MA Mos communication

15P/224/26



		(To be	filled up	by the	candida	te by bl	lue/black ball-point pen)
Roll No.							
Roll No. (Write the c	ligits in :	words)				****	
Serial No.							
Day and D	ate	•••••		• • • • • • • • • • • • • • • • • • • •		********	(Signature of Invigilator)

#### INSTRUCTIONS TO CANDIDATES

(Use only blue/black ball-point pen in the space above and on both sides of the Answer Sheet)

- 1. Within 10 minutes of the issue of the Question Booklet, check the Question Booklet to ensure that it contains all the pages in correct sequence and that no page/question is missing. In case of faulty Question Booklet bring it to the notice of the Superintendent/Invigilators immediately to obtain a fresh Question Booklet.
- 2. Do not bring any loose paper, written or blank, inside the Examination Hall except the Admit Card without its envelope.
- 3. A separate Answer Sheet is given. It should not be folded or mutilated. A second Answer Sheet shall not be provided. Only the Answer Sheet will be evaluated.
- 4. Write your Roll Number and Serial Number of the Answer Sheet by pen in the space provided above.
- 5. On the front page of the Answer Sheet, write by pen your Roll Number in the space provided at the top, and by darkening the circles at the bottom. Also, wherever applicable, write the Question Booklet Number and the Set Number in appropriate places.
- 6. No overwriting is allowed in the entries of Roll No., Question Booklet No. and Set No. (if any) on OMR sheet and also Roll No. and OMR Sheet No. on the Question Booklet.
- Any change in the aforesaid entries is to be verified by the invigilator, otherwise it will be taken as unfair means.
- 8. Each question in this Booklet is followed by four alternative answers. For each question, you are to record the correct option on the Answer Sheet by darkening the appropriate circle in the corresponding row of the Answer Sheet, by ball-point pen as mentioned in the guidelines given on the first page of the Answer Sheet.
- 9. For each question, darken only one circle on the Answer Sheet. If you darken more than one circle or darken a circle partially, the answer will be treated as incorrect.
- 10. Note that the answer once filled in ink cannot be changed. If you do not wish to attempt a question, leave all the circles in the corresponding row blank (such question will be awarded zero mark).
- 11. For rough work, use the inner back page of the title cover and the blank page at the end of this Booklet.
- 12. Deposit only the OMR Answer Sheet at the end of the Test.
- 13. You are not permitted to leave the Examination Hall until the end of the Test.
- 14. If a candidate attempts to use any form of unfair means, he/she shall be liable to such punishment as the University may determine and impose on him/her.

| उपर्युक्त निर्देश हिन्दी में अन्तिम आवरण-पृष्ठ पर दिये गए हैं|

[No. of Printed Pages: 28+2]

## No. of Questions/प्रश्नों की संख्या : 150

Time/समय : 2½ Hours/घण्टे

Full Marks/पूर्णांक : 450

Note:

- (1) Attempt as many questions as you can. Each question carries 3 marks.
  Gne mark will be deducted for each incorrect answer. Zero mark will be awarded for each unattempted question.
  - अधिकाधिक प्रश्नों को हल करने का प्रयत्न करें। प्रत्येक प्रश्न 3 अंक का है। प्रत्येक गलत उत्तर के लिए एक अंक काटा जाएगा। प्रत्येक अनुसारत प्रश्न का प्राप्तांक शून्य होगा।
- (2) If more than one alternative answers seem to be approximate to the correct answer, choose the closest one.

यदि एकाधिक वैकल्पिक उत्तर सही उत्तर के निकट प्रतीत हों, तो निकटतम सही उत्तर दें।

- 1. What does PRSI stand for?
  - (1) Programme Release System of India
  - (2) Public Rural and Social Institute
  - (3) Public Relations Society of India
  - (4) Public Relations System of India

