

DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO

24-0005-AB

TEST BOOKLET

Time Allowed: 3½ hours

PAPER – II

Maximum Marks: 250

INSTRUCTIONS TO CANDIDATES

Read the instructions carefully before answering the questions: -

1. This Test Booklet consists of 12 (twelve) pages and has 75 (seventy-five) items (questions).
2. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS BOOKLET **DOES NOT** HAVE ANY UNPRINTED OR TORN OR MISSING PAGES OR ITEMS ETC. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
3. Please note that it is the candidate's responsibility to fill in the Roll Number and other required details carefully and without any omission or discrepancy at the appropriate places in the OMR Answer Sheet and the Separate Answer Booklet. Any omission/discrepancy will render the OMR Answer Sheet and the Separate Answer Booklet liable for rejection.
4. Do not write anything else on the OMR Answer Sheet except the required information. Before you proceed to mark in the OMR Answer Sheet, please ensure that you have filled in the required particulars as per given instructions.
5. Use only **Black Ball Point Pen** to fill the OMR Answer Sheet.
6. This Test Booklet is divided into 4 (four) parts – **Part – I, Part – II, Part – III and Part – IV.**
7. All four parts are **Compulsory.**
8. **Part-I consist of Multiple Choice-based Questions.** The answers to these questions have to be marked in the **OMR Answer Sheet** provided to you.
9. **Part – II to Part – IV consist of Conventional Questions.** The answers to these questions have to be written in the **Separate Answer Booklet** provided to you.
10. In Part-I, each item (question) comprises of 04 (four) responses (answers). You are required to select the response which you want to mark on the OMR Answer Sheet. In case you feel that there is more than one correct response, mark the response which you consider the best. In any case, choose **ONLY ONE** response for each item.
11. After you have completed filling in all your responses on the OMR Answer Sheet and the Answer Booklet(s) and the examination has concluded, you should hand over to the Invigilator **only the OMR Answer Sheet and the Answer Booklet(s).** You are permitted to take the Test Booklet with you.
12. **Penalty for wrong answers in Multiple Choice-based Questions:**
THERE WILL BE **PENALTY** FOR WRONG ANSWERS MARKED BY A CANDIDATE.
 - (i) There are four alternatives for the answer to every question. For each question for which a wrong answer has been given by the candidate, **one-third** of the marks assigned to the question will be deducted as penalty.
 - (ii) If a candidate gives more than one answer, it will be treated as a **wrong answer** even if one of the given answers happens to be correct and there will be same penalty as above to the question.
 - (iii) If a question is left blank. i.e., no answer is given by the candidate, there will be **no penalty** for that question.

DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO

This page has been left blank intentionally

PART – I

MULTIPLE CHOICE QUESTIONS

Choose the correct answers for the following questions: (2x50= 100)

1.	A degree of similarity between two communicators engaged in interpersonal communication is referred to as -			
	A	Homophily	B	Heterophily
	C	Simile	D	Homophones
2.	In the realm of human communication, 'ethos' alludes to -			
	A	Emotions elicited in an audience	B	Power of evidence in the text
	C	Characters of the speaker	D	Nature of the message
3.	The advantages of the inverted style of new writing are/is -			
	A	Useful for readers in a hurry	B	Easy to edit and crop
	C	Readers can identify with the story	D	All of these
4.	Which among them is not an element of news?			
	A	Proximity	B	Novelty
	C	Opinionated	D	Niche Subject
5.	The term 'Bulldog' refers to -			
	A	An early edition of the Newspaper	B	Newspaper mascot
	C	Final Newspaper Edition	D	Political Journalist
6.	The term 'Yellow journalism' refers to -			
	A	Sensationalized news story	B	Promoting peace with diplomacy
	C	Environmental news story	D	Promoting harmony and peace
7.	A qualification(s) of a good reporter is/are -			
	A	Analytical Mind	B	Hardworking
	C	Inquisitive by nature	D	All of these
8.	A collection of materials intended for distribution to newspapers or distributed at an event is commonly referred to as -			
	A	News folder	B	Press notice
	C	Prop	D	Press kit

