

**HIMACHAL PRADESH
PUBLIC SERVICE COMMISSION**

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

TIME ALLOWED: 2.00 HOURS

MAX. MARKS:100

(All questions carry equal marks)

Write your Roll No.

1. The name largely associated with the art and power of publicity is:
 - a. Theodore Roosevelt
 - b. Richard Nixon
 - c. George Washington
 - d. Abraham Lincoln
2. News about stock market prices comes under-
 - a. Instrumental surveillance
 - b. Beware surveillance
 - c. Transmission of values
 - d. Linkage
3. Which of the following is NOT a division of Ministry of I & B ?
 - a. Star plus
 - b. Door darshan
 - c. DAVP
 - d. Film Division
4. The nodal agency for disseminating information on govt policies, programmes and achievements is:
 - a. PCI
 - b. RNI
 - c. PIB
 - d. ABC
5. The PR of central govt is looked after by-
 - a. Ministry of Home affairs
 - b. Ministry of Information and broadcasting
 - c. Railway Ministry
 - d. Ministry of Public Relations
6. The International Code of Ethics was adopted by the PRSI on-
 - a. April 24, 1988
 - b. April 21, 1999
 - c. April 21, 1968
 - d. May 2, 1900
7. Provision of gifts is a form of-
 - a. Sales promotion
 - b. Public Welfare Advertising
 - c. Corporate Publicity
 - d. Customer Relation
8. Government communicates to the people about its policies and programmes through-
 - a. Voluntary agencies
 - b. RNI
 - c. AIR
 - d. Directorate of Field Publicity
9. Which of the following is the central govt's advertising body?
 - a. IIMC
 - b. DAVP
 - c. Doordarshan

- d. PIB
10. Which is/are considered to be the general function of PR?
- Creating goodwill
 - Image building
 - Nurturing mutual understanding between publics
 - All of the above
11. Feeling of an individual for or against an organisation is technically termed as-
- Behaviour
 - Stimulus
 - Response
 - Attitude
12. Advertising devoted primarily to selling the personality of an organisation, beyond the direct sale of a single product or service is called-
- Trade advertising
 - Corporate advertising
 - Business advertising
 - Retail advertising
13. Media relations programs attempt to seek editorial co-operation through-
- Media previews
 - Media conferences
 - Personal contacts
 - All of the above
14. Corporations communicate with share holders through-
- Journals
 - Interim reports
 - Advertisements
 - Portfolios
15. Indian broadcasting service was renamed as 'All India Radio' in the year-
- 1927
 - 1930
 - 1936
 - 1957
16. Experimental Television Broadcasting was started in India on-
- September 15, 1959
 - September 15, 1972
 - August 15, 1982
 - August 15, 1975
17. The first newspaper in India was titled-
- Calcutta Chronicle
 - India Gazette
 - Calcutta Gazette
 - Bengal Gazette
18. The newspaper 'Mirat-ul-akhbar' was founded by-
- Maulana Abul Kalam Azad
 - Raja Ram Mohan Roy

- c. Mohd Ali Jinnah
 - d. Dr. Zakir Husain
19. The PC Joshi Working Group was appointed in 1982 to report on-
- a. Software for Doordarshan
 - b. State of the print media
 - c. Functioning of news agencies
 - d. Autonomy to electronic media
20. The graphic browser 'Mosaic' was developed by-
- a. Marc Andreessen
 - b. Vinton Cerf
 - c. Bill Gates
 - d. Tim Burners Lee
21. The Press Council of India is primarily responsible for-
- a. Issue certificates of registration to newspaper published under valid declaration
 - b. To ensure high standards of ethical practice among newspapers
 - c. Submit to the govt annual report on the state of Indian Press
 - d. All of the above
22. Colour television programme transmission was started in India in the year-
- a. 1959
 - b. 1983
 - c. 1982
 - d. 1975
23. The 2nd Press Commission of India submitted its report in the year-
- a. 1982
 - b. 1954
 - c. 1978
 - d. 1991
24. Before taking up the job as the Chairman of Prasar Bharati, Mr. Nikhil Chakraborty was the editor of-
- a. The Frontline
 - b. The Mainstream
 - c. The Third Concept
 - d. The Statesman
25. Which of the following combination of journal and its Institution is correct?
- a. Mass Communicator- IIMC
 - b. Vidura- Press Information Bureau
 - c. Media Asia- Asian Media Information and Communication Centre
 - d. All of the above
26. Who founded the Young India?
- a. Subhash Chandra Bose
 - b. Jawaharlal Nehru
 - c. Mahatma Gandhi
 - d. Surendra Nath Banerjee
27. The credo of the press 'comment is free but facts are sacred' was coined by-
- a. W T Stead

