PREVIOUS YEAR PAPER

# DSSSB Manager (Public Relations) 2021 — 23 October 2021, Shift 2

DSSSB Other Posts · 23 October 2021 · Shift 2

152 of the paper's 200 questions · +1 for a correct answer, −0.25 for a wrong one · 120 minutes

Left out of the original paper: 48 (any question that needs a figure, a symbol or formatting we cannot show, or whose text did not read back cleanly from the booklet).

Questions from the Delhi Subordinate Services Selection Board's paper of 23 October 2021, Shift 2. Each question is followed by its answer, and the answer key is repeated on the last page.

Take it as a timed practice test: exambharo.com/dsssb-other-posts/previous-year-papers/dsssb-other-posts-2021-manager-public-relations-23-oct-shift-2/

## General Ability

1. Arrange the following words in a logical and meaningful order.
1. Yotta Byte
2. Tera Byte
3. Exa Byte
4. Giga Byte
5. Peta Byte

(a) 2, 5, 3, 1, 4

(b) 4, 2, 5, 3, 1

(c) 4, 5, 2, 1, 3

(d) 4, 5, 2, 3, 1

**Answer: (b)**

2. Find the next letter in the below sequence.
B, D, G, I, L, N, ?

(a) P

(b) O

(c) Q

(d) N

**Answer: (c)**

3. Among the following words, which one will come third if they are arranged as per their order in an English dictionary?

(a) Precede

(b) Precious

(c) Precast

(d) Preacher

**Answer: (a)**

4. Select the correct option that indicate the arrangement of following instruments in a logical and meaningful order.
1.Violin
2.Flute
3.Whistle
4.Piano
5. Cello

(a) 5, 3, 1, 2, 4

(b) 3, 2, 1, 5, 4

(c) 2, 3, 5, 1, 4

(d) 3, 2, 4, 5, 1

**Answer: (b)**

5. How will 'QYULBJZU' be coded in a coding language which has also been used to code 'SLYTHERINE' as 'TNZVIGSKOG'?

(a) GRYFINDOR

(b) RAVNCLAW

(c) HOGWARTS

(d) HUFFLEPUF

**Answer: (b)**

6. If the word 'FLOOR' is coded as '132' in a particular coding language, then how will 'BROE' be coded using the same language?

(a) 240

(b) 120

(c) 80

(d) 24

**Answer: (c)**

7. Given below are two statements and two conclusions. Consider the statements to be true even if they are at variance with commonly known facts and decide whether the conclusion/s follow the given statements.
Statements: Some peanuts are cashews.
Some cashews are walnuts.
Conclusions: I. All cashews are peanuts.
II. All walnuts are cashews.

(a) Only conclusion I follows.

(b) Only conclusion II follows.

(c) Both the conclusions follow.

(d) Neither conclusion I nor II follows.

**Answer: (d)**

8. Arrange the following words in a meaningful order.
1. Femtometre
2. Micrometre
3. Attometre
4. Millimetre
5. Yoctometre

(a) 5, 3, 1, 2, 4

(b) 3, 5, 2, 1, 4

(c) 2, 3, 5, 1, 4

(d) 3, 5, 1, 2, 4

**Answer: (a)**

9. Select the option that is related to the third term in the same way as the second term is related to the first term.
Gym : Workout : : Lounge : ?

(a) Spot

(b) Research

(c) Sell Painting

(d) Relax

**Answer: (d)**

10. Select the word pair in which the two words are related in the same way as are the two words in the given pair.
Beginning : Inception

(a) Anger : Conciliate

(b) Pleasure : Drag

(c) Truth : Falsity

(d) Different : Contrasting

**Answer: (d)**

11. Select the option that is related to the third term in the same way as the second term is related to the first term.
Scientist : Lab :: Sailor : ?

(a) Stage

(b) Factory

(c) Site

(d) Ship

**Answer: (d)**

12. Select the correct alternative to indicate the arrangement of the following words in a logical and meaningful order.
1. Retail
2. Customer
3. Production
4. Manufacturing
5. Sales

(a) 4, 3, 1, 5, 2
(b) 4, 3, 2, 5, 1
(c) 3, 4, 2, 5, 1
(d) 3, 4, 1, 5, 2

**Answer: (a)**

13. Four words have been given, out of which three are alike in some manner and one is different. Select the odd one.

(a) Proposition
(b) Supposition
(c) Hypothesis
(d) Experiment

**Answer: (d)**

14. Four words have been given, out of which three are alike in some manner and one is different. Select the odd one.

(a) Peculiar
(b) Particular
(c) Ordinary
(d) Unique

**Answer: (c)**

15. Read the given statement and conclusions carefully. Assuming that the information given in the statement is true, even if it appears to be at variance with commonly known facts, decide which of the given conclusions logically follow(s) from the statement.
Statement: Parents are ready to pay any cost for the best education of their children.
Conclusions: I. Parents have an obsessive passion for a perfect development of their children through schooling.
II. All parents these days are very well off.

