PUBLIC RELATIONS OFFICER,DISTRICT COOPERATIVE BANK ONLINE EXAM

EXAM DATE:11-01-2016

1.Which article of the Indian Constitution guarantees Equal Justice and free Legal Aid to the citizen of India?

A.Article 38(1)

B.Article 39(A)\*

C.Article 39(d)

D.Article 48(A)

Ans:B

2.In which state of India launched the revolutionary Rural Employment Guarantee Shceme for the first time in 1970s?

A.Kerala

B.Karnataka

C.Tamilnadu

D.Maharashtra\*

Ans:D

3.When was the National Food Security Act came into force?

A.2009

B.2011

C.2013\*

D.2015

Ans:C

4.In whose Diwanship separate fund for educational activities was started in Travancore?

A.T.Madhava Rao\*

B.A Seshayya Sastri

C.Nanoo Pillai

D.T Rama Rao

Ans:A

5.In which year Keralapataka a news paper from cochin was started?

A.1821

B.1854

C.1870\*

D.1876

Ans:C

6.Who was known as’Lincoln’ of Kerala?

A.C.Kesavan

B.Pandit Karuppan\*

C.Dr.Palppu

D.K.P.Valion

Ans:B

7.Who exhorted the world famous dictum’One caste,One religion,One clan,One world,One God’?

A.Sree Narayana Guru

B.Sahodaran Ayyappan

C.Ayya Vaikundar\*

D.Chattampi Swamikal

Ans:C

8.Who made an official declaration granting lower caste Channar Women the right to cover the breasts in Travancore in 1859?

A.Ayilyam Thirunnal\*

B.Sri Moolam Thirunnal

C.Swathi Thirunnal

D.Chithira Thirunnal

Ans:A

9.When was Malabar temple entry Act came into force?

A.1930
B.1936

C.1946

D.1947\*

Ans:D

10.Which Satyagraha was associated with Irinjalakkuda Kudalmanikyam temple?

A.Paliyam

B.Vaikkam

C.Kuttamkulam\*

D.Chevayoor

Ans:C

11.Which among the following newspaper was edited by Muhammad Abdurahiman Sahib?

A.Mitavadi
B.Prabhatham

C.Malayalee

D.Al-Ameen\*

Ans:D

12.Who translated the first historical novel ‘Akbar’to Malayalam?

A.Kerala Varma Valiya Koi Thampuran\*

B.C.Anthapayi

C.Joseph Mooliyil

D.C.Krishnan Nair

Ans:A

13.Who was the founder of Trivandrum Public Library?

A.John Alan Brown

B.Col.Edward Cadogan\*

C.S.R.Rnaganathan

D.P.N.Panickar

Ans:B

14.Which among the following women of Kerala participated in the Civil Disobedience Movement,carrying two month old baby in her arms and led the procession of Women?

A.Lalitha Prabhu

B.Arya Pallam

C.Parvathi Nenmenimangalam

D.A.V.Kuttimalu Amma\*

Ans:D

15.What is the original name of Swami Ananda Theerthan?

A.Ananda Mohan
B.Ananda Shenoyi\*

C.Ramachandra Rao

D.Govinda Menon

Ans:B

16.Who wrote the famous story Pottiya Izhakal?

A.Vaikom Muhammad Basheer

B.Thakazhi Sivasankaran Pillai

C.S.K.Pottakkad

D.Ponkunnam Varkey\*

Ans:D

17.Which book won the Man Booker Prize for Fiction in 2015?

A.Satin Island

B.A Little Life

C.A Brief History of Seven Killings\*

D.The Fishermen

Ans:C

18.Who was faster runner in the 2015 World Athletic Championship held in Beijing?

A.Justin Gatlin

B.Andre De Grasse

C.Trayvon Bromell

D.Usain Bolt\*

Ans:D

19.In which year A.R.Rahman won the Oscar award?

A.2008

B.2009\*

C.2010

D.2011

Ans:B

20.Which organization won the Nobel Prize for peace in 2012?