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2.	The Bombay Gold	Cup is associa	ted wi	th		
	(1) Racing	(2) Football	(3)	Hockey	(4) Table T	ennis
3.	What is the full f	orm of DAVP?			180	
	(1) Directorate of	Audio-Visual P	ublicity	7	n - F	
	(2) Directorate of	Advertising and	i Visua	al Publicity		
	(3) Directorate of	Audio-Visual P	rogram	me		**************************************
	(4) Director Audi	o-Visual Program	nme	ai	3. *	
4.	Which book has	been authored i	by Aru	ndhati Roy?	*	
19	(1) God of Small	Things	(2)	Man and M	fedia .	
	(3) Human Rights	and Media	(4	Nothing Ve	nture, Nothing I	lave
5.	When is Patrakar	ita 'Divas' celel	orated?			
	(1) 30th May		(2	) 16th Nove	mber	
	(3) 30th June		(4	) 30th Janu	ary	
6.	When is National	Press Day cele	brated'	۶.		ø
	(1) 30th May		(2	) 16th Nove	mber	
	(3) 30th June		(4	30th Nove	mber	
7.	Which Revolution	is related to the	demar	nd for fraterni	ty, equality and	freedom
	(1) American Rev	olution	(2	French Re	volution	
	(3) Chinese Revo	lution	{4	) Russian R	evolution	
(316)			2			
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8.	Which Article of our Co Kashmir?	enstitution ha	s given special	status to Jammu &
	(1) Article 326 (2) Art	icle 352 {3	Article 356	(4) Article 370
9.	When was the voting age	reduced from	21 to 18 in In	dia?
•	(1) In 1988 (2) In	1989 (3	In 1990	(4) In 1991
10.	In which State of India was	the Panchaya	ti Raj Act enacte	ed for the first time?
	(1) Andhra Pradesh	(2)	Uttar Pradesh	
	(3) Madhya Pradesh	(4)	Haryana	d
11.	Who was the Editor of Yo	rung India?		
	(1) Jawaharlal Nehru	(2)	Subhash Char	ndra Bose
	(3) Rabindranath Tagore	. (4)	Mahatma Gan	dhi
12.	Who was the first Indian	woman to win	an Olympic M	edal?
	(1) P. T. Usha	(2)	Diana Edulji	
	(3) Karnam Malleshwari	(4)	Shiny Wilson	
				* g
13.	What is the new name give	en to 'Yojana	Ayog'?	
	(1) Yojana Sangh	(2)	Niti Ayog	
	(3) Yojana Pariyojana	(4)	Yojana Karya	
(316)	Di .	3	37 27	(P.T.O.)
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14.	Janmasthami is the birth day of	36.
	(1) Lord Ram (2) Lord Shiva	(3) Lord Krishna (4) Lord Ganesh
15.	What does a bibliophilist collect?	
	(1) Bibles (2) Books	(3) Butterflies (4) Bugs
16.	The Pulitzer Prize is given for excell	lence in the field of
	(1) Public Relations	(2) Journalism
	(3) Soap Opera	(4) Advertising
17.	Which Indian State was known as	Magadh in the ancient India?
	(1) Madhya Pradesh	(2) Maharashtra
	(3) Bihar	(4) West Bengal
18.	International Women Day is celebra	ted on
	(1) March 8 (2) April 8	(3) May 8 (4) June 8
19.	Who is known as the mother of Ind	lian Revolution?
	(1) Annie Besant	(2) Sarojini Naidu
	(3) Aruna Asaf Ali	(4) Madame Bikaji Cama
20.	The youngest person to become Ind	ian President was
	(1) Zakir Hussain	(2) Radhakrishnan
	(3) N. Sanjeev Reddy	(4) Giani Zail Singh
(316)	4	
(316)	4	*

21.	The words 'Satyameva Jayate' are	taken from the	
	(1) Atharva Veda	(2) Mundaka Upanishad	
	(3) Ramayana	(4) Mahabharat	
22.	Reserve Bank of India was national	alized in the year	
12	(1) 1935 (2) 1945	(3) <b>1949</b> (4) 1969	
23.	Who was the first ethnic Indian who	become the Prime Minister of Fiji in 19	999 ?
	(1) Vagendra Chaudhary	(2) Harendra Chaudhary	
	(3) Mahendra Chaudhary	(4) Surendra Chaudhary	
24.	Why did Kalpana Chawla become	so famous?	
	(1) She was Miss Universe		
	(2) She was first Indian Senator is	n America	
	(3) She won Pulitzer Award		
	(4) She reached Astronaut		
25.	What does AAAI stand for?	2	
- E	(1) All Advertising Association of I	ndia	
	(2) Association of Advertising Ager	ncies of India	
	(3) Advertising Agencies Association	on of India	
•	(4) Advertising Association Agencie	es of India	55
16)		5 (1	P. <i>T.O.)</i>

