



# JAMMU AND KASHMIR PUBLIC SERVICE COMMISSION

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**Subject: Written Examination for the post(s) of Assistant Professor [BBA/MBA Management, Hospitality & Catering Technology, Mass Communication, Social Work] and Librarian (HED & GCET) in Higher Education Department - Provisional Answer Key(s) thereof.**

**Notification No. PSC/Exam/S/2024/31**

**Dated: 09.06.2024**

In pursuance of Rule 10(c) of the Jammu & Kashmir Public Service Commission (Conduct of Examination) Rules, 2022, as amended upto date, the Provisional Answer Key(s) of Question Papers pertaining to the written examinations for the post(s) of **Assistant Professor [BBA/MBA Management, Hospitality & Catering Technology, Mass Communication, Social Work] and Librarian (HED & GCET) in Higher Education Department held on 09.06.2024**, are hereby notified for seeking objections from candidates.

## Provisional Answer Key

### **Assistant Professor (BBA/MBA Management)**

Test Booklet Question No. (Series A)	
Q1.	B
Q2.	B
Q3.	C
Q4.	D
Q5.	D
Q6.	A
Q7.	B
Q8.	B
Q9.	C
Q10.	B
Q11.	C
Q12.	C
Q13.	B
Q14.	D

Test Booklet Question No. (Series A)	
Q15.	B
Q16.	A
Q17.	B
Q18.	A
Q19.	C
Q20.	B
Q21.	D
Q22.	D
Q23.	B
Q24.	C
Q25.	A
Q26.	D
Q27.	B
Q28.	D

Test Booklet Question No. (Series A)	
Q29.	C
Q30.	D
Q31.	B
Q32.	C
Q33.	B
Q34.	D
Q35.	D
Q36.	D
Q37.	B
Q38.	A
Q39.	C
Q40.	D
Q41.	C
Q42.	A

Test Booklet Question No. (Series A)	
Q43.	B
Q44.	D
Q45.	C
Q46.	C
Q47.	B
Q48.	C
Q49.	B
Q50.	C
Q51.	D
Q52.	C
Q53.	C
Q54.	D
Q55.	B
Q56.	D
Q57.	A
Q58.	C
Q59.	A
Q60.	B
Q61.	B
Q62.	C
Q63.	D
Q64.	B
Q65.	A
Q66.	C
Q67.	A
Q68.	D

Test Booklet Question No. (Series A)	
Q69.	D
Q70.	A
Q71.	C
Q72.	C
Q73.	D
Q74.	D
Q75.	C
Q76.	C
Q77.	C
Q78.	B
Q79.	A
Q80.	B
Q81.	C
Q82.	A
Q83.	A
Q84.	B
Q85.	B
Q86.	A
Q87.	A
Q88.	B
Q89.	D
Q90.	B
Q91.	C
Q92.	B
Q93.	C
Q94.	A

Test Booklet Question No. (Series A)	
Q95.	C
Q96.	D
Q97.	D
Q98.	A
Q99.	C
Q100.	C
Q101.	A
Q102.	B
Q103.	B
Q104.	C
Q105.	C
Q106.	A
Q107.	B
Q108.	C
Q109.	C
Q110.	C
Q111.	C
Q112.	B
Q113.	B
Q114.	D
Q115.	B
Q116.	C
Q117.	D
Q118.	B
Q119.	D
Q120.	A

**Provisional Answer Key**  
**Assistant Professor (Hospitality & Catering Technology)**

Test Booklet Question No. (Series A)	
Q1	C
Q2	D
Q3	D
Q4	C
Q5	A
Q6	D
Q7	D
Q8	B
Q9	C
Q10	B
Q11	A
Q12	C
Q13	A
Q14	B
Q15	D
Q16	B
Q17	D
Q18	C
Q19	B
Q20	A
Q21	B
Q22	B
Q23	A
Q24	A
Q25	C
Q26	A
Q27	C
Q28	C
Q29	C
Q30	A
Q31	B
Q32	D
Q33	A
Q34	A
Q35	D
Q36	C
Q37	C
Q38	A
Q39	D
Q40	A

Test Booklet Question No. (Series A)	
Q41	C
Q42	A
Q43	A
Q44	A
Q45	B
Q46	B
Q47	C
Q48	A
Q49	D
Q50	D
Q51	D
Q52	A
Q53	B
Q54	D
Q55	B
Q56	B
Q57	A
Q58	C
Q59	A
Q60	D
Q61	B
Q62	C
Q63	B
Q64	A
Q65	A
Q66	B
Q67	A
Q68	B
Q69	C
Q70	A
Q71	B
Q72	C
Q73	C
Q74	D
Q75	C
Q76	A
Q77	B
Q78	A
Q79	C
Q80	C

Test Booklet Question No. (Series A)	
Q81	A
Q82	A
Q83	B
Q84	C
Q85	A
Q86	B
Q87	B
Q88	C
Q89	B
Q90	C
Q91	B
Q92	D
Q93	D
Q94	C
Q95	A
Q96	A
Q97	D
Q98	C
Q99	C
Q100	A
Q101	B
Q102	A
Q103	C
Q104	B
Q105	B
Q106	C
Q107	C
Q108	C
Q109	B
Q110	A
Q111	B
Q112	C
Q113	B
Q114	A
Q115	B
Q116	D
Q117	C
Q118	A
Q119	A
Q120	A

**Provisional Answer Key**  
**Assistant Professor (Mass Communication)**

Test Booklet Question No. (Series A)	
Q1	C
Q2	D
Q3	A
Q4	B
Q5	D
Q6	A
Q7	A
Q8	B
Q9	C
Q10	C
Q11	B
Q12	B
Q13	A
Q14	C
Q15	C
Q16	B
Q17	B
Q18	C
Q19	C
Q20	B
Q21	C
Q22	C
Q23	C
Q24	C
Q25	B
Q26	B
Q27	C
Q28	B
Q29	B
Q30	B
Q31	C
Q32	C
Q33	D
Q34	C
Q35	B
Q36	C
Q37	C
Q38	D
Q39	B
Q40	B

Test Booklet Question No. (Series A)	
Q41	B
Q42	A
Q43	B
Q44	C
Q45	C
Q46	C
Q47	A
Q48	C
Q49	C
Q50	B
Q51	B
Q52	B
Q53	A
Q54	B
Q55	D
Q56	A
Q57	B
Q58	C
Q59	B
Q60	D
Q61	B
Q62	B
Q63	A
Q64	A
Q65	C
Q66	D
Q67	C
Q68	A
Q69	A
Q70	C
Q71	B
Q72	C
Q73	B
Q74	C
Q75	C
Q76	C
Q77	D
Q78	B
Q79	C
Q80	C

Test Booklet Question No. (Series A)	
Q81	C
Q82	C
Q83	D
Q84	A
Q85	D
Q86	C
Q87	B
Q88	C
Q89	C
Q90	A
Q91	B
Q92	D
Q93	C
Q94	B
Q95	D
Q96	C
Q97	B
Q98	D
Q99	A
Q100	B
Q101	A
Q102	B
Q103	C
Q104	D
Q105	C
Q106	A
Q107	D
Q108	B
Q109	B
Q110	C
Q111	C
Q112	B
Q113	C
Q114	B
Q115	C
Q116	C
Q117	B
Q118	C
Q119	C
Q120	C

**Provisional Answer Key**  
**Assistant Professor (Social Work)**

Test Booklet Question No. (Series A)	
Q1	B
Q2	C
Q3	A
Q4	D
Q5	D
Q6	B
Q7	C
Q8	C
Q9	C
Q10	A
Q11	C
Q12	D
Q13	B
Q14	A
Q15	C
Q16	C
Q17	C
Q18	C
Q19	C
Q20	C
Q21	D
Q22	D
Q23	C
Q24	B
Q25	C
Q26	C
Q27	C
Q28	D
Q29	A
Q30	D
Q31	A
Q32	D
Q33	B
Q34	C
Q35	B
Q36	A
Q37	A
Q38	B
Q39	B
Q40	C

Test Booklet Question No. (Series A)	
Q41	D
Q42	D
Q43	C
Q44	B
Q45	A
Q46	A
Q47	A
Q48	D
Q49	A
Q50	C
Q51	D
Q52	D
Q53	B
Q54	A
Q55	A
Q56	D
Q57	B
Q58	C
Q59	A
Q60	B
Q61	C
Q62	D
Q63	D
Q64	C
Q65	B
Q66	D
Q67	B
Q68	B
Q69	D
Q70	A
Q71	D
Q72	D
Q73	A
Q74	A
Q75	B
Q76	A
Q77	B
Q78	A
Q79	B
Q80	C

Test Booklet Question No. (Series A)	
Q81	D
Q82	B
Q83	B
Q84	B
Q85	B
Q86	A
Q87	C
Q88	C
Q89	C
Q90	B
Q91	D
Q92	D
Q93	B
Q94	A
Q95	C
Q96	C
Q97	B
Q98	B
Q99	D
Q100	B
Q101	C
Q102	B
Q103	D
Q104	D
Q105	C
Q106	D
Q107	A
Q108	C
Q109	D
Q110	C
Q111	D
Q112	A
Q113	C
Q114	B
Q115	B
Q116	D
Q117	B
Q118	A
Q119	A
Q120	A

**Provisional Answer Key**  
**Librarian (HED & GCET)**

Test Booklet Question No. (Series A)	
Q1	D
Q2	A
Q3	B
Q4	D
Q5	B
Q6	D
Q7	C
Q8	C
Q9	D
Q10	C
Q11	D
Q12	B
Q13	D
Q14	A
Q15	B
Q16	B
Q17	B
Q18	D
Q19	B
Q20	D
Q21	C
Q22	D
Q23	A
Q24	D
Q25	D
Q26	D
Q27	C
Q28	D
Q29	C
Q30	C
Q31	B
Q32	A
Q33	C
Q34	A
Q35	C
Q36	B
Q37	A
Q38	B
Q39	C
Q40	C

Test Booklet Question No. (Series A)	
Q41	B
Q42	C
Q43	A
Q44	C
Q45	A
Q46	B
Q47	B
Q48	D
Q49	C
Q50	B
Q51	C
Q52	D
Q53	B
Q54	D
Q55	B
Q56	D
Q57	B
Q58	C
Q59	D
Q60	D
Q61	D
Q62	C
Q63	B
Q64	C
Q65	B
Q66	A
Q67	A
Q68	B
Q69	B
Q70	D
Q71	B
Q72	D
Q73	A
Q74	A
Q75	B
Q76	A
Q77	C
Q78	B
Q79	B
Q80	A

Test Booklet Question No. (Series A)	
Q81	A
Q82	D
Q83	B
Q84	B
Q85	B
Q86	B
Q87	C
Q88	B
Q89	D
Q90	A
Q91	B
Q92	D
Q93	C
Q94	C
Q95	C
Q96	D
Q97	B
Q98	A
Q99	C
Q100	C
Q101	B
Q102	B
Q103	A
Q104	C
Q105	B
Q106	B
Q107	D
Q108	C
Q109	A
Q110	D
Q111	D
Q112	B
Q113	A
Q114	A
Q115	B
Q116	C
Q117	A
Q118	D
Q119	D
Q120	B

The candidates are advised to refer to **Question Booklet (Series A)** to match the corresponding question(s) in their respective Question Booklet Series and if any candidate feels that the key to any of the question(s) is/are wrong, he/she may represent on prescribed format/proforma annexed as **Annexure-A** along with the documentary proof/evidence (**hard copies only**) and fee of Rs.500/- per question in the form of Demand Draft drawn in favour of **COE, J&K PSC** (refundable in case of genuine/correct representation) to the Controller of Examinations, Jammu & Kashmir Public Service Commission, from 10.06.2024 to 12.06.2024. **The candidates are further advised to clearly mention the question(s) objected to with reference to its serial number as it appears in the Question Booklet of Series A of the provisional answer key(s).**

Further, any objection/application not accompanied by the requisite Demand Draft of Rs.500/- as prescribed, shall not be considered/entertained under any circumstances. Candidates are, in their own interest, advised to adhere to these instructions and not submit any objection unaccompanied by the Demand Draft as required under extant rules.

The Commission shall not entertain any such representation(s) after the expiry of the stipulated period i.e. **after 12.06.2024 (Wednesday), 05.00 pm.**

The provisional answer key(s) are available on the website of the Commission <http://www.jkpsc.nic.in>.

09.06.2024  
(G.L Sharma), JKAS

Additional Secretary

J&K Public Service Commission

Dated: 09.06.2024

No. PSC/Ex-Secy/2024/25

Copy to the: -

1. Director, Information and Public Relations, J&K for publication of the notice in all leading newspapers published from Jammu/Srinagar.
2. P.S. to Hon'ble Chairman, J&K Public Service Commission for information of the Hon'ble Chairman.
3. P.S. to Hon'ble Member, Shri \_\_\_\_\_ for information of the Hon'ble Member.
4. P. A. to Secretary, J&K Public Service Commission for information of the Secretary.
5. P.A. to Controller of Examinations, J&K Public Service Commission.
6. Main file/Stock file/Notice Board.

**Annexure-A**

Representation regarding objection(s) to any Question/Answer pertaining to the Written Test conducted for the post(s) of Assistant Professor in the disciplines of BBA/MBA Management, Hospitality & Catering Technology, Mass Communication, Social Work] and Librarian (HED & GCET) in Higher Education Department on 09.06.2024

**(NOTE: USE SEPARATE FORMS FOR SEPARATE QUESTIONS)**

Discipline : \_\_\_\_\_  
Name of the Applicant : \_\_\_\_\_  
Roll No. : \_\_\_\_\_  
Correspondence Address : \_\_\_\_\_  
Contact/Mobile No. : \_\_\_\_\_  
Date of Application: \_\_\_\_\_ .06.2024 \_\_\_\_\_  
Demand Draft No. date : \_\_\_\_\_  
Candidates Account No.(16 digit) & IFSC Code : \_\_\_\_\_  
\_\_\_\_\_

Question No. in Series A	Details of the Objection	Resource Material (copy to be enclosed)	Details of the Website (if any)
<b><u>Correct Answer/Option as per candidate :</u></b>			



**Signature of the Candidate**

**Note :** Application for each question/answer shall be made on separate page in the given format, otherwise the first question entered in the format shall only be considered.



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

Booklet Serial No. **203005**

Test Booklet Series

TEST BOOKLET  
ASSISTANT PROFESSOR BBA/MBA  
AND MANAGEMENT  
Written Test - 2024  
(32)

A

Time Allowed: Three Hours

Maximum Marks: 120

**INSTRUCTIONS**

1. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS TEST BOOKLET **DOES NOT** HAVE ANY UNPRINTED OR TORN OR MISSING PAGES OR ITEMS, ETC. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
2. Please note that it is the candidate's responsibility to encode and fill in the Roll Number and Test Booklet Series Code A, B, C or D carefully and without any omission or discrepancy at the appropriate places in the OMR Answer /Response Sheet. Any omission/discrepancy will render the Response Sheet liable for rejection.
3. You have to enter your Roll Number on the Test Booklet in the Box provided alongside.   
**DO NOT write anything else** on the Test Booklet.
4. This Test booklet contains 120 items (questions). Each item comprises of four responses (answers). You will select the response which you want to mark on the Answer Sheet/Response 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.
5. You have to mark all your responses **ONLY** on the separate Answer /Response Sheet provided. See directions in the Response Sheet.
6. All items carry equal marks.
7. Before you proceed to mark in the Answer /Response Sheet, the response to various items in the Test Booklet, you have to fill in some particulars in the Answer /Response Sheet as per instructions sent to you with your Admission Certificate.
8. After you have completed filling in all your responses on the Response Sheet and the examination has concluded, you should hand over to the Invigilator **only the Answer /Response Sheet**. You are permitted to take away with you the Test Booklet and **Candidate's Copy of the Response Sheet**.
9. Sheets for rough work are appended in the Test Booklet at the end.
10. While writing Centre, Subject and Roll No. on the top of the Answer Sheet/Response Sheet in appropriate boxes use "**ONLY BALL POINT PEN**".
11. **Penalty for wrong answers:**  
**THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY THE CANDIDATE IN THE WRITTEN TEST (OBJECTIVE TYPE QUESTIONS PAPERS).**
  - (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, (0.25) of the marks assigned to that 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 for that 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 TOLD TO DO SO

(32) (A)/2024

[P.T.O.]

SECRET

(32) (A)

(2)

1. Match the items of List - I and List - II and indicates the code

**List - I** (Name and year of major work)

- a. Frank and Lillian Gilbreth (1900)
- b. Elton Mayo and F.J. Roeth Lisberger (1933)
- c. Chester Barned (1938)
- d. Laurence peter (1969)

**List - II** (Major contribution to management)

- 1. People eventually get promoted to a level where they are competent.
- 2. Managers are responsible for fostering a cooperative effort within a formal organization, suggested a comprehensive social system approach to management.
- 3. Famous studies at the Hawthorne plant of Western Electric Company examined the impact of social attitudes and work group relationships on performance.
- 4. The focus is on understanding the human aspects of work, including the personalities and needs of workers.

**Codes:**

	a	b	c	d
A)	1	2	3	4
B)	4	3	2	1
C)	2	1	4	3
D)	1	3	4	2

2. As per Chester Barnard (1886-1961). The ..... is achieved through factors such as worker's ability to comply with orders, understanding them, alignment of interests with organizational goals, and the order not violating personal beliefs. Barnard explains why workers may not always obey orders, emphasizing the importance of alignment between management and worker's interests.

- A) Integration.
- B) Zone of indifference.
- C) Division of labour.
- D) Dominance.

3. The problem with e-mail (an act of sending an emotionally charged message to others) is that it seems to reduce our politeness and respect for others, which is mostly evident through the increased.....

- A) emotional contagion.
- B) filtering.
- C) frequency of flaming.
- D) None of the above.

4. Lack of innovativeness, limiting individual autonomy and self - determination are disadvantages of .....
- A) matrix structure.
  - B) functional structure.
  - C) divisional structure.
  - D) mechanistic structures.
5. .... are decision - making errors that normal humans are prone to making and that have been consistently validated in laboratory settings or controlled tests involving human decision makers. Managers with solid information may nonetheless make poor judgements due to the functioning of these biases.
- A) Decision heuristics.
  - B) Reasoning by analogy.
  - C) Representativeness.
  - D) Cognitive biases.
6. .... is defined as acquisition of work skills and abilities, adoption of appropriate role behaviour, adjustment to the norms and values of work group.
- A) Orientation
  - B) Induction
  - C) Socialization
  - D) Organizational socialization
7. .... defines managerial economics as "The study of how to direct scarce resources in a way that most efficiently achieves a managerial goals".
- A) Hague.
  - B) Michael R. Baye.
  - C) Robbins.
  - D) Lord Keynes.
8. The firm in perfect competition faces ..... at the market price for its product.
- A) U shaped demand curve.
  - B) horizontal demand curve.
  - C) vertical demand curve.
  - D) indifference demand curve.

9. The ..... requires that price deviations from marginal costs inversely related to the elasticity of demand. That is for goods with very elastic demand, price should be set close to marginal cost. Conversely for goods with relatively inelastic demand, price should deviate more from marginal cost.
- A) Turkey Pricing.  
 B) Transfer Pricing.  
 C) Ramsey Pricing.  
 D) Incremental cost pricing.
10. The ..... between two goods is the rate at which a consumer is willing to substitute one good for the other and still maintain the same level of satisfaction.
- A) market rate of substitution.  
 B) marginal rate of substitution.  
 C) consumer equilibrium.  
 D) substitution effect.

11. Match the items of List I and List II and indicate correct code

List I (Author and years)

List II (Contribution for CSR)

a. Howard Bowen (1953)

1. Identified three reasons; CSR is an 'essential contested concept'. Conception of business society relation and its dynamic phenomenon.

b. Keith Davis (1960)

2. The organisations responsibility towards society are beyond economic and legal expectation.

c. Steiner (1971)

3. The purpose of social responsibility is not so much to solve problems in businesses and society but rather to act as mechanism to assist business.

d. Matten and Moon (2008)

4. Social responsibility is more of an attitude as organisation is helping society to achieve its basic goals.

**Codes:**

	a	b	c	d
A)	1	2	3	4
B)	1	3	2	4
C)	4	2	1	3
D)	4	3	2	1

12. Consider the following statement relating to Agent theory of corporate governance and indicate the correct codes

**Statement I :** Theory leads to the need for harmonization of interest of managers with those of shareholders for objective of maximizing the company value could not be affected by company interests of managers in different decision making circumstances.

**Statement II :** Theory is strongly connected to the remunerations of manager policy and use of various actions such as handling financial communication in order to increase their prestige and management reputation.

**Statement III :** Theory describes the role of management leadership in maintaining and developing the organization's value.

**Statement IV :** Developed from theory of the firm stated by Alchian and Demsetz (1972) further developed by Jensen and Meckling (1976)

**Codes :**

- A) Statement I, II and IV are correct.
  - B) Statement II, III and IV are correct.
  - C) Statement I and IV are correct.
  - D) Statement II and III are correct.
13. What term refers to the individual's inconsistency in perceiving the thoughts, attitudes and beliefs relating to behavioural decisions?
- A) Confirmation bias.
  - B) Cognitive dissonance.
  - C) Social loafing.
  - D) Groupthink.
14. Which Myers - Briggs Type Indicator (MBTI) preference involves relying on patterns and impressions, focusing on future possibilities?
- A) Extroversion (E).
  - B) Sensing (S).
  - C) Thinking (T).
  - D) Intuition (N).
15. What types of teams are commonly used to coordinate complex project in Honda, BMW, GM, Ford, and Toyota?
- A) Functional Teams.
  - B) Cross - Functional Teams.
  - C) Self - Managed Teams.
  - D) Virtual Teams.

16. Given below are two statements, one is labelled as Assertion A and the other is labelled as Reason R :

**Assertion 'A'** : Charismatic leadership is characterized by a leader's ability to inspire and influence others through their personal charm and vision.