(a) Only conclusion I follows
(b) Only conclusion II follows
(c) Both conclusion I and II follow
(d) Neither conclusion I nor II follows

**Answer: (a)**

## General Awareness

21. Who was the first president of Women's Indian Association?

(a) Annie Besant

(b) Margaret Cousins

(c) Kamaladevi Chattopadhyay

(d) Herabai Tata

**Answer: (a)**

22. In which year was the Rashtriya Janta Dal (RJD) formed?

(a) 1997

(b) 1996

(c) 1999

(d) 1998

**Answer: (a)**

23. When did the drafting committee headed by Dr. B.R.Ambedkar submitted a draft constitution of India to the President of the assembly?

(a) 21st Jan, 1948

(b) 27th June, 1949

(c) 21st Feb, 1948

(d) 28th Nov, 1948

**Answer: (c)**

24. Which instrument does Ustad Bismillah Khan pla

(a) Tabla

(b) Mridangam

(c) Shehnai

(d) Violin

**Answer: (c)**

25. Who was the king of Jagdishpur in 1857?

(a) Raja Raja Chola

(b) Hemant Singn

(c) Nahar Singh

(d) Kunwar Singh

**Answer: (d)**

26. Which group of monuments are famous for their harmonious blend of architectural forms of northern and southern India?

(a) Group of Monuments at Hampi

(b) Khajuraho Group of Monuments

(c) Group of Monuments at Mahabalipuram

(d) Group of Monuments at Pattadakal

**Answer: (d)**

27. Natyanjali Dance Festival is associated with which of the following states?

(a) Tamil Nadu
(b) Karnataka
(c) Kerala
(d) Andra Pradesh

**Answer: (a)**

28. Every object will remain at rest or in uniform motion in a straight line unless compelled to change its state by the action of an external force is the Newton's:

(a) First Law
(b) Second Law
(c) Third Law
(d) Fourth Law

**Answer: (a)**

29. Amino acids are largely found in:

(a) Carbohydrate
(b) Protein
(c) Fat
(d) Vitamin

**Answer: (b)**

30. When did the Indian Independence Act receive t[illegible]oyal Assent or approval?

(a) June 3, 1947
(b) July 6, 1947
(c) July 18, 1947
(d) July 20, 1947

**Answer: (c)**

31. As per financial institution and their year of establishment which one of the following pair is INCORRECT?

(a) NABARD - 1985
(b) SIDBI - 1990
(c) NHB - 1988
(d) LIC - 1956

**Answer: (a)**

32. In which year the first industrial policy based on the mixed economy principle was declared in India?

(a) 1948
(b) 1950
(c) 1955
(d) 1960

**Answer: (a)**

33. Diamond Field is associated with which of the following sport?

(a) Boxing
(b) Volleyball
(c) Golf
(d) Baseball

**Answer: (d)**

34. The Mim Kut festival is one of the important festivals of Mizoram and is celebrated during the months of August and September. It expresses exhilaration and triumphant over the harvest of which crop?

(a) Rice
(b) Maize
(c) Wheat
(d) Sugarcane

**Answer: (b)**

35. Taj Ul Masajid is situated in which of following states of India?

(a) Maharashtra
(b) Andra Pradesh
(c) Madhya Pradesh
(d) Karnataka

**Answer: (c)**

36. In which of the following city, the Head Office o nall Industries Development Bank of India (SIDBI) is located?

(a) Patna
(b) Mumbai
(c) Lucknow
(d) Hyderabad

**Answer: (c)**

37. Who founded the All India Anna Dravida Munnetra Kazhagam (AIADMK) party?

(a) M. G. Ramachandran
(b) J. Jayalalithaa
(c) Janaki Ramachandran
(d) M. Karunanidhi

**Answer: (a)**

38. Which of the following disease is mainly caused by Contaminated water?

(a) Leukemia
(b) Diarrhea
(c) AIDS
(d) Goiter

**Answer: (b)**

39. Which of the following Indian state granted minority status to its Jewish community in 2018?
(a) Karnataka
(b) Delhi
(c) Maharashtra
(d) Gujrat
**Answer: (d)**

40. Manuel Fredericks, Kerala's only Olympic medalist belongs to which sports?
(a) Hockey
(b) Archery
(c) Table Tennis
(d) Wrestling
**Answer: (a)**

## General English

63. Choose the incorrect spelling from the options given below:
(a) obvious
(b) calendar
(c) prowoke
(d) mystery
**Answer: (c)**

64. Select the most appropriate one-word substitut for the given group of words.
The appearance of a particular disease in ne ber of people at the same time
(a) Malady
(b) infection
(c) Epidemic
(d) Contamination
**Answer: (c)**

65. Read the dialogue and then select the most appropriate idiom connected with the communication problem.
Danny: So, area-wise the down-matching sales profit commitment would seem to be high-staked on double-par.
Regan: Eh? Could you say that again? You've got me there.
It seems that Regan can't make _____ of what Danny is saying.
(a) head or tail
(b) up or down
(c) right or left
(d) truth or false
**Answer: (a)**

66. Identify the correct idiom from the options given below to express how you would probably feel if: you were told you had just won a vast sum of money.

