

Sikkim Public Service Commission

Written Examination for the post of Senior Information Assistant

Time Allowed: 3 hours & 30 minutes

PAPER - II

Maximum Marks: 250

INSTRUCTIONS TO CANDIDATES

Read the instructions carefully before answering the questions: -

1. This Test Booklet consists of 8 (eight) pages and has 75 (seventy-five) printed questions.
2. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS BOOKLET DOES NOT HAVE ANY UNPRINTED, TORN OR MISSING PAGES OR ITEMS. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
3. Use only Black Ball Point Pen to fill the OMR Sheet.
4. Please note that it is the candidate's responsibility to fill in the Roll Number carefully without any omission or discrepancy at the appropriate places in the OMR ANSWER SHEET as well as on SEPARATE ANSWER BOOKLET for Conventional Type Questions. Any omission/discrepancy will render the Answer Sheet liable for rejection.
5. 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.
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 consists of Multiple-Choice Questions. The answers for these questions have to be marked in the OMR Answer Sheet provided to you.
9. Parts II, III and IV consists of Conventional Type Questions. The answers for these questions have to be written in the Separate Answer Booklet provided to you.
10. 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 the OMR Answer Sheet and the Answer Booklet(s) to the Invigilator only. You are permitted to take the Test Booklet with you.
11. **Marking Scheme**
THERE WILL BE NEGATIVE MARKING FOR WRONG ANSWERS MARKED BY A CANDIDATE IN THE OBJECTIVE TYPE QUESTIONS
 - (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

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DO NOT OVER THIS TEST BEFORE THE TEST BEGINS TO GO ON

PART - I
(Multiple Choice Questions)

Choose the correct answer for Questions 1 to 50 from the given options. Each question carries 2 marks.

[50 x 2 = 100]

1. How many stations did the AIR network have at the time of Independence?
(a) 06
(b) 12
(c) 08
(d) 09
2. 'SITE' stands for:
(a) State Information Television Experiment
(b) Sate Instructional Telecom Experiment
(c) Satellite Instructional Television Experiment
(d) Satellite Information Telecom Experiment
3. The first magazine published by the Sikkim Government is _____.
(a) The Sikkim Times
(b) The Sikkim Observer
(c) Sikkim Herald
(d) Sikkim Patriot
4. Indian public service broadcaster 'Prasar Bharati' came into existence on:
(a) 23rd November 1997
(b) 22nd January 1990
(c) 18th December 1990
(d) 17th August 1997
5. In June 1923, the first radio programme was broadcast in India by the _____.
(a) Radio Club of Madras
(b) Radio Club of Calcutta
(c) Radio Club of Bombay
(d) Akashwani
6. Which among the following radio programmes is hosted by PM Narendra Modi?
(a) Mann ki Baat
(b) Aap ki Baat
(c) Dil ki Baat
(d) Aaj ki Baat
7. National PR Day is celebrated on _____.
(a) 03rd May
(b) 30th May
(c) 12th December
(d) 21st April
8. India's leading news agency Press Trust of India was set up in _____.
(a) 1945
(b) 1947
(c) 1951
(d) 1955
9. Who won the UNESCO/Guillermo Cano World Press Freedom Prize- 2021?
(a) Ravish Kumar (India)
(b) Mazen Darwish (Syria)
(c) Maria Ressa (Philippines)
(d) Anna Wintour (UK)
10. The process of working on sound after studio production is called _____.
(a) Audio testing
(b) Audio purifying
(c) Audio melodizing
(d) Audio sweetening
11. India's rank in the World Press Freedom Index 2021 is _____.
(a) 142
(b) 138
(c) 144
(d) 140
12. When a single camera is used for news gathering purposes, the process is called:
(a) ENG
(b) EFP