<b>26</b> .	'Pure Bhi, Poora advertisement of	Bhi' is the pune	chline endorsed t	by Jackie Shroff in the
	(1) IBP Petrol	(2) HPCL	(3) IOC	(4) TISCO
27.	'Enjoy Everyday (		eative line shown	in the advertisement of
	(1) Philips	(2) Samsting	(3) LG	(4) Blue Star
28.	'Hela Ke Rakh De	o' is the punchlin	e used by	for its advertisement.
	(1) Limba	9 B	(2) Centre Shoo	ck 🤻
	(3) Miranda		(4) Cloromint	
29.	The ad jingle Rid	e it with Pride' is	used by LML for	•
	(1) Ambition	(2) Freedom	(3) Fieri	(4) Swift
30.	Cutting Edge Ent	tertainment' is a	company promotec	d by
	(1) Infosys Media	Ltd.	(2) HLL Infome	dia Ltd.
	(3) Tata Infomedi	a Ltd.	(4) Wipro Infot	ech Ltd.
31.	Which is the first	Internet Service	Provider in India	to offer Net Telephony?
	(1) Bharati	(2) VSNL	(3) Net4 India	(4) PSTNs
32.	'Whatever : Who	ever : Wherever' is	the ad line of	· · · · · · · · · · · · · · · · · · ·
8	(1) DHL	(2) First Flight	(3) Safe Expres	e (4) Blue Dart
316)	·		5	
			99	

<b>33</b> .	Which among the following count operating from its soil?	ries flushed out northeast militant groups
	(1) Pakistan (2) Nepal	(3) Bangladesh (4) Bhutan
34.	Straight from the Heart is the auto	biography of who among the following?
	(1) Imran Khan	(2) Kapil Dev
	(3) Richard Hadlee	(4) Ian Botham
35.	The agitation against the partition	of Bengal was led by
	(1) Surendranath Banerjee	(2) C. R. Das
•	(3) Subhash Chandra Bose	(4) Aruna Asaf Ali
36.	During colonial rule in India, who	introduced the 'Permanent Settlement'?
	(1) Lord Clive	(2) Lord Cornwallis
	(3) Lord Wellesley	(4) Lord Bentinck
37.	In the absence of both the Presider the President of India?	t and the Vice-President, who shall act as
	(1) Prime Minister	(2) Speaker of the Lok Sabha
	(3) Speaker of the Rajya Sabha	(4) Chief Justice of India
38.	The salaries and other emoluments decided by the	of the Members of Parliament in India are
	(1) President	
	(2) Prime Minister	
	(3) Ministry of Parliamentary Affair	8
(*) (*)	(4) Parliament itself	
16)	. 7	(P.T.O.)

39.	World Developme	ent Report is an	annual publicati	on of
	(1) United Nation	ns Development I	rogramme	
	(2) IMF	9	× **	
	(3) World Bank			e e e e
	(4) WTO		: #1	*.
40.	Before the Royal	Bengal Tiger, wh	ich was the Na	tional Animal of India?
	(1) Lion	(2) Leopard	(3) Elephant	(4) Tiger
41.	The Antodaya Pro	ogramme was sta	urted first of all	in the State of
	(1) Tamil Nadu	(2) Odisha	(3) Rajastha	n (4) West Bengal
42.	First State in In relating to public	dia to establish utility services i	permanent Lok	Adalats for hearing cas
	(1) Madhya Prad	eah	(2) Kerala	
	(3) Gujarat	¥	(4) Rajastha	n -
43.	The garibi hatao	(eradicate poverty	/) slogan was co	ined during the
	(1) First Plan		(2) Second I	lan
	(3) Third Plan		(4) Fourth P	lan .
44.	India has the ma	ximum volume o	f foreign trade v	vith
	(1) USA	(2) Japan	(3) Germany	(4) UAE
(316)		•	8	

	•
45.	Which one of the following Indian banks is not nationalized bank?
	(1) Corporation Bank (2) Dena Bank
	(3) Federal Bank (4) Vijaya Bank
46.	With which of the following media, the programme 'Man Ki Bat' is associated?
	(1) Television (2) Radio (3) New Media (4) Newspaper
47.	Doordarshan comes under which of the following Ministries?
	(1) Ministry of Communication
	(2) Ministry of Information and Broadcasting
	(3) Ministry of Information Technology
22	(4) Ministry of Science and Technology
48.	When was Hicky Gazette published?
	(1) 1680 (2) 1780 (3) 1880 (4) 1980
<del>19</del> .	Tomas Transtromer won Nobel Prize for Literature in which year?
	(1) 2010 (2) 2011 (3) 2012 (4) 2013
50.	Which of the following universities awarded Honorary Doctor of Philosophy degree to Bollywood Star Amitabh Bachchan?
	(I) Sussex University, UK
	(2) Jawaharlal Nehru University, India
*	(3) Queensland University, Australia
	(4) MIT, USA
16)	9 (P.T.O.)