A.National Dialogue Quartet

B.Organisation for the Prohibition of Chemical Weapons(OPCW)

C.Both(1)and (2)

D.European Union(EU)\*

Ans:D

21.The largest Professional Public Relations Organisation is

A.IPRA

B.PRSA\*
C.NAPRC

D.APRA

Ans:B

22.National Public Relations Day is observed on

A.April 21\*

B.April 24

C.November 16

D.March 8

Ans:A

23.The American President while drafting his ‘Seventh Address’ to the congress who first included the term Public Relations is

A.Ronald Reagon

B.Jimmy Carter

C.Thomas Jefferson\*

D.Bill Clinton

Ans:C

24.PR people who discuss ideas with the boss and put them into articles that blend with the news and features of different publications are known as

A.Interpreters

B.Translators

C.Freelancers

D.Ghost writers\*

Ans:D

25.The informal uncontrolled word of mouth,which carries information much more exciting than simple facts or truth is known as

A.Public opinion

B.Grapevine\*

C.Persuasion

D.Message

Ans:B

26.Creating newsworthy stories and events to attract media attention and to gain public notice is:

A.Press release

B.Public affairs

C.Press agentry\*

D.Scoop

Ans:C

27.A specialized and criticized part of public affairs attempts to influence legislative and regulatory decisions in government is

A.Investor Relations

B.Development Relations

C.Lobbying\*

D.Public Relations

Ans:C

28.The aggregation of individual views on some issue is

A.Public campaign

B.Public opinion\*

C.View point

D.Angle

Ans:B

29.Information placed in the media by an identified sponsor that pays for the time or space is

A.Advertising\*

B.Marketing

C.Propaganda

D.Publicity

Ans:A

30.The social or interpersonal concept of public opinion of two or more individuals oriented to and communicating about an object of mutual interest is:

A.Orientation

B.Persuasion

C.Coorientation\*

D.Bias

Ans:C

31.The process of employing a participative approach in which employees,customers and opinion leaders help select projects to receive funds,volunteerism,gifts and services in kind for building relationships with key publics in communities is known as

A.Public Communication

B.Corporate Philanthropy\*

C.Corporate Communication

D.Fund raising campaign

Ans:B

32.A pocket folder containing information for promotion,crisis etc.to the print and broadcast media

A.Media kit\*

B.Brochure

C.Handout

D.Press release

Ans:A

33.The PR professionals who can whitewash even the darkest corporate sins earned the reputation as

A.Propagandists

B.Publicists

C.Press agents

D.Spin doctors\*

Ans:D

34.CSR campaigns are great and the efforts of one of the company was noteworthy for its activities to combat Ebola

A.Apple

B.Samsung

C.Google\*

D.Sony

Ans:C

35.An uncontrolled method of placing messages in the media and has news value and the source does not pay the media for placement is

A.Campaign

B.Advertising

C.Publicity\*

D.Marketing

Ans:C

36.A process in which a public relations representative sends out press releases to various media outlets to promote a company change,a new product or a new service is known as

A.Print campaigns\*

B.Organisational communication

C.Message

D.Company release

Ans:A

37.An advertisement disguised into form of a news story or feature is known as

A.Editorial

B.Middle piece

C.Column

D.Advertorial\*

Ans:D

38.Communicating with staff at all levels and ensuring every member of staff feels part of a forward thinking team is

A.Internal PR\*

B.External PR

C.Crisis communication

D.Company PR

Ans:A
39.A large outdoor printed sign is a

A.Billboard\*

B.Logo

C.Hoarding

D.Masthead

Ans.A

40.The promotion of specific ideas or views,often political in nature

A.Ideology

B.Propaganda\*

C.Strategy

D.Lobbying

Ans:B

41.The dissermination of promotional material to draw interest or generate sales

A.Human interest

B.Sales promotion

C.Publicity\*

D.Promotion technique

Ans:C

42.The business of generating goodwill towards an individual,cause,company or product is

A.Public Relations\*

B.Corporate Communication

C.Balanced Communication

D.Copywriting

Ans:A

43.The ‘Carnnes Award’ is given for excellence in which of the following fields?

A.Journalism

B.Public Relations

C.Advertising

D.Films\*

Ans:D

44.Who amongst the following is the author of the book ‘Namesake’?

A.Anita Nair

B.Jhumpa Lahiri\*

C.Shashi Tharoor

D.Khushwant Singh

Ans:B

45.The Headquarters of WHO is located at

A.Geneva\*

B.Paris

C.Washington

D.London

Ans:A

46.Whose biography is ‘Romancing With Life’?