**Reasoning 'R'** : Charismatic leadership often involves setting a compelling vision and expressing high expectations for followers.

In light of the above statements, choose the correct answer from the options given below:

- A) Both A and R are true and R is the correct explanation of A.  
B) Both A and R are true 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.
17. Which characteristic is associated with double - loop learning?
- A) Surface - level problem - solving.  
B) Reflection on underlying assumptions.  
C) Ignoring mental models.  
D) Static adherence to existing strategies.

18. Match List - I with List - II :

**List - I**

- 1) \_\_\_\_\_ expands the scope of a job by adding more tasks of the same level of complexity.  
2) \_\_\_\_\_ involves assigning a complete, meaningful piece of work, from start to finish.  
3) \_\_\_\_\_ increases the complexity and challenge of tasks, providing a sense of achievement.  
4) \_\_\_\_\_ involves systematically moving employees between different tasks and responsibilities.

**List - II :**

- i. Job Rotation  
ii. Job Enlargement.  
iii. Job Enrichment.  
iv. Task Identity.

Choose the correct answer from the options given below :

**Options :**

- A) 1) - ii, 2) - iv, 3) - iii, 4) i  
B) 1) - iii, 2) - i, 3) - ii, 4) iv  
C) 1) - iv, 2) - iii, 3) - i, 4) ii  
D) 1) - i, 2) - iv, 3) - iii, 4) ii
19. What is the correct sequence of stages in the formation of groups?
- A) Forming, Storming, Performing, Norming, Adjourning.  
B) Storming, Norming, Adjourning, Forming, Performing.  
C) Forming, Storming, Norming, Performing, Adjourning.  
D) Adjourning, Performing, Forming, Storming, Norming.

20. What are extraorganizational stressors?
- A) Workplace conflicts and team dynamics.
  - B) Personal life events and financial issues.
  - C) Job demands and workload.
  - D) Organizational policies and procedures.
21. Which of the following is not a forecasting technique commonly used in HRM?
- A) Work study techniques.
  - B) Regression Analysis.
  - C) Delphi Technique.
  - D) Job Rotation.

22. Match List - I - Selection test with List - II description :

**List - I - Selection Test**

- 1) TAT
- 2) Delbin Team Role.
- 3) Myers - Briggs Indicator.
- 4) Minnesota Multiphasic.

**List - II - Description.**

- i) Identifying traits of aberrant behaviour.
- ii) Understanding personality type.
- iii) Measuring ability to be a team player.
- iv) Gauging the need for achievement and power.

Choose the correct answer from the options given below.

- A) 1) - iv, 2) - iii, 3) - i, 4) -ii
- B) 1) - i, 2) - iii, 3) - ii, 4) -iv
- C) 1) - ii, 2) - iv, 3) - iii, 4) -i
- D) 1) - iv, 2) - iii, 3) - ii, 4) -i

23. What is the primary objective of managerial succession planning?
- A) Maximizing Short - Term Profits.
  - B) Ensuring a smooth transition of Leadership.
  - C) Minimizing Employee Turnover.
  - D) Reducing Training Costs.
24. What is the purpose of a finder's fee in the context of employee training?
- A) Motivating employees to attend training.
  - B) Compensating the trainer for services.
  - C) Rewarding employees for identifying training needs.
  - D) Funding the overall training budget.
25. According to Crawford et al (2013), which driver of employee engagement provides individuals with a sense of ownership and control over their work outcomes?
- A) Autonomy.
  - B) Opportunities for development.
  - C) Feedback.
  - D) Rewards and recognition.



26. Which of the following is the most important determinant of the outcome of any grievance in a unionized setting?
- A) The number of steps in the grievance procedure.
  - B) The bargaining power of the union.
  - C) The personality of the arbitrator.
  - D) All of the above.
27. Which of the following best describes the purpose of the unfreezing stage in Kurt Lewin's model of change?
- A) To generate excitement and enthusiasm for the upcoming change.
  - B) To identify and address potential resistance to change.
  - C) To establish a clear vision and plan for the change.
  - D) To train employees on the new behaviours or processes.
28. Which of the following characteristics is **NOT** typically associated with Organization Development (OD)?
- A) A focus on humanistic values.
  - B) The use of external change agents.
  - C) An emphasis on problem - solving.
  - D) A reliance on single - loop learning.
29. Which of the following is the best way to describe the performance evaluation process used by the organization?
- A) A two - step process that involves setting goals and objectives at the beginning of the year and then evaluating performance against those goals and objectives at the end of the year.
  - B) A continuous process that involves ongoing feedback and development throughout the year.
  - C) A combination of both a two - step process and a continuous process.
  - D) None of the above.
30. Which of the following are the key dimensions of International Human Resource Management (IHRM)?
- A) Human Resource activities (Procurement, allocation, and utilization).
  - B) Types of employees (host - country nationals, parent - country nationals, and third - country nationals).
  - C) Countries of operation (home country, host country, and other countries).
  - D) All of the above.

31. Which of the following statement is most accurate about the relationship between domestic HRM and International Human Resource Management?
- A) Domestic HRM is focused on managing a multicultural workforce, while IHRM is focused on managing a homogeneous workforce.
  - B) Domestic HRM is solely concerned with employees within a single national boundary, while IHRM deals with employees in multiple countries.
  - C) Domestic HRM is more concerned with operational issues, while IHRM is more concerned with strategic issues.
  - D) Domestic HRM is less complex than IHRM, as it does not have to deal with the complexities of different cultures and legal systems.
32. In the context of employee relations, which of the following perspectives is most likely to advocate for the use of partnership agreements?
- A) Unitary Viewpoint
  - B) Pluralist Viewpoint
  - C) Social Partnership
  - D) Mutuality
33. Which of the following statements accurately represents the fundamental principle of collective bargaining?
- A) Collective bargaining empowers employers to unilaterally dictate wages and working conditions.
  - B) Collective bargaining involves a process of negotiation and compromise between employers and employees.
  - C) Collective bargaining relies on third - party intervention to resolve disputes between employers and employees.
  - D) Collective bargaining seeks to exploit the weaknesses and vulnerabilities of one party.
34. What is the primary reason for the growing emphasis on career counselling within organizations?
- A) To address the personal concerns of employees.
  - B) To comply with affirmative action regulations.
  - C) To improve employee motivation and performance.
  - D) To prepare employees for future organizational needs.
35. The registration process for trade unions under the Trade Unions Act, 1926, requires the submission of :
- A) A copy of the trade union's rules and regulations.
  - B) Information about the trade union's members and office bearers.
  - C) A statement of assets and liabilities for unions existing for over a year.
  - D) All of the above.

36. Which of the following is **NOT** a component of the balance - sheet approach to compensating expatriate managers?
- A) Assistance with home and host country income taxes.
  - B) Goods and services (e.g., food, clothing, medical care).
  - C) Reserve for contributions to savings, benefits, pensions, and the like.
  - D) Expatriate premium.
37. Financial Analysis is the process of.....
- A) Finance, Evaluation, Analysis.
  - B) Selection, Relation and Evaluation.
  - C) Ratio, Evaluation and Relations.
  - D) Technics, Analysis, Finance.
38. P/B Ratio :
- A)  $\frac{MPS}{BPS}$
  - B)  $\frac{SMP}{SPB}$
  - C)  $\frac{PSM}{BSP}$
  - D)  $\frac{MPS}{SPB}$
39. Interest Received on Long Term Investment is shown under .....
- A) Operating.
  - B) Financing.
  - C) Investing Activities.
  - D) Cash flow.
40. The basic objective of Financial Management is
- A) Maximization of profit.
  - B) Maximization of share holders Wealth.
  - C) Increasing stability position.
  - D) All of the above.

41. The mix of Debit and Equity is known as the Firm's .....
- A) Cash Management
  - B) Cost Analysis
  - C) Capital Structure
  - D) Capital Budgeting
42. The change in profit due to the change in sales is referred to as .....
- A) Operating Leverages
  - B) Fixed Costs
  - C) Incremental Sales
  - D) Sales Targets
43. Secured Debentures are also known as .....
- A) Shares
  - B) Bonds
  - C) Equities
  - D) Securities.
44. A Firm Capital structure evaluating and analysing the general frame work .....
- A) FRACT
  - B) FRCAT
  - C) FRIAC
  - D) FRICT
45. **Assertain (A):** The Government budget is a Statement of Actual Receipts and Expenditure of the government during a financial year.  
**Reason (R):** In India Financial year is 1<sup>st</sup> April to 31<sup>st</sup> March.
- In the context of above two statements, which of the following is correct?
- A) Both Assertain (A) and Reason (R) are true and Reason (R) is not the Correct explanation of Assertain (A).
  - B) Both Assertain (A) and Reason (R) are true and Reason (R) is the Correct explanation of Assertain (A)
  - C) Assertain (A) is false but reason (R) is true.
  - D) Assertain (A) is true but reason (R) is true.

46. **Assertain (A):** Cash flow statement is a substitute for income statement.

**Reason (R):** cash flow statement does not show profit and loss

In the context of above two statements, which of the following is correct.

- A) Assertain (A) and Reason (R) are Correct but the reason (R) is the Correct explanation of Assertain (A).
- B) Assertain (A) and Reason (R) are Correct but the reason (R) is not the Correct explanation of Assertain (A).
- C) Assertain (A) is not Correct but the Reason (R) is correct.
- D) Only Assertain (A) is Correct.

47. Match the following set of statements :

- a) The only Vaible goal of Financial Management.
  - b) The basic objective of Financial Management.
  - c) Finance Function Involve.
  - d) Financial Management is Mainly Concerned.
  - w) Maximization of Shareholder Wealth.
  - x) All aspects of Aquring and utilizing means of financial resources for firms activities.
  - y) Wealth Maximization.
  - z) Procurement and effective utilization of funds.
- A) a-x, b-y, c-w, d-z.
  - B) a-y, b-w, c-z, d-x
  - C) a-x, b-y, c-z, d-w.
  - D) a-y, b-x, c-w, d-z.

48. Match the following set of statements :

- a) Capital Markets are a Sub Part.
  - b) Two key financial markets.
  - c) The Capital markets consists.
  - d) The Pricing of Issues is left to the investors.
  - w) New Issue Markets and the Stock Exchanges.
  - x) Financial system.
  - y) Money market and Capital Market.
  - z) Book building method
- A) a)-y, b)-z, c)-w, d)-x.
  - B) a)-x, b)-w, c)-z, d)-y
  - C) a)-x, b)-y, c)-w, d)-z.
  - D) a)-y, b)-x, c)-w, d)-z.

49. Select the correct statement about 'zero - coupon bond' from the following.
- A) A bond with zero rate of interest but of the highest value of liquidity for which investors get other concessions like tax break.
  - B) Comet Anwar A bond with zero coupon rate, which is sold at a price lower than its face value and investors get face value price at maturity.
  - C) A special category of bond used as express money to finance immediate need of the economy, which carries zero interest but gives tax credits to investors in their income tax returns.
  - D) A kind of bond, which is generally issued by governments in the times of financial carisis to the High Income Group (HIG) citizens, which carries new interest but investors get tax concessions for investing in it.
50. Risk of two securities with different expected return can be compared with:
- A) Variance of securities.
  - B) Standard deviation of securities.
  - C) Coefficient of variation.
  - D) None of the above.
51. Why is evaluating capital budgeting decisions based on cash flows?
- A) Cash is more important for an organization than profits.
  - B) Cash flows are much easier to calculate compared to profits.
  - C) Both A and B are correct.
  - D) Both A and B are incorrect.
52. Working Capital theory : A firm following an aggressive approach to working capital policy will finance all of the non - current assets (Fixed assets) with and some of the firm's permanent current assets will be financed with.
- A) Short - term non spontaneous sources of funds : long term capital.
  - B) Long term capital corporate bonds.
  - C) Long term capital short - term non spontaneous sources of fund's.
  - D) Short - term non spontaneous sources of funds corporate bonds commercial paper: long term capital.

53. Math List I with List II :

**List I (Methods of Inventory Control)**

**List II (Explanation)**

- |                    |   |
|--------------------|---|
| (a) JIT system.    | i) Divide the items into the categories in the descending order of their usage rate.        |
| (b) ABC analysis.  | ii) Divides items into categories in the descending order of their critical use.            |
| (c) FSND analysis. | iii) Inventory arrive to the manufacturing sites just few hours before they are put to use. |
| (d) VED analysis.  | iv) The items of inventory are classified according to value of usage.                      |
- A) (a) - i, (b) - ii, (c) - iii, (d) - iv.  
B) (a) - ii, (b) - iii, (c) - iv, (d) - i.  
C) (a) - iii, (b) - iv, (c) - i, (d) - ii.  
D) (a) - iv, (b) - iii, (c) - ii, (d) - i.

54. Choose the correct answer from the options given below :

The statement of cash flow clarifies cash flows according to

- A) Operating and Non - operating Flows.  
B) Inflow and Outflow.  
C) Investing and Non - operating Flows.  
D) Operating, Investing, and Financing Activities.

55. The following two statements relate to receivables management. Choose the correct code for the statements being correct or incorrect.

**Statement I :** The major controllable decision variables for deciding the credit policy are the credit standards and analysis and the credit terms only.

**Statement II:** Factoring is a popular mechanism of managing, financing and collecting receivables.

- A) Statement I is correct, but II is incorrect.  
B) Statement II is correct, but I is incorrect.  
C) Both the statements I and II are correct.  
D) Both the statements I and II are incorrect.

56. Match List I with List II

**List I (Strategy)**

- (a) Merger.
- (b) Acquisition.
- (c) Takeover.
- (d) Hostile.

**List II (Merger)**

- i) HUL-TOMCO.
- ii) Kelvinator - Whirlpool
- iii) Daimlerchrysler - AG
- iv) L & T technology - Mind Tree

**Choose the correct option from the give below**

- A) (a) - i- (b) - ii, (c) - iii, (d) - iv
- B) (a) - iii- (b) - ii, (c) - iv, (d) - i
- C) (a) - ii- (b) - iv, (c) - i, (d) - iii
- D) (a) - iii- (b) - i, (c) - ii, (d) - iv

57. Which of the following is **NOT** true.

- A) When a CBOE call option on IBM is exercised, IBM issues more stock.
- B) An American option can be exercised at any time during its life.
- C) An call option will always be exercised at maturity if the underlying asset price is greater than the strike price.
- D) A put option will always be exercised at maturity if the price greater than the underlying asset price.

58. CAPM stands for.

- A) Capital Amount Pricing Model.
- B) Capital Amount Printing Model.
- C) Capital Asset Pricing Model.
- D) Capital Asset Printing Model.

59. The Arbitrage Pricing Theory (APT)

- A) Considers more factors than the CAPM and is a broader model.
- B) Considers only one factor and is a narrower model than the CAPM.
- C) Is useful only for well - diversified portfolios of common stock.
- D) Is easy to practice because the factors are readily observable.

60. Hedging by buying an option.

- A) Limits gain.
- B) Limits losses.
- C) Limits gain and losses.
- D) Has no limit on losses.



61. Strategic decision - making is \_\_\_\_\_ and future oriented to build on knowledge about the past and present.
- Short - term.
  - Long - term.
  - Medium - term.
  - Instant.
62. Managers using the BCG matrix plotted each of the company's business according to \_\_\_\_\_.
- Industry Growth rate and Business Strength.
  - Industry attractiveness and Business Strength.
  - Market growth rate and relative competition.
  - Industry attractiveness and Market Share.
63. Value chain analysis consists the following primary activities:
- Physical creation of the product.
  - Marketing and transfer to the buyer.
  - Research, Technology, and Systems Development.
  - After sale support.
- Choose the correct answer from the options given below :
- a and b.
  - b and c.
  - c and d;
  - a, b, d only.
64. Match the following with respect to Strategic Alternatives at the Corporate level :
- |                             |   |
|-----------------------------|---|
| (a) Growth strategies       | 1. Maintains firm's present size and current lines of business. |
| (b) Stability strategies    | 2. Reduce the size of the firm.                                 |
| (c) Retrenchment strategies | 3. A firm sells one or more of its business units.              |
| (d) Disinvestment           | 4. Increase a firm's revenue.                                   |
- (a) -1; (b) -2; (c) - 3; (d) -4.
  - (a) -4; (b) -1; (c) - 2; (d) -3.
  - (a) -3; (b) -4; (c) - 2; (d) -1.
  - (a) -2; (b) -3; (c) - 1; (d) -4.
65. Ansoff Growth Matrix is a tool which helps to \_\_\_\_\_.
- Analyze the various strategic directions a firm can pursue.
  - Analyze the balance of the portfolio.
  - Assess the market share of a business.
  - Assess whether the company's parent adds value.

66. Marketing focuses on
- A) The needs of the seller.
  - B) The sales and profit.
  - C) Satisfying the needs of the customer.
  - D) Promotion of the product.
67. The General Electric's nine cell model is explained.
- A) Market attractiveness and business position.
  - B) Business attractiveness and market position.
  - C) Company's Growth rate and Industry's position.
  - D) Industry Growth rate and Company's Market share.
68. **Read the statements and choose the correct answer using the code given below:**
- Assertion (A) :** A market segment consists of a small identifiable group within a market.
- Reason (R) :** The needs, preferences, and behaviour of segment members are similar but not identical.
- A) Both (A) and (R) are correct and (R) is the right explanation of (A).
  - B) Both (A) and (R) are correct but (R) is not the right explanation of (A).
  - C) Both (A) and (R) is incorrect.
  - D) (A) is incorrect but (R) is correct explanation.
69. **Read the following statements : Assertion (A) and Reason (R). Choose one of the correct alternatives given below :**
- Assertion (A) :** Effective strategy implementation does not require managers to consider a number of issues.
- Reason (R) :** Strategic implementation should consider the issues before a strategic alternative is selected and then detailed after a strategy is formulated.
- Alternatives :**
- A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation.
  - B) Both Assertion (A) and Reason (R) are true and Reason (R) is not correct explanation.
  - C) Assertion (A) is true and Reason (R) is false.
  - D) Assertion (A) is false and Reason (R) is true.

70. Match the following with respect to Product Life Cycle.

- |                        |   |
|------------------------|---|
| (a) Introduction stage | 1. Sales promotion continues strong, advertising and publicity are reduced. |
| (b) Growth stage       | 2. Sales promotion, advertising, and personal selling are more important.   |
| (c) Maturity stage     | 3. Advertising and publicity are most cost effective.                       |
| (d) Decline stage      | 4. All the tools can be toned down  |
- A) (a) -3; (b) -4; (c) - 2; (d) -1.  
B) (a) -3; (b) -4; (c) - 1; (d) -2.  
C) (a) -3; (b) -2; (c) - 1; (d) -4.  
D) (a) -2; (b) -3; (c) - 4; (d) -1.

71. Which one of the following is an opportunity in business?

- A) Activity or program.  
B) Sufficient funding.  
C) Moving into new market segments that offer improved profits.  
D) A new competitor in home market.

72. Manufacturers spend more on \_\_\_\_\_ than they want to spend.

- A) Co-operative advertising.  
B) Sales promotion.  
C) Trade promotion.  
D) Dealer promotion.

73. In Maslow's Hierarchy of needs theory, the need which discuss about the influence of self recognition and ego status is

- A) Psychological need.  
B) Social need.  
C) Self-actualization need.  
D) Esteem need.

74. The requirement of Product Specification is mandatory in the following Industrial Buying type(s).

- A) Only for new task.  
B) For new task and modified rebuy.  
C) Only for Straight rebuy.  
D) For new task, modified rebuy and straight rebuy.

75. Match the following Marketing environment with the marketing management philosophies based on Dowling's approach :
- a) Placid random environment.
  - b) Placid clustered environment.
  - c) Disturbed reactive environment.
  - d) Turbulent environment.
  - w) Selling concept.
  - x) Social media concept.
  - y) Production concept.
  - z) Marketing concept.
- A) a)-z, b)- y, c)-x, d)-w  
 B) a)-w, b)-y, c)-x, d)-z.  
 C) a)-y, b)-w, c)-z, d)-x  
 D) a)-x, b)-z, c)-y, d)-w.
76. Coca Cola Brand, marketed across the world is a best example for.
- A) Product Branding.
  - B) Private Labelling.
  - C) Global Branding.
  - D) Multi Region Branding.
77. Which among the following statement is not true with respect to Sales Force Management?
- A) Technology support sales force productivity.
  - B) Sales force automation increase accountability and transparent.
  - C) Electronic fund transfer and electronic point of sale reduce the rapport of salesmen with the customers.
  - D) Training and performance appraisal helps the sales force to work satisfactorily, improve productivity and ensure accountability in sales performance.
78. To make Sales target to be effective in motivating a salesperson, which among the statement(s) is/are true.
- (i) Attainable target.
  - (ii) Fair incentive for achieving target
  - (iii) Targets unachieved by other salesmen.
  - (iv) Offering more incentives for slow moving and non - moving products.
- A) Only (i)  
 B) (i) and (ii)  
 C) All of the above  
 D) None of the above

79. The disappointed customers may experience more satisfaction and become loyal due to company's good resilient strategy is called as
- A) Recovery Paradox.
  - B) Delight Paradox.
  - C) Loyalty Paradox.
  - D) Servqual Paradox.
80. Match the following words with the relevant descriptions.
- a) Service Encounters.
  - b) Service.
  - c) Service Perishability.
  - d) Service Delivery.
  - w) Channel
  - x) Hotel.
  - y) Moments of Truth
  - z) Inseparability.
- A) a) -z, b)-x, c)-w, d)-y.
  - B) a)-y, b)-z, c)-x, d)-w
  - C) a)-w, b)-x, c)-y, d)-z
  - D) a)-x, b)-y, c)-w, d)-z
81. Following is the not under the principle of CRM strategy:
- A) Frequency.
  - B) Timeliness.
  - C) Competition.
  - D) Relevancy.
82. The retail technology which can be used even in rural stores where internet connections are not available is.
- A) RFID.
  - B) Cloud Computing.
  - C) E-commerce.
  - D) E-CRM.

