

Booklet Serial No.

10041

DO NOT BREAK THE SEAL OF THE BOOKLET UNTIL YOU ARE TOLD TO DO SO

QUESTION BOOKLET

SERIES : I

Subjects : General English, General Knowledge & Aptitude,
Khasi, Basic Computer and Mass Communication

Full Marks : 300

Time Allowed : 2½ Hours

Read the following instructions carefully before you begin to answer the questions.

INSTRUCTIONS TO CANDIDATES

1. This Booklet contains 150 questions to be answered in a separate OMR Answer Sheet using Black Ballpoint Pen in the following five Parts :

Part—A	: General English	: 25 questions
Part—B	: General Knowledge & Aptitude	: 15 questions
Part—C	: Khasi	: 25 questions
Part—D	: Basic Computer	: 25 questions
Part—E	: Mass Communication	: 60 questions

2. All questions are compulsory.
3. You will be supplied the Answer Sheet separately by the Invigilator. You must complete the details of particulars asked for.
4. Answer must be shown by completely blackening the corresponding circle in the Answer Sheet against the relevant question number by Black Ballpoint Pen. OMR Answer Sheet without marking Series shall not be evaluated.

Example :

Suppose the following question is asked :

The Capital of Meghalaya is

- (A) Guwahati
(B) Kohima
(C) Shillong
(D) Delhi

You will have four alternatives in the Answer Sheet for your response corresponding to each question of the Question Booklet as below :

(A) (B) (C) (D)

In the above illustration, if your chosen response is alternative (C), i.e., Shillong, then the same should be marked on the Answer Sheet by blackening the relevant circle with a Black Ballpoint Pen only as below :

(A) (B) (C) (D)

The example shown above is the only correct method of answering.

5. Answer the questions as quickly and as carefully as you can. Some questions may be difficult and others easy. Do not spend too much time on any one question.
6. There will NOT be any negative marking for wrong answers.
7. The Answer Sheet must be handed over to the Invigilator before you leave the Examination Hall.
8. No Rough Work is to be done on the Answer Sheet. Space for Rough Work has been provided in the Question Booklet.

PART—A : GENERAL ENGLISH

(Marks : 50)

Each question carries 2 marks

Directions : Choose the correct alternative to fill in the gaps.

1. Do not forget _____ off the light before you go out.
(A) switch
(B) to switch
(C) switching
(D) switched
2. I speak Italian but _____ French.
(A) I speak not
(B) I am not speaking
(C) I not speak
(D) I do not speak
3. My favourite film is *Oppenheimer*. _____ it four times.
(A) I am seeing
(B) I see
(C) I have saw
(D) I have seen
4. My friend _____ for me when I arrived.
(A) waited
(B) has waited
(C) was waiting
(D) has been waiting
5. Rachel is ill, so _____ to the party tomorrow night.
(A) she does not come
(B) she did not come
(C) she will not come
(D) she has not come

Directions : Read the following passage and answer the questions (Q. Nos. 6–15) given below, following the instructions :

Among the manifold of misfortunes that may befall humanity, the loss of health is one of the severest. All the joys that life can give cannot outweigh the sufferings of the sick. Give the sick man everything and leave him to his sufferings and he will feel that half the world is lost to him. Lay him on a soft silken couch, he will nevertheless groan sleepless under the pressure of his sufferings, while the miserable beggar, blessed with health, sleeps sweetly on the hard ground. Spread his table with dainty dishes and choice drinks and he will thrust back the hand that proffers them and envy the poor man who thoroughly enjoys his hard crust. Surround him with the pomp of kings; let his chair be a throne and his crutch a world-swaying sceptre; he will look with contemptuous eyes on marble and gold and would deem himself happy could he enjoy, even were it under a thatched roof, the health of the meanest of his servants.