A.Amitabh Bachan

B.Aamir Khan

C.Dev Anand\*

D.Raj Kapoor

Ans:C

47.Barren Island is located in

A.Japan

B.Cuba

C.Philippines

D.Andaman-Nicobar\*

Ans:D

48.is known as the ‘Eternal City’

A.Rome\*

B.Tokyo

C.Delhi

D.Amritsar

Ans:A

49.The author of ‘The General Theory of Employment,interst and Money”

A.Kari Marx

B.J.M.Keynes\*

C.J.S.Mill

D.Adam Smith

Ans:B

50.Persons working secretly to subvert a government or a party or an organization from within

A.Fourth Estate

B.Mafia

C.Fifth Column\*

D.Ghost Writers

Ans:C

51.’Island of Blood ‘is a book written by

A.Anita Pratap\*

B.Arun Shoorie

C.Chetan Bhagat

D.Shoba De

Ans:A

52.Written or printed statement about somebody that damages his reputation

A.Slander

B.Felony

C.Libation

D.Libel\*

Ans:D

53.Person who writes or speaks several languages

A.Linguist

B.Polyglot\*

C.Pluralist

D.Philologist

Ans:B

54.Who manufacture the Macintosh computers?

A.IBM

B.Microsoft

C.Apple\*

D.Samsung

Ans:C

55.The newly appointed chairman of the Film and Television Institute of India

A.Gajendra Chauhan\*

B.Nafeesa Ali

C.Girish Kamad

D.Imtiaz Ali

Ans:A

56.The Grand Old Man of Indian Journalism

A.Tushar Gandhi\*

B.James Augustus Hickey

C.Chalapathi Rao

D.B.G.Goenka

Ans:A

57.----------is known as the father of Indian Politics and Economics.

A.Amartya Sen

B.K.N.Raj

C.Dadabhai Naoroji\*

D.Prof.Mahalanobis

Ans:C

58.Dadasaheb Phalke Award was instituted in

A.1957

B.1969\*

C.1963

D.1965

Ans:B

59.When a radio station transmits radiowave,which layer in the atmosphere reflects it back to the earth?

A.Stratosphere

B.Troposphere

C.Ionosphere\*

D.Lithosphere

Ans:C

60.The ‘Hortus Malabaricus’ was compiled by

A.The English

B.The Germans

C.The French

D.The Dutch\*

Ans:D

61.The newspaper ‘National Herald’was started by

A.Gandhiji

B.Jawaharlal Nehru\*
C.Raja Ram Mohan Roy

D.Gokhale

Ans:B

62.Who was known as the ‘liberator of the press’?

A.Metcalfe\*

B.Bentinck

C.Hastings

D.Macaulay

Ans:A

63.The first Sanskrit film in India directed by G.V.Iyer

A.Samskriti

B.Sri Narayana Guru
C.Adi Sankara\*

D.Aparajitho

Ans:C

64.’Beyond Genocide’is a documentary based on

A.Endosulfan Victims

B.Chemobyl Tragedy

C.Tsunami Victims

D.Bhopal Gas Tragedy\*

Ans:D

65.’The Last Emperor’ and ‘Little Buddha’are films directed by

A.Christopher Nolan

B.Steven Speilberg

C.Meera Nayar

D.Bernardo Bertolucci\*

Ans:D

66.A journalist who was Indian High Commissioner in London in 1990

A.Arun Shourie

B.Kuldip Nayyar\*

C.Vinod Mehta

D.Dilip Padgaunkar

Ans:B

67.The company whose chemical plant in Bhopal had a disastrous gas leak in 1984

A.Union Carbide\*

B.Lavlin

C.Mosanto

D.Saint Gobain

Ans:A

68.Who introduced transformational generative grammar?

A.Adam Smith

B.Tonny Bennet

C.Noam Chomsky\*

D.Edvard Munch

Ans:C

69.The best American film of all time,according to the American Film Institutes contest for 100 best films

A.First Blood

B.Citizen Kane\*

C.Jurassic Park

D.The Godfather

Ans:B

70.Okra is another name for

A.Bitterguard

B.Brinjal

C.Tomato

D.Lady’s finger\*

Ans:D

71.The great inventor who was professor of vocal physiology at Boston University

A.Thomas Edison

B.Albert Einstein

C.Alexander Graham Bell\*

D.Issac Newton

Ans:C

72.Lazio Biro,who created the first ball-point pen,was a Hungarian

A.Doctor

B.Scientist

C.Journalist\*

D.Lawyer

Ans:C

73.Name the writer who began his first novel in the channel Islands,finished it in London and saw published it in India titled ‘The Room on the Roof’

A.Ruskin Bond\*

B.Vikram Seth

C.Salman Rushdie

D.Chetan Bhagat

Ans:A

74.German actress Ursula Patzschke is the worlds first

A.Sound recordist

B.Television announcer\*

C.Woman film director

D.Doctor

Ans:B

75.’No drama’is a classic Japanese theatrical form.What does ‘no’mean?