83. Major objective(s) of Franchising is (are)

- i) Expansion of business.
- ii) To diversify the business in new markets.
- A) (i) alone is correct.
- B) (ii) alone is correct.
- C) Both (i) and (ii) are correct.
- D) Both (i) and (ii) are not correct.

84. SEO triangle elements in digital marketing are \_\_\_\_\_, Technical and Links.

- A) Customer.
- B) Contents.
- C) Media.
- D) Reach.

85. The following data-relates to the number of successful sales made by the salesmen employed by a large microcomputer firm in a particular quarter

Number of sales	0-4	5-9	10-14	15-19	20-24	25-29
Number of salesmen	1	14	23	21	15	6

Calculate the mean number of sales.

- A) 4.83
- B) 15.3
- C) 104.16
- D) 204.16

86. Given below are two statements.

**Statement 1 :** Stratified sampling is a type of probability sampling where the population is divided into smaller groups of strata.

**Statement 2 :** In stratified sampling, samples are selected from each stratus.

Choose the correct option :

- A) Both Statement 1 and Statement 2 are correct, and statement 2 is the correct explanation of statement 1.
- B) Both Statement 1 and Statement 2 are correct, but statement 2 is not the correct explanation of statement 1.
- C) Statement 1 is correct, but statement 2 is incorrect.
- D) Statement 2 is correct, but statement 1 is incorrect.

87. A hypothesis which defines all the values of parameters is called as .....
- A) Simple Hypothesis.
  - B) Composite Hypothesis.
  - C) Statistical Hypothesis.
  - D) Directional Hypothesis.
88. Dimension reduction methods have the goal of using the correlation structure among the predictor variables to accomplish which of the following :
- a) To reduce the number of predictor components.
  - b) To help ensure that these components are dependent.
  - c) To provide a framework for interpretability of the results.
  - d) To help ensure that these components are independent.
  - e) To increase the number of predictor components.
- A) a, b, d and e only.
  - B) a, c and d only.
  - C) a,b,c and e only.
  - D) b,c,d and e only.
89. Match the following List I with List II
- | <b>List I</b>                   | <b>List II</b>       |
|---------------------------------|----------------------|
| a) Job production               | i) Facility location |
| b) Center for gravity technique | ii) Product layout   |
| c) Mass production              | iii) Scheduling      |
| d) Gantt Chart                  | iv) Process layout   |
- Choose the correct code:**
- A) a)-i, b)-ii, c)-iii, d)-iv.
  - B) a)-ii, b)-iii, c)-iv, d)-i.
  - C) a)-iv, b)-i, c)-iii, d)-ii.
  - D) a)-iv, b)-i, c)-ii, d)-iii.
90. The layout that is best suited for intermittent type of product, and also used for manufacturing several types of products using the same production line is .....
- A) Product layout.
  - B) Process layout.
  - C) Fixed position layout.
  - D) Cellular layout.

91. Break - even is not affected with changes in
- A) Sales price per unit.
  - B) Variable cost per unit.
  - C) Number of units sold.
  - D) Total fixed cost.
92. Among the following, which one is not a skillfulness of inventory control?
- A) ABC analysis.
  - B) MLM analysis.
  - C) FSN analysis.
  - D) GOLF analysis.
93. The tool that displays a major cause of poor quality on a graph is .....
- A) Scatter diagram.
  - B) Histogram.
  - C) Fishbone diagram.
  - D) Process flow chart.
94. When the stakeholders viz. Suppliers, distributors and customers collaborate with each others to improve the performance of the entire system, they are participating in a .....
- A) Value delivery network.
  - B) Supply Chain.
  - C) Supply and demand chain.
  - D) Channel of distribution.
95. .... is a complete review of critical work processes to make them more efficient to be able to deliver higher quality.
- A) Change of agent process.
  - B) Transformational process.
  - C) Reengineering.
  - D) Audit approach.



96. Among the following which one focuses statistical process control?
- A) Determining the efficiency of an operations system.
  - B) Measuring the amount of re-work required to rectify faulty goods.
  - C) Identifying the security needs of an operations system.
  - D) Measuring and controlling process variations.
97. Simplex method to solve linear programming was developed by
- A) F.L. Hitchcock.
  - B) T.C.Koopmans.
  - C) A.K. Erlang.
  - D) George Dantzig.
98. If a basic feasible solution has less than  $(m+n-1)$  allocations, it is called as
- A) Degeneracy Transportation problem.
  - B) Non - Degeneracy transportation problem.
  - C) Balanced transportation problem.
  - D) Unbalanced transportation problem.
99. The method which yields a better IBFS is
- A) North west corner rule.
  - B) Least cost method.
  - C) Vogel's approximation method.
  - D) MODI method.
100. In Hungarian method of solving assignment problem, the row opportunity cost matrix is obtained by :
- A) Dividing each row by the elements of the row above it.
  - B) By Subtracting the elements of the row from the elements of the row above it.
  - C) By Subtracting the smallest element from all other elements of the row.
  - D) By Subtracting all the elements of the row from the highest element in the matrix.

101. The theory which provides a rational approach in dealing with uncertainties.

- A) Decision theory.
- B) Game theory.
- C) Linear programming.
- D) Queuing theory.

102. If a customer does not enter the queue since it is too large, it is called.

- A) Jockeying.
- B) Balked.
- C) Reneged.
- D) Queue length.

103. The shortest possible time to complete the activity is known as :

- A) Normal time.
- B) Crash time.
- C) Slack time.
- D) EFT.

104. Clustering is essentially a synonym for

- A) Semi - supervised learning.
- B) Active learning.
- C) Unsupervised learning.
- D) Machine learning.

105. \_\_\_\_\_ is the method used for retrieving data from the data base.

- A) Data Mining.
- B) Data Transformation.
- C) Data Selection.
- D) Data Integration.

106. A \_\_\_\_\_ is a computer - based information system that provides a flexible tool for analysis and helps managers focus on the future.

- A) Decision Support System.
- B) Transaction Processing System.
- C) Management Information System.
- D) Office Information Systems.

107. The software which controls the search of Expert system's knowledge base and suggest conclusions is called :

- A) Knowledge base.
- B) Inference engine.
- C) User interface
- D) None of these

108. Which of the following areas of study is *not* included in AI?

- A) Pattern recognition.
- B) Fuzzy logic.
- C) Transaction processing systems.
- D) Robotics.

109. The question below consists of an assertion and a reason Find the appropriate answer using the options.

**Assertion (A) :** A business plan helps an entrepreneur to systematically think through each aspect of their new venture.

**Reason (R) :** The business plan always assures the investors and lenders a decent return on investment.

**Options :**

- A) (A) and (R) both are correct statements and (R) is the correct explanation for (A).
- B) (A) and (R) both are correct statements and (R) is not correct explanation for (A).
- C) (A) is correct statement but (R) is the inappropriate explanation for (A).
- D) (A) is wrong statement but (R) is the correct explanation for (A).

110. The following activities involved in the process of bringing a new product into market is given below. Choose from the options the correct arrangement of steps should be proceeded by an entrepreneur.

- (i) Idea generation and screening.
- (ii) Business analysis.
- (iii) Market strategy development.
- (iv) Concept Development and testing.

**Options :**

- A) (i), (iii), (iv) and (ii).
- B) (iii), (i), (ii) and (iv).
- C) (i), (iv), (iii) and (ii).
- D) (iv), (i), (iii) and (ii).

111. Given below the details of the name of the theory, Entrepreneurial thinker and the key concept of the theory. Identify the differently matched combinations.

- 1. Innovation theory - Knight - Consolidation.
- 2. Theory of High - Achievement -- Mc - Clelland - Profits in terms of high achievement.
- 3. Theory of Entrepreneurial Supply - John Kunkal - Behavioural model of individuals and their relationship with social structures.
- 4. Theory of Risk - bearing - Schumpeter - innovator/inventor.

**Options :**

- A) Combination (1) only.
- B) Combinations (1) and (3) only.
- C) Combinations (1) and (4) only.
- D) All of these.

112. The question below consists of an assertion and a reason. Find the appropriate answer using the options.

**Assertion (A) :** Imitating entrepreneurs are especially important for underdeveloped nations.

**Reason (R) :** These entrepreneurs are characterized by aggressive assemblage in information, analysis of results and deriving from a novel combination.

**Options :**

- A) (A) and (R) both are correct statements and (R) is the correct explanation for (A).
- B) (A) and (R) both are correct statements and (R) is not the correct explanation for (A).
- C) (A) is correct statement but (R) is the inappropriate explanation for (A).
- D) (A) is wrong statement but (R) is the correct explanation for (A).

113. Determination of the goals, Understanding the costs and benefits, Indicating the costs and benefits into monetary form, and analysing the costs and benefits are the sequential steps carried in \_\_\_\_\_

**Options :**

- A) Technical analysis.
- B) Financial analysis.
- C) SWOT analysis.
- D) PESTEL analysis.

114. Choose the correct sequence.

**Column A**

- (a) Entrepreneur
- (b) Incubation
- (c) SIDBI
- (d) Crowd funding

**Column B**

- (i) IDBI
- (ii) Wishberry
- (iii) Richard Cantillon
- (iv) Creativity process.

**Options :**

- A) (a) - ii, (b) - iv, (c) - iii, (d) - i.
- B) (a) - i, (b) - iii, (c) - iv, (d) - ii.
- C) (a) - iv, (b) - i, (c) - iii, (d) - ii.
- D) (a) - iii, (b) - ii, (c) - i, (d) - iv.

115. If the concept of entrepreneur, and entrepreneurship and enterprise are arranged as in the SVO (Subject - Verb - Object) formation, the sequence may be of

**Options :**

- A) Enterprise (S) - Entrepreneurship (V) - Entrepreneur (O).
- B) Entrepreneur (S) - Entrepreneurship (V) - Enterprise (O).
- C) Enterprise (S) - Entrepreneur (S) - Entrepreneurship (O).
- D) Entrepreneurship (S) - Entrepreneur (V) - Enterprise (O)

116. Choose the correct option from the given choices.

- (i) Micro or small Enterprise may be said to have become sick as defined by MSMED Act 2006, if any of the borrower account of the enterprise remains NPA for three months or more.
- (ii) Development and enhancement of competitiveness of MSME is an specific feature of the MSMED Act, 2006.
- (iii) MSME does not contribute to a well - balanced regional growth.
- (iv) For a small company manufacturing goods the amount of money invested should be 5 Crores to 10 Crores.

**Options :**

- A) All the statements are correct.
- B) Statements (i), (ii) and (iv) are correct.
- C) Statements (i) and (ii) are correct.
- D) Statements (iii) and (ii) are correct.

117. Which of the following activities aim at development of women entrepreneurship.

- (i) To treat women as specific target groups in developmental programmes.
- (ii) Appropriate vocational training facilities.
- (iii) Providing marketing assistance.
- (iv) Involvement in decision making.

**Options :**

- A) Only (i)
- B) Only (i) and (iv)
- C) Only (i), (ii) and (iii).
- D) All of these.

118. The first and foremost industrial estate was established at \_\_\_\_\_.

**Options :**

- A) Patna in 1962.
- B) Rajkot in 1955.
- C) Gurgaon in 1950.
- D) Ahmadabad in 1947

119. The technique that serves as a trade - off between cost and time. The technique determines the activities to be accomplished and introduction of time schedule for each activity in a project is referred as

**Options :**

- A) ANOVA.
- B) Linear Programming.
- C) Trend Analysis.
- D) Critical Path Method.

120. Startup India scheme is based majorly on below aspects except.

**Options :**

- A) Identifying a currently available product or service and then building a business around a better version.
- B) Providing funding support and incentives to the various start - ups of the country.
- C) To provide Industry - Academia Partnership and Incubation.
- D) Simplification and Handholding.

# ROUGH WORK

# ROUGH WORK

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Booklet Serial No. 100677

Test Booklet Series

A

TEST BOOKLET  
APHOSPITALITY AND CATERING  
TECHNOLOGY  
Written Test - 2024  
(44)

Time Allowed: Three Hours

Maximum Marks: 120

**INSTRUCTIONS**

1. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS TEST BOOKLET **DOES NOT** HAVE ANY UNPRINTED OR TORN OR MISSING PAGES OR ITEMS, ETC. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
2. Please note that it is the candidate's responsibility to encode and fill in the Roll Number and Test Booklet Series Code A, B, C or D carefully and without any omission or discrepancy at the appropriate places in the OMR Answer /Response Sheet. Any omission/discrepancy will render the Response Sheet liable for rejection.
3. You have to enter your Roll Number on the Test Booklet in the Box provided alongside.   
**DO NOT write anything else** on the Test Booklet.
4. This Test booklet contains 120 items (questions). Each item comprises of four responses (answers). You will select the response which you want to mark on the Answer Sheet/Response 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.
5. You have to mark all your responses **ONLY** on the separate Answer /Response Sheet provided. See directions in the Response Sheet.
6. All items carry equal marks.
7. Before you proceed to mark in the Answer /Response Sheet, the response to various items in the Test Booklet, you have to fill in some particulars in the Answer /Response Sheet as per instructions sent to you with your Admission Certificate.
8. After you have completed filling in all your responses on the Response Sheet and the examination has concluded, you should hand over to the Invigilator **only the Answer /Response Sheet**. You are permitted to take away with you the Test Booklet and **Candidate's Copy of the Response Sheet**. Sheets for rough work are appended in the Test Booklet at the end.
9. While writing Centre, Subject and Roll No. on the top of the Answer Sheet/Response Sheet in appropriate boxes use **"ONLY BALL POINT PEN"**.
11. **Penalty for wrong answers:**  
**THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY THE CANDIDATE IN THE WRITTEN TEST (OBJECTIVE TYPE QUESTIONS PAPERS).**
  - (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, (0.25) of the marks assigned to that 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 for that 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.



1. What do you mean by Café complet?
  - A) Cake with pastry.
  - B) Pastry with sparkling wine.
  - C) Continental Breakfast with Coffee.
  - D) Tea with pastry.
  
2. Dummy Waiter refers to \_\_\_\_\_ ?
  - A) Booster seats
  - B) Banquet chairs
  - C) Reception desk
  - D) Side board
  
3. What is the size of full plate?
  - A) 8"
  - B) 5"
  - C) 2"
  - D) 10"
  
4. *Fromage* refers to
  - A) Vegetable
  - B) Fish
  - C) Cheese
  - D) Coffee
  
5. What do you understand by POS?
  - A) Pont of Sales
  - B) Period of Sales
  - C) Periodic Organizational standards
  - D) Performance Over Standards
  
6. Which type of restaurant specializes in grilled or roast meat, poultry, and fish?
  - A) Discotheque
  - B) Bistro
  - C) Brasserie
  - D) Rotisserie
  
7. What do you understand by Jigger ?
  - A) A machine for preparing ice cubes
  - B) A type of printer
  - C) A type of sanitizing equipment
  - D) A device used to measure liquor

8. What do you understand by call brands?
- A) Expensive brands available in the outlet
  - B) Those brands requested by the guest by the name
  - C) The brands promoted by the outlet
  - D) Brands that call the outlets with offers for promoting their sales.
9. Maitre d' hotel stands for?
- A) Apprentice
  - B) Pastry Chef
  - C) Head Waiter
  - D) Restaurant manager
10. What do you mean by Au Gratin?
- A) Roast on open fire
  - B) Dish that is sprinkled with bread crumbs and grated cheese and browned
  - C) Contains egg
  - D) High class cookery
11. The standard size of a cover is
- A) 24" × 15"
  - B) 35" × 16"
  - C) 15" × 45"
  - D) 27" × 30"
12. Which one among the following belongs to welfare sector?
- A) Industrial Catering
  - B) Pubs
  - C) Old Age Homes catering
  - D) Motel
13. Full form of HACCP
- A) Hazard Analysis & Critical Control Points
  - B) Halogen Action Chemical Certification Accreditation
  - C) Hospital Action Chemical Control Agency
  - D) Hotel Accreditation for Cost Competition Analysis

14. Beverage Cost percentage = \_\_\_\_\_ ?
- A)  $(\text{Total food cost}/\text{Net sale} \times 100)$
  - B)  $(\text{Beverage cost}/\text{Sales}) \times 100$
  - C)  $(\text{Beverage cost} + \text{Food cost}/\text{Food Cost}) \times 100$
  - D)  $(\text{Total costs}/\text{Sales}) \times 100$
15. What will the accompaniment for Roast lamb?
- A) Caper Sauce
  - B) Mayonnaise
  - C) Grated parmesan Cheese & Mint Sauce
  - D) Mint Sauce, Red currant Jelly
16. What do you understand by Californian menu?
- A) Menu served in hotels of USA
  - B) A Menu card of round the clock service, offering all dishes of breakfast lunch, Snacks, dinner and beverages
  - C) A Menu which uses ingredients sourced from USA
  - D) A combination of food items demanded by American diplomats visiting foreign countries
17. Staff responsible for collecting soiled guest laundry and delivering fresh guest laundry
- A) Laundry supervisor
  - B) Hat Checker
  - C) Guest Room Attendant
  - D) Valets
18. Self-service laundry which may be utilized by using coin slots to pay by the load or by paying monthly.
- A) Washing Machine
  - B) Calendar Machine
  - C) Laundromats
  - D) On Premise Laundry
19. What is Javelle water ?
- A) Sodium Chloride
  - B) Sodium Hypochlorite
  - C) Ammonium Hydroxide
  - D) Ammonium Nitrate

20. Expand CPR
- A) Cardio Pulmonary Resurrection
  - B) Chamber of Property Research
  - C) Credential Peer review
  - D) Citation Par Excellence
21. Class C Fire extinguishers are used against
- A) Wood/Paper fire
  - B) Electrical fire
  - C) Fire caused by flammable metals
  - D) Fire caused by flammable liquids
22. Expand S.T.P
- A) Standard Technical Procedure
  - B) Sewage Treatment Plant
  - C) Scientific Technological Process
  - D) Systematic Technical planning
23. What is TDD in housekeeping?
- A) Telecommunication Device for the Deaf
  - B) Territorial Development Design
  - C) Technical Design Data
  - D) Technical Design Development
24. Select the primary colours from following
- A) Red, Yellow, Blue
  - B) Red, Blue, Green
  - C) Red, Brown, Yellow
  - D) Green, Yellow, Blue
25. From the following, identify Japanese flower arrangement style
- A) Hogarth
  - B) Biedermeier
  - C) Ikebana
  - D) Tenzing

26. Ball point ink stain can be removed by.
- A) Rubbing lightly with cotton swab soaked with methylated spirit or denatured spirit
  - B) By using potassium permanganate
  - C) Soak in warm milk for 30 minutes and launder
  - D) By applying oxalic acid
27. The process by which molten glass is applied to metal surface such as steel & iron.
- A) Painting
  - B) Galvanizing
  - C) Enameling
  - D) Lacquering
28. The small light weight vacuum cleaners used for cleaning curtains, upholstery computers etc. are called.
- A) Power sweeper
  - B) Dustettes
  - C) Scarifying machine
  - D) Scrubbing Machine
29. Taski R 5 is.
- A) Glass cleaner concentrate
  - B) Floor Cleaner concentrate
  - C) Air Freshener
  - D) Toilet bowl cleaner
30. The chemical used to remove the chlorine in bleach is called.
- A) Antichlor
  - B) Builder
  - C) Organic Solvent
  - D) Detergent

31. Bronze is an alloy of
- A) Copper & Aluminum
  - B) Copper & Tin
  - C) Copper & Zinc
  - D) Iron & Copper
32. The equipment with a long metallic handle and a wooden/rubber blade to remove excess water from surface being cleaned.
- A) Foss Mops
  - B) Kentucky mop
  - C) Box sweeper
  - D) Squeegee
33. A condition where the guest with confirmed Reservation didn't turn up at the hotel on expected date of arrival is called as \_\_\_\_\_.
- A) No Shows
  - B) Guest Absent
  - C) Not Arrived
  - D) Didn't turn up
34. Potential Average Single Rate =
- A)  $\text{Single Occupied Room Revenue} / \text{Number of Rooms}$
  - B)  $\text{Number of Single rooms} / \text{Total Number of Rooms}$
  - C)  $\text{Operation Cost of single Room} / \text{Revenue from single room}$
  - D)  $\text{Single occupancy room revenue} / \text{Total food \& beverage sales}$
35. Expand PMS \_\_\_\_\_?
- A) Periodic Management System
  - B) Perpetual Management of Stock
  - C) Property Marketing Strategy
  - D) Property Management System
36. The Pricing strategy where a hotel charges different rate for same product from different people.
- A) Product Strategy
  - B) Market price strategy
  - C) Differential Pricing strategy
  - D) Revenue maximization Strategy



37. Expand HRACC
- A) Hotel Restaurant Accreditation & Classification Committee
  - B) Hotel Resort Accreditation & Classification Council
  - C) Hotel Restaurant Approval & Classification Committee
  - D) Hotel Resort Approval & Control Committee
38. American Plan includes
- A) Room rent with the charges for Lunch, Breakfast & Dinner
  - B) Charges for Lunch & Dinner only
  - C) Room rent with the charges for lunch & dinner
  - D) Only the charges for breakfast and dinner
39. The Rate charged for children above 5 years & below 12 years age accompanying parents is called as \_\_\_\_\_.
- A) Infant Rate
  - B) Children Rate
  - C) Toddler Rate
  - D) Crib Rate
40. The process of removal of air to extinguish fire is termed as
- A) Smothering
  - B) Cooling
  - C) Starving
  - D) Chilling
41. From the below list ,which one is the example of a condominium company
- A) Taj Hotels
  - B) Oberoi Hotels
  - C) RCI Group Singapore
  - D) IHG
42. Occupancy Percentage = \_\_\_\_\_ ?
- A)  $(\text{Number of rooms sold} / \text{Total Number of saleable room}) \times 100$
  - B)  $(\text{Number of bed occupied} / \text{Total Number of available beds}) \times 100$
  - C)  $(\text{Number of domestic guest} / \text{House count}) \times 100$
  - D)  $(\text{Number of foreign guest} / \text{House count}) \times 100$
43. The act of persuading a guest buy a more expensive room or to buy a related additional product at a discount.
- A) Upsell
  - B) Upgrade
  - C) Uplift
  - D) Rebate