(a) shaking in your boots.
(b) over the moon.
(c) up in arms
(d) down in the dumps

**Answer: (b)**

67. Choose the option with the correct spelling.

(a) Matriculation
(b) Metricullation
(c) Maetriculation
(d) Matricullation

**Answer: (a)**

68. Fill in the blank by choosing the most appropriate option:
The _____ of buffaloes wallowed in the shallow river.

(a) nest
(b) flock
(c) pride
(d) herd

**Answer: (d)**

69. Choose the best option which can be substitute or the given expression.
An inner sense of right or wrong

(a) Conscience
(b) precision
(c) Consciousness
(d) Conciseness

**Answer: (a)**

70. Choose an appropriate form of the word to fill in the given blank.
Since he could not finish his project on time, he appealed for an _____ of one more day.

(a) extending
(b) extent
(c) extension
(d) extensive

**Answer: (c)**

71. Choose the opposite of the given word. br> Detested

(a) Abhorred
(b) Loathed
(c) Adored
(d) abominated

**Answer: (c)**

72. Choose the word from the options that is closest in meaning to the given word.
Menace

(a) Threat

(b) Comfort

(c) Safety

(d) delight

**Answer: (a)**

74. Arrange the given parts of sentences in a logical sequence, to form a meaningful sentence.
A. that he studies history
B. because it helps him to know the past
C. and to understand the present
D. a historian explains

(a) DABC

(b) BCAD

(c) DBAC

(d) BADC

**Answer: (a)**

75. Arrange the given parts of sentences in a logical sequence, to form a meaningful sentence.
A. that is why they are poor and backward
B. in developing countries is low and
C. when compared to developed and progressive nat s D. the percentage of people having basic education

(a) BDCA

(b) CDBA

(c) BACD

(d) ADCB

**Answer: (b)**

76. What were the restrictions rejected by Raja Ram Mohan Roy?

(a) Restriction on belief in one God

(b) Restriction on daughters inheriting ¼ share in father's property

(c) Restriction of race, religion and customs on human freedom

(d) Restriction on following new trends of society.

**Answer: (c)**

77. Why was Raja Ram Mohan known as the champion of women's rights in India?

(a) He enforced the Hindu law of succession in India.

(b) He fought for women's liberation and rights.

(c) He believed God resides in both men and women.

(d) He shunned the inheritance laws denying women a smaller share in property.

**Answer: (b)**

78. What was the Ancient Hindu Law of Inheritance for women?
    (a) Mother was entitled to an equal share with her sons in the property left by her husband.
    (b) Mothers had the right to share 1/4 of the property left by her husband.
    (c) Daughters were completely denied the share in parental property.
    (d) Widows had no share in the property of the deceased husband.

    **Answer: (a)**

79. What rights were the women deprived of?
    (a) the opportunity to participate in social and cultural functions
    (b) access to the sources of knowledge
    (c) the opportunity to develop any skill
    (d) the right to choose their religion

    **Answer: (b)**

80. Which of these is NOT a part of Raja Ram Mohan’s faith in God?
    (a) God is one.
    (b) None equals God.
    (c) God is ephemeral.
    (d) God is omnipresent.

    **Answer: (c)**

## Discipline1

101. The economic policies pursued by the colonial government in India were concerned more with the _____and _____of the economic interest of the home country than with the development of the Indian economy.
    (a) protection, depression
    (b) protection, promotion
    (c) conservation, sacrificing
    (d) boycotting, promotion

    **Answer: (b)**

102. In the context of India's _____, the year _____is known as the year of the Great Divide.
    (a) population growth, 1921
    (b) population growth, 1951
    (c) GDP growth, 1921
    (d) GDP growth, 2001

    **Answer: (a)**

103. The _____clearly declared that the government will play a leading role in the process of industrialisation.

(a) IPR-1956

(b) IPR-1965

(c) IPR-1968

(d) IPR-1980

**Answer: (a)**

104. Which were the features of the Indian agriculture in 1950s?
(i) Low productivity
(ii) Disguised employment
(iii)Subsistence farming
(iv) Primitive technology

(a) Only (i) and (ii)

(b) Only (i), (ii) and (iii)

(c) Only (ii), (iii) and (iv)

(d) (i), (ii), (iii) and (iv)

**Answer: (d)**

105. Under which condition, profit maximisation is achieved?

(a) Marginal revenue equals marginal cost

(b) Average fixed cost tends to zero

(c) Sales volume and price are maximised

(d) A firm is achieving economies of scale

**Answer: (a)**

106. A competitive firm might not have a supply curve, if:

(a) the average total cost is not greater than marginal cost

(b) total fixed cost is much larger than the average variable cost

(c) breakeven volume of sales has not yet been reached

(d) the marginal cost is not greater than average variable cost

**Answer: (d)**

107. During conducting a survey for a product to be released in next six months, three representative consumers gave the following responses..
1. “I need this product.
2. “I want this product.
3. “In next two years, I will definitely need this.”
Now, given these three responses, which of the three responses will be responsible for making the demand curve a flatter one than the others?