9.	A technique employed in the field of moving image production, wherein images are superimposed through the utilization of a blue/green screen, is referred to as -			
	A	Cinemascope	B	Chromakey
	C	Hammocking	D	Clapper
10.	The use(s) of artificial intelligence in the media industry is/are -			
	A	Automated news writing	B	Spotting fake stories
	C	Data Analysis	D	All of these
11.	Which government agency is responsible for the registration and regulation of newspapers and magazines in India?			
	A	ABC	B	DAVP
	C	RNI	D	PIB
12.	Which organization holds a pivotal role in overseeing the management of the Internet's Domain Name System (DNS) and the allocation of IP addresses?			
	A	ITU	B	ICANN
	C	UNDP	D	UNESCO
13.	A person engaging in self-communication through introspection and retrospection is commonly referred to as -			
	A	Intrapersonal communication	B	Interpersonal Communication
	C	Micro communication	D	Dyadic communication
14.	The act of tarnishing someone's image through the written word is commonly referred to as -			
	A	Libel	B	Exaggeration
	C	Hyperbolic	D	Slander
15.	What is the primary purpose of the National Film Archives of India (NFAI)?			
	A	To promote international cinema	B	To preserve and archive Indian films
	C	To organize film festivals	D	To provide film production grants
16.	The title of a newspaper as it appears on the front page, is referred to as -			
	A	Print line	B	Mast line
	C	Masthead	D	Face head

17.	A device for turning sound into an electrical signal is called -			
	A	Audio Mixer	B	Microphone
	C	Equalizers	D	Loudspeakers
18.	India's ranking in the 2023 World Press Freedom Index is -			
	A	161	B	138
	C	154	D	140
19.	Who is named as the inventor of the printing press?			
	A	Adam Mallees	B	Johannes Gutenberg
	C	G. Marconi	D	Deutch Kark
20.	Twitter, a prominent social networking platform has been rebranded as -			
	A	W	B	X
	C	Y	D	Z
21.	In semiotics, the deeper and more symbolic reading of a text is termed as -			
	A	Denotation	B	Epistemology
	C	Connotation	D	Description
22.	The process of reading of a text in relation to other texts is termed as -			
	A	Intertextuality	B	Interconnected
	C	Induction	D	Ontology
23.	A subjective interpretation of a text, a work of art, human behavior, and discourse is termed as -			
	A	Heuristic	B	Hypothesis
	C	Deduction	D	Hermeneutics
24.	Who was designated as the first editor of Sikkim Herald, a mouthpiece of the Sikkim government?			
		Mr. Karma Paljor		Mr. Kashiraj Pradhan
		Mr. C.D. Rai		Mr. Pratap Bordoloi
25.	The Vernacular Press Act was repealed in 1880 by the -			
	A	Lord Bentick	B	Lord Lytton
	C	Lord Rippon	D	Lord Curzon

26.	Which country offers freedom of the press to every, citizen or non-citizen?			
	A	India	B	USA
	C	Russia	D	China
27.	National Press Day is celebrated on			
	A	March 23	B	April 21
	C	December 05	D	November 16
28.	Who is considered the father of Professional Public Relations?			
	A	Edward L. Bernays	B	Ivy Lee
	C	John Mitchell	D	Jamshed ji Tata
29.	Which slogan is attributed to the MacBride Commission Report?			
	A	Many Voices, One World	B	One World, Many Languages
	C	Voice of the Marginalized	D	Voice for Free Press
30.	Which statement is incorrect about the Central Bureau of Communication (CBC)?			
	A	It is an Advertising wing of GOI	B	It follows the Digital Advertising Policy 2023
	C	It aims to create awareness of GOI policies and programs	D	PIB is the Nodal division of the CBC
31.	Which amongst the most popular private FM radio channel(s) is/are based in Sikkim?			
	A	Radio Misty	B	Radio One
	C	Both option 'A' and 'B'	D	Radio Lemon
32.	Which among the following newspaper is not published in Sikkim?			
	A	Himali Bela	B	Summit Times
	C	Anugamani	D	Eastern Chronicle
33.	Which folk dance in Sikkim depicts the process of sowing, reaping, and harvesting of paddy?			
	A	Zo Mal Lok	B	Tashi Sabdo
	C	Tibetan Yak Dance	D	Maruni
34.	An instantaneous transition between two images is referred to as -			
	A	Pan	B	Dissolve
	C	Cut	D	Wipe

35.	A camera mount that is a three-legged stand with independently extendable legs -		
	A	Jib	B Truck
	C	Tripod Arms	D Tripod
36.	The light scatters in all directions, providing a broad, non-directional light referred to as -		
	A	Key Light	B Flood light
	C	Spotlight	D Base light
37.	Which of the following statements best describes the term "a long shot"?		
	A	A precise and focused approach within a limited area	B A random attempt with uncertain outcomes
	C	It helps establish the scene for the viewer	D A shot taken from a significant distance for dramatic effect
38.	_____ is an important component of Westley and MacLean Model of Communication.		
	A	Linear feedback	B Social System
	C	Culture	D Listening
39.	According to the Shannon and Weaver model, what role does "Noise" play in the communication process?		
	A	It is the channel through which the message is transmitted.	B It is the medium used to encode the message.
	C	It refers to irrelevant information in the message.	D It represents the feedback loop in the communication.
40.	The term for a program designed to automate tasks related to the internet is known as -		
	A	NLP	B SEO
	C	SOT	D BOT
41.	CMYK stands for		
	A	Cyan, Magenta, Yellow, Black	B Cyan, Maroon, Yellow, Black
	C	Charcoal, Maroon, Yellow, Black	D Charcoal, Magenta, Yellow, Black
42.	A newspaper's repository for clipping, photos, and all types of reference material, is named as -		
	A	Repository	B Reservoir
	C	Catalog	D Morgue