44. The guest who leaves the hotel without clearing his bills /payment is called as.
- A) Skipper
  - B) Visitor Paid out
  - C) Slipper
  - D) Debtor
45. A hotel Room situated at the vicinity of a swimming pool is termed as
- A) Duplex Room
  - B) Cabana
  - C) Lanai
  - D) Suite
46. The written record of a hotel's guest account which shows the balance of his/her financial obligation to the hotel.
- A) Current Account
  - B) Guest Folio
  - C) Voucher
  - D) Bill
47. A five-star hotel should have a minimum \_\_\_\_\_ number of lettable rooms
- A) 24
  - B) 35
  - C) 10
  - D) None of the above
48. Expand FHRAI
- A) Federation of Hotel & Restaurant Association of India
  - B) Federal Hotel & Resort Accreditors India
  - C) Federal Hospitality & Renewability Association International
  - D) Federation of Hospitality and resort owners Association of India
49. Which one of the following types of information is not required in a standard recipe?
- A) Ingredients
  - B) Method of cooking
  - C) Yield
  - D) Purchase specification

50. The consumption of food or commodities off the record is known as.
- A) Yield testing
  - B) Standard Recipe
  - C) Standard Loss
  - D) Pilferage
51. Which one of the following is an example of Pasta?
- A) Caviar
  - B) Broccoli
  - C) Irish Stew
  - D) Tagliatelli
52. Which one among the following is not a derivative of mayonnaise?
- A) Chasseur Sauce
  - B) Remoulade Sauce
  - C) Tartar Sauce
  - D) Cocktail Sauce
53. Which one of the Cheese belongs to France?
- A) Stilton
  - B) Brie
  - C) Gorgonzola
  - D) Edam
54. The French term for cauliflower is.
- A) Clamart
  - B) Parmentier
  - C) Normandy
  - D) Dubarry

55. Worcestershire sauce is an accompaniment of.
- A) Orange Juice
  - B) Tomato Juice
  - C) Pineapple Juice
  - D) Apple Juice
56. Canned foods are likely to be contaminated by.
- A) Salmonella
  - B) Clostridium Botulinum
  - C) Listeria Monocytogenes
  - D) Staphylococcus Aureus
57. Service equipment in kitchen should be given final rinsing at above \_\_\_\_\_ degree Celsius
- A) 82
  - B) 62
  - C) 72
  - D) 52
58. From the following select the cold soup.
- A) Garnish, Filling, Spread
  - B) Bread, Filling, Garnish, Spread
  - C) Bread, Spread, Filling, Garnish
  - D) Bread, Filling, Spread, Garnish
59. Tiramisu is.
- A) An Italian Dessert
  - B) Flat Palette Knife
  - C) Protein found in flour
  - D) Sponge made from egg
60. Which among the following does not lead to increased food cost?
- A) Pilferage
  - B) Spoilage
  - C) Lower Yield
  - D) Fall in prices

61. \_\_\_\_\_ is the national dish of English Cuisine
- A) Ratatouille
  - B) Chicken Tikka Masala
  - C) Chowmein
  - D) Grilled Fish
62. The twisted cord like strands of egg white is known as.
- A) Vitelline
  - B) Thin Albumen
  - C) Chalazae
  - D) Yolk
63. Which among these is the international soup of Spain?
- A) Gazpacho
  - B) Minestrone
  - C) Mulligatawny
  - D) Scotch Both
64. Which among the following is an Italian Cheese?
- A) Mozzarella
  - B) Alfredo
  - C) Carbonara
  - D) Manchego
65. Who is the father of scientific management?
- A) F.W Taylor
  - B) Peter Drucker
  - C) Elon Musk
  - D) CK Prahlad
66. How many principles of management have been given by Henry Fayol?
- A) 5
  - B) 14
  - C) 16
  - D) 20

67. In a matrix organization structure
- A) Employees report to multiple managers
  - B) There is one level of management
  - C) Communication is strictly top to down
  - D) Employees work independently
68. What is the primary purpose of communication in an organization setting?
- A) Entertainment
  - B) Information Sharing
  - C) Socializing
  - D) Competition
69. What is the purpose of feedback in the communication process?
- A) To interrupt the sender
  - B) To criticize the message
  - C) To clarify and improve understanding
  - D) To distract the receiver
70. In the decision-making process what comes after identifying the problem?
- A) Generating Alternatives
  - B) Implementing the decision
  - C) Evaluating Alternatives
  - D) Setting Objectives
71. What is leadership?
- A) Task completion
  - B) Influencing & guiding others
  - C) Setting rules and regulations
  - D) Micromanagement
72. What is the primary goal of conflict management in an organization?
- A) Complete elimination of all conflicts
  - B) Encouraging competition among employees
  - C) Resolving conflict in a constructive manner
  - D) Ignore conflicts for stability

73. Which managerial function involves defining goals, setting strategies and making decisions for the organization?
- A) Organizing
  - B) Controlling
  - C) Planning
  - D) Leading
74. What is group dynamics?
- A) The study of individual behavior
  - B) The analysis of organization structures
  - C) The measurement of individual performance
  - D) The study of how groups interact and influence individual members
75. The technique that evolved as a result of a joint industrial effort between DuPont Company & Remington Rand Univac
- A) PERT
  - B) SWOT
  - C) CPM
  - D) Matrix
76. SABRE stands for
- A) Semi Automated Business Research Environment
  - B) Semi Automatic Business Research Association
  - C) Sub Agent Business Research Enterprise
  - D) None of the Above
77. Which GDS was born out of the alliance of Air France, Lufthansa, Iberia Airlines, and Scandinavian Airlines?
- A) Galileo CRS
  - B) Amadeus IT
  - C) Worldspan
  - D) SABRE
78. Expand CRS
- A) Central Reservation System
  - B) Customer Relation Standards
  - C) Current Ratio Standards
  - D) Customer Recording System

79. The worldwide computerized Reservation network which is used as a single point access for reserving hotel rooms, airline seats, rental cars and other travel related items by travel agents, online reservation sites & large corporations is known as
- A) LHW
  - B) CRS
  - C) GDS
  - D) PERT
80. The journey of a customer from getting attention to becoming a customer and finally being retained and associated for a long time with an organization is known as
- A) Customer Advocacy
  - B) Customer Relationship Management
  - C) Customer Life Cycle
  - D) Customer Life Advocacy
81. CLTV Stands for
- A) Customer Life time Value
  - B) Central Lifetime Value
  - C) Customer Limit Technical Value
  - D) Client Legal Technical Validation
82. The Core Modules of CRM includes
- A) Sales Management, Marketing Management, Customer Relationship management
  - B) Production, Sales, Quality
  - C) Cost, Profit, Quality
  - D) Advertisement, Budget, Goodwill
83. How does the use of the Central Reservation system benefit the hospitality industry?
- A) It limits online bookings
  - B) It facilitates centralized booking management
  - C) It excludes mobile bookings
  - D) It decreases the need for online presence
84. In what way use of electronic door lock system contribute to hotel security?
- A) It exposes guest information
  - B) It limits access control
  - C) It increases the security of guest rooms
  - D) It eliminates the need for key cards



85. Floor Area = \_\_\_\_\_ ?
- A) Plinth Area + Area Occupied by walls
  - B) Total Area-Total Lobby Area
  - C) Total Room Area/Total Hotel Area
  - D) Restaurant Area-Kitchen Area
86. What does a feasibility report assess?
- A) Project popularity
  - B) Project risks and viability
  - C) Market competition
  - D) Disregarding financial considerations
87. What does SLP stand for in facilities design?
- A) Single Layout Plan
  - B) Systematic Layout Procedure
  - C) Standard Layout Protocol
  - D) Simplified Layout Principle
88. What is the purpose of star classification in the hospitality industry?
- A) Ignoring customer feedback
  - B) Identifying stakeholders
  - C) Recognizing and rating accommodation quality
  - D) Minimizing guest satisfaction
89. The area of verandas, passages, corridors, balcony, entrance hall, porches and staircases etc which are used for movement of people using the building is known as.
- A) Circulation area
  - B) Carpet Area
  - C) Walkable area
  - D) Floor Area
90. Expand IHHA.
- A) Indian Hospitality & Hotel business Association
  - B) Indian Historical Hotel Association
  - C) Indian Heritage Hotel Association
  - D) None of the Above

91. Heritage Classic refers to the hotels built during the period
- A) 1850-1920
  - B) 1920-1935
  - C) 1935-1950
  - D) 1950-1999
92. In which star category hotel is it mandatory to have 60% skilled Staff?
- A) 4 Star
  - B) 2 Star
  - C) 3 Star
  - D) 5 Star
93. Which among the following is not an example of blue print?
- A) Elevation View
  - B) Detail View
  - C) Section View
  - D) Plinth
94. The Device that attaches to a telephone to enable a hearing-impaired person to record our phone conversations
- A) Pager
  - B) Fax
  - C) Teletypewriter
  - D) Teleprinter
95. From among following list, identify the entrepreneurial competencies
- A) Problem solver, Initiative, Employee well-wisher, Efficient strategist.
  - B) Easy going, Arrogant, opportunity seeker, non-punctual
  - C) Lazy, non-persistent, Ignorant, Problem solver.
  - D) Skilled, Hardworking, Negative attitude, Employee-oppressor
96. Expand CLCSS
- A) Credit Linked Capital Subsidy scheme
  - B) Capital Linked Credit Scheme for Subsidy
  - C) Current Liability Capital Subsidy Scheme
  - D) Credit Linked Central Cash Scheme

97. Approach to growth by an organization by adding new products to existing products is called
- A) Expansion
  - B) Franchising
  - C) Manufacturing
  - D) Diversification
98. The organization set up in 1<sup>st</sup> January 1982 as the wing of IDBI bank to provide financial assistance to exporters and importers to promote India's foreign trade
- A) IFCI
  - B) ICICI
  - C) EXIM Bank
  - D) Indian Overseas Bank
99. The manufacturers of the product fix price for wholesaler and retailer and prints them on package. This price is however set higher to meet the cost of inefficient retailers not selling the product on time. This pricing strategy is called
- A) Market Rate Policy
  - B) Variable Price Policy
  - C) Resale Price Maintenance
  - D) Market Penetration Strategy
100. What are the 4 Ps of Marketing?
- A) Product, Price, Place, Promotion
  - B) Product, Package, Plot, Production
  - C) Production, Price, Package, Place
  - D) Product, Package, Place, Policy
101. Those entrepreneurs are characterized by very great caution and skepticism in experimenting with any change in their enterprises & initiate change only when it becomes perfectly clear that failure to do so results in losses are known as.
- A) Drone Entrepreneur
  - B) Fabian Entrepreneur
  - C) Innovative Entrepreneur
  - D) Responsible entrepreneur

- 102.** It is the equity or equity featured capital seeking investment in new ideas, new companies, new processes or new services that offer the potential of high return on investment. Which source of finance is being referred to here?
- A) Venture capital
  - B) Factoring
  - C) Return linked Capital
  - D) Crowdfunding
- 103.** National Small Industries Corporation was established in the year
- A) 1976
  - B) 1998
  - C) 1955
  - D) 1964
- 104.** The Micro Small & Medium Enterprise Development (MSMED) act was introduced in the year.
- A) 2021
  - B) 2006
  - C) 2010
  - D) 2015
- 105.** The process of picking individuals possessing required qualifications and required experience for carrying out a job in an organization is.
- A) Recruitment
  - B) Selection
  - C) Controlling
  - D) Directing
- 106.** A kind of classroom training imparted by using materials files machines and equipment which are similar to those that are used in the actual workplace.
- A) Case Study
  - B) Vestibule training
  - C) Apprenticeship
  - D) Roleplay

107. The method in which employee is appraised by multiple appraisers which include his immediate supervisor, other supervisors who have close contact with the employee's work, Managers, the Head of department & consultant. The Head of department or Manager may be the chairman of the group and coordinate the process. This method of appraisal is known as
- A) Human Resource accounting
  - B) Field Review
  - C) Group Appraisal
  - D) Paired Comparison
108. The process of introducing the new employee to organization, its policies procedures and rules, It is completed in a day. This process is called as.
- A) Staffing
  - B) Selection
  - C) Induction
  - D) Controlling
109. The systematic way of determining the value or worth of a job in relation to other jobs in an organisation is called as \_\_\_\_\_.
- A) Job Planning
  - B) Job evaluation
  - C) Human Resources planning
  - D) Job Analysis
110. In this method, the workers are paid a stipulated rate per piece or unit of output
- A) Piece rate method
  - B) Time wage method
  - C) Wage Calculation method
  - D) Monthly wage method
111. The planned elimination of position or jobs in an organization is termed as.
- A) Termination
  - B) Downsizing
  - C) Suspension
  - D) Transfer

112. In this interview, the interviewer attempts to find how the applicant respond to aggressive, embarrassing, rude & insulting questions. This method is known as
- A) Behavior interview
  - B) Group Discussion
  - C) Stress interview
  - D) Panel interview
113. In which kind of organizational structure is the work divided along important operational functions?
- A) Divisional Organization
  - B) Functional Organization
  - C) Line & Staff Organization
  - D) Matrix Organization
114. The procedure for determining the duties and skills required for a job and the kind of person who should be hire for the job.
- A) Job Analysis
  - B) Job Specification
  - C) Recruiting
  - D) On the job training
115. The societal process by which individuals and groups obtain what they want through creating offering and freely exchanging products and services of value with others is known as.
- A) Barter system
  - B) Marketing
  - C) Management
  - D) Globalization
116. This concept holds that consumers will prefer products that offer the most in quality performance and innovative features Here the strategy of marketing will be on bringing in continuous product improvement.
- A) Goodwill Concept
  - B) Quality Concept
  - C) Marketing Concept
  - D) Product Concept

117. A Name, term, sign, symbol, or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.
- A) Trademark
  - B) Goodwill
  - C) Brand
  - D) Patent
118. The 78 million People born between 1946 & 1964 are called as.
- A) Baby Boomers
  - B) Millenium Citizens
  - C) The Old generation
  - D) The Z Generation
119. Loss Leader Pricing, Cash Rebates, Low interest Financing, Warranties & Service Contracts are all examples of.
- A) Promotional Pricing
  - B) Geographical Pricing
  - C) Differentiated Pricing
  - D) Price Discount & allowances
120. In this concept the firm the firm bases its price largely on competitor prices. In Oligopolistic industries that sell a commodity such as steel or paper, all firms charge same price. Small firms follow the leaders, changing their price when the market leader's price change rather than when their own demand or costs change. Identify this concept.
- A) Going Rate Pricing
  - B) Goodwill Pricing
  - C) Competition Price
  - D) Perceived Value Pricing
-

# ROUGH WORK



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Booklet Serial No. 203893

Test Booklet Series

TEST BOOKLET  
ASSISTANT PROFESSOR MASS  
COMMUNICATION  
Written Test - 2024  
(56)

A

Time Allowed: Three Hours

Maximum Marks: 120

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  - (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 for that question.
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(56) (A)/2024

[P.T.O.]



1. Theory of Cognitive Dissonance was propounded in 1957 by :
  - A) Lippmann
  - B) Harold Lasswell.
  - C) Leon Festinger.
  - D) Kurt Lewin.
  
2. 'Propaganda Model' of political economy was advanced by
  - A) Habermas.
  - B) Noelle - Neumann.
  - C) Brice.
  - D) Herman - Chomsky.
  
3. Elihu Katz and Jay Blumler are credited for developing following theory in 1974.
  - A) Uses and Gratifications Theory.
  - B) Social cognitive theory.
  - C) Cultivation theory.
  - D) Magic Bullet theory.
  
4. Choose the correct pair.
  1. Cognitive Dissonance - Laswell
  2. Wilber schramm - Fraction of selection.
  3. Sandra Ball - Rokeach and Melvin Lawrence DeFleur - Dependency Theory.
  4. Frankfurt School - Abraham Maslow.
  - A) Only 1
  - B) 2 and 3
  - C) 3 and 4.
  - D) 2 and 4.
  
5. Match the following :
 

<ol style="list-style-type: none"> <li>1. Sociological</li> <li>2. Psychological</li> <li>3. Critical</li> <li>4. Media and Society</li> </ol>	<ol style="list-style-type: none"> <li>i. Audience theories</li> <li>ii. Marxist theory.</li> <li>iii. Social learning theory.</li> <li>iv. Cultivation theory.</li> </ol>
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  - A) 1 - iv, 2 - i, 3 - ii, 4 - iii.
  - B) 1 - i, 2 - iii, 3 - iv, 4 - ii.
  - C) 1 - iii, 2 - iv, 3 - i, 4 - ii.
  - D) 1 - iv, 2 - iii, 3 - ii, 4 - i.
  
6. Which form of communication involves the exchange between two participants, allowing for instant feedback and the study of body language?
  - A) Interpersonal communication.
  - B) Group communication.
  - C) Intrapersonal communication.
  - D) Mass communication.

7. Consider the concepts of communication and information and choose the INCORRECT from the given options :
- A) Communication and information are similar concepts or experience.
  - B) Communication is not the mere sending or receiving of information in whatever form.
  - C) Communication is a whole situation and an experience, a human relationship, in sum.
  - D) Information is made up of bits of message, verbal and non - verbal and is essential unilinear.
8. What characterizes a mechanical barrier of communication?
- A) Inadequate language skills.
  - B) A flaw in the machinery or instruments used for communication.
  - C) Lack of interest in the message.
  - D) Emotional barriers.
9. What is a key characteristic of the transaction model of communication?
- A) Unidirectional flow of messages.
  - B) Communication solely for message exchange.
  - C) Creation of social realities within various contexts.
  - D) Strict adherence to cultural norms.
10. Who is credited with revolutionizing the way books were made by introducing movable type and creating a printing system?
- A) Leonardo da Vinci.
  - B) Johannes Kepler.
  - C) Johannes Gutenberg
  - D) William Caxton.
11. Who is credited with providing the earliest basic persuasive communication model?
- A) Socrates.
  - B) Aristotle.
  - C) Plato.
  - D) Euclid.
12. When did Defleur propose his theory of "Individual Differences" in the context of mass media?
- A) 1955
  - B) 1966
  - C) 1973
  - D) 1980

13. Which of the following media theories advocates for a controlled and regulated press, with the government having a significant role in shaping and controlling information dissemination?
- A) Authoritarian theory.
  - B) Libertarian theory.
  - C) Social responsibility theory.
  - D) Soviet media theory.
14. What term is used to describe a society in which its members share similar values, language, religious framework, and ethnicity?
- A) Diverse society.
  - B) Heterogeneous society.
  - C) Homogeneous society.
  - D) Integrated society.
15. How does the media contribute to shaping public opinion?
- A) By imposing a singular perspective.
  - B) By avoiding controversial topics.
  - C) By providing various perspectives.
  - D) By limiting public access to information.
16. With the massive expansion of the mass media market in India, what transformation occurs to popular culture?
- A) It becomes isolated within a particular community.
  - B) It gets absorbed into the global culture industry.
  - C) It remains confined to regional influences.
  - D) It loses its significance in the cultural landscape.
17. What does Robin Jeffrey (2004) believe about the relationship between newspapers and the public sphere?
- A) Newspapers hinder the formation of the public sphere.
  - B) The public sphere is impossible without newspapers.
  - C) Newspapers are unnecessary for the public sphere.
  - D) People can communicate effectively without newspapers.
18. During the Emergency in India from 1975-77, how did The Indian Express respond to press coverage censorship?
- A) It complied with censorship without any protest.
  - B) It intensified its coverage to challenge censorship.
  - C) It left the editorial space blank to denote censorship.
  - D) It collaborated with the government to control information.

19. "Many Voices One World", also known as the MacBride Report, Primarily addresses issues related to :
- A) Environmental conservation.
  - B) Global economic policies.
  - C) International communication and media.
  - D) Public health initiatives.
20. According to feminist film theoretician Claire Johnston what observation did she make about the representation of women in cinema?
- A) Women are always portrayed as strong and empowered.
  - B) Women as women are largely absent despite their emphasis as spectacle.
  - C) Women are adequately represented in all aspects of cinema.
  - D) Women should only be portrayed from the perspective of men.
21. What does Denis McQuail identify as one of the key factors contributing to media globalization?
- A) Political revolutions.
  - B) Cultural isolation.
  - C) Long - distance transmission.
  - D) Agricultural advancements.
22. What was the primary technology utilized by the Jhabua Development Communication Project (JDCCP) in the mid - 1990s to address the needs of the rural illiterate population in Madhya Pradesh?
- A) Radio communication.
  - B) Print media.
  - C) Satellite communication.
  - D) Internet communication.
23. What are the two functions served by the symbolic action of environmental communication?
- A) Pragmatic and artistic.
  - B) Aesthetic and constitutive.
  - C) Pragmatic and constitutive.
  - D) Symbolic and educational.
24. In which year did Albert Bandura propose his Social Learning Theory?
- A) 1968
  - B) 1971
  - C) 1977
  - D) 1982

25. Statement 1 : During story construction, Reporters largely have the final decision regarding story length and the cuts made to it.  
Statement 2 : Through practice, Reporters come to know the "target lengths" of different types or genres of story and to write accordingly.  
Statement 3 : Editors influence story construction when needed and have the final decision as to story length and the cuts made to it.
- Which statements are correct?
- A) Statements 1 and 2  
B) Statements 2 and 3  
C) Statements 1 and 3  
D) Only 2 is correct.
26. What are the practice - based actions involved in maintaining credibility in journalism?
- A) Opinionated language.  
B) Accuracy and balance.  
C) Ignoring alternative perspectives.  
D) Speed of reporting and emotional appeal.
27. What is the consequence of failing to include the most important information in the lead of a news story?
- A) Visual impact.  
B) Enhanced storytelling.  
C) Burying the lead.  
D) Chronological organization.
28. What characterizes Yellow journalism, as discussed in media history?
- A) Objective and unbiased reporting.  
B) Sensationalism and exaggeration.  
C) Adherence to journalistic ethics.  
D) Emphasis on in - depth analysis.
29. What is one of the key functions of a headline?
- A) To summarize the entire news story.  
B) To generate reader curiosity and interest.  
C) To present ambiguous and incomplete information.  
D) To include a lengthy and detailed message.
30. What best describes the practice of citizen journalism?
- A) Exclusive reporting by government officials.  
B) News reporting and storytelling by non - professional individuals.  
C) Journalistic coverage limited to local events.  
D) Government - controlled media practices.