(1) 69

<b>61.</b> III	a series, given below, which of the following	number will come at the end?
*	13, 23, 34, 46, 59, —	_

52. Which of the following number should be there in the blank space of given square?

2	6	10
22	18	14
26	30	

(3) 72

(1) 30 (2) 32 (3) 34 (4) 38

53. If the radius of a circle is increased by 50%, then its area will increase by which of the following percentages?

- (1) 50%
- (2) 75%

(2) 70

- (3) 100%
- (4) 125%

(4) 73

54. What will be the combined Mean  $(\overline{X})$  of the following data?

$$n_1 = 40, n_2 = 60, \overline{X}_1 = 8, \overline{X}_2 = \frac{14}{3}$$

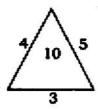
- (1) 5
- (2) 6
- (3) 6.5
- (4) 6.8

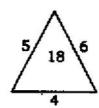
55. If the Mean and Median of a distribution are 15.6 and 15.73, then what will be its Mode?

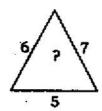
- (1) 15.69
- (2) 15-80
- (3) 15.99 ..
- (4) 15-89

(316)

86. Which of the following number will be there in place of note of interrogation (?)?







- (1) 18
- (2) 210
- (3) 27
- (4) 28

57. Out of 52 cards, two cards were chosen, then by how many ways it can be chosen that there will be one King and one Queen?

- (1) 16
- (2) 12
- (3) 8
- (4) 4

58. Find the Arithmetic Mean from the following data:

Class	Frequency	
0-10	4	
10-20	13	
20-30	18	
30-40	9	
40-50	6	

- (1) 26.5
- (2) 26
- (3) 25-5
- (4) 25

59. If the average weight of four boys is 60 kg and the weight of the first boy is one-fourth of the sum of the rest three boys. Then what will be the weight of the first boy?

- (1) 15
- (2) 45
- (3) 48
- (4) 51

(316)

11

60.	The average marks of boys and girls in Hindi are 63 and 67 respectively. If the
	combined average is 64.5, then what will be the ratio $\left(\frac{n_1}{n_2}\right)$ where the no. of girls
	is $n_1$ and the no. of boys is $n_2$ ?

(1)  $\frac{3}{5}$ 

(2)  $\frac{2}{5}$ 

(3)  $\frac{3}{4}$ 

(4)  $\frac{4}{5}$ 

**61.** Find the value of x from the following distribution of which the Mean is 31.87:

Scores	Frequency
12	8
20	16
27	48
33	.90
x	30
54	8

(1) 37

(2) 35

(3) 33

(4) 31

**62.** When a batsman scores 85 runs in his 17th innings, his average increases by 3 runs, then what will be his average after 17th innings?

(1) 37

(2) 35

(3) 33

(4) 31

**63.** The following distribution has been written in ascending order and its Median is 190. Find the value of x from the given distribution :

20, 35, 50, 80, 100 + x, 200 + x, 340, 520, 800, 1205

(1) 45

(2) 40

(3) 36

(4) 90

(316)

12

64,	Which of the following is a rational number?					
	(1) √5	(2) <b>π</b>	(3) <sup>5</sup> / <sub>0</sub>	(4) <sup>0</sup> / <sub>5</sub>		
65.	What will be the	next number in th	e following series?			
	•	6, 24, 60, 120	, 210, ——			
	(1) 280	(2): 316	(3) 336	(4) 360		
66.	If the cost price of the profit	6 items is equal to	the selling price of	5 items, then find out		
	(1) 25%	(2) 22.5%	(3) 20%	(4) 18%		
67.	If a person has bot the percentage of	21년 <del></del>	s 10 and sold 10 kn	ives in Rs 11, then find		
	(1) 11%	(2) 21%	(3) 10%	(4) 10.5%		
68.				t years ago, the ratio of ir ages after 4 years?		
	(1) 13:2	(2) 14:3	(3) 15:4	(4) 16:5		
69.	The 59th term in a term will be equa		and 449th term is 5	9. In this series, which		
	(1) 501th term	(2) 502th term	(3) 508th term	(4) 509th term		
16)	ti	13	ਵ	(P.T.O.)		
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70.	What will be the o	ompound interest o	f Rs 4	5,400 in 2 yea	ırs at	the rate of 15	% ?
	(1) Rs 16,411.5	e	(2)	Ra 14,461·5			
	(3) Rs 14,641·5		(4)	Rs 15,641·5		s .	
71.	If (108) <sup>2</sup> is added be that number?	to the square of a	numb	er, then it bec	omes	13033,. Wha	t wi
	(1) 33	(2) 43	(3)	37	(4)	47	
72.	A 100-020-000	-man-out in the fo			67		
		120 MB	1. (the same to 1. )			to confidence on	
	(1) 4914	(2) 6859	(3)	9261	(4)	2197	
<b>73</b> .	$\frac{\sqrt{32} + \sqrt{48}}{\sqrt{8} + \sqrt{12}} = ?$	9					
	(1) 2	(2) 4	(3)	8	(4)	<b>√2</b>	
74.	If DOUBT is writte written for ABOD	en as 53146 and T E ?	'EAM	is written as t	972	, then what w	ill b
	(1) 74659	(2) 73459	(3)	75439	(4)	74359	
78.	$(x^2-1)$ is always	divisible by 8, if a	c is a/	'an		×	
	(1) integer		(2)	natural numb	er		• • •
	(3) odd integer		(4)	even integer	40		
<b>.</b>		e e e e e e e e e e e e e e e e e e e			10 ES		
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				20
76.	The value of 52 <sup>3</sup> -	32 <sup>3</sup> -20 <sup>3</sup> is		
٠	(1) 99480	(2) -99840	(3) -99480	(4) 99840
77.	In a given AP, if t	he ath term is b	and bth term is a,	then its nth term is
	(1) $a+b-n$	(2) $a + b + n$	(3)  a-b+n	(4) $a - b - n$
78.	If the edges of a tri painting its one o	iangular board ar f the facets at th	e 15 cm, 36 cm and he rate of 5 paise pe	39 cm, then the cost of cm <sup>2</sup> is
	(1) Rs 1,212	(2) Rs 13·5	(3) Rs 1,350	(4) Rs 11·6
79.	If two dice are throor a total of 6 is	own simultaneou	sly, then the probabi	lity of getting a doublet
	(1) $\frac{1}{3}$	(2) <del>5</del> 18	(3) <b>7</b>	(4) 11 36
<b>\$</b> 0.	Which term of the	AP 122, 118, 1	14, ——, is the fit	rst negative term?
72	(1) 20th	(2) 22nd	(3) 32nd	(4) 46th
<b>8</b> 1.	A bag contains 6 is a green ball from green balls in the	the bag is 3 tim	ome green balls. If the	e probability of drawing all, then the number of
	(1) 18	(2) 20	(3) 16	(4) 14
82.	The average of al	l the prime and	composite numbers	up to 99 is
	(1) 52	(2) 49-5	(3) 50.5	(4) 55
(316)	*		15	(P.T.O.)

