Date of Examination:	07.02.2026	Time: 90 Minutes
Name of the Post:	Technical Officer (Editor)	
Name of the Candidate:		
Roll No:		

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Candidate's Signature   **Invigilator's Signature**

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Instructions to the Candidate:

1. Question paper consists of **100 questions**. Questions in the form of **MCQ** type.
2. Each question carrying **one** mark. **No negative mark for wrong answer.**
3. Out of 4 options given, choose the most appropriate option for each question.
4. Use of Calculators, Cell Phones and Other Electronic Devices are not permitted inside the examination hall.
5. Candidate should fill the details on both question paper booklet and OMR sheet carefully without any corrections.
6. Candidate should carefully read the instructions given on the question paper booklet and OMR sheet.
7. Candidate should mark correct answer only on OMR sheet.
8. Clarifications on Questions are not permitted.
9. Rough works can be done in the rough sheet provided.
10. No Candidate is allowed to leave the examination hall till the examination is completed.
11. Candidate should return question paper booklet, OMR sheet and the rough sheets after completion of examination to the invigilator.

Question Paper

Technical Officer (Editor)

1. What is the primary purpose of copy-editing in the publication process?

A. To redesign the visual layout of the publication
B. To improve language clarity, consistency, and accuracy
C. To approve the article for final printing
D. To select articles suitable for peer review

2. Which stage of the editorial workflow directly follows peer review?

A. Final publication and distribution
B. Manuscript submission by the author
C. Editorial revision and author correction
D. Content archiving and indexing

3. Proofreading is best described as the process of:

A. Evaluating the originality of submitted manuscripts
B. Assessing the academic relevance of content
C. Structuring the article into sections
D. Correcting final errors before publication

4. Which style guide is most commonly used for social sciences and education research?

A. APA Publication Manual
B. Chicago Manual of Style
C. IEEE Style Guide
D. MLA Handbook

5. In academic publishing, peer review primarily helps to:

A. Improve graphical design consistency
B. Validate quality, accuracy, and relevance
C. Reduce publication production costs
D. Accelerate the publishing timeline

6. Which of the following best distinguishes a news article from a feature article?

A. News articles emphasize immediacy and facts
B. Feature articles avoid factual reporting
C. News articles contain extensive references
D. Feature articles follow strict citation styles

7. What is the main function of a house style guide?

A. To define printing and binding specifications
B. To manage editorial budgets effectively
C. To ensure consistency across publications
D. To schedule publication release dates

8. Which component is essential in publication planning?

A. Archival metadata standardization
B. Editorial board nomination process
C. Reviewer anonymity management
D. Content calendar and production timeline

9. Which punctuation mark is most appropriate to introduce a list?

A. Semicolon
B. Quotation mark
C. Apostrophe
D. Colon

10. Budgeting in publication planning mainly helps editors to:

A. Select appropriate peer reviewers
B. Control production and operational costs
C. Improve grammatical accuracy of content
D. Enhance author–editor communication

11. Which writing format is most suitable for reporting original research findings?

A. News article format
B. Feature writing format
C. Academic research article format
D. Editorial opinion format

12. In an editorial workflow, revision usually involves:

A. Author modifications based on feedback
B. Layout design and graphic placement
C. Indexing and digital archiving
D. Public release through media channels

13. Ethical editing practice requires editors to:

A. Alter content to match personal viewpoints
B. Publish articles without author consent
C. Prioritize speed over accuracy
D. Maintain confidentiality and objectivity

14. The primary goal of story ideation for institutional communication is to:

A. Maximize entertainment value for a general audience
B. Align messages with institutional objectives and values
C. Replicate popular social media trends
D. Increase content length for visibility

15. Audience analysis mainly helps content creators to:

A. Reduce production time and editing effort
B. Standardize visual layout across platforms
C. Increase the number of published articles
D. Select appropriate tone, format, and messaging