- b. Joseph Pulitzer
 - c. C P Scot
 - d. John Walter –II
28. 'Many voices, one world' was the title of the report submitted by-
- a. Mathew Commission
 - b. Hutchins Commission
 - c. 1st Press Commission
 - d. MacBride Commission
29. The Bombay Times was started in the year-
- a. 1861
 - b. 1868
 - c. 1838
 - d. 1938
30. The founder of the much publicized 'Wiki-leaks' is-
- a. Jimmy Wales
 - b. Julian Assange
 - c. Marshal McLuhan
 - d. Thomas Jacobson
31. Which of the following is not a recommendation of the A K Chanda Committee-
- a. Commercialization of Vividh Bharti
 - b. Separation of Doordarshan from All India Radio
 - c. Autonomy to All India Radio and Doordarshan
 - d. None of the above
32. The book 'Hidden Persuaders' was authored by-
- a. Ivy Lee
 - b. Edward Bernays
 - c. Scot M Cutlip
 - d. Vance Packard
33. Which of the following is NOT a component of 'marketing mix'?
- a. Nature of product
 - b. Price of product
 - c. Promotional activities
 - d. Crisis management
34. Which advertising is intended to sell an idea about a social problem?
- a. National advertising
 - b. Regional advertising
 - c. Public service advertising
 - d. Retail advertising
35. Which of the following is NOT an example of outdoor advertising?
- a. Posters
 - b. E-mails
 - c. Displays
 - d. Spectaculars
36. Psychographics serve to explain and predict consumer behaviour; its variables include-
- a. Life-style

- b. Attitudes
 - c. Interests
 - d. All of the above
37. Which of the following media would the advertisers choose for 'active demonstration' of the product?
- a. Newspapers
 - b. Magazines
 - c. Radio
 - d. Television
38. The total number of people exposed to all forms of advertising used in a single campaign are called-
- a. Gross audience
 - b. Total audience
 - c. Net audience
 - d. Sample audience
39. A spoken word being interpreted differently as intended by the speaker is a case of-
- a. Mechanical noise
 - b. Semantic noise
 - c. Environmental noise
 - d. None of the above
40. Outdoor advertising offers-
- a. Long life to message
 - b. Impact
 - c. Repeat opportunities to be viewed
 - d. All of the above
41. A pictorial device, number, letter or other symbol used to identify a product is called-
- a. Family name
 - b. Trademark
 - c. Image
 - d. Brand name
42. Small, representative portion of total audience used for market research is termed as-
- a. Survey
 - b. Rank Order
 - c. Sample
 - d. Strategy
43. Which function of media is fulfilled when a news event is analysed in depth in an editorial?
- a. Linkage
 - b. Transmission of values
 - c. Interpretation
 - d. None of the above
44. An advertisement in which the copy runs off the edges of the paper is called-
- a. Spread
 - b. Bleed page
 - c. Standard ad
 - d. Island half

45. A combination of advertising, publicity, personal selling and sales promotion that a company chooses for the purpose of increasing sales is called-
- Promotional mix
 - Media mix
 - Audience selection
 - Media research
46. Which of the following is not a sub-category of business advertising?
- Trade advertising
 - Industrial advertising
 - Professional advertising
 - Public service advertising
47. Consider the following statements-
- A- Marketing Research examines what has already taken place.
B- Marketing intelligence is future oriented.
- A is true, B is false
 - A is false, B is true
 - Both A and B are true
 - Both A and B are false
48. People with the desire for a product and the ability to buy it are termed as-
- Advertisers
 - Publics
 - Target market
 - Consumer market
49. A method of scheduling in which a period of advertising is followed by a blank period which is followed by a period of advertising and so on is called-
- Bunching
 - Flighting
 - Frequency
 - Scheduled advertising
50. Feedback represents the _____ of the flow of communication-
- Reversal
 - Blocking
 - Rejecting
 - Transfer
51. The target of the message is-
- Sender
 - Receiver
 - Media
 - Gatekeeper
52. Mass Communication produces and transmits-
- Personal messages
 - Official messages
 - Public messages
 - Confidential messages
53. Which of the following is NOT an electronic media?