A.Ignorance

B.Arrogance

C.Tolerance

D.Talent\*

Ans:D

76.The average of first 5 odd numbers between 10 and 30

A.25

B.35

C.15\*

D.20

Ans:C

77.If 10 percentage of 100 is equal to X percentage of 50,then the value of X is-------

A.20\*

B.10

C.25

D.30

Ans:A

78.’A’can do a piece of work in 15 days,while’B’ can do it in 10 days,with the help of ‘C’they finish the work in 5 days,then’C’alone could do it in days

A.26

B.25

C.34

D.30\*

Ans:D

79.There are 75 employees in a firm,during one year 2/15 of them left,how many remain?

A.55

B.65\*

C.60

D.70

Ans:B

80.Who is sometimes referred to as the Lincoln of Literature?

A.Mark Twain\*

B.Tolstoy

C.J.S.Mill

D.Marquez

Ans:A

81.Bob Hunter was co-founder of

A.Amnesty International

B.Red cross

C.League of Nations

D.Green Peace\*

Ans:D

82.Who coined the term ‘around sourcing’?

A.Marshal McLuhan

B.Alwin Tofler

C.Thomas L.Friedman\*

D.Stephen Hawking

Ans:C

83.The Act of saving a web document for future access is known as

A.Bookmark\*

B.Cache

C.History

D.Favorite

Ans:A

84.UNESCO called this Sanskrit Drama form of Kerala as a ‘masterpiece of the oral and intangible heritage of humanity’

A.Kooth

B.Koodiyattom\*

C.Kathakali

D.Ballet

Ans:B

85.Obtaining of exclusive rights to a story by payment of large sums of money is

A.Paid News

B.Chequebook Journalism\*

C.Sensationalism

D.Syndicated News

Ans:B

86.The oldest existing newspaper in India is-------

A.Deepika

B.The Hindu

C.Bombay Samachar\*

D.Mathrubhumi

Ans:C

87.Wi-Fi stand for-------

A.Wireless fixed

B.Wired fidelity

C.Wireless fidelity\*

D.Wireless firm

Ans:C

88.The personal journals or diarless posted online are known as

A.Wiki

B.Online diary

C.Tweets

D.Blogs\*

Ans:D

89.A person who thinks and acts in an independent and different way is known as a------

A.Maverick\*

B.Veteran

C.Genius

D.Allrounder

Ans:A

90.The words and expressions that may lead to a legal action if they are not carefully handled in news releases or other messages from an organization is known as

A.Red flag\*

B.Glossary

C.Intro

D.Golden words

Ans:A

91.The concept that a public relations writer should be prepared to provide extensive information in new situations is

A.Constraint recognition

B.Problem recognition

C.Stimulus response

D.Referent criterion\*

Ans:D

92.A new technology that merges people and machines into a computer-generated environment where they can interact with that environment and other people

A.Video conferencing

B.Virtual reality\*

C.Teleconference

D.Cyberspace

Ans:B

93.TQM stands for

A.Total Quick Management

B.Top Quick Movement

C.Total Quality Management\*

D.Total Quantity Management

Ans:C

94.Which of these is a retail giant?

A.Google

B.Carrefour\*

C.Ivy League

D.IFAD

Ans:B

95.The Deepa Mehta film that focuses on the plight of castigated widows of Varanasi

A.Water\*
B.Fire

C.Bhumika

D.Sparsh

Ans:A

96.The first person ever to win a Grammy,an Emmy an Oscar and a Tony Award

A.Julia Roberts

B.Barbara Strisand\*

C.John Travolta

D.Harrison Ford

Ans:B

Question 97:Use of deceptive talk by government officials and others in order to influence public opinion

A.Plainspeak

B.Scoop

C.Newspeak\*

D.Masque

Ans:C

98.A term used to denote background stories and features of a forthcoming event published in order to create enthusiasm

A.Embedded Story

B.Embargo

C.Articles

D.Curtain Raiser\*

Ans:D

99.Symbol or pictures used in computer communication to convey emotions

A.Cybernetics

B.Emoticon\*

C.Semiotics

D.Cuneliform

Ans:B

100.The study of the systematic,collection,storage,categorization and retrieval of data in different formats especially in digital form

A.Information Revolution

B.Digitalisation

C.Information Technology

D.Information Science\*

Ans:D