(a) Consumer 1

(b) Consumer 2

(c) Consumer 3

(d) Cannot be told with this information only

**Answer: (b)**

108. Principal-Agent problem exists in public enterprises, because of:

(a) low monitoring cost

(b) effective legislative check

(c) interest in power and perks

(d) guarantee of efficient output

**Answer: (c)**

109. The basis and indicators of BCG matrix are _____.

(a) growth rate of industry and relative market share

(b) business strength and attractiveness of industry

(c) industry attractiveness and relative market share

(d) industry growth rate and business strength

**Answer: (a)**

110. Under which category of consumer goods do products such as newspapers, soaps, umbrellas, candy bars and toothpaste fall?

(a) Shopping goods

(b) Specialty goods

(c) Convenience goods

(d) Unsought goods

**Answer: (c)**

111. Which of the following is NOT a major pricing ob .ive in the process of setting price?

(a) Survival

(b) Maximum profit

(c) Maximum market skimming

(d) Increment in market price

**Answer: (d)**

112. Henry Mintzberg classified the ten roles played by the manager in an organisation into three broad categories. Which of the following is NOT one of the three categories?

(a) Interpersonal

(b) Informational

(c) Identical

(d) Decisional

**Answer: (c)**

113. Which of the following factors does NOT influence human resource planning?

(a) Outsourcing

(b) Labour market

(c) Type and quality of intuitive information

(d) Type and strategy of organisation

**Answer: (c)**

114. With respect to task analysis, which of the following sets of activities is essential?

(a) Job enhancement and job enrichment

(b) Job enrichment and job description

(c) Job specification and job description

(d) Job specification and job enhancement

**Answer: (c)**

115. Which of the following is NOT an objective of financial management?

(a) Control over use of funds

(b) Efficient allocation of funds

(c) Mobilisation of funds at an acceptable cost

(d) Manipulating share price of the company

**Answer: (d)**

116. Which of the following statements is true?

(a) Increased frequency of compounding reduces the effective rate of interest.

(b) Effective interest rate is always more than or equal to the nominal interest rate.

(c) An annuity is a lump sum payment.

(d) According to Rule of 72, the period within which the amount will be doubled can be obtained by dividing 72 by the interest rate and adding 0.35 to the value arrived at.

**Answer: (b)**

117. Which of the following factors, with other things ıaining the same, will decrease the bond value?

(a) Increase in coupon rate

(b) Increase in maturity premium

(c) Increase in the term of the bond

(d) Increase in the yield of the bond

**Answer: (d)**

118. Sitara Ltd had in its godown at the beginning of the month, 200 units of stock which it had purchased for ₹11 each. It purchased another 500 units for ₹13 each and 300 units for ₹15 each. If 600 units were sold during the month and the organisation uses the FIFO method of inventory valuation, what will be the cost of closing inventory?

(a) ₹5,800

(b) ₹4,800

(c) ₹5,200

(d) ₹5,280

**Answer: (a)**

119. Shashank is investing in a partnership with Shashwat. Shashank contributes as part of his initial investment in the form of a machine worth ₹2,40,000 and ₹45,000 cash. The entry that the partnership makes to record Shashank's initial contribution includes a:

(a) Credit Machine by ₹2,40,000

(b) Credit Shashank's Capital by ₹2,85,000

(c) Debit Shashank's Capital by ₹2,85,000

(d) Credit Cash by ₹45,000

**Answer: (b)**

120. Partnership firm, Tabata has 3 partners Ram, Sham and Ghansham. The balance of capitals of the partners is ₹20,00,000: ₹20,00,000: ₹10,00,000.
The profit-sharing ratio among the partners is 5:3:2. The firm underwent dissolution. All the assets of the business are sold and all the outside liabilities have been paid. The business has earned a profit on realisation of ₹3,00,000. How should the profit be distributed among the 3 partners? (Give your answer in the sequence of Ram: Sham: Ghansham)

(a) 1,50,000:90,000:60,000

(b) 1,00,000:1,00,000:1,00,000

(c) 1,20,000:1,20,000:60,000

(d) 60,000:1,20,000:1,20,000

**Answer: (a)**

## Discipline2

121. Which of the following is the correct meaning of own payment, as per hire purchase agreement?

(a) Cash price of goods at which the hirer can purchase the goods for cash

(b) Price of the goods if full payment is to be done in cash

(c) Amount which is paid at the time of signing of agreement or delivery of goods

(d) Amount which bears to the net price the same proportion as the amount of hire purchase instalment

**Answer: (c)**

122. The final step in the development of any model is:

(a) obtaining input data

(b) implementation of model

(c) solution of model

(d) feasibility test

**Answer: (b)**

123. The probable return from investment of share A is 0.20 and that of B is 0.30. If an investment is made in the ratio of 0.70 and 0.30, what is the expected return?

(a) 23%

(b) 24%

(c) 25%

(d) 27%

**Answer: (a)**

124. Public relations is the management of _____between an organization and public.

(a) Persuasion

(b) Focus

(c) Communication

(d) Documents

**Answer: (c)**

125. Public Relations has conventionally used internal communication as a means of transmitting _____messages down to the workforce.

(a) Management

(b) Government

(c) Sub-ordinate

(d) Labour

**Answer: (a)**

126. Reputation Management is _____.

(a) Your share price changes

(b) What you say and what others say about you

(c) Managing crisis communication

(d) Corporate Social Activity

**Answer: (b)**

127. _____ may not be considered as a challenge faced by public relations managers.