Choose the appropriate words most similar in meaning to the words given below in the specific context of the passage :

6. Manifold
(A) various
(B) limited
(C) severe
(D) double

7. Outweigh

- (A) ignore
- (B) balance
- (C) exceed
- (D) equal

8. Pomp

- (A) wisdom
- (B) grandeur
- (C) power
- (D) wealth

9. Humanity

- (A) kindness
- (B) science
- (C) nature
- (D) mankind

10. Crutch

- (A) throne
- (B) stick
- (C) couch
- (D) shield

Choose the appropriate antonyms of the following words given in the passage :

11. Dainty

- (A) delicious
- (B) elegant
- (C) coarse
- (D) expensive

12. Proffers

- (A) withdraws
- (B) presents
- (C) accepts
- (D) holds

13. Contemtpuous

- (A) arrogant
- (B) hateful
- (C) respectful
- (D) jealous

14. Misfortune

- (A) blessing
- (B) tragedy
- (C) poverty
- (D) sickness

15. Miserable

- (A) joyful
- (B) poor
- (C) healthy
- (D) sad

Directions : Fill in the blanks with the correct option from the words given below.

16. Helen is studying law _____ Delhi University.

- (A) in
- (B) at
- (C) for
- (D) with

17. She said _____ to me but I did not understand it.

- (A) anything
- (B) nothing
- (C) something
- (D) everything

18. I bought some cheese but I did not buy _____ bread.

- (A) little
- (B) big
- (C) some
- (D) any

19. Julia is a doctor. Her husband is _____ art teacher.

- (A) the
- (B) an
- (C) a
- (D) with

20. In tennis, you hit a ball _____ a racket.

- (A) with
- (B) by
- (C) at
- (D) for

Directions : Choose the correct meaning for the words and phrases given below.

21. What lives in another

- (A) Alien
- (B) Parasite
- (C) Omnipotent
- (D) Antibody

22. Stealing words or an idea from another man's writing

- (A) Illegal
- (B) Obsolete
- (C) Plagiarism
- (D) Evil

23. Wasting money on luxury

- (A) Miserly
- (B) Spendthrift
- (C) Extravagant
- (D) Arrogant

24. One ruling at his own will

- (A) Bureaucrat
- (B) Royalty
- (C) Kingship
- (D) Autocrat

25. Fit to be chosen

- (A) Eligible
- (B) Illegible
- (C) Edible
- (D) Suitable

PART—B : GENERAL KNOWLEDGE & APTITUDE

(Marks : 30)

Each question carries 2 marks

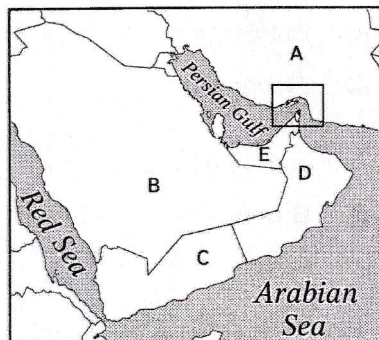
26. The Meghalaya State Government declared which of the following as the Official State Fish?

(A) Golden Mahseer
(B) Humpback Mahseer
(C) Chocolate Mahseer
(D) Tor Mahseer

27. Which of the following movements was **not** led by Mahatma Gandhi?

(A) Swadeshi Movement
(B) Champaran Satyagraha
(C) Kheda Satyagraha
(D) Quit India Movement

28. The countries represented by A, B, C, D and E respectively in the following figure are



- (A) Iraq, Yemen, Oman, UAE and Saudi Arabia
(B) Iran, Saudi Arabia, Yemen, Oman and UAE
(C) Iran, Saudi Arabia, Syria, Oman and Qatar
(D) Iran, Saudi Arabia, Oman, Yemen and UAE

29. Insulin, a hormone responsible for regulating the amount of sugar in the blood system, is produced by

(A) brain
(B) liver
(C) pancreas
(D) kidney

30. Which of the following plays was **not** written by William Shakespeare?

(A) *As You Like It*
(B) *Much Ado About Nothing*
(C) *A Midsummer Night's Dream*
(D) *A Tale of Two Cities*

31. Which of the following statements is **incorrect** with regard to the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PMJAY) Scheme?

- (A) Health insurance provides coverage of up to ₹7 lakhs per family per annum for secondary and tertiary hospitalization.
(B) All citizens above the age of 70 years are eligible for the scheme irrespective of their income.
(C) Empanelled hospitals offer end-to-end cashless services at the point of care.
(D) The benefits can be transferred and utilized at any listed hospital across India.