31. What is the main function of a newspaper editorial?
- A) To provide breaking news updates.
  - B) To present objective and unbiased reporting.
  - C) To offer analysis, interpretation, and the newspaper's stance on issues.
  - D) To showcase feature stories and human interest pieces.
32. What role does the Resident Editor play in the structure of multi - edition newspapers, according to the passage?
- A) To increase the quantity of news articles.
  - B) Managing the financial operations.
  - C) Leading the local editorial and reporting wing of a specific edition.
  - D) Designing the layout and formatting of the newspaper.
33. Every year on November 16<sup>th</sup>, India celebrates National Press Day to commemorate the establishment of which institution?
- A) All India Radio.
  - B) Press Trust of India.
  - C) The Times of India.
  - D) Press Council of India.
34. Which newspaper was not published by Mahatama Gandhi?
- A) Young India.
  - B) Indian Opinion.
  - C) Samachar Darpan.
  - D) Harijan.
35. What is an "anchor link" in the context of news reporting?
- A) A visual element in news packages.
  - B) Sentences an anchor reads to introduce a story.
  - C) A link to external news sources.
  - D) The script of a news story.
36. Why is the inverted pyramid style considered advantageous from an "EDITING PERSPECTIVE"?
- A) It allows for chronological presentation of information.
  - B) It encourages a circular structure in news writing.
  - C) It makes it easier to cut a story from the bottom, if necessary.
  - D) None of the above.
37. Which statement about online journalism is NOT accurate?
- A) Online journalism operates via the internet.
  - B) Online journalism follows the professional code of conduct similar to traditional journalism.
  - C) Online journalism is not bound by any ethical and professional code of conduct.
  - D) Online journalism is equivalent to print and broadcast counterparts.



38. Who is often regarded as the “father of Indian broadcasting” for his pioneering role in the establishment of All India Radio (AIR)?
- A) Jawaharlal Nehru.
  - B) Philip Kotler.
  - C) Rabindranath Tagore.
  - D) Lionel Fielden.
39. What is the primary purpose of the AIR code of 1970 in the context of broadcasting in India?
- A) Regulating internet broadcasting.
  - B) Ensuring ethical standards in broadcasting.
  - C) Controlling satellite transmissions.
  - D) Managing cable television networks.
40. What was the primary aim of the Satellite Instructional Television Experiment (SITE) conducted in India in 1975?
- A) Explore satellite technology for military purposes.
  - B) Demonstrate the application of satellite technology for rural development.
  - C) Test the feasibility of satellite - based internet.
  - D) Evaluate the use of satellites for weather forecasting.
41. When Mrs. Indira Gandhi assumed the role of Minister of Information and Broadcasting in 1964, which committee was established to revamp All India Radio (AIR), and who headed this committee?
- A) Kasturi Rangan Committee, headed by M.G. Kasturi.
  - B) Chanda Committee, headed by A.K. Chanda.
  - C) AIR Restructuring Committee, led by S.K. Bandyopadhyay.
  - D) Broadcasting Modernization Task Force, led by R.K. sharma.
42. **Assertion (A):** The primary obligation of professional electronic journalists, according to established principles, is to uphold the principles of truth and fairness.  
**Reason (R):** Journalists are expected to prioritize personal interest and conform to external pressures for biased reporting, as it aligns with the ethical standards of their profession.
- A) (A) is correct but (R) is not correct.
  - B) (A) is not correct but (R) is correct.
  - C) (A) and (R) both are not correct.
  - D) Both (A) and (R) is correct but R is not the correct explanation of (A).
43. In journalism, what role does a “gatekeeper” play?
- A) Generating advertising revenue for media outlets.
  - B) Deciding what information will be allowed or denied to the audience.
  - C) Conducting on - the - ground reporting and interviews.
  - D) Designing the visual layout of newspapers and magazines.

44. What are the three fundamental stages that every TV production must go through before completion?
- Editing, Filming, Review.
  - Scripting, Shooting, Editing.
  - Pre - production, Production, Post - production.
  - None of the above.
45. What is the usual structure of a news bulletin, and how is the priority of news items determined?
- The structure starts with soft stories and ends with headlines; Priority is based on the chronological order of events.
  - The structure begins with headlines, and the priority of news items is determined by their length.
  - News bulletins start with the most important story, and the priority of news items is at the producer's discretion.
  - Soft stories are given priority at the beginning, and the structure ends with the most crucial news; Priority is determined by viewer polls.
46. What role does information about the target audience play in radio program planning?
- It allows for a one - size - fits - all approach to content creation.
  - It helps in deciding the program's timing only.
  - It serves as a backdrop in deciding the content, style, format, and pace of the program.
  - It is irrelevant as the program should cater to a broad audience.
47. Match the following :
- |                      |   |
|----------------------|---|
| 1. Pre-production    | i. Device used by news presenters to read scripts.                |
| 2. Teleprompter      | ii. On - camera personality presenting news                       |
| 3. News Anchor.      | iii. Final stage involving editing and finalizing the news piece. |
| 4. Post - production | iv. Stage where planning and scripting take place.                |
- 1 - iv, 2 - i, 3 - ii, 4-iii.
  - 1 - i, 2 - iii, 3 - iv, 4-ii.
  - 1 - iii, 2 - iv, 3 - i, 4-ii.
  - 1 - iii, 2 - ii, 3 - i, 4-iv.

48. What is the emphasized approach for mobile journalists using smartphones for news content?
- Mobile journalists should solely rely on smartphones without considering other tools.
  - Mobile journalists should prioritize speed over accuracy in reporting.
  - Mobile journalists should consider smartphone only as a tool for gathering news content.
  - Mobile journalists are exempted from ethical considerations.
49. In television production, what is the primary purpose of using an extreme close - up shot?
- To capture a wide view of the entire scene.
  - To provide an overview of the setting and environment.
  - To emphasize facial expressions or small details.
  - To focus on the main subject while revealing background details.
50. Why is the interview format considered useful in electronic media production?
- It is easy to script and rehearse.
  - It enhances the interest and credibility of programs.
  - It primarily focuses on scripted content.
  - It is suitable only for entertainment programs.
51. The first publicity Agency (Publicity Bureau) was established in Boston in .....
- 1908.
  - 1900
  - 1901
  - 1903
52. Match the following classics works with their authors
- |                                |                                   |
|--------------------------------|-----------------------------------|
| 1. Winning the Public          | a. Scott Cutlip and Allen centre. |
| 2. Publicity and Progress      | b. Edward L. Bernays              |
| 3. Crystalizing Public Opinion | c. H.H. Smith                     |
| 4. Effective Public Relations  | d. S.M. Kennedy.                  |
- 1 - a, 2 - c, 3 - b, 4 - d.
  - 1 - d, 2 - c, 3 - b, 4 - a.
  - 1 - d, 2 - a, 3 - b, 4 - c.
  - 1 - c, 2 - d, 3 - a, 4 - b.
53. Who developed a Situational Theory of Publics.
- James E. Grunig.
  - Edward L. Bernays.
  - Rex Harlow.
  - Robert Fegley.

54. Term of the abbreviation USP was given by
- David Ogilvy.
  - Rosser Reeves.
  - Ivy Lee.
  - J. Walter Thompson.
55. Which of the following is **NOT** a method of setting advertising budget?
- Percentage of sales.
  - Objective and Task.
  - Share of the market.
  - Media expenditure.
56. Identify the correct match
- |                  |                             |
|------------------|-----------------------------|
| a. David Ogilvy  | 1. Brand Management Expert. |
| b. John powers   | 2. DAGMAR                   |
| c. Russel Colley | 3. Brand image.             |
| d. Noel Kapferer | 4. Copywriting.             |
- a-3, b-4, c-2, d -1.
  - a-2, b-3, c-1, d -4.
  - a-1, b-2, c-3, d -4.
  - a-4, b-1, c-3, d-2.
57. Which of the following is **NOT** the method of media scheduling.
- Continuity.
  - Alternating.
  - Pulsing.
  - Flighting expenditure.
58. Which of the following is NOT related to advertising research.
- Positioning research.
  - Competitive activity research.
  - Consumer research.
  - Audience research.
59. 'Declaration of Principles' considering the birth of modern public Relations counselling was issued by
- P.T. Barnum.
  - Ivy Lee.
  - Edward Bernays.
  - Arthur W. Page.
60. In Public Relations Strategies, Four models of public Relations were given by.
- Sam Black.
  - Cutlip and Center.
  - John W. Hill.
  - Gruning and Hunt.

61. A format to assess the success of public Relations Programme is
- A) Gunning fog Index.
  - B) Programme Tracking Matrix.
  - C) Public Relations Audit.
  - D) Programme testing matrix.
62. What is a common buying motive for customers in business - to - business advertising, as mentioned in the example?
- A) Personal preferences.
  - B) Production requirements or business needs.
  - C) Emotional appeal.
  - D) Cultural influences.
63. Who is the author of "Making of a Public Relations Man"?
- A) John W. Hill.
  - B) John D. Rockefeller.
  - C) Edward L. Bernays.
  - D) Carl R. Byoir.
64. In the AIDA model of advertising, what does the "I" stand for?
- A) Interest.
  - B) Introduction.
  - C) Impact.
  - D) Incentive.
65. Consider the concept of Self - Regulation in Media and choose the INCORRECT from the given options :
- A) Self - regulation ensures that the media can continue to operate independently.
  - B) An independent media is essential for a thriving democratic society and therefore self - regulation would be in the interest of the media as well as the state.
  - C) Any state - sponsored regulation, brought with the best of intentions, should be deemed acceptable for the media and the public in general.
  - D) Self - regulation is a voluntary act that is not imposed externally and hence, carries more credibility in the eyes of the public.
66. What is the key change introduced by the Jan Vishwas (Amendment of Provision) Act, 2023, in relation to section 16 of India's Cable Television Networks (Regulation) Act, 1995?
- A) Extension of imprisonment duration.
  - B) Introduction of more stringent penalties.
  - C) Removal of all penalties.
  - D) Replacement of imprisonment with monetary penalty.

67. Which of the following statements about defamation is accurate regarding the distinction between libel and slander?
- A) Libel is spoken defamation, while slander is defamation in writing.
  - B) Libel is defamation in a temporary form, while slander is in a permanent form.
  - C) Libel is defamation in writing or a permanent form, while slander is spoken or in some other temporary form.
  - D) Libel and slander are interchangeable terms for the same type of defamation.
68. TRIPS stands for
- A) Trade - Related Aspects of Intellectual property Rights.
  - B) Trade - Rights Aspects of Intellectual Property Rights.
  - C) Trade - Relations Acts of Intellectual Property Rights.
  - D) Trade - Reference Aspects of Intellectual Property Rights.
69. Which Act of the Indian Constitution guarantees freedom of expression?
- A) Article 19(1) (a),
  - B) Article 19(2),
  - C) Article 19(1) (b),
  - D) None of the above
70. What is a potential consequence of media organizations in India having stakes in other business interests?
- A) Enhanced ability to report objectively.
  - B) Increased focus on reporting detrimental topics.
  - C) Interference with the ability to report objectively on topics that may harm their businesses.
  - D) Greater independence and unbiased reporting.
71. Under the Official Secrets Act 1923, who may be held liable for the publication of an official secret by a newspaper?
- A) Only the correspondent, reporter, editor, printer, and publisher.
  - B) The correspondent, reporter, editor, printer, publisher, and every director and officer of the company or corporation.
  - C) Only the editor and publisher of the newspaper.
  - D) Only the director and officer of the company or corporation involved.
72. Which Act is followed by the Central Board of Film Certification in India when it comes to film certification?
- A) The Copyright Act, 1957.
  - B) The Indian Films Act, 1962.
  - C) The Cinematograph Act, 1952.
  - D) The Films and Publications Act, 1973.

73. What is NOT a focus area mentioned in the objectives of the Prasar Bharati Corporation as per the Prasar Bharati Act, 1990?
- A) Promotion of social justice.
  - B) Advocacy for political ideologies.
  - C) Protection of the interests of children and the aged.
  - D) Providing adequate coverage to diverse cultures.
74. According to UNESCO, what is a key feature of Open Educational Resources (OER) in terms of access and use?
- A) They are exclusively available to institutions.
  - B) They have restricted access and high cost
  - C) They permit no - cost access, use, adaptation, and redistribution.
  - D) They are limited to a specific medium, excluding others.
75. The Office of the Registrar of Newspapers for India (RNI) was established based on the recommendation of which commission?
- A) Second Press Commission.
  - B) Third Press Commission.
  - C) First Press Commission.
  - D) Fourth Press Commission.
76. What provides protection to intellectual property, such as literature, drama, music, or art, from illegal copying or reproducing?
- A) Patent Act, 1970.
  - B) Trademark Act, 1999.
  - C) Copyright Act, 1957.
  - D) Intellectual property Act, 1965.
77. The transformation in the ownership and control of the media since the 1990s is primarily attributed to :
- A) Regionalization.
  - B) Technological stagnation.
  - C) Decentralization of production and marketing.
  - D) Globalization and technological advance.
78. What characterizes conglomerate ownership in the media industry?
- A) Limited ownership of various businesses.
  - B) Ownership of several businesses, one of which is a media business.
  - C) Ownership restricted to high - profit industries only.
  - D) Ownership focused solely on print media.

79. What is the primary distinction between media monopoly and media oligopoly?
- A) Media monopoly involves domination by a few firms, while media oligopoly involves exclusive control by a single entity.
  - B) Media monopoly and media oligopoly are synonymous terms, referring to the same concept.
  - C) Media monopoly refers to exclusive control by a single entity, while media oligopoly involves domination by a few firms.
  - D) Media monopoly and media oligopoly both denote the same thing - the control of media resources by multiple entities.
80. What was the major change in India's radio broadcasting sector in 1993?
- A) Introduction of private AM radio stations.
  - B) Government's monopoly over radio advertising.
  - C) Permission for private FM operators to buy blocks on All India Radio.
  - D) Establishment of over 250 government - owned FM radio stations.
81. What is one of the primary purposes of Audience Research in the context of producing effective programs?
- A) Evaluating the artistic quality of the program.
  - B) Analyzing the personal preferences of program producers.
  - C) Determining the utility/usefulness of the program.
  - D) Monitoring the competition among media outlets.
82. In the context of media planning, why is understanding the target audience's preferences and behaviors important?
- A) To exclude any variety in program formats.
  - B) To ensure the program only reaches a niche audience.
  - C) To tailor the program's nature, type, and format for maximum impact.
  - D) To focus solely on program timings and ignore audience conveniences.
83. Which element of the Five Ms (5Ms) of the media mix is primarily concerned with "selecting and scheduling media vehicles to achieve desired reach, frequency, and continuity objectives"?
- A) Markets.
  - B) Money.
  - C) Media.
  - D) Methodology.
84. Which of the following is typically NOT under government media ownership?
- A) Press Trust of India.
  - B) Central Bureau of Communication.
  - C) Publications Division.
  - D) Office of The Registrar of the Newspaper of India.



85. What is the dual - market situation that forms the basis of revenue for most media firms?
- A) Selling content to advertisers and audiences.
  - B) Selling merchandise and advertising space.
  - C) Selling content to consumers and government agencies.
  - D) Selling content to consumers and selling consumers to potential advertisers.
86. What is it called when an organization uses its existing brand elements on a new product?
- A) Brand submersion.
  - B) Brand Integration.
  - C) Brand Extension.
  - D) Brand Fusion.
87. What are the four essential factors involved in marketing a product or service, often referred to as the four Ps?
- A) Price, Placement, Publicity, Performance.
  - B) Product, Price, Place, promotion.
  - C) Profit, Public relations, production, packaging.
  - D) Productivity, price, placement, public image.
88. Which social media platform was originally designed for professional networking and career development?
- A) Facebook.
  - B) Instagram.
  - C) LinkedIn.
  - D) Twitter.
89. What is a key element of effective digital storytelling that involves creating a connection with the audience by evoking emotions and empathy?
- A) Linear structure.
  - B) Interactive multimedia.
  - C) Emotional Resonance.
  - D) Technical complexity.
90. What term refers to the practice of protecting sensitive information by converting it into a code, making it unreadable to unauthorized users?
- A) Encryption.
  - B) Authentication.
  - C) Firewall.
  - D) Hashing.

91. Which was the first Indian newspaper to start its website in 1995 in India.
- A) The Times of India.
  - B) The Hindu.
  - C) Indian Express.
  - D) The Hindustan Times.
92. Odd one out.
- A) Adobe premiere pro.
  - B) Final Cut Pro.
  - C) iMovie.
  - D) Adobe Audition.
93. Which software are NOT used for data analysis.
- A) Python.
  - B) Nvivo.
  - C) Filmora.
  - D) Microsoft Excel.
94. What term refers to the practice of analyzing and presenting news stories using data sets and visualizations to uncover trends and insights?
- A) Investigative Journalism.
  - B) Data Journalism.
  - C) Citizen Journalism.
  - D) Broadcast Journalism.
95. **Assertion (A):** Artificial intelligence has some potential to enhance journalism by increasing efficiency and improving news production processes.  
**Reason (R):** There is a fear among journalists that AI technology may replace human journalists, leading to job losses in the industry.
- A) (A) is correct but (R) is not correct.
  - B) (A) is not correct but (R) is correct.
  - C) (A) and (R) both are not correct.
  - D) Both (A) and (R) is correct but R is not the correct explanation of (A).
96. How can multimedia elements be used in digital storytelling to improve the way people engage with the story?
- A) By prioritizing text - based content.
  - B) By Minimizing visual elements for simplicity.
  - C) By integrating images, audio, and video.
  - D) By relying solely on written descriptions.

97. How do targeted advertisements on digital platforms often raise privacy concerns?
- A) By ensuring complete anonymity of user data.
  - B) By tailoring ads based on users online behaviour.
  - C) By limiting the use of cookies.
  - D) By avoiding data collection altogether.
98. Research design includes the following :
- A) Hypothesis/Research questions.
  - B) Research method.
  - C) Sampling frame.
  - D) All of the above.
99. Choose the type of probability sampling:
- A) Each subject or unit has an equal chance of being selected.
  - B) Subjects or elements selected for specific characteristics or qualities.
  - C) A collection of readily accessible subjects for study.
  - D) None of the above.
100. Pre - testing of the questionnaire allows the research to test :
- A) To include more open - ended questions.
  - B) Clarity, objectivity and understanding of the questions.
  - C) To include more close - ended questions.
  - D) None of the above.
101. What do you understand by Plagiarism?
- A) Using the ideas or words of another as one's own.
  - B) Paraphrase while referring articles/studies.
  - C) Using double quotes while referring text.
  - D) Using in text citation.
102. In which type of interview does the researcher exercise relatively little control over the responses of the informant?
- A) Semistructured interviews.
  - B) Structured interviews.
  - C) Unstructured interviews.
  - D) Focus groups.

103. In participant observation research, what dual roles do researchers typically balance?
- A) Experimenters and observers.
  - B) Leaders and followers.
  - C) Participants and observers.
  - D) Controllers and manipulators.
104. What distinguishes a significant challenges in internet research, especially concerning internet questionnaires?
- A) Limited availability of research subjects.
  - B) Lack of standardized survey instruments.
  - C) Inability to reach a diverse demographic.
  - D) Uncertainty about the identity of questionnaire respondents.
105. Where is the in - text citation typically placed in APA Referencing Style?
- A) Only in footnotes.
  - B) In the reference list.
  - C) Within the body of the text.
  - D) Exclusively in endnotes.
106. The probability of rejecting a null hypothesis when it is true is called.
- A) Type I Error.
  - B) Type II Error.
  - C) Co variation Error.
  - D) Assumption Error.
107. If qualitative and quantitative techniques are combined to understand a research problem, it is known as
- A) Sociogram.
  - B) Binary method.
  - C) Evaluation.
  - D) Triangulation.
108. What does a literature review help researchers identify?
- A) Problems.
  - B) Gaps.
  - C) Solutions.
  - D) Data Interpretation.