(a) Defining public relations

(b) The lack of a formally recognized management level function for public relations within the organization

(c) The overlap and/or encroachment of other managerial functions on public relations

(d) Organizational and social awareness of the value of public relations efforts to organizations

**Answer: (d)**

128. According to PRSI code of ethics, each member must refrain from _____

(a) Not subordinating the truth to other requirements

(b) Not circulating information which is not based on established and ascertainable facts

(c) Not taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity

(d) Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them

**Answer: (d)**

129. It is generally argued by PR leaders that Public Relations should act as _____ of any organization.

(a) Universal Communicator

(b) Ethical Conscience

(c) Marketing Coordinator

(d) Categorical Imperative

**Answer: (b)**

130. The Companies Act 2013 has introduced an additional _____ clause on Corporate Social Responsibility obligations (CSR) for companies listed in India.

(a) Section 135

(b) Section 136

(c) Section 137

(d) Section 138

**Answer: (a)**

131. RACE describes public relations as a four-step, continually-cycling process. The term stands for Research, Action, Communication and E. What does 'E' stand for?

(a) Execution

(b) Exemption

(c) Evaluation

(d) Exaggeration

**Answer: (c)**

132. According to Hunt and Grunig (2004) _ not a step in the strategic management of public relations.

(a) Create advertising plan

(b) Implement campaigns

(c) Develop objectives

(d) Anticipate issues and manage organization's response

**Answer: (a)**

133. _____ was developed as a way of balancing a financial focus with other important organizational factors. It emphasizes three further key dimensions for organizational success namely customer/ stakeholder satisfaction, internal business process and organizational capacity.

(a) Balanced Measure Card

(b) Balanced Scorecard

(c) Balanced organizational Card

(d) Balanced Stakeholder Card

**Answer: (b)**

134. The Political Environment is a vital part of the international business environment that includes ___aspect.

(a) Government connection with the business fraternity

(b) Media connection with the business fraternity

(c) Consumer connection with the business fraternity

(d) Transport connection with the business fraternity

**Answer: (a)**

135. _____ is not included in International Business Environment.

(a) Cultural environment

(b) Technological environment

(c) Physical environment

(d) Economic environment

**Answer: (c)**

136. _____is the most prominent official watchdog for the print media for protecting newspapers as well as news agencies.

(a) PCI

(b) PRCI

(c) IPR

(d) PRSA

**Answer: (a)**

137. The Indian version of antitrust law is called ___ ___.

(a) The Competition Act

(b) Environment Act

(c) Consumer Act

(d) Labor Act

**Answer: (a)**

138. "To provide for freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto" is an Indian Act. The name of the Act is _____

(a) Freedom of speech and expression

(b) Freedom of Information

(c) Freedom of transparency

(d) Freedom of accountability

**Answer: (b)**

139. Section 499 of the Indian Penal Code deals with _____.

(a) Defamation

(b) Contempt of Court

(c) Freedom of speech

(d) Right to Information

**Answer: (a)**

140. _____ is the final value of the goods and services produced within the geographic boundaries of a country during a specified period of time, normally a year.

(a) GDP

(b) PDP

(c) NDP

(d) KDP

**Answer: (a)**

## Discipline3

141. GDP can be measured by three methods namely- Income method, Expenditure method and _____.

(a) Process method

(b) Product Method

(c) Objective method

(d) Output method

**Answer: (d)**

142. _____ parameter related to foreign trading, not be considered as a key parameter.

(a) Financial resources

(b) Raw material and manpower availability

(c) OPEC pricing policy

(d) Wages structures

**Answer: (c)**

143. _____ is defined as use of statistical tools for assessing economic theories by empirically measuring relationship between economic variables.

(a) Trigonometrics

(b) Econometrics

(c) Volumetrics

(d) Parametrics

**Answer: (b)**

144. _____ identifies and profiles and distinct groups who might prefer or require varying products and marketing mixes.

(a) Public Relations
(b) Market Segmentation
(c) Branding
(d) Positioning

**Answer: (b)**

145. _____ method/approach would be useful in determining why only a specific market segment is hesitant to buy a product.

(a) Case study
(b) Textual Analysis
(c) Discourse Analysis
(d) Content Analysis

**Answer: (a)**

146. The process of selecting a subset of a population for a survey is known as _____.

(a) Survey
(b) Representation
(c) Triangulation
(d) Sampling

**Answer: (d)**

147. WOM and viral marketing have strong influence consumer behavior. Here WOM stands for _____.

(a) Word of Mouth
(b) Word of Manager
(c) Word of Management
(d) Word of Mentor

**Answer: (a)**

148. A researcher goes to a local mall and records how many people entered which shops and what their consumer behavior was. This researcher is involved in a _____ research method.

(a) Case study
(b) Observation
(c) Survey
(d) Experiment

**Answer: (b)**

149. _____ may be considered as a disadvantage of sales force management.

(a) Losing personal touch in the process of automation
(b) Identifying segments within a market
(c) Developing new products
(d) Identifying the best customers in place

**Answer: (a)**

150. Service marketing refers to the application of a different set of tactics or strategies to anticipate _____ need for an intangible product.