32. Identify the correct pair.

- (A) Raja Ram Mohan Roy : Arya Samaj
- (B) Jyotiba Phule :
Satyashodhak Samaj
- (C) Rabindranath Tagore :
Prarthana Samaj
- (D) Pandit Deen Dayal Sharma :
Dev Samaj

33. The acronym JPEG, commonly used in software and file format, refers to

- (A) Java Picture and Electronic Graphic
- (B) Java Photo Elucidation Graphic
- (C) Joint Photographic Experts Group
- (D) Joint Picture Expression Group

34. Manu Bhaker is associated with which of the following sports?

- (A) Cricket
- (B) Hockey
- (C) Chess
- (D) Shooting

35. The inert gas used for producing glow in advertisement signs is

- (A) helium
- (B) neon
- (C) radon
- (D) argon

36. Select the related words from the given alternatives :

Pisciculture : Fish :: Apiculture : ?

- (A) Bee
- (B) Butterfly
- (C) Silkworm
- (D) Earthworm

37. The missing number in the series 22, 24, 28, ?, 52, 84 is

- (A) 32
- (B) 36
- (C) 42
- (D) 44

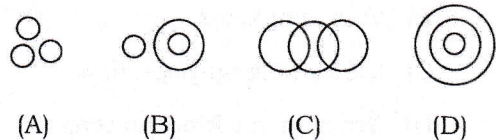
38. The smallest of the two consecutive positive numbers such that the sum of their squares is 85 is

- (A) 4
- (B) 6
- (C) 7
- (D) 9

39. P is Q's daughter, Q is R's mother, S is R's brother. How is S related to P?

- (A) Brother
- (B) Father
- (C) Son
- (D) Grandfather

40. Which of the following diagrams represents mammals, rabbits and frogs?



PART—C : KHASI

(Marks : 50)

Kawei ka jingkylli ka kit **2** marks

- 41.** U Mawshynrang uba long ruh u mawtylli u don ka jingrong :
- (A) Shipruh haduh Khadphrapruh
(B) Arpruh haduh Khadphrapruh
(C) Sawpruh haduh Khadphrapruh
(D) Ym don na kine haneng
- 42.** Ka Linguistics ka dei ka tnat pule jong ka ktien katkum ki kyndon :
- (A) Saian
(B) Grammar
(C) Phonology
(D) Ym don na kine haneng
- 43.** Ha ka rukom pyrkhat u Khasi lah ban iohi na :
- (A) Ki Khanatang
(B) Ki Khana pateng
(C) Ki Khana puriskam
(D) Ym don na kine haneng
- 44.** Ka met jong ka, ka la sahkut ha shiteng riat, hynrei na kata ka metiap la mih uwei u syntiew ba la ai kyrteng :
- (A) Tiewlasubon
(B) Tiewllyngksiar
(C) Tiewlalyngngi-pep-shad
(D) Ym don na kine haneng
- 45.** Ka jait ktien kaba don ki snap ktien kiba kyllaiñ (inflectional language) ka dei :
- (A) Ka ktien Khasi
(B) Ka ktien English
(C) Ka ktien Latin
(D) Ym don na kine haneng
- 46.** Ha ka bishar ngam um la pynlong tang shisien ha ka por :
- (A) U Tirot Sing Syiem
(B) U Hajon Manik Syiem Sohra
(C) U Sajar Nangli
(D) Ym don na kine haneng
- 47.** Ha kata ka dorbar ki laiphew mrad miat mon ki la jied syiem ia u :
- (A) Khnai
(B) Mynthna
(C) Khla
(D) Ym don na kine haneng
- 48.** Ki don ki kyntien haba spel bad kynnoh kumjuh hynrei kiba ki jingmut jong ki pat ki iapher :
- (A) Homophones
(B) Antonyms
(C) Homonyms
(D) Ym don na kine haneng