109. The first cinematographic exhibitions of the Lumiere Brothers were held in Bombay in 1896. In view of this statement, consider the following.
1. The Times of India advertised these early exhibitions.
  2. Their early exhibits were named as the "marvel of the country, the wonder of world".
  3. A British cinematographer held exhibitions of a similar kind in London.
- A) Only 1 is correct.  
B) Only 1 and 2 is correct.  
C) 1, 2 and 3 - all are correct.  
D) Only 2 is correct.
110. In which country did the Neo - Realistic movement of cinema originate, influencing the characteristics of parallel cinema?
- A) France.  
B) India.  
C) Italy.  
D) United states.
111. What term is commonly used to describe the footage created from the moment the camera is turned on until it is turned off?
- A) Composition.  
B) Frame.  
C) Shot.  
D) Sequence.
112. Who is credited with making the first Indian film, "Raja Harishchandra", in 1913?
- A) Satyajit Ray.  
B) Dadasaheb Phalke.  
C) Raj Kapoor.  
D) Bimal Roy.
113. Films Division, a government agency in India, was established with the aim of producing and promoting documentaries, short films, and news magazines. When was films Division founded?
- A) 1935  
B) 1947  
C) 1948  
D) 1962

114. What is the significance of "mise en scene" in filmmaking?
- A) It emphasizes only sound - related elements in a scene.
  - B) It encompasses various visual elements contributing to the scene's look and meaning.
  - C) It primarily focuses on scriptwriting and dialogue delivery.
  - D) It exclusively deals with the editing process in film production.
115. Which of the following is considered a fundamental element of visual storytelling in the language of filmmaking?
- A) Film distribution strategies.
  - B) Dialogue delivery techniques.
  - C) Camera framing and angles.
  - D) Marketing and promotion.
116. According to Geoffrey Wagner's classification, what characterizes the "transposition" category in film adaptations?
- A) Significant deviation from the source text, creating a new work of art.
  - B) Deliberate or unconscious changes to the source text.
  - C) No interference with the source text, direct transference to the screen.
  - D) Strict adherence to the source text.
117. What was the original name of the Film and Television Institute of India (FTII) when it was first established in 1960?
- A) Film and Television Academy.
  - B) Film Institute of India.
  - C) Indian Film Academy
  - D) National Institute of Cinema.
118. What is often called as the "invisible art" in the context of film and video productions?
- A) The process of filming.
  - B) The role of the director.
  - C) The efforts of the editor in cutting and joining.
  - D) The production of motion pictures.
119. Which film marked Satyajit Ray's directorial debut?
- A) Charulata.
  - B) Apur Sansar.
  - C) Pather Panchali.
  - D) Jalsaghar.
120. Who is the filmmaker credited with directing the historic film "The Birth of a Nation"?
- A) Alfred Hitchcock.
  - B) Steven Spielberg.
  - C) D.W. Griffith.
  - D) Quentin Tarantino.

## ROUGH WORK

# ROUGH WORK

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**DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO**

Booklet Serial No. **203997**

Test Booklet Series

**TEST BOOKLET**  
**ASSISTANT PROFESSOR SOCIAL WORK**  
**Written Test - 2024**  
**(66)**

**A**

*Time Allowed: Three Hours*

*Maximum Marks: 120*

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2. Please note that it is the candidate's responsibility to encode and fill in the Roll Number and Test Booklet Series Code A, B, C or D carefully and without any omission or discrepancy at the appropriate places in the OMR Answer /Response Sheet. Any omission/discrepancy will render the Response Sheet liable for rejection.
3. You have to enter your Roll Number on the Test Booklet in the Box provided alongside.   
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4. This Test booklet contains **120** items (questions). Each item comprises of four responses (answers). You will select the response which you want to mark on the Answer Sheet/Response 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.
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11. **Penalty for wrong answers:**  
**THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY THE CANDIDATE IN THE WRITTEN TEST (OBJECTIVE TYPE QUESTIONS PAPERS).**
  - (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, **(0.25)** of the marks assigned to that 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 for that question.
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**(66) (A)/2024**

**[P.T.O.]**



1. Which of the following does not belong to the broad category of emancipatory social work?
- A) Feminist social work
  - B) Therapeutic social work
  - C) Anti-oppressive social work
  - D) Radical social work
2. Which of the following social reform movements were inspired by the western liberal thought?
- i) Brahma samaj
  - ii) Arya Samaj
  - iii) Aligarh Movement
  - iv) Deoband Movement
- Choose the correct Answer is
- A) i & ii
  - B) iii & iv
  - C) i & iii
  - D) ii & iv
3. In Independent India many Schools of Social Work were started mostly under the influence of Christian missionaries or Gandhian philosophy. At which of the following places, the school of social work were under the influence of Gandhian Philosophy?
- A) Ahmadabad and Varanasi
  - B) Indore and Rajagiri
  - C) Indore and Udaipur
  - D) Udaipur and Varanasi
4. "Human Rights and Social Work: Towards Rights-Based Practice" book written by
- A) John Mill
  - B) Michael Garrett
  - C) Bob Mullaly
  - D) Jim Ife
5. When Social workers uphold value of worth and dignity, which of the following is not the potential effect/manifestations of it:
- A) warmth in relationship
  - B) affirming personhood
  - C) appreciating diversity
  - D) promoting paternalism

6. Social work is a practice-based profession and an academic discipline. This implies that
- Social work is practice driven
  - Social work is a profession
  - Social work has a distinct subject matter
  - Social work is not theory driven
- Choose the correct answer is
- i, ii, iii & iv
  - Only i, ii & iii
  - Only i & ii
  - Only i
7. Which of the following are the barriers to non-judgemental attitude of the worker?
- Blame
  - Sympathy
  - Empathy
  - Focus on deficits
- Choose the correct answer is
- i, ii, iii & iv
  - Only i, ii & iii
  - Only i, ii & iv
  - Only iii
8. Which of the following is **NOT** part of the primary social work values propounded by Freidlander
- Belief in inherent worth and dignity of individual
  - Right to self determination
  - Right to resist any form of discrimination
  - Belief in equal opportunity for all
9. Among the following, which one is not part of the principles of anti-oppressive practice of social work propounded by Clifford.
- Social difference
  - Linking personal and political
  - Progressive social policies
  - Historic and geographical location.
10. The avowed objectives of the social work profession are :
- Problem solving in human relationships
  - Promoting social change and development
  - Empowerment and liberation of people
  - Enhancing wellbeing
  - Addressing life challenges
- Choose the correct Answer is
- i, ii, iii, iv, & v
  - Only i, ii, iii & iv
  - Only i, ii, & iii
  - Only iv & v

11. Match List-I (Associations) with List-II (Year of Establishment) and choose answer from the code given below.

List-I	List-II
a) Association of schools of social work in India	i) 2005
b) Indian conference of social work	ii) 1963
c) Association of trained social workers	iii) 1960
d) National association of professional social workers in India	iv) 1947

Choose the correct Answer is

- A) a-i, b-ii, c-iii, d-iv  
B) a-ii, b-i, c-iv, d-iii  
C) a-iii, b-iv, c-ii, d-i  
D) a-iv, b-iii, c-i, d-ii
12. **Assertion(A):** Social work engages people and structures.  
**Reason(R) :** Social workers must look into the intersectionality of social identities (caste/gender) while working with the poor and marginalised.  
In the context of these two statements, which of the following is correct?  
A) A is correct, but R is not correct  
B) A is not correct, but R is correct  
C) Both A and R are correct, but R is not correct explanation of A.  
D) Both A and R are correct and R is correct explanation of A.
13. The book 'Social Change in Modern India' is written by :  
A) Yogendra Singh  
B) M.N.Srinivas  
C) T.K.Oomen  
D) Andre Beteille
14. Shared Ideas or beliefs which serve to justify the interests of dominant group are known as:  
A) Hegemony  
B) Anarchism  
C) Populism  
D) Fascism
15. Two forms of social stratification are  
A) Class and Estate  
B) Society and Community  
C) Caste and Class  
D) Family and Kinship
16. Which of the following is **NOT** a characteristic of a social group?  
A) Persistent interaction  
B) Shared interest  
C) Estrangement  
D) A definable structure

17. The holding of preconceived ideas about an individual or group that are resistant to change even in the face of new information.
- A) Biasness
  - B) Stereotypes
  - C) Prejudices
  - D) Halo Effect
18. Which of the following factors are responsible for the declining sex ratio in India?
- i) Neglect of Girl babies in infancy
  - ii) Sex-specific abortions
  - iii) Female infanticide
  - iv) Female Foeticide
- Choose the correct Answer is
- A) Only iii, & iv
  - B) Only i, ii & iii
  - C) i, ii, iii & iv
  - D) Only ii
19. The relationship between social behaviour and the context of the family, social groups, and culture is associated with which perspective of Psychology?
- A) Psychodynamic
  - B) Biopsychological
  - C) Sociocultural
  - D) Cognitive
20. The sensory experience through skin touch is known as:
- A) Visual perception
  - B) Olfactory perception
  - C) Kinesthetic perception
  - D) Auditory perception
21. Sigmund Freud's Psychoanalysis focused on
- A) Introspection
  - B) Observable behaviour
  - C) Gestalt perception
  - D) Early childhood experiences

22. Which of the following principles of perception is **NOT** associated with Gestalt Psychologists.

- i) Closure
- ii) Continuity
- iii) Similarity
- iv) Congruity

Choose the correct Answer is

- A) i, ii, iii and iv
- B) Only i, ii and iv
- C) Only iii, iv
- D) Only iv.

23. Which of the following statements is/are correct regarding human growth and development.

- i) Growth refers to an increase in the size of the body
- ii) Development is a process by which an individual grows and changes throughout the life cycle.
- iii) Development applies to changes that have a definite direction
- iv) Development includes growth as one of its aspects

Choose the correct Answer is

- A) i, ii, and iv
- B) Only iii and iv
- C) i, ii, iii and iv
- D) Only i

24. Match List-I (perspectives) with List-II (major theorists) associated with them and choose an answer from the code given below.

**List-I**

- a) Psychodynamic perspective
- b) Behavioural perspective
- c) Cognitive perspective
- d) Sociocultural perspective

**List-II**

- i. Erik Erickson
- ii. Lev Vygotsky
- iii. Edward Thorndike
- iv. Jean Piaget

Choose the correct Answer is

- A) a-i, b-ii, c-iii, d-iv
- B) a-i, b-iii, c-iv, d-ii
- C) a-iv, b-iii, c-i, d-ii
- D) a-iv, b-i, c-ii, d-iii

25. Which of the following is the example of a secondary reinforcement

- A) Hunger
- B) Thirst
- C) Praise
- D) Touch

26. The word "Social functioning" in social casework implies
- A) Individual performance in social groups
  - B) Ability of the individual to meet the needs of society
  - C) Social roles and responsibilities
  - D) Obtain a higher level of social understanding
27. Which of the following is considered a controversial principle in social casework?
- A) Principle of confidentiality
  - B) Principle of controlled emotional involvement
  - C) Principle of right to self-determination
  - D) Principle of non-judgemental attitude
28. Which one of the following is **NOT** the supportive technique of social case work?
- A) Acceptance
  - B) Assurance
  - C) Reassurance
  - D) Catharsis
29. Which of the following theories is not directly connected with social case work?
- A) Critical Theory
  - B) Existential Theory
  - C) Cognitive Theory
  - D) Behaviour Modification Theory
30. Which among the following is not a component of client case worker relationship?
- A) Client Self determination
  - B) Confidentiality
  - C) Empathy
  - D) Sympathy



31. Arrange the following according to the correct order
- i) Treatment
  - ii) Social Diagnosis
  - iii) Intake
  - iv) Social Investigation
  - v) Termination
  - vi) Evaluation
- Choose the correct Answer is
- A) iii, iv, ii, i, v, vi
  - B) iv, iii, ii, i, v, vi
  - C) iii, ii, i, iv, vi, v
  - D) iv, ii, iii, i, vi, v
32. The main consequence of counter-transference is the loss of
- A) Accountability on the caseworker
  - B) Responsibility on the part of caseworker
  - C) Subjectivity on the part of the caseworker
  - D) Objectivity on the part of the caseworker.
33. Demonstrating for the client a specific behaviour when a client lacks the necessary skills is called
- A) Role Playing
  - B) Modeling
  - C) Role rehearsal
  - D) Role-reciprocity
34. \_\_\_\_\_ attempts to reframe the client's problem situation as being common to all problems is called
- A) Encouraging
  - B) Re-assurance
  - C) Normalization
  - D) Explaining
35. The purpose of Diagnostic interviews in casework is
- A) To make a social study
  - B) To arrive at an appraisal
  - C) To understand the barriers to helping relationship
  - D) To effect change
36. Token economies are used in
- A) Crisis intervention
  - B) Observation learning
  - C) Behaviour modification
  - D) Eclectic approach

37. The book "Social group work, principles and practices" is authored by
- A) Harleigh Bradley Trecker
  - B) Gisela Konopka
  - C) Grace Coyle
  - D) Gordon Hamilton
38. Which of the following is not correct about Group Think?
- A) A Group of individuals reaches to a consensus
  - B) Consensus is based on critical reasoning
  - C) Consensus is arrived without evaluating the alternatives
  - D) It intends to do not disturb the balance of a group of people
39. Which of the following scholars has termed social Group Work as a psycho-social process.
- A) Konopka
  - B) Hamilton
  - C) Trekker
  - D) Skidmore
40. Which of the following is **NOT** the principle of group work?
- A) The principles of planned group formation
  - B) The principle of resource utilization
  - C) The principles of continuous evaluation of the group
  - D) The principles of flexible functional organization.
41. Arrange the following according to the correct order
- i) Negotiation
  - ii) Termination
  - iii) Orientation
  - iv) Resistance
  - v) Intimacy
- Choose the correct answer is
- A) iii, iv, ii, i, v
  - B) iv, iii, v, ii, i
  - C) v, i, ii, iv, iii
  - D) iii, iv, i, v, ii
42. Which of the following is the most important skill in group work?
- A) Problem solving skill
  - B) Critiquing skill
  - C) Confrontation skill
  - D) Listening skill

43. Task centred model is developed by
- A) Jessie Taft
  - B) Otto rank
  - C) William Reid
  - D) Virginia Pollard Robinson

44. Match the following

**List I**

- a) Process recording
- b) Verbatim recording
- c) Summary recording
- d) Narrative recording

**List II**

- i) Reproduction of Factual data
- ii) Narration of all statements
- iii) Interview and observation
- iv) Formative assessment

Choose the correct answer is

- A) a-ii, b-iv, c-iii, d-i
  - B) a-iii, b-i, c-iv, d-ii
  - C) a-iv, b-iii, c-i, d-ii
  - D) a-iv, b-i, c-iii, d-ii
45. A tight-knit group of college students will be best described as
- A) Clique
  - B) Squad
  - C) Gang
  - D) Clump
46. Which one of the following is **NOT** an example of program media?
- A) Social media
  - B) Use of puppets
  - C) Storytelling
  - D) Street play
47. Transactional analysis in group work aims at
- A) How an individual make sense of the world around them
  - B) How people interact with others to demonstrate their ego states
  - C) It helps in understanding the group's feelings
  - D) Help individual better to understand their relationship with themselves, and with others.
48. Which of the following is not an approach of community development?
- A) External Agent Approach
  - B) Multiple Agent Approach
  - C) Inner Resource Approach
  - D) Process Oriented Approach

49. Which of the following models is part of Rothman's models of community organization?
- A) Social action model
  - B) System change model
  - C) Structural change model
  - D) Neighbourhood development model
50. Who among the following has classified Community Work Process into the binary of *process orientation*(community organisation) and *task orientation*(community development)?
- A) K.D. Gangrade
  - B) M.G. Ross
  - C) H.Y. Siddiqui
  - D) M. Ledwith
51. Community practice is a term popularised by
- A) Murray G Ross
  - B) Jack Rothman
  - C) Robert Putnam
  - D) Marie Weil
52. Which of the following **CAN NOT BE** inferred as Paulo Freire's notion of conscientization?
- A) It is an instrument of liberation
  - B) It can be adopted by progressive social workers
  - C) It stressed on dialogical relationship
  - D) It sees clients as mere recipients.
53. The advantage which privileged groups may enjoy most
- A) Governmental Influence
  - B) Social Status
  - C) Superiority
  - D) Opportunity in jobs
54. The Social action is mass betterment through propaganda and legislation. Who is credited to this statement?
- A) Mary Richmond
  - B) Octavia Hill
  - C) Jane Addams
  - D) Saul Alinsky
55. Whom is the idea of three-tier panchayati raj system attributed?
- A) Balwantrai Mehta Committee
  - B) Ashok Mehta Committee
  - C) L M Singhavi Committee
  - D) Bhore Committee

56. Match the List-I(Authors) with the List-II(Books)

**List-I(Authors)**

- a) H.Y. Siddiqui
- b) K.D. Gangrade
- c) B. Mukherji
- d) Robert Chambers

**List-II(Books)**

- i. Rural Development: Putting the last first
- ii. Community Development in India
- iii. Community Organisation in India
- iv. Working with Communities

Choose the correct answer is

- A) a-i, b-ii, c-iii, d-iv
- B) a-ii, b-i, c-iv, d-iii
- C) a-iii, b-iv, c-i, d-ii
- D) a-iv, b-iii, c-ii, d-i

57. Match List-I(Scholars) with List-II(Specialized Work)

**List-I**

- a) P.D. Kulkarni
- b) K.K. Jacob
- c) H.Y. Siddiqui
- d) K.D. Gangrade

**List-II**

- i. Social Work Education
- ii. Social Policy
- iii. Community Organization
- iv. Social Action

Choose the correct answer is

- A) a-i, b-ii, c-iii, d-iv
- B) a-ii, b-i, c-iv, d-iii
- C) a-iii, b-iv, c-ii, d-i
- D) a-iv, b-iii, c-i, d-ii

58. **Statement-A:** Community must be central to social work practice in India

**Statement-B:** Community work methods fails to address structural issues in India

In the context of the above two statements, which of the following is correct?

- A) A is correct but B is not correct
- B) B is correct but A is not correct
- C) Both A and B are correct
- D) Both A and B are incorrect

59. Who was the first chairperson of the Central Social Welfare Board?

- A) Durgabai Deshmukh
- B) G.R.Banerjee
- C) A.R.Desai
- D) Murli Desai

60. The process of transformation of social policy into social action is known as :

- A) Social Planning
- B) Social Welfare Administration
- C) Social Research
- D) Public Administration

61. According to the society Registration Act 1860 for the formation of society, a minimum of \_\_\_\_\_ persons are required
- A) 5
  - B) 6
  - C) 7
  - D) There are no such criteria for the formation of society
62. Arrange the following Ministries according to their year of establishment
- i) Ministry of Women and Child Development
  - ii) Ministry of Rural Development
  - iii) Ministry of Tribal Affairs
  - iv) Ministry of Labour and Employment
- Choose the correct Answer is
- A) ii, i, iii, iv
  - B) i, ii, iv, iii
  - C) iii, ii, i, iv
  - D) iv, ii, iii, i
63. Which of the following is **NOT** among the 4Ps of social marketing?
- A) Product
  - B) Price
  - C) Place
  - D) Process
64. Which of the following statements are correct regarding the Foreign Contribution Regulation Act (FCRA)?
- i) It was enacted in 1976
  - ii) The purpose of the law is to regulate the acceptance and utilisation of foreign contributions
  - iii) FCRA registration is valid for five years
  - iv) Once the registration of an NGO is cancelled, it is not eligible for re-registration for 6 months
- Choose the correct answer is
- A) Only i and ii
  - B) Only ii and iii
  - C) i, ii and iii
  - D) i, ii, iii and iv
65. \_\_\_\_\_ is an interactive process of intervention with individuals, group or communities to develop communication strategies to promote positive health behaviours.
- A) Social Mobilisation
  - B) Behaviour Change Communication
  - C) Strategic Change Communication
  - D) Interpersonal Communication

66. Which one of the following is an example of grapevine in organisations?
- A) Written form of communication
  - B) Upward Communication
  - C) Communication through Gesture postures
  - D) Gossip/Rumours
67. Trust is formed under which Act
- A) Indian Trusts Act, 1860
  - B) Indian Trusts Act, 1882
  - C) Society Registration Act, 1860
  - D) Companies Act 1956
68. POSDCORB is given by
- A) Peter Drucker
  - B) Luther Gulick
  - C) Philip Kotler
  - D) Kurt Levin
69. Which of the following stands correct for Type-2 error?
- A) Hypothesis is true and accepted
  - B) Hypothesis is false and rejected
  - C) Hypothesis is true and rejected
  - D) Hypothesis is false and accepted
70. Statistical test used to compare the means of two groups is
- A) t-test
  - B) Anova
  - C) Chi-square test
  - D) Pearson's correlation
71. Numerical value of Pearson's coefficient vary between
- A) 0-1
  - B) -0.5 - 0.5
  - C) 1-10
  - D) -1.0 - 1.0
72. The research design in which different category of sampled respondents are studied at one point of time?
- A) Experimental design
  - B) Longitudinal design
  - C) Cohort study
  - D) Cross sectional design

73. Which of the following is not a measure of dispersion?
- Median
  - Variance
  - Quartile
  - Range
74. Non-probability sampling does not include
- Cluster sampling
  - Snowball sampling
  - Convenience sampling
  - Quota sampling
75. In social sciences what is the accepted cut off level for accepting or rejecting a null hypothesis?
- $p \leq 0.01$
  - $p \leq 0.05$
  - $p \leq 0.5$
  - $p \leq 0.1$
76. In a research inclined towards *positivism*, the appropriate research approach would be :
- Quantitative approach
  - Qualitative approach
  - Mixed Methods
  - Integrated approach
77. Which of the following refers to the extent to which the identical questions and procedures are used in every group and allows researchers to make valid comparisons between all the groups in the study?
- Systematization
  - Standardization
  - Sequentization
  - Correlation
78. Arrange the following in order of sequence
- Choose a Statistical Test
  - Formulate the Null Hypothesis ( $H_0$ )
  - Specify a level of confidence
  - Reject/Accept null hypothesis
  - Draw inference
- Choose the correct answer is
- ii, i, iii, iv, v
  - i, iii, iv, v, ii
  - iii, iv, v, ii, i
  - iv, v, i, ii, iii



79. Which of the following are largely governed by quasi-experimental research design?

- i) Intervention research
- ii) Evaluation research
- iii) Single subject design
- iv) Diagnostic design

Choose the correct Answer is

- A) i, ii, iii & iv
- B) i, ii & iii
- C) ii & iii
- D) i & iv

80. Match the List-I with the List-II

**List-I(Research design)**

- a) Exploratory design
- b) Descriptive design
- c) Experimental design
- d) Longitudinal study

**List-II(Description)**

- i) Casual relationship
- ii) Cohort study
- iii) Fact finding
- iv) Describing phenomenon

Choose the correct answer is

- A) a-i, b-ii, c-iii, d-iv
- B) a-ii, b-i, c-iv, d-iii
- C) a-iii, b-iv, c-i, d-ii
- D) a-iv, b-iii, c-ii, d-i

81. "Social policy represents a summation of acts of government, deliberately designed to improve welfare of people." This statement is associated with which scholar?