(a) Supplier's
(b) Manager's
(c) Consumer’s
(d) Employee's

**Answer: (c)**

151. A person needs to be physically present at the ‘salon’ to get a haircut. This type of service may fall into _____ type.

(a) Product Processing Services
(b) People Processing Services
(c) Information Processing Services
(d) Mental Stimulus Processing Services

**Answer: (b)**

152. Various stages of the PLC are _____.

(a) Beginning, Maturity, Saturation, Decline
(b) Introduction, Growth, Maturity, Saturation, Decline.
(c) Introduction, Growth, Maturity. Decline
(d) Introduction, Expansion, Maturity, Saturation.

**Answer: (c)**

153. Following a crowd instinct in advertising is call____ appeal.

(a) Fun people
(b) People crowd
(c) Bandwagon
(d) Band people

**Answer: (c)**

154. _____is a pricing method in which consumers within one zone are charged one price.

(a) Territory Pricing
(b) Zone pricing
(c) Geographic pricing
(d) Segmented pricing

**Answer: (b)**

155. _____ describes propagandistic public relations that seeks media attention in almost any way possible.

(a) Propaganda
(b) Public Opinion
(c) Press Agentry
(d) Public Information

**Answer: (c)**

156. The celebrity/ expert talking about the smart or positive features is called ___.

(a) Testimony
(b) Alimony
(c) Solomony
(d) Anatomy

**Answer: (a)**

157. When consumers are fixated to the celebrity and tend to neglect the brand being advertised, then this phenomenon is called _____.

(a) Neglect effect
(b) Vampire effect
(c) Covering up effect
(d) Celebrity focus effect

**Answer: (b)**

158. To increase the audience of a site, using online and offline promotion techniques is known as _____.

(a) Search Engine Optimization
(b) Search Engine Marketing
(c) Online searching
(d) Traffic Building Campaign

**Answer: (d)**

159. Activities you undertake on your website, such as maintaining a certain keyword density, or on other websites, such as link building, with the intention of ranking higher on search engine results pages, is called _____.

(a) SEM
(b) SEO
(c) PPC
(d) PPO

**Answer: (b)**

160. CRM stands for ____.

(a) Customer Relationship Management
(b) Consumer Relationship Management
(c) Customer Retail Management
(d) Consumer Retail Management

**Answer: (a)**

## Discipline4

161. _____ may be excluded from retail management internal processes.

(a) Inventory management

(b) Brand management

(c) Offline and online storefronts

(d) Warehouse operations

**Answer: (b)**

162. The primary purpose of any channel of distribution is to bridge the gap between the producer of a product and its _____.

(a) Supplier

(b) Shareholder

(c) User

(d) Competitor

**Answer: (c)**

163. _____describes a wide variety of marketing arrangements by which the manufacturer or wholesalers use more than one channel simultaneously to reach the end user.

(a) Dual distribution

(b) Direct Selling

(c) Indirect Selling

(d) Intermediary selling

**Answer: (a)**

164. Recycling containers is an example of _____ type of marketing channel.

(a) Dual distribution

(b) Direct Selling

(c) Reverse Channel

(d) Intermediary selling

**Answer: (c)**

165. The success of marketing communication depends upon the extent to which messages engage their audiences. Such audiences are categorized into three groups. They are _____.

(a) Customers, government, and sales personnel.

(b) Customers, channel members, and general stakeholders.

(c) Customers, government, and club members.

(d) Customers, club members, and general stakeholders.

**Answer: (b)**

166. _____ is the type of interpersonal communication about products or services where a receiver regards the communicator as impartial and is not attempting to sell products or services.

(a) Personal Selling

(b) Direct Marketing

(c) Word of Mouth

(d) Tele-marketing

**Answer: (c)**

167. A _____ is a signal or message embedded in another object, designed to pass below the normal limits of perception.

(a) Surrogate message
(b) Subliminal message
(c) Supraliminal message
(d) Superlative message

**Answer: (b)**

168. The first step towards managing integrated marketing communication is _____.

(a) Design your message
(b) Identify channels of communication
(c) Allocate resources
(d) To identify the target market

**Answer: (d)**

169. _____ is the communication model that depicts information flowing via various media channels, to particular types of people to whom other members of the audience refer for information and guidance.

(a) One Step
(b) Two Step
(c) Three Step
(d) Multi Step

**Answer: (b)**

170. _____ is an appropriate term from systems theory for a set of interdependent parts.

(a) Environment
(b) Structure
(c) Ecology
(d) System

**Answer: (d)**

171. "Do you like X brand toothpaste of DCP company? If yes, then proceed with the next question" is considered as ____ type of question.

(a) Double-barreled
(b) Feeling thermometer
(c) Leading
(d) Filter

**Answer: (d)**

172. If you were conducting a telephonic survey and choosing names (samples) from the telephone directory, the book will be considered as your _____.