49. *Ka Kitab Puriskam* jong u Rabon Singh ka la kylla long kum ka "Lives u Plutarch". Mano ba la ong ia kine ki kyntien?
- (A) U Mondon Bareh
(B) Rev. Morkha Joseph
(C) U Owen Rowie
(D) Ym don na kine haneng
50. U briew uba ki mane ne ithuh baroh arliang mamla bad uba iohi ne tip shaphang ka jingiakajia jong ki mamla la tip kum :
- (A) U Saiphla
(B) U Sakhi
(C) U Riewsaid
(D) Ym don na kine haneng
51. Ki sawa kiba pynmih da ka jingiatyngkhuh jong u khmut thylliej ha ka shyieng alveolar kum u sawa /d/ haba sdang jong ka kyntien 'dieng' la khot :
- (A) Alveo-palatal
(B) Alveolar
(C) Bilabial
(D) Ym don na kine haneng
52. Kaei ka kyntien kaba beit haba ngi kren ne thoh :
- (A) Ka iing jong lajong
(B) Ka iing lade
(C) Ka iing lajong
(D) Ym don na kine haneng
53. Ha kano ka snem la mih ka sawangka banyngkong tam *Ka Savitri* ba la thoh da u Hari Charan Roy :
- (A) 1910
(B) 1912
(C) 1915
(D) Ym don na kine haneng
54. Ka 'Phatic Communion' ka dei ka kamram bakongsan jong ka ktien ban :
- (A) Ka pynsgewthuh bad ai jingtip markylliang para briew
(B) Ka pynpaw sha kiwei lyngba ka ktien
(C) Ka pynpaw ia ka jingiadei lane ka jingithuh ithaw para briew lyngba jong ka ktien
(D) Ym don na kine haneng
55. Ki klos kiba ngi lap man ka por haba ngi kren ne pule ia ka ktien Khasi ki dei :
- (A) Ordinary Clause
(B) Small Clause
(C) Embedded Clause
(D) Ym don na kine haneng
56. Katkum na ka kot *Ka Burom Ba Lajah II* u Jom u dei u nongsynshar jong ka jylla ba katno?
- (A) Bahynriew
(B) Baphra
(C) Bakhyndai
(D) Ym don na kine haneng

57. U Rev. Morkha Joseph u la long u Khasi banyngkong eh ba la thoh ia ka poitri "U Sierlapalang" kaba u la pynmih nyngkong eh ha ka kot khubor :

- (A) U Lurshai
- (B) U Nongkit Khubor
- (C) U Khasi Mynta
- (D) Ym don na kine haneng

58. Kaei ka kyntien kaba beit ba ngi dei ban kren ne thoh :

- (A) Kulmar
- (B) Klumar
- (C) Kumar
- (D) Ym don na kine haneng

59. Ka ktien Khasi ka hab ha kano na kine ki longiing :

- (A) Tibeto-Burman
- (B) Austro-Asiatic
- (C) Indo-Aryan
- (D) Ym don na kine haneng

60. Ha kano na kine ki poim phin shem ia kine ki kyntien 'Benami' bad 'Salami' :

- (A) Ko Duitara Jong Nga
- (B) Na u Lum Nga Peit
- (C) Lum Maloi Khlieh
- (D) Ym don na kine haneng

61. Ka poim "I Thakemon" ka hab ha ka thup jaid Elegy ba kumno :

- (A) Pastoral Elegy
- (B) Personal Elegy
- (C) Formal Elegy
- (D) Ym don na kine haneng

62. Ka Badaplin War ka la thoh ia ka kot *U Basan Ka Kasterbrij* kaba la pynwan sha ka ktien Khasi na ka kot English kaba kyrteng :

- (A) *A Mayor of Casterbridge*
- (B) *The Mayor of Casterbridge*
- (C) *Mayor of Casterbridge*
- (D) Ym don na kine haneng

63. Ha ka nobel *Kam Kalbut* phin shem ia kane ka kyntien "babu bam ja jem". Mano ba la kren ia kane ka kyntien?

- (A) U Along
- (B) Ka Bilianda
- (C) U Nai Sing
- (D) Ym don na kine haneng

64. Ki jingtuid tyrsiang bakiew bahiar bakhia basting ne bahiar bakiew, basting bakhia ha ka poitri la ju tip kum ka :

- (A) Khriang
- (B) Khup
- (C) Shnok
- (D) Ym don na kine haneng

65. U rangbah uba pyniaid ia ka spah ka phew, ia ki niam ki rukom uba long ruh u nongknia jong ka iing u dei :

- (A) U Kni Rangbah
- (B) U Suidnia
- (C) U Sohblei
- (D) Ym don na kine haneng

PART—D : BASIC COMPUTER

(Marks : 50)