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83.	If $pq + qr + rp = -$	4 and $p + q + r = 12$	, then the value of	$p^2 + q^2 + r^2$ is
-	(1) 136	(2) 140	(3) 152	(4) 212
84.	If the ratio of the a	ingle bisectors of tw ng areas is	o similar triangles i	s 2:5, then the ratio of
	(1) 2:5	(2) 4:81	(3) 4:25	(4) 2:25
85.	How many cubes	of side 5 cm can l	be cut from a cube	side 100 m?
	(1) $2 \times 10^7$	(2) 8×10°	(3) 8×10 <sup>3</sup>	(4) 4×10 <sup>9</sup>
86.	If LCM $(p, q, r) = 4$ (p, r) = 1, then the	20, HCF (p, q, r) = product of p, q as	1, HCF ( <i>p</i> , <i>q</i> ) = 3, H nd <i>r</i> is	ICF(q, r) = 5 and $HCF$
	(1) 630	(2) 6300	(3) 450	(4) 6500
87.	Find the hidden r			oices given below:
		3917, 3526, -	, 2857	
,	(1) 3174	(2) 3389	(3) 2682	(4) 3082
88.	If $\frac{51.84}{4.32} = 12$ , then	what will be the	value of 0.005184	7
	(1) 0-12	(2) 0.012	(3) 0.0012	(4) 1.2
89.	What will be the	value of ∛0.000125	5 7	
	(1) 0.005	(2) 0.05	(3) 0.5	(4) 0.0005
(316)		16		

90.	If $x - \frac{1}{x} = 3$ , then v	what will be the va	alue fo $x^3 - \frac{1}{x^3}$ ?	
	(1) 32	(2) 36	(3) 40	(4) 49
91.	If $m^4 + \frac{1}{m^4} = 119$ ,	then what will be	the value of $m - \frac{1}{m}$	?
	(1) ± 3	(2) 4	(3) ±2	(4) ± 1
92.	If $ax + by = 3$ , $bx - a^2 + b^2$ ?	$-ay = 4$ and $x^2 +$	$y^2 = 1$ , then what	will be the value of
	(1) 1	(2) 25	(3) -1	(4) -25
93.	If 2/5th of a num number?	ber is 20 more tha	an 20% of that num	nber, then what is that
	(1) 50	(2) 100	(3) 150	(4) 200
94.	if 12 men or 18 w	romen can do a wo	rk in 14 days, then and 16 women?	in how many days the
	(1) 5 days	(2) 7 days	(3) 8 days	(4) 9 days
95.	If the amount of I	Rs 10,000 becomes ound interest per	Rs 11,664 in two y year?	rears, then what will be
	(1) 11%	(2) 9%	(3) 6%	(4) 8%
96.	2+2+2=	2		
	(1) 2	(2) 3	(3) 4	(4) 6
(316)	r	1	7	(P.T.O.)