- (c) News reporting
(d) News gathering
13. The ability to read the media text and decode the messages and values is termed as ____.
- (a) Media Magnet
(b) Media Literacy
(c) Media Educator
(d) Media Studies
14. As per RNI Report 2020-21, which of the following is the leading newspaper of Sikkim?
- (a) Sikkim Express
(b) Himgir Nepali
(c) Snowline News
(d) The Sentinel
15. The Press Council was first set up by -
- (a) Switzerland
(b) USA
(c) India
(d) Sweden
16. For which film was Will Smith awarded the best actor in the 94th Academy Awards 2022?
- (a) Concussion
(b) Collateral Beauty
(c) Gemini Man
(d) King Richard
17. One of the premier awards in the field of Journalism is:
- (a) Booker Prize
(b) Gyanpith Award
(c) Pulitzer Award
(d) Ramon Magsaysay Award
18. The number of copies produced in an issue of a printed publication is called ____.
- (a) Circulation
(b) Print out
(c) Print run
(d) Publication
19. A typing error that appears in the text of a journalistic item is named as:
- (a) Typing mistake
(b) Typing out
(c) Typo
(d) Text missing
20. 'Cablegate' term is associated with:
- (a) Facebook
(b) The Sun
(c) WikiLeaks
(d) Twitter
21. A tendency to sensationalize and trivialise events, issues and people is termed ____.
- (a) Tabloid Journalism
(b) Sensational Journalism
(c) Colour Journalism
(d) Page-3
22. Who is the author of 'History of India Journalism'?
- (a) K. G. Joglekar
(b) Khushwant Singh
(c) Anand Ray
(d) J. Natarajan
23. The Book 'The world is flat' is written by -
- (a) Marshal McLuhan
(b) Alvin Toffler
(c) Thomas L. Friedman
(d) Noam Chomsky
24. Cinematography act was first introduced in India in ____.
- (a) 1952
(b) 1964
(c) 1921
(d) 1918
25. Who propounded the 'Uses and Gratifications' theory?
- (a) Elihu Katz
(b) Nora C. Quebral
(c) Leon Festinger
(d) McCombs

26. The term 'network society' is coined by -
(a) Roland Barthes
(b) Manuel Castells
(c) Marshal McLuhan
(d) William Stephenson
27. Which newspaper was not published by Mahatma Gandhi?
(a) Indian Opinion
(b) Navjiwan
(c) Harijan
(d) The Patriot
28. The concept of Press freedom was first propounded by the -
(a) Bill of Rights
(b) Magna Carta
(c) House of commons
(d) US Constitutions
29. Who coined the term 'Fourth State'?
(a) Edmund Burke
(b) Bal Gangadhar Tilak
(c) Sir Ashley Eden
(d) Sir Charles Metcalfe
30. "The sole aim of journalism should be service" statement is quoted by -
(a) Winston Churchill
(b) Pt. Jawahar Lal Nehru
(c) Bal Gandhar Tilak
(d) Mahatma Gandhi
31. 'Of This Land, For Its People' is the tagline of _____.
(a) The Assam Tribune
(b) Summit Times
(c) Sikkim Herald
(d) Sikkim Express
32. 'Stay Ahead of the Times' is the tagline of -
(a) Times of India
(b) Indian Express
(c) The Hindu
(d) Sikkim Times
33. FM stands for -
(a) Free Modulation
(b) Frequency Meter
(c) Frequency Method
(d) Frequency Modulation
34. In radio scripts, the sound that indicates to the presenter the end of a programme, is called:
(a) Fade-out
(b) Transition
(c) Kill
(d) Out-cue
35. Samurai film genre is associated with:
(a) Japanese film
(b) Chinese film
(c) Korean film
(d) Taiwan film
36. A lens that portrays the scene approximately the same way a human eye might see, is named as -
(a) Zoom lens
(b) Prime Lens
(c) Telephoto lens
(d) Normal lens
37. A lighting technique that utilizes three lights to illuminate the subject, is named as:
(a) Fixed light
(b) Three point-lighting
(c) Spot light
(d) Flood light
38. A microphone that receives audio equally well in all directions is called -
(a) Omnidirectional microphones
(b) Bidirectional microphones
(c) Condenser microphones
(d) Lavalier microphones
39. When a video editor replaces a specific colour with another image, it is termed as:
(a) Chroma Key
(b) Modular Set
(c) Modular Key
(d) Image Correction