Each question carries 2 marks

66. What is known as the 'brain' of a computer?
- (A) Hard disk
 - (B) Motherboard
 - (C) CPU
 - (D) Cache
67. What does ROM stand for?
- (A) Random Only Memory
 - (B) Read Only Memory
 - (C) Read Option Memory
 - (D) Random Option Memory
68. Which one is an example of an operating system?
- (A) Tally
 - (B) Photoshop
 - (C) LibreOffice
 - (D) Linux
69. What is the full form of USB?
- (A) United Service Bus
 - (B) User Serial Bus
 - (C) Universal Serial Bus
 - (D) Universal System Bus
70. What does IP stand for?
- (A) Input Process
 - (B) Internal Protocol
 - (C) Internet Protocol
 - (D) Input Protocol
71. What is the time complexity of a binary search?
- (A) $O(n)$
 - (B) $O(1)$
 - (C) $O(\log n)$
 - (D) $O(n \log n)$
72. What is the work of a compiler?
- (A) Memory management
 - (B) Translation of source code into machine code
 - (C) Program execution
 - (D) Debugging of code
73. Which layer in OSI model is responsible for routing of data packets?
- (A) Network layer
 - (B) Transport layer
 - (C) Application layer
 - (D) Physical layer

74. Which protocol is used for sending e-mails?
(A) HTTP
(B) SMTP
(C) FTP
(D) SMTP
75. Which data structure uses FIFO principle?
(A) Stack
(B) Queue
(C) Array
(D) Linked list
76. Which of the following is **not** a relational database?
(A) Microsoft Access
(B) Oracle
(C) MySQL
(D) MongoDB
77. What is the function of a DNS?
(A) Flow control
(B) Memory management
(C) Translation of domain name to IP address
(D) Routing packets
78. Which normal form removes transitive dependency?
(A) 1NF
(B) 2NF
(C) 3NF
(D) BCNF
79. Which type of software is an antivirus?
(A) Application software
(B) Utility software
(C) System software
(D) Network software
80. What is virtualization?
(A) Increases the main memory
(B) Creates physical storage
(C) Clears cache in memory
(D) Creates virtual version of resources
81. Which sorting algorithm is the fastest for an average case?
(A) Quicksort
(B) Selection sort
(C) Merge sort
(D) Bubble sort
82. 1KB is how many bytes?
(A) 1000
(B) 1024
(C) 2048
(D) 512
83. Which addressing mode uses the operand directly?
(A) Direct addressing
(B) Register addressing
(C) Immediate addressing
(D) Indexed addressing

84. Which SQL command is used to remove a table and all its data permanently?

- (A) DROP
- (B) DELETE
- (C) REMOVE
- (D) All of the above

85. What is the decimal equivalent of 11001?

- (A) 20
- (B) 21
- (C) 23
- (D) 25

86. Which of the following is an interpreted language?

- (A) C
- (B) C++
- (C) Python
- (D) All of the above

87. What is the output of an XOR gate when both inputs are the same?

- (A) 0
- (B) 1
- (C) Undefined
- (D) Depends on input

88. How many input combinations are possible for a 3-input logic gate?

- (A) 3
- (B) 6
- (C) 8
- (D) 9

89. Which key uniquely identifies each record in a table?

- (A) Candidate key
- (B) Foreign key
- (C) Superkey
- (D) Primary key

90. What is the output of the given expression?

$$10 + 5 * 3 \% 4$$

- (A) 5
- (B) 13
- (C) 10
- (D) 12

PART—E : MASS COMMUNICATION

(Marks : 120)

Each question carries **2** marks

- 91.** The primary purpose of a 'cue sheet' in television production is to
- (A) provide audience feedback
 - (B) provide technical and timing instructions during production
 - (C) provide production budget
 - (D) provide camera instructions
- 92.** In radio broadcasting, modulation refers to
- (A) mixdown of the final recording
 - (B) encoding audio signals onto carrier waves
 - (C) amplifying the sound signal
 - (D) sweetening audio elements
- 93.** Which of the following is an example of non-diegetic sound?
- (A) Dialogue between actors in a scene
 - (B) Footsteps heard within the scene
 - (C) Background music added during editing
 - (D) Door closing sound recorded live
- 94.** Camera white balance is measured in which unit?
- (A) Pixel
 - (B) Resolution
 - (C) Bit
 - (D) Kelvin
- 95.** The 180° rule in filmmaking helps the audience to
- (A) maintain spatial consistency
 - (B) maintain stereophonic consistency
 - (C) maintain scene consistency
 - (D) maintain story consistency
- 96.** Which of the following is an audio-based transition?
- (A) Cut
 - (B) Jump cut
 - (C) J-cut
 - (D) Match cut
- 97.** The best microphone that can be used for recording field interviews is
- (A) dynamic microphone
 - (B) condenser microphone
 - (C) ribbon microphone
 - (D) crystal microphone