97. Find the missing number in the following series:

40, 120, 60, 180, 90, ?, 135

(1) 110

(2) 270

(3) 105

(4) 210

If a radius of a circle is increased by 50%, then its circumference will be increased by what percentage?

(1) 20%

(2) 30%

(3) 40%

(4) 50%

 $\sqrt{11449} \times \sqrt{6241} - (54)^2 = \sqrt{7} + (74)^2$ 

(1) 3844

(2) 3721

(3) 3481

(4) 3638

100.  $\frac{28}{65} \times \frac{195}{308} + \frac{39}{44} + \frac{5}{26} = ?$ 

(1)  $\frac{1}{3}$  (2) 0.75 (3)  $1\frac{1}{3}$ 

Directions: (Question No. 101-106) Read the following passage carefully and answer the questions that follow by choosing the most appropriate option from the four alternatives.

Many people have expressed uncasiness about the advertising enterprise in our time. To put the matter abruptly, the advertising industry is a crude attempt to extend the principles of automation to every aspect of society. Ideally, advertising aims at the goal of a programmed harmony among all human impulses and aspirations and endeavours. Using handicraft methods, it stretches out towards the ultimate electronic goal of a collective consciousness. When all production and all consumption are brought into a pre-established harmony with all desire and all effort then advertising will have liquidated itself by its own success.

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Since the advent of TV, the exploitation of the unconscious by the advertiser has hit a snag. TV experience favours much more unconsciousness concerning the unconsciousness than do the similar forms of presentation in the press, the magazine, movie or radio. The sensory tolerance of the audience has changed, and so have the methods of appeal by the advertisers. In the new TV world, the old world of hard selling earnest talking salesman has all the antique charm of songs and togs.

101.	ln	advertising,	the	goal	of	programmed	harmony	aims	at
	2550			300					

(1) quick response

- (2) systematic response
- (3) pre-determined response
- (4) enthusiastic response
- 102. The passage implies that the old methods of advertising
  - (1) are still valid

(2) are equally ineffective

(3) should be revived

- (4) should be totally abandoned
- 103. It can be inferred from this passage that the most effective medium of advertising is
  - (1) newspaper
- (2) radio
- (3) movie
- (4) TV
- 104. It can be concluded from this passage that the success of an advertisement depends on
  - (1) the education of the consumer
  - (2) maximum stress on the merits of the product
  - (3) harnessing the collective consciousness of the consumers
  - (4) the novelty in the product

105.	The title that be	st fits this passage	: ia		*:
	(1) Advertising				
	(2) Aims of Adve	ertising	e **		
	(3) New Approac	hes to Advertising			•
	(4) Advertising a	and Automation	* *	•	8
Direc	tions : (Question meaning o	No. 106-110) Sele of the word given in	ct from the four all italic.	terna	tives the nearest in
106.	Epitome				12 1941 20
	(1) Centre of att	ention	(2) Embodiment		
5	(3) Historic perio	<b>xd</b>	(4) Theory		
107.	Tacitum				a
	(1) Sentimental	*	(2) Uncommunic	ative	p. Dest
	(3) Diplomatic		(4) Calculating		
108.	Alturing				
	(1) Deceptive	(2) Contentions	(3) Sensible	(4)	Enticing
109.	Ascend		980	15 528	
	(1) Leap	(2) Grow	(3) Deviate	(4)	Mount
110.	Massacre	. **	÷		
	(1) Murder	(2) Stab	(3) Assassinate	(4)	Slaughter
(316)		20			10

Directions: (Question No. 111-115) Select from the four alternatives the opposite in meaning to the word given in italic.

111.	Diffuse		
	(1) Concise (2) Wordy	(3) Detailed (4) Mix	
112.	Electic		
	(1) Style	(2) From one source	·
ž	(3) From many sources	(4) Changing	
113.	Hypnotic		
*	(1) Inducing sleep	(2) Bright	
¥	(3) Illuminating	(4) Repelling	
114.	Ominous	•	
	(1) Empty (2) Auspicious	(3) Free (4) Natural	
115.	Clemency	* s-	
	(1) Compromise	(2) Intolerance	*
	(3) Sensibility	(4) Transformation	
(316)		21	P.T.O.

Directions: (Question No. 116-120) From the given options choose the one which has the correct spelling.