16. Which content tone is most appropriate for official institutional announcements?

A. Casual and conversational
B. Informal and humorous
C. Professional and neutral
D. Promotional and persuasive

17. Writing for digital platforms primarily requires attention to:

A. Clarity, scannability, and concise structure
B. Lengthy explanations and detailed paragraphs
C. Complex sentence construction
D. Extensive use of footnotes

18. Compared to print writing, broadcast writing emphasizes:

A. Dense factual information
B. Short sentences and spoken clarity
C. Formal academic language
D. Extensive visual references

19. Which format is best suited for periodic institutional updates?

A. Academic research article
B. Editorial opinion column
C. Newsletter format
D. Press interview transcript

20. Metadata in digital content primarily helps to:

A. Improve grammatical correctness
B. Design page layouts
C. Control copyright ownership
D. Enhance discoverability and organization

21. Which element is commonly included as metadata for online articles?

A. Font size and color
B. Author name and keywords
C. Paragraph spacing values
D. Editorial correction marks

22. Search Engine Optimization (SEO) mainly focuses on:

A. Increasing printing efficiency
B. Reducing plagiarism percentages
C. Improving content visibility in search results
D. Enhancing graphic quality

23. Content tagging is useful because it:

A. Prevents unauthorized copying of text
B. Eliminates version control requirements
C. Replaces the need for metadata
D. Helps group and retrieve related content

24. Version control in content management ensures:

A. Tracking and managing content revisions
B. Consistent font usage across publications
C. Faster publishing approval cycles
D. Automatic plagiarism detection

25. Creative Commons licensing primarily allows content to be:

A. Used without any attribution
B. Shared and reused under defined conditions
C. Protected from public access
D. Published only in print format

26. Anti-plagiarism tools are mainly used to:

A. Improve readability and tone
B. Enhance search engine rankings
C. Identify similarity and ensure originality
D. Optimize content layout

27. In layout design, alignment primarily helps to:

A. Increase the number of visual elements
B. Create visual order and readability
C. Add decorative effects to pages
D. Reduce content development time

28. Visual hierarchy in a layout refers to:

A. Arranging content based on production cost
B. Matching typography to page size
C. Selecting color palettes for branding
D. Guiding the reader's attention through importance

29. White space in a design is best described as:

A. Unused areas caused by missing content
B. Background color applied to text blocks
C. Empty space that improves clarity and focus
D. Space reserved only for images

30. Brand consistency in visual design ensures that:

A. Visual elements align with institutional identity
B. Every publication uses identical layouts
C. Designs follow current design trends
D. Content length remains uniform

31. Which element most directly contributes to brand recognition?

A. Consistent use of colors and typography
B. Frequent layout changes across documents
C. Variation in page margin sizes
D. Inclusion of decorative illustrations

32. Adobe InDesign is primarily used for:

A. Photo retouching and image enhancement
B. Page layout and multi-page design
C. Video editing and motion graphics
D. Audio recording and sound mixing

33. Adobe Photoshop is best suited for:

A. Designing multi-page books
B. Creating vector-based illustrations
C. Editing and enhancing raster images
D. Formatting academic references

34. Templates in design workflows mainly help to:

A. Increase originality of every document
B. Maintain consistency and save time
C. Reduce the need for typography rules
D. Eliminate manual design adjustments

35. Which document type commonly requires a predefined template?

A. Informal personal notes
B. Handwritten manuscripts
C. Raw research data files
D. Institutional newsletters and reports

36. Preparing a print-ready layout mainly involves:

A. Using low-resolution images
B. Setting correct bleed, margins, and color mode
C. Exporting files only in JPEG format
D. Ignoring font embedding options

37. Digital-ready layouts are typically optimized for:

A. Screen readability and file size
B. High-speed printing machines
C. Physical binding and trimming
D. Ink and paper efficiency