- A) Kulkarni
- B) Friedlander
- C) Jean Dreze
- D) Richard Titmuss

82. Which of the following is **NOT** correct regarding social policy.

- A) It promotes social cohesion
- B) Protect privileged groups against risk and insecurities
- C) Enhance well-being
- D) Alleviate sufferings

83. Which part of the constitution is the main source of social policy in India?

- A) Part-I
- B) Part-IV
- C) Part-VI
- D) Part-X

84. Which of the following is India's oldest social security law?

- A) The Unorganised Workers Act
- B) The Workmen Compensation Act
- C) The Payment of Gratuity Act
- D) The Maternity Benefit Act

85. Which one of the following organizations aims to protect the rights of refugees?
- A) UNFPA
  - B) UNHRC
  - C) UNESCO
  - D) UDHR
86. Which of the following models of Social policy emphasises community participation?
- A) Residual Welfare Model
  - B) Industrial Achievement Performance Model
  - C) Institutional Redistributive Model
  - D) None of the above
87. Which of the following goals of Sustainable Development Goals (SDG) focuses on maternal health?
- A) Goal-1
  - B) Goal-2
  - C) Goal-3
  - D) Goal-4
88. "Poshan Abhiyaan" aims at the nutritional status of:
- i) Pregnant women
  - ii) Adolescent girls
  - iii) Old women
  - iv) Children of (0-6) years of age
- Choose the correct answer is
- A) Only i and iv
  - B) Only ii and iv
  - C) Only i, ii and iv
  - D) i, ii, iii and iv
89. Which of the following is **NOT** a characteristic of a social policy?
- A) A positive instrument of change
  - B) Invests in inclusiveness
  - C) Strengthening the governance structures
  - D) Focuses on Collective intervention
90. Which of the following is **NOT** a function of the National Commission for Health Care and Allied Professions?
- A) Framing policies and standards for regulating education and practice
  - B) Recruitment of professionals to various institutions.
  - C) Creating and maintaining an online Central Register of all registered professionals
  - D) Providing basic standards of education.

91. Right to information Act is promulgated in the year  
A) 2012  
B) 2001  
C) 2004  
D) 2005
92. Arrange the following words in order as mentioned in the constitution of India.  
i) Justice  
ii) Fraternity  
iii) Equality  
iv) Liberty  
Choose the correct Answer is  
A) iii, i, ii, iv  
B) ii, iv, iii, i  
C) iii, ii, i, iv  
D) i, iv, iii, ii
93. Human Development Index is based on  
i) Long and Healthy Life  
ii) Decent and Affordable Housing  
iii) Knowledge  
iv) Decent Standard of Living  
Choose the correct answer is  
A) Only i, ii and iii  
B) Only i, iii and iv  
C) Only i, ii and iv  
D) i, ii, iii and iv
94. Which of the following Constitutional amendment is associated with Right to Education in India.  
A) 86<sup>th</sup>  
B) 102<sup>nd</sup>  
C) 81<sup>st</sup>  
D) 94<sup>th</sup>
95. Which of the following statement are true about social justice?  
i) Social justice is fundamental to the constitution of India  
ii) Social justice aims to create a just and equitable society by making anti discriminatory policies  
iii) Social justice provides equal status to each member of the society  
iv) It focuses on proportional representation  
Choose the correct Answer is  
A) i, ii, iii and iv  
B) Only iii and iv  
C) Only i, ii and iv  
D) Only i and iv

96. The International Day of Sign Languages date is observed on
- A) 4 January
  - B) 21 March
  - C) 23 September
  - D) 2 April
97. Who has given the concept of Management by Objectives (MBO)?
- A) Ken Blanchard
  - B) Peter Drucker
  - C) Stephen Covey
  - D) James Collins
98. Which one of the following is **NOT** correctly matched with the year?
- A) Maternity Benefit Act-1961
  - B) Equal Remuneration Act-1948
  - C) Payment of Wages Act-1936
  - D) Payment of Gratuity Act-1972
99. Arrange the following labour laws according to their year of enactment.
- i) The Plantation of Labour Act
  - ii) The Employee State Insurance Act
  - iii) The Contract Labour (Regulation & Abolition) Act
  - iv) Trade Union Act
- Choose the correct Answer is
- A) ii, i, iii, iv
  - B) iv, ii, i, iii
  - C) i, ii, iv, iii
  - D) iv, ii, iii, i
100. According to Factory Act-1948, creche facilities provided in the factory when the number of women in the factory is .
- A) 20 or more women workers employed
  - B) 30 or more women workers employed
  - C) 50 or more women workers employed
  - D) 100 or more women workers employed
101. NIMHANS established in which year
- A) 1972
  - B) 1973
  - C) 1974
  - D) 1983

102. Which statement below does not correspond to social model of disability?
- A) Person is disabled not by their body or mind but by the inability the society has created.
  - B) Inappropriate socialisations lead to disability
  - C) Necessary accommodations are required to create an enabling environment for persons with disability.
  - D) In teaching a dyslexic child the teachers need to adopt appropriate strategies for the child to learn
103. Which of the following is **NOT** a function of International Labour Organisation (ILO)
- A) Promote rights at work globally
  - B) Encourage decent employment opportunities
  - C) Enhance social protection
  - D) Facilitate global labour movement.
104. Which one of the following is an eating disorder?
- A) Obsessive-compulsive
  - B) Dementia
  - C) Parasomnia
  - D) Bulimia
105. Recently Ministry of Social Justice and Empowerment launched a 24/7 toll-free helpline named \_\_\_\_\_ to provide support to people with mental health issues.
- A) ASHA
  - B) NAYA SAVERA
  - C) KIRAN
  - D) UMMID
106. Which of the following are objectives of Labour welfare?
- i) To improve material conditions of living of workers
  - ii) To improve working conditions
  - iii) To provide social protection and social security to workers.
  - iv) To provide recreational and wellness opportunities.
- Choose the correct Answer is
- A) Only ii, iii and iv
  - B) Only ii and iii
  - C) Only i, ii and iv
  - D) i, ii, iii and iv
107. 'LNOB' is the central, transformative promise of the 2030 Agenda for Sustainable Development Goals(SDGs). What does LNOB stands for ?
- A) Leave no one behind
  - B) Left no one behind
  - C) Leave no option behind
  - D) Look no other behind.

108. The 'Me Too Movement' was started in which country?  
A) France  
B) Australia  
C) United States  
D) Denmark
109. Suicide was decriminalised through  
A) Amendment to Section 306 of the Indian Penal Code 1860  
B) Amendment to Section 309 of the Code of Criminal Procedure 1973  
C) Amendment to Section 136 of Indian Evidence Act 1872  
D) Promulgation of Mental Health Care Act 2017
110. Which of the following articles of Directives Principles of State Policy of the constitution direct to the State to prohibit the consumption of intoxicating drinks and drugs?  
A) Article 41  
B) Article 46  
C) Article 47  
D) Article 48
111. When was the Central Adoption Resource Authority (CARA) established?  
A) 1987  
B) 1988  
C) 1989  
D) 1990
112. What does NDMA stand for?  
A) National Disaster Management Authority.  
B) National Drug Management Authority.  
C) National Dispute Management Authority.  
D) National Deforestation Management Authority
113. In which year India has ratified the United Nations Convention on the Rights of the Child?  
A) 1987  
B) 1990  
C) 1992  
D) 1991
114. According to the Juvenile Justice (Care and Protection) Act 2015 which of the following children are kept in special homes?  
A) Street children  
B) Children in conflict with law  
C) Abused children  
D) Runaway children

115. Detachment from work, inability to accomplish goals and emotional discharge is known as
- A) Blockade
  - B) Burnout
  - C) Ambiguity
  - D) Stress
116. Which one of the following Acts provides women with the right to inter-caste marriage?
- A) The Hindu Marriage Act 1955
  - B) The Hindu Succession Act 1956
  - C) The Anand Marriage Act 1909
  - D) The Special Marriage Act 1954
117. According to the National Family Health Survey-5 which Indian state has highest number of anaemic women between the ages 15-49 years?
- A) Gujarat
  - B) West Bengal
  - C) Jharkhand
  - D) Tripura
118. Which one of the following is the predominant factor for the growth of nuclear families in India?
- A) Financial Stability
  - B) Lack of personal space in joint family system
  - C) Influence of western culture
  - D) Digital revolution
119. Who is the author of the book "The Structure of Indian Society"?
- A) A.M.Shah
  - B) T.N.Madan
  - C) Sujata Patel
  - D) Imtiaz Ahmad
120. **Statement-A:** Transforming our world is the Agenda for 2030 Sustainable Development Goals  
**Statement-B:** Commitment to Zeros is beyond the scope of 2030 Agenda In the context of the above two statements, which of the following is correct?
- A) A is correct but B is not correct
  - B) B is correct but A is not correct
  - C) Both A and B are correct
  - D) Both A and B are incorrect.

# ROUGH WORK

AL



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Test Booklet Series

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A

Written Test - 2024

(90)

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4. This Test booklet contains 120 items (questions). Each item comprises of four responses (answers). You will select the response which you want to mark on the Answer Sheet/Response 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.
5. You have to mark all your responses **ONLY** on the separate Answer /Response Sheet provided. See directions in the Response Sheet.
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7. Before you proceed to mark in the Answer /Response Sheet, the response to various items in the Test Booklet, you have to fill in some particulars in the Answer /Response Sheet as per instructions sent to you with your Admission Certificate.
8. After you have completed filling in all your responses on the Response Sheet and the examination has concluded, you should hand over to the Invigilator **only the Answer /Response Sheet**. You are permitted to take away with you the Test Booklet and **Candidate's Copy of the Response Sheet**.
9. Sheets for rough work are appended in the Test Booklet at the end.
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  - (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, (0.25) of the marks assigned to that 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 for that question.
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(90) (A)/2024

[P.T.O.]



1. Pick the odd one out
  - A) Wordpress
  - B) Drupal
  - C) Dspace
  - D) SOUL 3.0
  
2. Default port to establish SSH connection is
  - A) 22
  - B) 80
  - C) 443
  - D) 3000
  
3. What command is used to display the current directory in linux?
  - A) Cd
  - B) Pwd
  - C) Ufw
  - D) Ls
  
4. Which of the following is a text editor in linux?
  - A) Vim
  - B) Nano
  - C) Vi
  - D) All of the above
  
5. Which is the commonly used format for metadata exchange through OAI-PMH?
  - A) Mrc
  - B) Xml
  - C) Html
  - D) Yml
  
6. Which OSI layer does the Z39.50 protocol operate at ?
  - A) Physical layer
  - B) Data link layer
  - C) Network layer
  - D) Application layer

7. What is the primary search engine used in DSpace 7 for indexing and retrieval of content?
- A) Algolia
  - B) Elastic search
  - C) Apache solr
  - D) Sphinx
8. Which metacharacter is used to match any single character in a regular expression?
- A) \*
  - B) &
  - C) .(dot)
  - D) +
9. Dataverse is a web-based platform for managing, sharing, and publishing research data. It is developed by which organisation?
- A) Penn University
  - B) IBM
  - C) HP
  - D) Harvard University.
10. Which of the following is incorrect regarding OpenRefine?
- A) Open source software
  - B) Used for data cleaning and transformation
  - C) Python is used to develop OpenRefine
  - D) Project files are stored in JSON format.
11. Which of these are google search operators?
- A) filetype
  - B) intitle
  - C) ()
  - D) All of the above
12. SheRNI, the She Research Network in India is developed by
- A) DESIDOC
  - B) INFLIBNET
  - C) C-DAC
  - D) NIC

13. Which of the following are not part of National Mission on Education through Information and Communication Technology (NMEICT)?
- A) SWAYAM
  - B) SWAYAM Prabha
  - C) Spoken Tutorial
  - D) E-NCERT
14. Marc tag for Electronic Location and Access is
- A) 856
  - B) 756
  - C) 656
  - D) 556
15. Citescore is based on
- A) Web of science database
  - B) Scopus database
  - C) DOAJ database
  - D) None of the above
16. Creative commons have \_\_\_\_\_ license types
- A) 5
  - B) 6
  - C) 7
  - D) 8
17. Which of the following is not a OAI-PMH verb?
- A) Identify
  - B) Find
  - C) ListSets
  - D) ListIdentifiers
18. Which of the following is not canon of idea plane?
- A) Canons for array
  - B) Canons for characteristics
  - C) Canons for filiatory sequence
  - D) Canons of reticence

19. BIBFRAME 2.0 was released in the year
- A) 2015
  - B) 2016
  - C) 2017
  - D) 2018
20. Which of the following is not Group 1 FRBR entity?
- A) Work
  - B) Manifestation
  - C) Expression
  - D) Identity
21. Which of the following is not a principle of Web Content Accessibility Guidelines (WCAG)?
- A) Perceivable
  - B) Robust
  - C) Dynamic
  - D) Operable
22. With reference to copyright (Amendment) Act 2012, copyright to Photographs are awarded till.
- A) 20 years post publication
  - B) 20 years post death of creator
  - C) 60 years post publication
  - D) 60 years post death of creator
23. Traditional Knowledge Digital Library is hosted by
- A) CSIR
  - B) ICSSR
  - C) ICAR
  - D) None of the above
24. Which is false regarding Z39.5 protocol?
- A) NISO standard
  - B) International protocol for information retrieval
  - C) Library of Congress is the official Maintenance Agency
  - D) Designed to search small databases and hence not suitable for large bibliographic databases.

25. Which of the following is not part of LAMP stack?
- A) Linux
  - B) Apache
  - C) MySQL
  - D) Python
26. Which of the following is an example of Half-Duplex mode?
- A) Keyboard
  - B) Monitor
  - C) Telephone
  - D) Walkie-Talkies
27. Which of the following is not a Dublin Core element?
- A) Title
  - B) Format
  - C) RightsHolder
  - D) Identifier
28. Which of the following is not a part of CCF record?
- A) Record label
  - B) Directory
  - C) Datafields
  - D) Identifier
29. According to UGC norms, what is the penalty for level 2 plagiarism in thesis/dissertation
- A) Shall be asked to withdraw manuscript
  - B) Allowed to submit with minor changes
  - C) Debarred from submitting revised script for 1 year
  - D) Registration for programme will be canceled.
30. In HTML, the tags that tell the browser how to display the page are
- A) Style
  - B) Body
  - C) Markup
  - D) Title

31. IRINS is a free SAAS platform for academic and R&D organisations in India. What does SAAS stand for?
- A) Software as a system
  - B) Software as a service
  - C) System as a service
  - D) None of the above
32. Which of the following is not an inclusion criteria for a repository to be included in Open DOAR?
- i) Site must have open access content available freely and without any access barriers.
  - ii) Site must be currently and reliably accessible to any web user around the world.
  - iii) Site must be an electronic journal, or a portal for an entity's portfolio of journals
  - iv) Site must be a library catalogue or collection of locally accessible e-books
- Codes:**
- A) iii and iv
  - B) i and ii
  - C) i and iii
  - D) All of the above
33. The subject of Research Methodology is the outcome of the mode of formation of the subject known as
- A) Loose Assemblage
  - B) Fission
  - C) Distillation
  - D) Cluster
34. According to General Financial Rules, 2005, the loss of how many volumes per thousand volumes issued/consulted in a year is to be considered reasonable.
- A) 5
  - B) 10
  - C) 15
  - D) 20
35. Which of the following websites will help you find out about the open-access policies of publishers?
- A) DOAJ
  - B) Unpaywall
  - C) SHERPA/ROMEO
  - D) SPARC.



36. Which of the following about SSRN is true?

- i) It is a repository for preprints
- ii) It is an electronic journal
- iii) Owned by Elsevier
- iv) It was founded in 2016

**Codes:**

- A) i and ii
- B) i and iii
- C) ii and iv
- D) All of the above

37. Which of the following statements about SCP is correct?

- A) SCP commonly uses SSH (Secure Shell) for authentication
- B) SCP Stands for secure Communication Protocol
- C) Real-time collaboration is a feature of SCP
- D) None of the above

38. What is an ontology in the context of information science?

- A) A database schema
- B) A formal representation of knowledge
- C) A software package for library automation
- D) None of the above

39. Which of the following is not a property of ontology?

- A) Extendable
- B) Reusable
- C) Encryption
- D) All of the above

40. Resource Description Framework (RDF) is a

- A) Framework for database management
- B) Framework for data encryption and decryption
- C) A Metadata model for describing resources
- D) None of the above

41. Which of the following metadata standards for describing educational resources is currently maintained by Dublin Core Metadata Initiative (DCMI)
- A) GEMS
  - B) LRMI
  - C) IMS Global
  - D) None of the above
42. The model in which final published Version of Record is permanently and freely available, immediately upon publication by the publisher and no APC is paid by author is called
- A) Green open access
  - B) Gold open access
  - C) Diamond open access
  - D) None of the above
43. ISBD(A) is related to
- A) Older Monographic Publications
  - B) Annual reports
  - C) Annexure
  - D) None of the above
44. According to GFR rules 2017, physical verification of books for library having collection of 30000 should be carried out every
- A) One year
  - B) At least once in two years
  - C) At least once in three years
  - D) Only sample verification should be done
45. In InfoPort: A Subject Gateway for Indian Electronic-Resources, subject is classified according to
- A) DDC
  - B) UDC
  - C) CC
  - D) None of the above
46. Which of the following Indian institutes is part of collaborative effort in building Global Open Access portal (GOAP)2.0
- A) Indian institute of science
  - B) Indian Statistical institute
  - C) Indian Institute of technology, Delhi
  - D) Indian institute of information technology, Bangalore.

47. BIBLIOMINING is combination of
- Data Mining
  - Data Warehousing
  - Bibliometrics
  - Data curation
- i and ii
  - i, ii and iii
  - i, iii and iv
  - All of the above
48. Which of the following is a elementary category of POPSI?
- Discipline
  - Entity
  - Action
  - All of the above
49. \_\_\_\_\_ translates a low level language program into Machine Code
- Compiler
  - Interpreters
  - Assembler
  - Virus
50. \_\_\_\_\_ is a client server application that identifies each host on the internet with a unique user friendly name
- Telnet
  - DNS
  - TCP
  - IP

51. Match the following

**List -1**

- Clarence day award
- The Kate Green way medal
- Rose L. Vormelker
- Dynamic unit and impact award

**List - 2**

- ALA
- IFLA
- SLA
- CILIP

**CODES:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | ii  | iii | iv  |
| B) | ii  | iv  | iii | i   |
| C) | i   | iv  | iii | ii  |
| D) | i   | iii | ii  | iv  |

52. Match the following

**List -1**

- a) Linked Phrase Indexing system
- b) Systematic indexing
- c) Selective listing in combination
- d) Relational Indexing

**List - 2**

- i) T C Craven
- ii) Julius Otto Kaiser
- iii) J R Sharp
- iv) J E L Faradene

**CODES:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | iv  | iii | ii  |
| B) | iv  | i   | iii | ii  |
| C) | ii  | iv  | i   | iii |
| D) | i   | ii  | iii | iv  |

53. Match the following

**List -1**

- a) Music metadata
- b) Information Poverty
- c) Library reference model
- d) Big 6 model of information Technology

**List - 2**

- i) Elfreda Chatman
- ii) S.L. Vellucci
- iii) Mike Eisenberg
- iv) Pat Riva

**CODES:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | ii  | iii | iv  |
| B) | ii  | i   | iv  | iii |
| C) | ii  | iv  | i   | iii |
| D) | i   | iv  | ii  | iii |

54. Match the following

**List - 1**

- a) Brenda Dervin
- b) James Krikelas
- c) Herbert Menzel
- d) Allen Foster

**List - 2**

- i) Information seeking behaviour studies
- ii) Non linear model of information seeking behaviour
- iii) Information seeking behaviour model
- iv) Sense making model

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | ii  | i   | iv  | iii |
| B) | iii | iv  | ii  | i   |
| C) | iv  | ii  | i   | iii |
| D) | iv  | iii | i   | ii  |

55. According to IFLA strategy 2019-2024, which of the following are focus areas

- i) Strengthen the Global Voice of Libraries
  - ii) Inspire and Enhance Professional Practice
  - iii) Connect and Empower the Field
  - iv) Gender sensitisation in libraries
- A) i and ii  
B) i, ii and iii  
C) i, iii and iv  
D) All of the above

56. Match the following

**List -1**

- a) SPARQL
- b) RDF
- c) URI
- d) HTTP

**List - 2**

- i) Web protocol
- ii) Identifier
- iii) Data model
- iv) Query language

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iii | ii  | iv  | i   |
| B) | iv  | i   | iii | ii  |
| C) | ii  | iv  | i   | iii |
| D) | iv  | iii | ii  | i   |

57. Match the following

**List -1**

- a) Derwent world patent index
- b) DEPATISnet
- c) Patestate
- d) WIPS

**List - 2**

- i) CSIR Indian patent database
- ii) Subscription based patent database from Seoul, Korea
- iii) Maintained by clarivate
- iv) German patent and trademark office

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | ii  | iii | i   | iv  |
| B) | iii | iv  | i   | ii  |
| C) | iv  | i   | iii | ii  |
| D) | i   | iii | iv  | ii  |

58. Match the following

- |                         |                      |
|-------------------------|----------------------|
| a) Law of Parsimony     | i) Classification    |
| b) Principle of Osmosis | ii) F.W.Lancaster    |
| c) Paperless Society    | iii) Overall economy |
| d) APUPA Pattern        | iv) Reclassification |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | ii  | i   | iv  | iii |
| B) | iv  | ii  | i   | iii |
| C) | iii | iv  | ii  | i   |
| D) | i   | iii | ii  | iv  |