116. (1) Committee (2) Committee (3) Committee (4) Committee

117. (1) Nesessary (2) Necessary (3) Necessery (4) Nescacery

118. (1) Grammer (2) Grammur (3) Grammar (4) Grammar

119. (1) Mischeivous (2) Mischievous (3) Mischivous (4) Mischivus

120. (1) Temprary (2) Tempry (3) Temporary (4) Tempory

Directions: (Question No. 121-125) From the given options choose the one which can be substituted for the given group of words.

121. A person who steals ideas from others

(1) Plagiarist (2) Copier (3) Editor (4) Translator

122. An insect with many legs is called

(1) Centipede (2) Mammal (3) Herbivorous (4) Vertebrate

123. The art of beautiful handwriting

(1) Palaeography (2) Calligraphy (3) Draftsman (4) Painter

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			( • )	
124.	Words inscribed o	n a tomb		
	(1) Epitaph	(2) Memento	(3) Lyric	(4) Honour
125.	One who cuts pre	cious stones		
	(1) Lapidist	(2) Philatelist	(3) Oculist	(4) Drover
Direct	ions: (Question l	No. <b>126–130</b> ) Choos	se the best option to	fill in the blanks.
126.	The villagers	- the death of their	leader by keeping al	l the shops closed.
	(1) consoled	(2) avenged	(3) mourned	(4) protested
127.		er —— to the pro	•	
•	(1) dissent	(2) disfavour	(3) divergence	(4) deviation
128.	Keats and Shelley	were poets of the	same period; they	were ——.
	(1) co-writers	(2) colleagues	(3) associate	(4) contemporary
129.	Unbelief is regard	ied as a —— by	religious authoritie	
	(1) crime	(2) sin	(3) vice	(4) mistake
130.	Though Bindu is	poor, —— she i	s honest.	
	(1) still	(2) nevertheless		(4) yet
(316)		. 23	3	(P.T.O.)
550				

Direc	etions : (Question appropri	n No. 131-135) ate preposition to	From the given fill in the blanks.	options choose the m	10
131.	The mother was	s anxious ——	the safety of her	son.	
	(1) at	(2) about	(3) for	(4) with	
132.	Let this be an	example —— tl	ne trouble maters,		
	(1) for	(2) about	(3) against	(4) to	
133.	He dispensed -	the services	of his dishonest	clerk.	
	(1) from	(2) of	(3) with	(4) to	
134.	We travelled -	— a boat to rea	ach home.	tr.	
	(1) by	(2) on	(3) for	(4) about	
135.	The patient died	cancer.			
	(1) from	(2) by	(3) of	(4) with	
Direc	tions: (Question in the given	n No. <b>136–140</b> ) Cl en sentences to n	noose the option fo nake the sentence	r the underlined expressi grammatically correct.	ior
136.	The cricketers ac	imitted that they	were practising has	d for the last six months	
	(1) had practise			*	
		actising hard by	ra		
		actising hard for	5070 9850		
	(4) had been pro	actising hardly fo	r		
(316)	Ü		24		

137.	We must concentrate more on the prevention and not only the cure of diseases.
*	(1) than on the cure (2) and also the cure
	(3) but also the cure (4) and the cure
135.	Any help that you can give me will be appreciated.
18	(1) which you could have give me
	(2) that you gave me
	(3) that has been given to me by you
	(4) No correction required
139.	What does it matter most is the process not the end result.
	(1) What is the matter mostly is
ğ.	(2) What does the matter is mostly
	(3) What matters most is
	(4) What does it in most matter was
140.	Had he taken the medicine regularly, he would have felt better much quicker.
	(1) felt better more quickly
	(2) feeling better much quicker
	(3) felt much better and quicker
	(4) been felt better more quickly
(316)	25 (P.T.O.)
84%	

Directions: (Question No. 141-148) Choose the option that best expresses the meaning of idioms given below.

### 141. A man of straw

- (1) A man of no substance
- (2) A very active person
- (3) A worthy fellow
- (4) An unreasonable person

#### 142. To cry wolf

- (1) To listen eagerly
- (2) To give true alarm
- (3) To give false alarm
- (4) To keep off starvation

#### 143. To end in smoke

- (1) To make completely understood
- (2) To ruin oneself
- (3) to excite great applause
- (4) to overcome some one

(316)

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### 144. to make clean breast of

- (1) To gain prominence
- (2) To praise oneself
- (3) To confess without reserve
- (4) To destroy before it blooms

### 145. A bed of roses

- (1) A soft bed
- (2) An expensive bed
- (3) A wedding bed
- (4) A pleasant, carefree living

Directions: (Question No. 146-150) Identify the part having an error.

- 146. (1) Passengers should be prohibited
  - (2) to smoke in
  - (3) the trains and buses
  - (4) No error.
- 147. (1) We discussed the matter
  - (2) in full details
  - (3) with my friend's uncle
  - (4) who is an University Professor.