98. The primary function of equalization (EQ) in sound editing is to
- (A) adjust the frequency balance of audio
 - (B) adjust the balance of various audio channels
 - (C) synchronize audio clips
 - (D) control audio sampling rate
99. The audio tool to reduce the difference between loud and soft sounds is
- (A) compressor
 - (B) amplifier
 - (C) reverb
 - (D) pop filter
100. A 'wild track' refers to
- (A) music used during credits
 - (B) unsynchronized dialogue
 - (C) ambient audio recorded separately from visuals
 - (D) sound effects recorded off-camera during production
101. The process of balancing dialogue, music and sound effects is called
- (A) mastering
 - (B) mixing
 - (C) sequencing
 - (D) sweetening
102. A lens filter used to cut down reflections is called
- (A) UV filter
 - (B) ND filter
 - (C) polarizer filter
 - (D) correction filter

103. What would be the best exposure setting for landscape photography during 'blue hour'?
- (A) ISO 100, f 11, 1/125 sec
 - (B) ISO 200, f 1.4, 1/500 sec
 - (C) ISO 400, f 8, 5 sec
 - (D) ISO 800, f 16, 1/2 sec

Directions (Q. Nos. 104–111) : Read the passage carefully and answer the questions that follow.

During a period of ethnic tension in a northeastern Indian State, several videos circulated widely on social media platforms claiming to show attacks by members of one community against another. Local television channels aired portions of the videos without independent verification. Within hours, inflammatory hashtags trended online, and political actors selectively amplified unverified claims. Later investigations by independent fact-checkers revealed that some videos were from unrelated incidents from different countries. Despite corrections being issued, mistrust between communities intensified, and protests erupted in several districts.

104. The failure of local television channels in the passage most directly reflects a breakdown in
- (A) verification and gatekeeping functions
 - (B) editorial meetings
 - (C) understanding audience reception
 - (D) news programming

105. The viral spread of misinformation in the passage is best explained through

- (A) hypodermic needle theory alone
- (B) dependency theory only
- (C) technological neutrality
- (D) networked digital communication and algorithmic amplification

106. The role of political actors in selectively amplifying unverified claims illustrates

- (A) strategic political communication
- (B) development journalism
- (C) cultural diffusion
- (D) media determinism

107. The persistence of mistrust even after fact-checking corrections demonstrates

- (A) the 'continued influence effect' of misinformation
- (B) total audience rationality
- (C) failure of communication models
- (D) technological convergence

108. Which ethical principle should have guided the television channels before broadcasting the videos?

- (A) Sensational immediacy
- (B) Verification before dissemination
- (C) Emotional framing
- (D) Ideological alignment

109. The independent fact-checkers, mentioned in the passage, function primarily as

- (A) public relation agencies
- (B) State censorship agencies
- (C) audience control agencies
- (D) alternative verification intermediaries in the digital ecosystem

110. The phrase 'algorithmic amplification' most accurately refers to

- (A) news editing by artificial intelligence
- (B) boosting online engagement
- (C) automated prioritization of engaging content by digital platforms
- (D) Government control of internet content

111. From a conflict-reporting perspective, the media's conduct in the passage likely contributed to

- (A) yellow journalism
- (B) audience disengagement
- (C) escalation of social polarization
- (D) decline of citizen journalism

Directions (Q. Nos. 112–119) : Read the passage carefully and answer the questions that follow.

A regional news organization in Meghalaya launched a multimedia campaign on illegal dumping and river pollution. The campaign combined investigative reports, drone footage, podcasts, infographics and citizen-submitted photographs. Initially, the campaign gained little traction. However, after local influencers and student organizations began sharing the content, engagement increased sharply. State authorities later announced inspections and awareness drives in affected areas.