40. A sound effect that replaces the original sound is termed as:

- (a) Gain
- (b) Foley
- (c) Jog
- (d) Prop

41. The 4Ps of Marketing are -

- (a) Product, Price, Place, Promotion
- (b) Producer, Product, Price, Planning
- (c) Planning, Product, Place, Promotion
- (d) Promotion, Product, Price, Planning

42. Who is the CEO of Twitter?

- (a) Sundar Pichai
- (b) Satya Nadella
- (c) Jack Dorsey
- (d) Parag Agrawal

43. Who is the Minister of Information and Broadcasting of India?

- (a) Prakash Javadekar
- (b) Dr. Ramesh Pokhriyal Nishank
- (c) Piyush Goyal
- (d) Anurag Singh Thakur

44. Which one of the following is an Indian origin social networking site?

- (a) Koo
- (b) Tumblr
- (c) Reddit
- (d) Snapchat

45. India's first multilingual news agency, the Hindustan Samachar was set up in the year:

- (a) 1945
- (b) 1948
- (c) 1950
- (d) 1952

46. National Film Archives of India is situated in:

- (a) New Delhi
- (b) Kolkata

- (c) Mumbai
- (d) Pune

47. Which among the following acts is called Feroze Gandhi Act?

- (a) Parliamentary Proceedings Act
- (b) Cinematography Act
- (c) The Press (Objectionable Matters) Act
- (d) Indian Officials Secrets Act

48. A news story that is exclusive in nature is called ____.

- (a) Sleuth
- (b) Master Story
- (c) Exclusive Story
- (d) Scoop

49. Who is the pioneer of Indian Cinema?

- (a) Dada Saheb Phalke
- (b) Guru Dutt
- (c) Satyajit Ray
- (d) Ardesheer Irani

50. The word 'Communication' is derived from a -

- (a) Greek word
- (b) English word
- (c) French word
- (d) Latin word

PART - II**(Conventional Type Questions)**

Attempt any 10 (ten) from Questions 51 to 63. Each question carries 5 marks.

[10 x 5 = 50]

51. State the barriers of communication.
52. Explain the three-point lighting.
53. What is the full form of "ISO"? What is the effect of ISO in a picture?
54. What is SEO?
55. Highlight the importance of 'rule of thirds' in a picture?
56. What is Media Kit?
57. What do you mean by community media?
58. Explain the concept of 'Gatekeeping'.
59. What is cybercrime? Explain with suitable examples.
60. Explain digital marketing with examples.
61. What is Content Management System?
62. State the types of microphones and their uses?
63. Briefly explain the code of ethics in reference to Indian Journalism.

PART - III**(Conventional Type Questions)**

Attempt any 5 (five) from Questions 64 to 71. Each question carries 10 marks.

[5 x 10 = 50]

64. What is media planning? What are the important points a media planner has to keep in mind while media planning?
65. State the ownership patterns in the context of Indian media industries.
66. What are the limitations of media in the age of corporate media ownership? Explain with suitable examples.
67. Why is media said to be the fourth pillar of democracy? Elucidate.
68. Enumerate the key factors that determine the need of public relations in a government.
69. Is digital divide still existent in India? Discuss.
70. State and explain the major functions of the Information and Public Relations Department of the Sikkim Government.
71. Can Shannon and Weaver's model of communication be applied to analogue and digital media platforms both? Explain with a suitable model.

PART - IV**(Conventional Type Questions)**

Attempt any 2 (two) from Questions 72 to 75. Each question carries 25 marks.

[2 x 25 = 50]

72. Do you agree with India's claim of being an 'information society'? Critically evaluate the claim through India's present media scenario.
73. How have digital platforms become an effective tool for public relations in recent times? Discuss.
74. Write a note on the history and development of the press in Sikkim.
75. Suppose you have been appointed as the 'State Information Assistant'. Describe your plan and activities to make the IPR Department more vibrant and effective.

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**Space for rough work**