59. Match the following

- |                     |              |
|---------------------|--------------|
| a) ETD domain       | i) METS      |
| b) Image domain     | ii) CCO      |
| c) Cultural objects | iii) ConCore |
| d) Learning objects | iv) VRA-Core |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | ii  | iii | iv  |
| B) | i   | ii  | iv  | iii |
| C) | iii | ii  | i   | iv  |
| D) | i   | iv  | ii  | iii |

60. Match the following terms with their corresponding descriptors:

- |                      |                     |
|----------------------|---------------------|
| a) Term List         | i) Ontologies       |
| b) Categories        | ii) System software |
| c) Relationship List | iii) Taxonomy       |
| d) Emulators         | iv) Glossaries      |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | ii  | iii | iv  | i   |
| B) | iii | ii  | i   | iv  |
| C) | iv  | i   | ii  | iii |
| D) | iv  | iii | i   | ii  |

61. Match the following terms with their corresponding descriptors :

- |               |  |
|---------------|--|
| a) Vadlo      | i) Web resources including Twitter and Job Posting |
| b) Mamma      | ii) Life Science Literature                        |
| c) Athenus    | iii) World's Known Living languages                |
| d) Ethnologue | iv) Science and Engineering                        |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | iii | iv  | ii  |
| B) | iii | iv  | ii  | i   |
| C) | ii  | iv  | iii | i   |
| D) | ii  | i   | iv  | iii |

62. Match the following:

- |  |           |
|--|-----------|
| a) National knowledge Resource Consortium                              | i) 2003   |
| b) The Ministry of communication and information Technology consortium | ii) 2009  |
| c) The Department of Atomic Energy Consortium                          | iii) 2005 |
| d) Electronic Resources in Medicine Consortium                         | iv) 2008  |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | ii  | iv  | iii |
| B) | iii | iv  | i   | ii  |
| C) | ii  | iii | i   | iv  |
| D) | iv  | i   | ii  | iii |

63. Match the following Internet Standard numbers and protocols:

- |            |                                   |
|------------|-----------------------------------|
| a) RC 791  | i) File Transfer Protocol         |
| b) RC 793  | ii) Point to Point protocol       |
| c) RC 959  | iii) Internet Protocol            |
| d) RC 1661 | iv) Transmission control protocol |

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | i   | ii  | iv  | iii |
| B) | iii | iv  | i   | ii  |
| C) | ii  | iii | i   | iv  |
| D) | iv  | i   | ii  | iii |

64. Match the following:

- |                             |   |
|-----------------------------|---|
| a) A.C.Foskett              | i) Theory X and Theory Y                |
| b) Beesman                  | ii) Information Transfer                |
| c) Douglas Murray Mc Gregor | iii) Invisible College                  |
| d) Carl Savage              | iv) The Subject approach to information |

**Codes:**

- |    |     |     |     |     |
|----|-----|-----|-----|-----|
|    | (a) | (b) | (c) | (d) |
| A) | i   | ii  | iii | iv  |
| B) | iii | ii  | iv  | i   |
| C) | iv  | ii  | i   | iii |
| D) | ii  | iv  | iii | i   |

65. Match the following

- | Concept                   | Notation     |
|---------------------------|--------------|
| a) Alternative Hypothesis | i) $\beta$   |
| b) Null Hypothesis        | ii) $H_1$    |
| c) Error Type I           | iii) $H_0$   |
| d) Error Type II          | iv) $\alpha$ |

**Codes:**

- |    |     |     |     |     |
|----|-----|-----|-----|-----|
|    | (a) | (b) | (c) | (d) |
| A) | i   | iii | ii  | iv  |
| B) | ii  | iii | iv  | i   |
| C) | iv  | i   | ii  | iii |
| D) | iii | i   | ii  | iv  |

66. Match the following leading Abstracting and Indexing tools/Databases with their corresponding Publishers/Content Providers:

- | List - 1          | List - 2               |
|-------------------|------------------------|
| a) LISA           | i) NISCAIR             |
| b) ILSA           | ii) EBSCO              |
| c) LISTA          | iii) IASLIC            |
| d) Indian Science | iv) Proquest Abstracts |

**Codes:**

- |    |     |     |     |     |
|----|-----|-----|-----|-----|
|    | (a) | (b) | (c) | (d) |
| A) | iv  | iii | ii  | i   |
| B) | i   | ii  | iii | iv  |
| C) | ii  | iv  | i   | iii |
| D) | iii | i   | iv  | ii  |



67. The MARC Field 264 has different second indicator values to indicate separate data elements in RDA. Match these second indicator values with the respective data elements:

**List -1**

- a) -0
- b) -1
- c) -2
- d) -3

**List - 2**

- i) Distribution Statement
- ii) Publication statement
- iii) Manufacture statement
- iv) Production statement

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iv  | ii  | i   | iii |
| B) | iii | ii  | iv  | i   |
| C) | ii  | iv  | iii | i   |
| D) | i   | ii  | iii | iv  |

68. Match the following Sections of Copyright Act 1957 (India) with their correct explanation:

**List - 1**

- a) Section 55
- b) Section 63
- c) Section 63A
- d) Section 64

**List - 2**

- i) Offence of Infringement of copyright.
- ii) Enhanced penalty on second and subsequent convictions.
- iii) Civil remedies for infringement of copyright.
- iv) Power of police to seize infringing copies.

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iii | ii  | i   | iv  |
| B) | iii | i   | ii  | iv  |
| C) | ii  | iii | i   | iv  |
| D) | ii  | iv  | iii | i   |

69. Bespeaking in library domain means

- A) Registration of periodicals
- B) Reservation of books
- C) A budget technique
- D) Book selection process

70. What does ORCID stand for?
- Open Record and Contribution ID
  - Open Research and Content ID
  - Open Research and Contribution ID
  - Open Researcher and Contributor ID
71. Which of the following statements are true about GRIHA (a green building certification tool)?
- GRIHA is an acronym of Green Rating for Integrated Housing Assessment
  - It was developed by TERI (The energy and research institute)
  - It was adopted as the national rating system for green buildings by the Government of India in 2007
- i and ii
  - ii and iii
  - i and iii
  - All of the above
72. Which of the following is not one of the Seven Basic Quality improvement Tools suggested by Kaoru Ishikawa?
- Cause-and-Effect Diagram or Fishbone Diagram
  - Pareto Charts
  - Histograms
  - All the above are part of quality improvement tools

73. Match the following

**List - 1**

- ERG Theory of Motivation
- Acquired-Needs Theory
- Behavior modification theory
- Expectancy Theory of Motivation

**List -2**

- B.F.Skinner
- Victor Vroom
- David McClelland
- C.P.Alderfer

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iv  | iii | i   | ii  |
| B) | ii  | i   | iii | iv  |
| C) | i   | ii  | iii | iv  |
| D) | iv  | i   | ii  | iii |

74. Match the following

**List - 1**

- a) LibQUAL+®
- b) DigiQUAL®
- c) MINES for Libraries®
- d) Climate QUAL®

**List - 2**

- i) An assessment of library staff perceptions concerning their library's commitment to the diversity, organizational policies and procedures and staff attitudes.
- ii) An online survey tool designed for users of digital libraries that measures reliability and trustworthiness of Web sites.
- iii) An online transaction-based survey that collects data on the purpose of use of electronic resources and the demographics of users.
- iv) A tool used by libraries to solicit, track, understand, and act upon users opinions of service quality.

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iv  | ii  | iii | i   |
| B) | iii | ii  | iv  | i   |
| C) | i   | ii  | iii | iv  |
| D) | i   | iii | ii  | iv  |

75. Match the following

**List - 1**

- a) Design of library buildings
- b) Code of practice in library lighting
- c) Guide for preparation of abstracts
- d) Specification for mobile library van

**List - 2**

- i) IS:2661-1975
- ii) IS:2672-1966
- iii) IS:795-1976
- iv) IS:1553

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | ii  | i   | iii | iv  |
| B) | iv  | ii  | iii | i   |
| C) | i   | ii  | iii | iv  |
| D) | i   | iii | iv  | ii  |

76. Which of the following statements are correct regarding Project SAILS?
- a) Its goal is to develop a standardized test of information literacy skills
  - b) Began in 2001 at Kent State University
  - c) Test is free of cost and can be availed by anyone across the globe

**Codes:**

- A) a and b
  - B) b and c
  - C) a, b and c
  - D) None of the above
77. Which chapter of Patents Act, 1970 deals with grant and sealing of patents and rights conferred thereby?
- A) Chapter 6
  - B) Chapter 7
  - C) Chapter 8
  - D) Chapter 9
78. Which Chapter deals with the authentication of electronic records in Information Technology Act, 2000?
- A) Chapter 1
  - B) Chapter 2
  - C) Chapter 3
  - D) Chapter 4
79. The three card system was introduced by S.R. Ranganathan with respect to receiving periodicals. Which of the following is not part of it?
- A) Register Card
  - B) Shelf list card
  - C) Check Card
  - D) Classified Index Card

80. Which of the following is correctly matched?
- A) Primary source-trade literature
  - B) Secondary source-yearbook
  - C) Tertiary source-bibliographies
  - D) All of the above
81. Which of the following is true about Index Translationum?
- A) It is database of book translations
  - B) Maintained by OECD
  - C) India is active partner
  - D) None of the above
82. Which of the following is true about UNESCO Collection of Representative Works?
- A) It was a UNESCO translation project.
  - B) Project's purpose was to translate masterpieces of world literature
  - C) Project was active from 1948 to about 2005
  - D) All of the above
83. Which of the following are among the general axioms of Indexing theory proposed by Robert Fugmann?
- i) Axiom of definability
  - ii) Axiom of order
  - iii) Axiom of the sufficient degree of order
  - iv) Axiom of purpose
- Codes:**
- A) i and ii
  - B) i, ii and iii
  - C) i, iii and iv
  - D) All of the above

84. Match the following

**List - 1**

- a) Right man at right library
- b) Budget
- c) Journal
- d) Identifying user's views and expectations

**List -2**

- i) Annual financial statement
- ii) Deployment
- iii) TQM
- iv) ISSN

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iii | i   | ii  | iv  |
| B) | ii  | i   | iv  | iii |
| C) | iv  | ii  | iii | i   |
| D) | i   | iii | iv  | ii  |

85. Match the following

**List - 1**

- a) Hubs
- b) Repeater
- c) Bus Topology
- d) Switches

**List -2**

- i) A physical layer device used to interconnects the media segments of an extended network.
- ii) A Physical layer device that connects multiple computers each via a dedicated cable.
- iii) Multiple bridges known for transfer of data between different parts.
- iv) A straight line data highway that carries network information from one network station to another.

**Codes:**

- |    | (a) | (b) | (c) | (d) |
|----|-----|-----|-----|-----|
| A) | iii | iv  | ii  | i   |
| B) | ii  | i   | iv  | iii |
| C) | iv  | i   | iii | ii  |
| D) | i   | iii | ii  | iv  |

86. Transformative Agreements are a part of \_\_\_\_\_ open access model

- A) Black route
- B) Gold route
- C) Green route
- D) Hybrid Route

87. UNICODE covers which of the following

- i) Punctuation Marks
- ii) Mathematical symbols
- iii) Historic scripts like brahmi
- iv) Geometrical shapes

**Codes:**

- A) i, ii and iii
- B) i, iii and iv
- C) i, ii, iii and iv
- D) i, ii and iv

88. A number in the DDC without meaning in itself, but used to introduce examples of the topic is called

- A) Junk number
- B) Hook number
- C) Dead number
- D) None of the above

89. Which network protocol is used in executing 'ping' command?

- A) TCP/IP
- B) SIP
- C) HTTP
- D) ICMP

90. Which of the following publications are excluded from the scope of Indian National Bibliography?

- i) Maps
- ii) Guide to textbooks
- iii) Musical Scores
- iv) First issue of new periodical

**Codes:**

- A) i, ii and iii
- B) ii, iii and iv
- C) i and iv
- D) All of the above

91. Which of the following are part of Edwards Deming's 14 Points for Total Quality Management?
- i) Create constancy of purpose for improving products and services
  - ii) Adopt the new philosophy
  - iii) Institute training on the job
  - iv) Use a multiple Supplier for Any One Item
- Codes:
- A) i, ii, iii and iv
  - B) i, ii and iii
  - C) i, ii, and iv
  - D) None of the above
92. Identify the committee charged with the responsibility for Indian standards related to libraries
- A) Z-39
  - B) TC-46
  - C) BIS-LIB
  - D) MSD-5
93. Under 'Non-matching Scheme of Financial Assistance to Voluntary Organisations Providing Public Library Services', assistance to NGOs will be given in the ratio
- A) 50:50(RRRLF:NGO)
  - B) 75:25(RRRLF:NGO)
  - C) 90:10(RRRLF:NGO)
  - D) 100% funded by NGO, IT support from RRRLF.
94. A shift in attitude in respondents between two points during data collection is called
- A) Reactive effect
  - B) Maturation effect
  - C) Regression effect
  - D) Conditioning effect
95. The major characteristic of correlation analysis is to seek out
- A) Differences among variables
  - B) Variations among variables
  - C) Association among variables
  - D) Regression among variables



96. The performance of a student is compared with another student in which type of testing?
- A) Criterion referenced testing
  - B) Diagnostic testing
  - C) Summative testing
  - D) Norm-referenced testing

97. Arrange the correct sequence of the sections of the main entry in CCC (Ed.5):

- a) Title Section
  - b) Leading section
  - c) Note section
  - d) Accession number
- A) a b c d
  - B) b a c d
  - C) b c d a
  - D) a c b d

98. Which of the following are Web-zine?

- i) Email Magazine
- ii) E-Conference
- iii) Online Bulletin
- iv) Electronic Newsletter

**Codes:**

- A) i, iii and iv
- B) i, ii and iii
- C) ii, iii and iv
- D) i, ii and iv

99. Which of the following are not the Models of communication?

- i) Vintage Model
- ii) Lasswell's Model
- iii) Epidemic Model
- iv) Garbner's Model

**Codes:**

- A) i and iv
- B) ii and iii
- C) i and iii
- D) iii and iv

100. The frequency distribution of research data which is symmetrical in shape similar to a normal distribution but the center peak is much higher is :

- A) Skewed
- B) Mesokurtic
- C) Leptokurtic
- D) Platykurtic

101. **Assertion (A):** Glossary is an alphabetical list of technical terms of a particular subject.  
**Reason (R):** There is no difference between discipline-specific terms and general terms.

- A) (A) is false, but (R) is true
- B) (A) is true, but (R) is false
- C) Both (A) and (R) are true
- D) Both (A) and (R) are false

102. **Assertion (A) :** In the Information Retrieval domain, Probabilistic Model is becoming unpopular.

**Reason (R) :** Probabilistic Model fails to provide accurate estimate for the first run probabilities since index terms are not weighted and terms are assumed mutually independent.

- A) (A) is true, but (R) is false
- B) Both (A) and (R) are true.
- C) (A) is false, but (R) is true.
- D) Both (A) and (R) are false.

103. **Assertion(A):** Principle of canonical sequence is mainly followed to arrange the array of Subjects in a classification scheme.

**Reason (R) :** This principle sets the proviso that when subjects in an array of subjects are traditionally referred to in a specific sequence, it will be convenient to conform to this traditional sequence.

- A) Both (A) and (R) are true
- B) (A) is false but (R) is true
- C) Both (A) and (R) are false
- D) (A) is true but (R) is false

**104. Assertion(A) :** TREC is credited for bringing the concept of the evaluation of the IR system.

**Reason (R):** TREC series of IR experiment has drawn attention of the LIS professionals all over the world for providing an open testing event and standard evaluation scenario.

- A) Both (A) and (R) are false.
- B) Both (A) and (R) are true
- C) (A) is false but (R) is true
- D) (A) is true but (R) is false.

**105. Assertion(A) :** 'Social tagging' technique used in some libraries allows students to tag books and other information resources with their own search terms.

**Reason(R) :** Introducing social tagging methods to the traditional library settings usually helps to improve 'patron use' of library and acquire knowledge

- A) Both (A) and (R) are false.
- B) Both (A) and (R) are true.
- C) (A) is false but (R) is true.
- D) (A) is true but (R) is false.

**106. Assertion(A) :** In Unicode, the character encoding reflects the way the coded character set is mapped to bytes for manipulation in a computer.

**Reason(R) :** Unicode is a standard that defines all the characters needed for writing the majority of living languages in use on computers.

- A) (A) is true, but (R) is false.
- B) Both (A) and (R) are true.
- C) Both (A) and (R) are false.
- D) (A) is false, but (R) is true.

**107. Assertion(A) :** In RDA the 'rule of 3', to provide upto three authors, is now the main instruction.

**Reason(R) :** RDA does not encourage access to the names of persons and corporate bodies important to the users.

- A) (A) is true, but (R) is false.
- B) (A) is false, but (R) is true.
- C) Both (A) and (R) are true.
- D) Both (A) and (R) are false.

**108. Assertion (A):** An Information literate generally has the potential to determine the nature and extent of the information needed.

**Reason(R) :** An information literate can define and articulate the need better than an information illiterate.

- A) (A) is true, but (R) is false.
- B) (A) is false, but (R) is true.
- C) Both (A) and (R) are true.
- D) Both (A) and (R) are false.

**109. Assertion(A) :** Open source software permits extensive customisation to meet the needs of user.

**Reason(R) :** Source code are available at very little cost and hence easily modifiable.

- A) (A) is true, but (R) is false.
- B) (A) is false, but (R) is true.
- C) Both (A) and (R) are true.
- D) Both (A) and (R) are false.

**110. Assertion(A) :** Notational combining of two compound subjects without any instruction is possible in DDC.

**Reason(R) :** When two compound subjects are there, then the 'first of two' rule and 'rule of three' help to decide where to class the subject.

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

**III. Consider the following statements regarding Altmetrics indicator:**

**Statement-I:** Even with the increased acceptance of altmetrics, citations are still the most recognised bibliometric indicator.

**Statement-II:** The results of altmetrics can easily be inflated, hence qualitative backend is a necessity.

- A) (I) is true but (II) is false.
- B) (II) is true but (I) is false.
- C) Both (I) and (II) are true and (II) is the correct explanation of (I).
- D) Both (I) and (II) are true but (II) is not the correct explanation of (I).

- 112. Assertion(A):** Ontology is a formal, machine-readable specification of a conceptual model.  
**Reason(R) :** Ontology is a controlled vocabulary, which uses one or more relations for a defined domain.
- A) (A) is false and (R) is true.
  - B) (A) is true but (R) is false.
  - C) Both (A) and(R) are true, but (R) is not the explanation of (A).
  - D) Both (A) and (R) are true, and (R) is the correct explanation of (A).
- 113. Assertion (A):** The Good Offices Committee is a voluntary organisation formed to establish uniform terms of book supplies to libraries.  
**Reason (R) :** The Committee meets at regular intervals to decide upon the conversion rates of foreign currencies to be applied in the case of books and periodicals and the rate of discount admissible to libraries.
- A) Both (A) and (R) are true.
  - B) (A) is true, but (R) is false
  - C) (A) is false, but (R) is true.
  - D) Both (A) and (R) are false.
- 114. Assertion (A):** SMTP transfers the mail from sender's computer to the mail box present on receiver's mail server.  
**Reason (R):** POP3 allows to retrieve and organise mails from mail box on receiver's mail server to receiver's computer.
- A) Both (A) and (R) are true.
  - B) (A) is true, but (R) is false.
  - C) (A) is false, but (R) is true.
  - D) Both (A) and (R) are false.
- 115. Assertion (A):** The Normalized Impact Factor of a journal clearly gives the indication about ranking in the world in terms of Impact Factor.  
**Reason (R):** Normalized Impact Factor does not deal with subject; Impact Factor deals with subject.
- A) Both(A) and (R) are true.
  - B) (A) is true, but (R) is false.
  - C) (A) is false, but (R) is true.
  - D) Both (A) and (R) are false.
- 116. Assertion (A):** POPSI (Postulate Based Permuted Subject Indexing) is based on class number and not on the general theory of classification given by Ranganathan .  
**Reason (R) :** POPSI was basically designed for manual method and not for computers.
- A) Both (A) and (R) are true.
  - B) (A) is true, but (R) is false.
  - C) (A) is false, but (R) is true.
  - D) Both (A) and (R) are false.

**117. Assertion (A):** Folksonomies do not typically have hierarchical structure or preferred terms for concepts.

**Reason (R) :** They are not considered authoritative because they are typically not compiled by experts.

- A) Both (A) and (R) are true.
- B) (A) is true, but (R) is false.
- C) (A) is false, but (R) is true.
- D) Both (A) and (R) are false.

**118. Assertion (A):** Compared with co-citation and bibliographic coupling, direct citations (sometimes referred to as cross citations) offer a more direct indication of the relatedness of publications.

**Reason (R) :** Nevertheless, in the Literature on Visualizing bibliometric networks, it is relatively uncommon to work with direct citations, as the use of direct citations often leads to very sparse networks.

- A) (A) is true but (R) is false.
- B) (A) and (R) both are false.
- C) (A) is false but (R) is true.
- D) (A) and (R) both are true.

**119. Assertion (A):** FRBR is a direct challenge to the emphasis on a single unit defined by its physical description in cataloguing rules.

**Reason (R) :** It relegates physical description to a secondary role behind the placement of the content in a larger bibliographical context.

- A) (A) is true but (R) is false.
- B) (A) and (R) both are false.
- C) (A) is false but (R) is true.
- D) (A) and (R) both are true.

**120. Assertion(A) :** ROAD is a bibliographic service by ISBN International with the support of UNESCO.

**Reason(R) :** ROAD provides free access to those bibliographic records having ISBN which describes scholarly resources in open access.

- A) (A) is true but (R) is false.
- B) (A) and (R) both are false.
- C) (A) is false but (R) is true.
- D) (A) and (R) both are true.

## ROUGH WORK

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