- 112.** The use of multiple media formats in the campaign is an example of
- (A) media fragmentation
 - (B) multimedia convergence strategy
 - (C) classical propaganda
 - (D) information suppression
- 113.** The increased engagement after influencers shared the campaign reflects
- (A) magic bullet theory
 - (B) two-step flow communication
 - (C) cultural imperialism
 - (D) semiotic resistance
- 114.** Citizen-submitted photographs in the campaign best represent
- (A) participatory journalism
 - (B) development journalism
 - (C) State-controlled media
 - (D) agenda denial
- 115.** The State Government's later response suggests that the campaign may have achieved
- (A) agenda-setting influence
 - (B) audience alienation
 - (C) symbolic annihilation
 - (D) media dependency collapse
- 116.** Drone footage in environmental journalism is primarily valuable because it
- (A) eliminates ethical concerns
 - (B) provides visual evidence and spatial perspective
 - (C) replaces investigative reporting
 - (D) prevents audience interpretation
- 117.** The campaign's initial low engagement most strongly indicates that
- (A) media content alone does not guarantee audience attention
 - (B) journalism has no social influence
 - (C) lack of audience research
 - (D) environmental communication is not engaging
- 118.** Which research method would be most suitable for evaluating the campaign's impact on public awareness?
- (A) Content analysis only
 - (B) Survey research among audiences before and after exposure
 - (C) interviews
 - (D) focus group discussion

119. The collaboration among journalists, citizens and student groups most closely aligns with

- (A) networked public sphere dynamics
- (B) creator crossover
- (C) collab feature
- (D) grassroots communication

120. The concept of 'manufacturing consent' proposed by Noam Chomsky and Edward S. Herman primarily argues that

- (A) audiences are entirely passive in decoding media messages
- (B) media institutions structurally support elite interests through systemic filters
- (C) public opinion is naturally aligned with government ideology
- (D) media globalization weakens State propaganda

121. The 'spiral of silence' theory is most likely to explain which phenomenon during elections?

- (A) Excessive circulation of fake news
- (B) Declining newspaper circulation
- (C) Individuals suppressing minority opinions due to fear of isolation
- (D) Political advertising saturation across media platforms

122. A local news channel frames rising unemployment in Meghalaya mainly as a result of 'outsider influence' while ignoring structural economic issues. This is best understood through

- (A) cognitive dissonance theory
- (B) uses and gratifications theory
- (C) reception theory
- (D) framing theory

123. Agenda-setting theory assumes that media

- (A) directly controls audience behaviour
- (B) determines how audiences emotionally react
- (C) influences what audiences think about rather than what to think
- (D) eliminates ideological differences among audiences

124. Green-Tech Foundation (GTF) locked horns with the Meghalaya Government over the construction of a luxury spa and resort at Lumpongden Island. According to Newcomb's ABX model, what is X in this case?

- (A) Lumpongden Island
- (B) Indian Hotels Company Limited
- (C) Meghalaya Government
- (D) Green-Tech Foundation

125. The 'public sphere', conceptualized by Jürgen Habermas, is weakened when

- (A) citizens engage in rational-critical debate
- (B) citizens start creating their own news content
- (C) alternative media platforms emerge
- (D) media ownership becomes concentrated among corporate and political interests

126. Which communication theory studies long-term television viewing effects?

- (A) Cultivation theory
- (B) Dependency theory
- (C) Diffusion theory
- (D) Reception theory

127. A media analyst studying WhatsApp misinformation during ethnic tensions in Northeast India is primarily examining

- (A) media convergence
- (B) networked propaganda and participatory dissemination
- (C) diffusion of innovations in communication
- (D) classical conditioning

128. In mass communication, 'cancel culture' generally refers to

- (A) Government censorship of media organizations
- (B) Government cancellation of certain concerts
- (C) collective public withdrawal of support from individuals or organizations after perceived objectionable behaviour
- (D) cancellation of traditional media platforms

129. The concept of 'Glocalization' in media refers to

- (A) elimination of local culture through globalization
- (B) exclusive production of indigenous media
- (C) restoring traditional television in the midst of digital media
- (D) localization of global media content for regional audiences