38. Which format is commonly used for reflowable digital publications?

A. PDF format for printing
B. ePub format for digital reading
C. TIFF format for images
D. DOC format for editing

39. Crafting social media posts for institutional communication primarily requires:

A. Emphasizing informal language across all platforms
B. Aligning message tone with institutional values
C. Using identical content for every platform
D. Prioritizing personal opinions over facts

40. Which platform is most suitable for professional networking and institutional updates?

A. Instagram platform
B. Facebook platform
C. LinkedIn platform
D. YouTube platform

41. Effective social media scheduling mainly helps to:

A. Increase the total number of posts
B. Eliminate audience targeting efforts

C. Reduce the need for content planning

D. Maintain consistency and timely engagement

42. Cross-posting refers to the practice of:

A. Sharing similar content across multiple platforms

B. Publishing different content for each platform

C. Posting content without scheduling tools

D. Reposting audience comments as content

43. Which metric best indicates how actively users interact with content?

A. Reach metric

B. Impression count

C. Engagement rate

D. Follower count

44. Impressions on social media represent:

A. Number of unique users reached

B. Total number of times content is displayed

C. Total number of user interactions

D. Number of content shares only

45. Which content format is most suitable for presenting step-by-step visual information?

A. Short text post

B. Audio-only post

C. Long-form article

D. Carousel format

46. Reels and short-form videos are mainly used to:

A. Capture quick attention and engagement

B. Present detailed policy documents

C. Replace written institutional reports

D. Archive official announcements

47. Institutional branding across platforms requires:

A. Changing tone based on personal preference

B. Frequent redesign of logos and colors

C. Consistent visual and language identity

D. Use of platform-specific slang

48. Pre-event social media coverage mainly focuses on:

A. Reporting event outcomes and highlights

B. Creating awareness and generating interest

C. Publishing official event reports

D. Collecting participant feedback

49. At-event social media coverage typically includes:

A. Archived photographs posted weeks later

B. Policy documents related to the event

C. Detailed post-event analytical reports

D. Live updates, images, or short videos

50. Media laws and legal frameworks primarily ensure:

A. Faster content production cycles

B. Ethical, lawful, and responsible communication

C. Increased social media reach

D. Uniform design across platforms

51. The primary purpose of storyboarding in video production is to:

A. Finalize camera equipment specifications

B. Visualize sequence, timing, and transitions

C. Record narration before video shooting

D. Allocate budget for post-production work

52. A storyboard for a short educational video typically includes:

A. Marketing objectives and audience metrics

B. Publishing schedule and platform details

C. Final color grading and export settings

D. Shot visuals, narration cues, and timing

53. Integrating visuals, narration, and graphics effectively helps to:

A. Enhance clarity and learner engagement

B. Increase production complexity and cost

C. Replace the need for structured scripts

D. Shorten the overall video duration

54. Which element should guide the choice of visuals in an educational video?

A. Availability of stock images online

B. Preference of the editing software

C. Alignment with learning objectives

D. Popularity of visual design trends

55. Tools such as Canva and Adobe Express are mainly used for:

A. Advanced video compositing and rendering

B. Quick design of infographics and visuals

C. Professional audio mixing and mastering

D. Managing content version control

56. Adobe Illustrator is particularly suitable for:

A. Creating scalable vector-based graphics

B. Editing raster-based photographic images

C. Designing multi-page publication layouts

D. Performing non-linear video editing

57. Infographics are most effective when they:

A. Contain extensive paragraphs of text

B. Follow complex artistic design styles

C. Present information visually and concisely

D. Replace detailed academic explanations

58. Ethical photo curation requires editors to:

A. Use images freely available on search engines

B. Verify permissions, credits, and releases

C. Modify images to suit personal preferences

D. Prioritize aesthetic appeal over legality

59. A model release is required when photographs:

A. Are edited using professional software

B. Are used only for internal presentations

C. Are captured in public institutional spaces

D. Include identifiable individuals for publication

60. Proper image credits primarily help to:

A. Improve visual design consistency

B. Acknowledge creators and avoid legal issues

C. Increase search engine visibility

D. Reduce image file size

61. Effective coordination with designers and photographers involves:

A. Clear briefs, timelines, and expectations

B. Providing vague instructions for flexibility

C. Allowing independent work without review

D. Limiting communication to final delivery

62. Collaboration with video teams is most successful when:

A. Tasks are assigned without role clarity

B. Creative decisions are delayed until editing

C. Communication is continuous and structured

D. Individual workflows remain isolated

63. The primary purpose of an abstract in a research paper is to:

A. Provide detailed experimental procedures

B. Summarize the study's objectives, methods, and findings

C. List all references cited in the paper

D. Describe the institutional background of authors

64. Keywords in a research paper mainly help to:

A. Improve grammatical accuracy of the manuscript

B. Define the structure of the introduction section

C. Reduce similarity index during plagiarism checks

D. Enhance discoverability in academic databases

65. Which section of a research paper discusses interpretation of results?

A. Methodology section

B. Literature review section

C. Discussion section

D. Abstract section

66. Language polishing in academic writing primarily aims to:

A. Improve clarity, coherence, and readability

B. Change the original meaning of content

C. Increase the length of the manuscript

D. Replace technical terms with simple words

67. Paraphrasing is best described as:

A. Copying text with minor grammatical changes

B. Rewriting ideas in original wording without altering meaning

C. Removing citations from referenced material

D. Translating content into another language

68. Plagiarism reduction requires authors to:

A. Avoid citing previously published works

B. Submit manuscripts only to one journal

C. Use original writing with proper attribution

D. Reduce the number of references used

69. Reference management tools like Mendeley mainly help researchers to:

A. Perform statistical data analysis

B. Improve language quality of manuscripts

C. Detect plagiarism automatically

D. Organize, cite, and format references efficiently

70. Which feature of Mendeley supports collaborative research?

A. Grammar correction suggestions

B. Shared reference libraries and annotations

C. Automatic journal selection

D. Built-in plagiarism checking

71. Formatting for institutional journals and conference proceedings ensures:

A. Uniform presentation and compliance with guidelines

B. Visual creativity and design flexibility

C. Faster peer-review process

D. Reduced publication costs

72. Annual reports prepared by institutions mainly require:

A. Informal writing style and visual storytelling

B. Structured layout, accuracy, and consistency

C. Minimal references and citations

D. Experimental research methodology

73. Academic integrity primarily emphasizes:

A. Maximizing publication count

B. Using advanced editing software

C. Honest, transparent, and responsible scholarship

D. Publishing only in indexed journals

74. Intellectual Property Rights (IPR) awareness helps authors to:

A. Avoid peer-review comments

B. Eliminate the need for citations

C. Increase acceptance rates of journals

D. Protect ownership and lawful use of scholarly work

75. The primary objective of a press release in an institutional context is to:

A. Communicate accurate and newsworthy information

B. Promote services using persuasive marketing language

C. Replace detailed institutional documentation

D. Entertain audiences with narrative storytelling

76. An effective institutional announcement should mainly be:

A. Informal and conversational in style

B. Opinion-driven and descriptive in tone

C. Concise, factual, and audience-focused
D. Promotional with branding slogans

77. An editorial calendar is primarily used to:

A. Monitor plagiarism and citation issues
B. Track financial expenditure of campaigns
C. Design publication layouts and templates
D. Plan and schedule content systematically

78. Campaign scheduling is important because it helps to:

A. Eliminate the need for audience analysis
B. Ensure timely and coordinated content delivery
C. Increase content volume without planning
D. Reduce dependency on analytics tools

79. The main purpose of crisis communication is to:

A. Highlight institutional achievements
B. Delay response until complete investigation
C. Assign responsibility to external agencies
D. Manage situations through timely, transparent messaging

80. The first step in responding to a communication crisis should be to:

A. Acknowledge the issue using verified information
B. Increase promotional content on social media
C. Release a detailed analytical report
D. Internally assign responsibility and blame