- a. TV
 - b. Internet
 - c. Magazines
 - d. Radio
54. The subordination of Press by the state power comes under-
- a. Authoritarian Theory
 - b. Free Press Theory
 - c. Social Responsibility Theory
 - d. Soviet Media Theory
55. 'The Science of Signs' is called-
- a. Structuralism
 - b. Semiology
 - c. Linguistics
 - d. None of the above
56. Which of the following is/ are the purpose of media in a society?
- a. Information
 - b. Correlation
 - c. Entertainment
 - d. All of the above
57. The process of translating physical messages into a form that can be perceived by a receiver is called-
- a. Encoding
 - b. Translating
 - c. Decoding
 - d. None of the above
58. When advertising attempts to connect the needs of the buyers and the sellers of the product, which function of mass communication is fulfilled?
- a. Surveillance
 - b. Interpretation
 - c. Linkage
 - d. All of the above
59. Which of the following Press theories is most likely to be practised in a liberal democracy?
- a. Free Press Theory
 - b. Social Response Theory
 - c. Authoritarian Theory
 - d. Democratic Participation Theory
60. Choose the odd one out-
- a. Timeliness
 - b. Proximity
 - c. Prominence
 - d. Accuracy
61. AFP stands for-
- a. Agency for French Press
 - b. Agence France-Pressé
 - c. Agency of Film Production

- d. None of these
62. The author's name appears in the-
- End line
 - By line
 - Cut line
 - Dead line
63. A news story that supplies further information about an item that has already been published-
- Chain
 - Trail
 - Follow-up
 - Data base
64. A "news release" is also known as-
- Graf
 - Dig
 - Handout
 - Layout
65. The major story displayed at the top of front page-
- Lead story
 - Big story
 - Major story
 - First story
66. An interview session in which someone submits to questions from reporters-
- Participatory conference
 - Press conference
 - Roundup conference
 - None of these
67. The composing room and the press room of a newspaper are an integral part of-
- Business department
 - Production department
 - Advertising department
 - Circulation department
68. A timely report of an event that is unfolding at the moment-
- Actual news
 - Extempore news
 - Spot news
 - Hard news
69. A 'morgue' is a-
- Newspaper library
 - Newsroom
 - Bureau
 - None of these
70. To lead the reader smoothly from one thought to the next, the writer uses-
- Transition
 - Conjunction

- c. Chronology
 - d. None of these
71. The first paragraph of a news story is called-
- a. Beat
 - b. Lead
 - c. Anchor
 - d. Slug
72. The special allowance by the courts to the judges, legislators and government executives to say anything when acting in their official capacities is known as-
- a. True privilege
 - b. Qualified privilege
 - c. Actual privilege
 - d. Absolute privilege
73. The violation of a person's right to be left alone-
- a. Invasion of privacy
 - b. Breach of conduct
 - c. Trespassing
 - d. Libel
74. A story that is valued more for its emotional impact or oddity-
- a. Real story
 - b. Human interest story
 - c. Sensory appeal
 - d. Profile story
75. A lead that tries to paint a word picture of an interesting person, place or thing to create mood for the story-
- a. Direct-address lead
 - b. Quotation lead
 - c. Staccato lead
 - d. Descriptive lead
76. An introduction to a story on the next newscast, to attract the viewers to stay tuned-
- a. Teaser
 - b. Caption
 - c. Kicker
 - d. Tag
77. When a source of a news story agrees to be identified for it, then he is said to have told the story-
- a. Off the record
 - b. On the record
 - c. For the record
 - d. in the record
78. The completed page drawing is known as-
- a. Presentation
 - b. Copy
 - c. Profile
 - d. Layout