(316)

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- 148. (1) A team of doctors
  - (2) are giving medical aid
  - (3) to the people
  - (4) of these villages.
- 149. (1) She is only social worker
  - (2) who was awarded
  - (3) a prize
  - (4) on the Republic Day
- 150. (1) Would you please tell me
  - (2) where can I get
  - (3) copies
  - (4) of this application form.

\*\*

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# अभ्यर्थियों के लिए निर्देश

(इस पुस्तिका के प्रथम आवरण-पृष्ठ पर तथा उत्तर-पत्र के दोनों पृष्ठों पर केवल नीली या काली बाल-प्वाइंट पेन से हो लिखें)

- 1. प्रश्न पुस्तिका मिलने के 10 मिनट के अन्दर ही देख लें कि प्रश्नपत्र में सभी पृष्ठ मौजूद हैं और कोई प्रश्न छूटा नहीं है। पुस्तिका दोषयुक्त पाये जाने पर इसकी सूचना तत्काल कक्ष-निरीक्षक को देकर सम्पूर्ण प्रश्नपत्र की दूसरी पुस्तिका प्राप्त कर लें।
- 2. परीक्षा भवन में *लिफाफा रहित प्रवेश-पत्र के अतिरिक्त*, लिखा या सादा कोई भी खुला कागज साथ में न लायें।
- 3. उत्तर-पत्र अलग से दिया गया है। **इसे न तो मोड़ें और न ही विकृत करें। दूसरा उत्तर-पत्र नहीं दिया आवेगा, केवल उत्तर-**पत्र का ही मूल्यांकन किया आवेगा।
- 4. अपना *अनुक्रमांक तथा उत्तर-पत्र का क्रमांक प्रथम आवरण-पृष्ठ पर पेन* से निर्धारित स्थान पर लिखें।
- 5. उत्तर-पत्र के प्रथम पृष्ठ पर पेन से अपना अनुक्रमांक निर्धारित स्थान पर लिखें तथा नीचे दिये वृत्तों को गाढ़ा कर दें। अहीं-जहाँ आवश्यक हो वहाँ प्रश्न-पुस्तिका का क्रमांक तथा सेट का नम्बर उचित स्थानों पर लिखें।
- 6. ओ० एम० आर० पत्र पर अनुक्रमांक संख्या, प्रश्न-पुस्तिका संख्या व सेट संख्या (यदि कोई हो) तथा प्रश्न-पुस्तिका पर अनुक्रमांक सं० और ओ० एम० आर० पत्र सं० की प्रविष्टियों में उपिरलेखन की अनुमित नहीं है।
- 7. उपर्युक्त प्रविष्टियों में कोई भी परिवर्तन कक्ष निरीक्षक द्वारा प्रमाणित होना चाहिये अन्यथा यह एक अनुचित साधन का प्रयोग माना जायेगा।
- 8. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार वैकल्पिक उत्तर दिये गये हैं। प्राप्येक प्रश्न के वैकल्पिक उत्तर के लिये आपको उत्तर-पत्र की सम्बन्धित पंक्ति के सामने दिये गये वृत्त को उत्तर-पत्र के प्रथम पृष्ठ पर दिये गये निर्देशों के अनुसार पेन से गाढ़ा करना है।
- 9. प्रत्येक प्रश्न के उत्तर के लिये केवल एक ही वृत्त को गाढ़ा करें। एक से अधिक वृत्तों को गाढ़ा करने पर अथवा एक वृत्त को अपूर्ण भरने पर वह उत्तर गलत माना जायेगा।
- 10. ध्यान दें कि एक बार स्थाही द्वारा अंकित उत्तर बदला नहीं जा सकता है। यदि आप किसी प्रश्न का अत्तर नहीं देना चाहते हैं, तो सम्बन्धित पंक्ति के सामने दिये गये सभी वृत्तों को खाली छोड़ दें। ऐसे प्रश्नों पर शून्य अंक दिये जायेंगे।
- 11. रफ़ कार्य के लिये प्रश्न-पुस्तिका के मुखपृष्ठ के अन्दर वाले पृष्ठ तथा अंतिम पृष्ठ का प्रयोग करें।
- परीक्षा के उपरान्त केवल ओ०एम०आर० उत्तर-पत्र परीक्षा भवन में जमा कर दें।
- 13. परीक्षा समाप्त होने से पहले परीक्षा भवन से बाहर जाने की अनुमति नहीं होगी।
- 14. यदि कोई अध्यर्थी परीक्षा में अनुचित साधनों का प्रयोग करता है, तो वह विश्वविद्यालय द्वारा निर्धारित दंड का/की, भागी होगा/होगी।