130. The constitutional basis for freedom of the press in India is derived from the

- (A) Article 14
- (B) Article 19(1) (a)
- (C) Article 21
- (D) Article 32

131. The primary function of the Press Council of India is to

- (A) provide news sources to newspapers
- (B) regulate fake news circulation
- (C) preserve press freedom and maintain journalistic standards
- (D) handle press conference for the government

132. 'Paid news' during elections primarily violates

- (A) right to privacy
- (B) electoral transparency and journalistic ethics
- (C) defamation law only
- (D) sedition law only

133. The phenomenon of 'media trials' is most criticized because it

- (A) encourages investigative journalism
- (B) strengthens legal neutrality
- (C) influences public perception before judicial determination
- (D) reduces sensationalism in television news

134. A press release embargo line gives the press an indication to

- (A) publish the press release without a photograph
- (B) publish the press release without a by-line
- (C) publish the press release on a particular page
- (D) publish the press release on a particular date

135. A press kit commonly contains

- (A) business cards of members in the press conference
- (B) press releases, background information, images and fact sheets
- (C) minutes of a press conference
- (D) a gift package for journalists to carry home

136. Which of the following is **not** a news agency?

- (A) Press Trust of India (PTI)
- (B) Press Council of India (PCI)
- (C) Associated Press (AP)
- (D) Agence France-Presse (AFP)

137. The rise of independent content creators has most significantly challenged

- (A) traditional gatekeeping structures in media industries
- (B) audience participation
- (C) internet accessibility
- (D) visual storytelling formats

138. The term 'TRP' is associated with

- (A) newspaper circulation
- (B) television audience measurement
- (C) radio programme scheduling
- (D) film rating

139. The Cable Television Networks (Regulation) Act primarily addresses

- (A) cable television censorship
- (B) regulation of cable broadcasting content and operations
- (C) cable channel shutdown procedures
- (D) cable channel registration

140. Which institution certifies films for public exhibition in India?

- (A) Press Information Bureau
- (B) Prasar Bharati
- (C) Registrar of Newspapers for India
- (D) Central Board of Film Certification

141. Prasar Bharati functions as

- (A) autonomous public service broadcaster overseeing Doordarshan and All India Radio
- (B) India's private broadcasting regulator
- (C) Ministry-level broadcasting department
- (D) Broadcast media regulatory authority

142. In advertising theory, 'positioning' refers to

- (A) product placement
- (B) creating a distinct perception of a product in consumers' minds
- (C) choosing layout design for a product
- (D) selecting the camera angle for the product

143. Which of the following is **not** a part of Brand Equity?

- (A) Brand awareness
- (B) Brand acceptability
- (C) Brand loyalty
- (D) Brand pricing

144. Which advertising media has the quality of 'pass-on readership'?
- (A) Newspaper
 - (B) Billboard
 - (C) Magazine
 - (D) Hoarding
145. Which of the following is **not** a part of the advertising marketing mix?
- (A) Position
 - (B) Place
 - (C) Price
 - (D) Promotion
146. The Meghalaya Film Tourism Policy 2025 will be implemented by the Department of Tourism in partnership with the
- (A) Department of Arts and Culture
 - (B) Directorate of Information and Public Relations (DIPR)
 - (C) Meghalaya Basin Development Authority (MBDA)
 - (D) Meghalaya Investment Promotion Authority (MIPA)
147. The first Khasi film produced in Meghalaya is
- (A) *Manik Raitong*
 - (B) *Ka Mon Bajwat*
 - (C) *Ka Synjuk Ri Ki Laiphew Syiem*
 - (D) *Ka Jingkieng Ksiar*
148. 'Hello Meghalaya' is an OTT platform initiated by the Government of Meghalaya. What is OTT?
- (A) Over-The-Top
 - (B) Once-Through-Time
 - (C) Outward Telegraphic Transfer
 - (D) Operation Theatre Technology
149. The first cinema hall in Meghalaya is
- (A) Bijou cinema
 - (B) Anjalee cinema
 - (C) Kelvin cinema
 - (D) Payal cinema
150. Which Garo film was selected for the La Fabrique Cinéma program?
- (A) *Ma·Ama*
 - (B) *Rimdogittanga (Rapture)*
 - (C) *Awili/Ariri*
 - (D) *Chanchisoa*