79. Film actress Shabana Azmi's debut movie 'Ankur' was directed by :
(a) Satyajit Ray (b) Shyam Benegal
(c) Adoor Gopalakrishnan (d) Gulzar
80. Which of the following movies was NOT directed by Nagesh Kukunoor?
(a) Hyderabad Blues (b) Bollywood Calling
(c) Dor (d) Raincoat
81. Which Indian State has the distinction of having the highest number of 'Bharat Ratna awardees' ?
(a) Maharashtra (b) Tamilnadu
(c) West Bengal (d) Bihar
82. The primary task assigned to NASA was :
(a) Exploration of moon (b) Data collection from deep space
(c) Development of space technology
(d) To wrest technological leadership from the Soviets.
83. Some outstanding things of ancient Indian lore and arts have been declared masterpieces of intangible heritage of humanity by UNESCO. They are :
(a) RamLeela, Vedic Chanting and Kutiyattam
(b) RasLeela, Mohiniattam and Bharatnatyam
(c) Baulsongs, Ghoomar, Mand
(d) Lovanee, Tripitak, Madhu Bani
84. The person who termed India's independence day a 'Dark Day', was :
(a) Winston Churchill (b) E. V. Rama Swamy Periyar
(c) Nizam Usman Ali, Hyderabad (d) Nawab of Junagarh
85. Divya Ajith Kumar who happens to be the first woman in the history of Indian army to receive the "Sword of Honour" for the best Cadet belongs to :
(a) Chennai (b) Bangalore
(c) Ernakulam (d) Mysore
86. Which Islamic country has banned niqab (the full Islamic veil) at Universities ?
(a) Egypt (b) Jordan
(c) Syriya (d) Kuwait
87. The American University that holds the distinction of being the Almamater of Seven American Presidents is :
(a) Chicago (b) Harvard
(c) Stanford (d) Princeton
88. Which automobile company launched India's first "Plug in CNG Hybrid Bus" at the 10th auto-Expo in New Delhi?
(a) TATA Motors (b) Hindustan Motors
(c) Ashok Leyland (d) Mahindra & Mahindra
89. Who played the role of Lady Charming in Sunil-Dutt's debut film 'Railway Platform' ?
(a) Nimmi (b) Nalini Jaywant
(c) Nanda (d) Nutan
90. Which British University has introduced M.Sc. syllabus on cotemporary India covering six important areas?
(a) Leads Metropolitan University (b) London University
(c) Oxford University (d) Cambridge University

91. The Gaddis are :
- (a) Monogamous (b) Polygamous
(c) Polyandrous (d) None of these
92. Which of the following festivals of Kinnaur is organized by young bachelors ?
- (a) Chayang Kulma (b) Pectarg Pooja
(c) Eratang (d) Toshim
93. What was the role of Baba Bhalkhu in completing the Kalka- Shimla track?
- (a) Recruitment of cheap labour force
(b) Arrangement of construction material from the plains
(c) Catering services for the work force
(d) Pointing the rights spots for digging tunnels
94. Which parts of Himachal Pradesh get adequate rain-fall for Crops ?
- (a) Pangi and Manali (b) Lahaul and Spiti
(c) Kinnaur (d) Chamba and Kangra
95. Mani Mahesh Yatra is a :
- (a) State fair (b) District fair
(c) Local fair (d) None of these
96. Mian Avtar Singh was a famous Wazir of the State of :
- (a) Kullu (b) Nurpur
(c) Chamba (d) Bilaspur
97. The Buddha Saint Avalokiteshwar is supposed to have been connected with:
- (a) Duttanagar in Shimla District
(b) Rewalsar in Mandi District
(c) Ribba in Kinnaur District
(d) Trilokpur in Kangra District
98. Padma Sambhva who is worshiped by Tibettans at Rewalsar, is identified by the Hindus with :
- (a) The author of Kumarsambhavam (b) Raja Padam Singh
(c) Lord Brahma (d) Lomash Rishi
99. Where the mushroom research laboratory is located in Himachal Pradesh?
- (a) Kangra (b) Solan
(c) Mandi (d) Hamirpur
100. Gypsum in Solan District has been found at :
- (a) Kuthar (b) Kunihar
(c) Arki (d) Kasauli