43.	The term for the diagram or layout of a newspaper or magazine, indicating the planned position for each story and picture, is known as -			
	A	Dummy	B	Simulation
	C	Model	D	Prototype
44.	What statement is inaccurate regarding Article 19(1)?			
	A	All citizens have the right to freedom of speech and expression.	B	All citizens have the right to assemble peacefully without arms.
	C	All citizens have the right to dual citizenship.	D	All citizens have the right to form associations and unions.
45.	Identify the statement about PTI that is inaccurate.			
	A	It is a leading news agency in India.	B	It holds 90 percent of the new agency market share in India.
	C	It started functioning in 1949.	D	UNIVARTA is its Hindi service.
46.	_____ refers to machines or computer systems capable of learning to perform tasks that normally require human intelligence.			
	A	Virtual Reality	B	Artificial Intelligence
	C	Blockchain	D	IoT
47.	The email usually offers commercial services and opportunities is referred to as -			
	A	Phishing	B	Newsletter
	C	Spam	D	Authentication
48.	The most popular social media platform in India is -			
	A	Instagram	B	YouTube
	C	Facebook	D	WhatsApp
49.	The 54th International Film Festival of India was held in -			
	A	Guwahati	B	Goa
	C	Mumbai	D	Delhi
50.	What does PAL stand for in the context of television broadcasting?			
	A	Pixel Alignment Line	B	Progressive Audio Link
	C	Phase Alternation Line	D	Primary Analog Loop

PART – II
SHORT ANSWER TYPE QUESTIONS

Answer any 10 (ten) of the following questions (5x10=50)

51. Briefly explain the essential elements of news with examples.
52. Elucidate the role of the Sub-Editor in the newsroom.
53. Explain the functions and purpose of a News Agency.
54. What does cohesion and balance in the page layout design mean?
55. How does SEO significantly influence the skills of digital storytelling?
56. What do you mean by Copyright?
57. Explain the purpose and functions of the Press Council of India.
58. What is meant by podcast?
59. Enumerate the fundamental rules of composition in photography.
60. What is a press release?
61. What is beat reporting?
62. Briefly explain the factors that should be considered while editing a news copy.
63. What do you mean by media ethics?

PART- III
LONG ANSWER TYPE QUESTIONS

Answer any 5 (five) of the following questions (10x5=50)

64. Are there any specific festivals in Sikkim that prominently feature folk media performances? Comment how they contribute to the cultural and social development of the society.
65. What are the fundamental aspects of news translation and how does proofreading play a vital role in eliminating errors from a news story? Discuss.
66. How does the Lasswell model of communication contribute to our understanding of the communication process? What are its key components and their respective roles in shaping effective communication?
67. How has the emergence of deepfake technology impacted trust in visual media? What ethical considerations should be taken into account when addressing the challenges associated with deepfake content?

68. How do you believe that proliferation of fake news stories impacts public perception? What measures can be taken to address and mitigate the spread of misinformation?
69. Describe the relevance of print media amidst the prevalence of digital platforms. What obstacles does it face, and what factors contribute to its enduring significance? Highlight.
70. What critical factors should be taken into account while formulating communication strategies for a media campaign? How would you formulate media strategies to establish a powerful presence across diverse media outlets?
71. In the realm of story writing, what elements do you find most crucial for maintaining audience engagement throughout a script? How does the use of AI writing tools impact the art of storytelling?

PART – IV

ESSAY TYPE QUESTIONS

Answer any 2 (two) of the following questions (25x2=50)

72. How does a journalist balance local relevance and global appeal while crafting stories for public organizations? Explore the distinct characteristics in their structures, priorities in content and strategies for engaging diverse audiences while adhering to journalistic standards.
73. Explore the evolution of the media landscape in Sikkim over the years. Discuss the role it plays in both shaping and reflecting the cultural and socio-political aspects of the region.
74. How has press freedom evolved in India over the years? What are the current challenges and opportunities faced by journalists and media organizations in maintaining an independent and free press? Elaborate.
75. How do you perceive the impact of the “Information Technology (Guidelines for Intermediaries and Digital Media Ethics Code) Rules, 2021” on the landscape of digital media and online platforms? What implications do you foresee for the future of content regulation in the digital space? Comment.
-