(a) Population
(b) Sample frame
(c) Variable
(d) Hypothesis

**Answer: (b)**

173. ASCI stands for _____.

(a) Advertising Standards Council of India
(b) Advertising Standards Corporation of India
(c) Agencies Standards Council of India
(d) Advertising Setup Council of India

**Answer: (a)**

174. The number of times a consumer is exposed to an advertisement is often called as _____.

(a) Style
(b) Perceptions
(c) Impressions
(d) Perspectives

**Answer: (c)**

175. _____ type of ads, reminds people about the ne or a product or service, or the features and benefits it will provide when they purchase promptl

(a) Informative Advertising
(b) Reminder Advertising
(c) Subliminal Advertising
(d) Reputational Advertising

**Answer: (b)**

176. Drunk driving, drug use, and practicing a healthy lifestyle etc. are examples of _____.

(a) GSA
(b) RSA
(c) TSA
(d) PSA

**Answer: (d)**

177. Media objectives are normally started in terms of three dimensions, namely Reach, Frequency and _____.

(a) Pulsing
(b) Flighting
(c) Continuity
(d) Transiting

**Answer: (c)**

178. _____ means number of different persons or households exposed to a particular media vehicle or media schedule at least once during a specified time period.

(a) Reach
(b) Frequency
(c) Continuity
(d) Transiting

**Answer: (a)**

179. The decision to choose the best combination of advertising media to achieve the goals of the campaign is called _____.

(a) Advertising Mix
(b) Media Mix
(c) Campaign Mix
(d) Channel Mix

**Answer: (b)**

180. _____ involves heavy spurts of advertising, followed by periods with no advertising.

(a) Pulsing
(b) Flighting
(c) Continuity
(d) Transiting

**Answer: (b)**

## Discipline5

181. A press release must NOT have _____.

(a) Headline
(b) A dateline
(c) Your contact details
(d) Superlatives

**Answer: (d)**

182. Two components are important in any creative strategy namely _____ and _____.

(a) Product and Process
(b) Reach and Frequency
(c) Message and Appeal
(d) Supplier and Compeititor

**Answer: (b)**

183. The British government started the Bureau of Public Information which later became the _____

(a) Press Information Bureau
(b) Press Council of India
(c) Press Regulatory Authority of India
(d) Central Board of Film Certification

**Answer: (a)**

184. When you include an image in your tweet, you boost its chances of being shared and changing minds. This form of communication is known as _____.

(a) Oral Communication
(b) Visual Communication
(c) Aural Communication
(d) Written Communication

**Answer: (b)**

185. To explain advertising working _____ hierarchy of effects or sequential model is used.

(a) SWOT
(b) RACE
(c) AIDA
(d) ROSIE

**Answer: (c)**

186. A person likes chocolates but he/she is also tr to lose weight. This feeling by the consumer is known as _____.

(a) Cognitive Dissonance
(b) Cognitive Consonance
(c) Conative Dissonance
(d) Conative Consonance

**Answer: (a)**

187. Following is not included in the media kit_____.

(a) Organization strategy papers
(b) Press Release
(c) CV/Biography
(d) Background information

**Answer: (a)**

188. _____ is a list of contacts in the media and elsewhere in the public affairs sphere which a PR professional accumulates while working on field.

(a) Circuit
(b) Press note
(c) Rolodex
(d) Press junket

**Answer: (c)**

189. Which of the following statements is not true?

(a) Crisis communications is a critical organizational function

(b) Public relations practitioners are not an integral part of crisis management teams

(c) Crisis management is a process designed to prevent or lessen the damage a crisis can inflict on an organization and its stakeholders.

(d) A key component of crisis team training is spokesperson training.

**Answer: (b)**

190. _____ seeks to be bridge gap between where we are and where we want to reach.

(a) Organizing

(b) Planning

(c) Directing

(d) Staffing

**Answer: (b)**

191. Industrial relations include securing effective and willing cooperation from employees and _____ between employers and workers and their representatives, the trade unions.

(a) Increasing conflict

(b) Reduced cordial relation

(c) Increased demotivation

(d) Reducing conflict

**Answer: (d)**

192. Human Resource Management deals employee welfare. At the level of maintaining industrial relations, HRM primarily deals with _____

(a) Labor and trade unions

(b) Government

(c) Suppliers

(d) Competitors

**Answer: (a)**

193. There is a need to align _____with that of the HR strategy to ensure that there is alignment of the people policies with that of the management objectives.

(a) Competitor goals

(b) Supplier goals

(c) Organizational goals

(d) People goals

**Answer: (c)**

194. ___may be considered as a barrier in effective multicultural communication.

(a) Message

(b) Medium

(c) Technology

(d) Stereotyping

**Answer: (d)**

195. _____ people are not part of the same peer group as the people they influence. Their defining characteristic is that they exert personal influence because of their profession, authority, education, or status associated with the object of the communication process.

(a) Opinion Leaders

(b) Opinion Gatherers

(c) Opinion Followers

(d) Opinion Formers

**Answer: (d)**

196. Companies are designing specific programs and policies to enhance employee inclusion and promotion, and retention of employees who are from different backgrounds and cultures. This process may be known as _____.

(a) Performance Management

(b) Diversity Management

(c) Inventory Management

(d) Marketing Management

**Answer: (b)**

197. Managers must ensure they are following _____ to ensure effective communication and counselling in an organization.

(a) Lacking empathy

(b) Losing trust

(c) Understanding of self

(d) Lack of respect of employees

**Answer: (c)**

198. ____ is considered as behavior of powerful leaders.

