT (D) Java

90. The main problem of simulation in communication research is :
(A) atmosphere (B) response (C) validity (D) modelling

91. Communicator should ensure that the _____ gets the same meaning.
(A) sender (B) originator (C) receiver (D) none of these

92. The most important component of communication is :
(A) sender (B) receiver (C) message (D) all of these

93. Which type of journalism uses eye-catching headlines to sell the newspaper ?
(A) Social journalism (B) Political journalism
(C) Yellow journalism (D) None of the above

94. Speeches, visuals and signals are also used as mediums to exchange the perceptions, messages or information for :
(A) genres (B) language (C) communication (D) all of these

95. In communication, the words which have dissimilar meanings should be conveyed in :
(A) similar manner (B) effective manner
(C) different manner (D) none of these

96. The Single-sheet advertisements printed on one-side are known as :
(A) brochures (B) leaflets (C) posters (D) fliers

97. The MMS is a/an :
(A) Visual media (B) Audio media
(C) Audio-visual media (D) None of these

98. Given below are two statements i.e. **Assertion (A)** and **Reason (R)**. In the context of the two statements, which one of the following is correct ?

Assertion (A) : Advertising plays a very important role in the age of the neck cutting competition to sell products.

Reason (R) : In the era of competition, the passing of information about your product becomes very much important.

(A) Both **(A)** and **(R)** are true and **(R)** is the correct explanation of **(A)**.
(B) Both **(A)** and **(R)** are true and 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.

99. Communication that follows the official network of authority or command or is required to do one's job is called :

(A) formal communication
(B) organisational communication
(C) grapevine
(D) jargon

100. Given below are two statements i.e. **Assertion (A)** and **Reason (R)**. In the context of the two statements, which one of the following is correct ?

Assertion (A) : Mass media mainly television and newspaper are considered as the most effective media for communicating to the rural mass.

Reason (R) : It provides the awareness to the mass regarding the happenings of the world.

(A) Both **(A)** and **(R)** are true and **(R)** is the correct explanation of **(A)**.
(B) Both **(A)** and **(R)** are true and 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.

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