81. Key Performance Indicators (KPIs) in communication are used to:

A. Improve graphic design consistency
B. Measure effectiveness of communication efforts
C. Automate content approval processes
D. Increase publication frequency

82. Analytics dashboards are especially useful because they:

A. Replace editorial decision-making
B. Eliminate the need for feedback mechanisms
C. Provide real-time insights into content performance
D. Generate ready-made campaign strategies

83. Feedback loops in institutional communication help to:

A. Finalize content without further revisions
B. Reduce stakeholder participation

C. Standardize content permanently

D. Improve communication strategies continuously

84. Pre-event promotion for seminars or workshops mainly aims to:

A. Publish event outcomes and conclusions

B. Collect participant feedback

C. Create awareness and encourage participation

D. Archive institutional records

85. A post-event report typically includes:

A. Objectives, key highlights, and outcomes

B. Promotional slogans and advertisements

C. Personal opinions of organizers

D. Budget proposals for future events

86. In a brochure design workflow, the initial step should be:

A. Final proof approval and sign-off

B. Printing and physical distribution

C. Visual layout and color selection

D. Content planning and requirement gathering

87. AI-assisted editing tools such as ChatGPT or Grammarly Pro are primarily used to:

A. Improve language quality, clarity, and consistency

B. Replace editorial judgement completely

C. Generate final approved publications automatically

D. Eliminate the need for peer review

88. Generative-writing tools are most effective when they are used to:

A. Publish content without human review

B. Support drafting, ideation, and refinement

C. Replace institutional style guidelines

D. Bypass plagiarism and copyright checks

89. One major limitation of AI-assisted writing tools is that they:

A. Cannot process large documents

B. Lack ability to generate structured text

C. May produce content requiring human verification

D. Are incompatible with digital platforms

90. Automated layout generation mainly helps publishers to:

A. Increase creative randomness in design

B. Remove the need for design templates

C. Improve writing style and grammar

D. Speed up layout creation with consistency

91. Template-based publishing is useful because it:

A. Allows uniform design across publications

B. Prevents the use of brand guidelines

C. Increases manual formatting effort

D. Reduces the importance of visual hierarchy

92. Automated publishing workflows are most beneficial for:

A. One-time artistic design projects

B. Large-scale, repetitive publication tasks

C. Informal personal writing

D. Handwritten document creation

93. A digital repository primarily functions to:

A. Promote content through social media

B. Edit and proofread academic documents

C. Store, preserve, and provide access to digital content

D. Design layouts for publications

94. Institutional digital repositories commonly include:

A. Marketing brochures and advertisements

B. Entertainment media and podcasts

C. Draft documents under review

D. Research papers, theses, and reports

95. One key advantage of digital repositories is that they:

A. Restrict access to authorized editors only

B. Enhance long-term preservation and accessibility

C. Replace the need for copyright policies

D. Eliminate the need for metadata

96. Cross-media convergence refers to:

A. Using only print media for communication

B. Separating digital and print workflows

C. Integrating print, web, and social platforms

D. Converting print content into handwritten form

97. Cross-media synergy benefits institutions by:

A. Increasing content duplication

B. Limiting audience reach to one platform

C. Reducing the need for content planning

D. Expanding reach and reinforcing messaging

98. An example of cross-media content reuse is:

A. Publishing separate content for each platform

B. Printing reports without digital versions

C. Converting a report into a blog and social post

D. Archiving content without dissemination

99. When using AI tools in institutional publishing, editors should ensure:

A. Complete automation of editorial decisions

B. Compliance with ethical and academic standards

C. Elimination of human oversight

D. Exclusive dependence on AI-generated text

100. AI-assisted workflows in publishing are most effective when:

A. Human editors guide and review AI outputs

B. AI tools operate without supervision

C. Editorial guidelines are ignored

D. Automation replaces all creative tasks