(a) They supervise closely.

(b) They do not delegate authority to make decisions.

(c) They often distrust subordinates and see people's talents as a threat.

(d) They delegate decision authority.

**Answer: (d)**

199. The objective of compensation management is to make informed _____ decisions based on salary market data, industry, company size, job role, and location.

(a) Compensation

(b) Employee

(c) Manager

(d) Infrastructure

**Answer: (a)**

200. Organizations encounter many different forces for change. These forces come from external sources outside the organization and from internal sources. ____ may be considered as an external force.

(a) Human resources

(b) Managerial decisions

(c) Market changes

(d) Organizational infrastructure

**Answer: (c)**

# Answer key

Answer key from the Delhi Subordinate Services Selection Board's official answer key for this sitting. "—" means the key gave none.

## General Ability

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **(b)** | 2 | **(c)** | 3 | **(a)** | 4 | **(b)** | 5 | **(b)** | 6 | **(c)** | 7 | **(d)** | 8 | **(a)** |
| 9 | **(d)** | 10 | **(d)** | 11 | **(d)** | 12 | **(a)** | 13 | **(d)** | 14 | **(c)** | 15 | **(a)** | | |

## General Awareness

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 21 | **(a)** | 22 | **(a)** | 23 | **(c)** | 24 | **(c)** | 25 | **(d)** | 26 | **(d)** | 27 | **(a)** | 28 | **(a)** |
| 29 | **(b)** | 30 | **(c)** | 31 | **(a)** | 32 | **(a)** | 33 | **(d)** | 34 | **(b)** | 35 | **(c)** | 36 | **(c)** |
| 37 | **(a)** | 38 | **(b)** | 39 | **(d)** | 40 | **(a)** | | | | | | | | |

## General English

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 63 | **(c)** | 64 | **(c)** | 65 | **(a)** | 66 | **(b)** | 67 | **(a)** | 68 | **(d)** | 69 | **(a)** | 70 | **(c)** |
| 71 | **(c)** | 72 | **(a)** | 74 | **(a)** | 75 | **(b)** | 76 | **(c)** | 77 | **(b)** | 78 | **(a)** | 79 | **(b)** |
| 80 | **(c)** | | | | | | | | | | | | | | |

## Discipline1

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 101 | **(b)** | 102 | **(a)** | 103 | **(a)** | 104 | **(d)** | 105 | **(a)** | 106 | **(d)** | 107 | **(b)** | 108 | **(c)** |
| 109 | **(a)** | 110 | **(c)** | 111 | **(d)** | 112 | **(c)** | 11 | **(c)** | 114 | **(c)** | 115 | **(d)** | 116 | **(b)** |
| 117 | **(d)** | 118 | **(a)** | 119 | **(b)** | 120 | **(a)** | | | | | | | | |

## Discipline2

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 121 | **(c)** | 122 | **(b)** | 123 | **(a)** | 124 | **(c)** | 125 | **(a)** | 126 | **(b)** | 127 | **(d)** | 128 | **(d)** |
| 129 | **(b)** | 130 | **(a)** | 131 | **(c)** | 132 | **(a)** | 133 | **(b)** | 134 | **(a)** | 135 | **(c)** | 136 | **(a)** |
| 137 | **(a)** | 138 | **(b)** | 139 | **(a)** | 140 | **(a)** | | | | | | | | |

## Discipline3

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 141 | **(d)** | 142 | **(c)** | 143 | **(b)** | 144 | **(b)** | 145 | **(a)** | 146 | **(d)** | 147 | **(a)** | 148 | **(b)** |
| 149 | **(a)** | 150 | **(c)** | 151 | **(b)** | 152 | **(c)** | 153 | **(c)** | 154 | **(b)** | 155 | **(c)** | 156 | **(a)** |
| 157 | **(b)** | 158 | **(d)** | 159 | **(b)** | 160 | **(a)** | | | | | | | | |

## Discipline4

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 161 | **(b)** | 162 | **(c)** | 163 | **(a)** | 164 | **(c)** | 165 | **(b)** | 166 | **(c)** | 167 | **(b)** | 168 | **(d)** |
| 169 | **(b)** | 170 | **(d)** | 171 | **(d)** | 172 | **(b)** | 173 | **(a)** | 174 | **(c)** | 175 | **(b)** | 176 | **(d)** |
| 177 | **(c)** | 178 | **(a)** | 179 | **(b)** | 180 | **(b)** | | | | | | | | |

## Discipline5

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 181 | **(d)** | 182 | **(b)** | 183 | **(a)** | 184 | **(b)** | 185 | **(c)** | 186 | **(a)** | 187 | **(a)** | 188 | **(c)** |
| 189 | **(b)** | 190 | **(b)** | 191 | **(d)** | 192 | **(a)** | 193 | **(c)** | 194 | **(d)** | 195 | **(d)** | 196 | **(b)** |
| 197 | **(c)** | 198 | **(d)** | 199 | **(a)** | 200 | **(c)** | | | | | | | | |