

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2011.

Ph.D. (ELECTRONIC MEDIA)

COURSE CODE : 154

Register Number :

*Signature of the Invigilator
(with date)*

COURSE CODE : 154

Time : 2 Hours

Max : 400 Marks

Instructions to Candidates :

1. Write your Register Number within the box provided on the top of this page and fill in the page 1 of the answer sheet using pen.
2. Do not write your name anywhere in this booklet or answer sheet. Violation of this entails disqualification.
3. Read each question carefully and shade the relevant answer (A) or (B) or (C) or (D) in the relevant box of the ANSWER SHEET using HB pencil.
4. Avoid blind guessing. A wrong answer will fetch you -1 mark and the correct answer will fetch 4 marks.
5. Do not write anything in the question paper. Use the white sheets attached at the end for rough works.
6. Do not open the question paper until the start signal is given.
7. Do not attempt to answer after stop signal is given. Any such attempt will disqualify your candidature.
8. On stop signal, keep the question paper and the answer sheet on your table and wait for the invigilator to collect them.
9. Use of Calculators, Tables, etc. are prohibited.

1. The temperature of New York was 2°C in the morning. The next morning it was -2°C . What was decrease in temperature?
(A) 3°C (B) 4°C (C) -4°C (D) -3°C
2. The sum of two numbers is 22 & their difference is 4. The numbers are
(A) 12 and 10 (B) 16 and 6 (C) 14 and 8 (D) 13 and 9
3. What is the next number in the following series? Please choose one correct answer
1, 3, 6, 2, -1?
(A) $-1/3$ (B) 2 (C) -3 (D) 4
4. A super fast bus starting from 'Chennai' and reaches 'Mahabalipuram' in 45 minutes with an average speed of 40 km/hr. If the speed is increased by 10 km/hr how much time it will
(A) 36 (B) 32 (C) 25 (D) 28
5. The difference between 6 times and 8 times of a figure is 14. What is the figure?
(A) 12 (B) 9 (C) 7 (D) 6
6. A student has to secure 40% marks to pass. He gets 150 marks and fails by 30 marks. What is the maximum mark?
(A) 400 (B) 500 (C) 475 (D) 450
7. Find the next term of the series: 3,6,9,18,27,54...
(A) 81 (B) 69 (C) 63 (D) 57
8. A person lost 10% when he sold goods at Rs. 153. For how much should he sell them to gain 20%?
(A) 204 (B) 250 (C) 240 (D) 210
9. Rs. 1,581 is divided among A, B and C in the ratio 10 : 15 : 6. What is the share of B?
(A) 306 (B) 765 (C) 700 (D) 510
10. If A's income is 25% more than B's income, then by how much percent is B's income less than A's income?
(A) 30% (B) 20% (C) 15% (D) 35%
11. A person sells two watches from Rs. 800 each. On one he lost 20% and on other he gained 20%. His gain or loss % is
(A) 1% gain (B) 1% loss (C) 4% loss (D) 4% gain

12. A monkey starts climbing up a tree 20 ft. tall. Each hour, it hops 3 ft. and slips back 2 ft. How much time would it take the monkey to reach the top?
 (A) 12 hours (B) 18 hours (C) 20 hours (D) 22 hours
13. Thirty men take 20 days to complete a job working 9 hours a day. How many hour a day should 40 men work to complete the job?
 (A) $7\frac{1}{2}$ hours (B) $8\frac{1}{2}$ hours (C) 7 hours (D) 8 hours
14. The average salary of three employee is 95 Rs. per week. If one employee earns 115 and other earns 65 rupees. How much will third be earn?
 (A) Rs. 90 (B) Rs. 110 (C) Rs. 105 (D) Rs. 95
15. The owner of an electronics shop charges his customer 25% more than the cost price. If a customer paid Rs. 11,500 for a television set, then what was the cost price of the television set?
 (A) Rs. 9,200 (B) Rs. 7,200 (C) Rs. 8,600 (D) Rs. 9,800
16. A student scores 64% marks in 6 papers of 150 marks each. He scores 25% of his total obtained marks in Hindi and English together. How much is his total score for both these papers?
 (A) 120 (B) 124 (C) 140 (D) 144
17. The respective ratio of the ages of Richa and Shelly is 5 : 8. The ratio of their ages 10 years hence would be 7: 10 respectively. What is the present age of Shelly?
 (A) 45 years (B) 40 years (C) 35 years (D) 30 years
18. If an amount of Rs. 15,487 is divided equally among 76 students, approximately how much amount will each student get?
 (A) Rs. 206 (B) Rs. 210 (C) Rs. 204 (D) Rs. 218
19. What is 184 times 156?
 (A) 28704 (B) 29704 (C) 30604 (D) 27604
20. A banana costs Rs. 2.25 and an apple costs Rs. 3.00. What will be the total cost of 4 dozen of bananas and 3 dozen of apples?
 (A) Rs. 216 (B) Rs. 162 (C) Rs. 189 (D) Rs. 225
21. Find the average of the following set of scores :
 118, 186, 138, 204, 175, 229
 (A) 148 (B) 152 (C) 156 (D) 175

22. What is the least number to be added to 1500 to make it a perfect square?
(A) 20 (B) 21 (C) 22 (D) 23
23. A bus travels at the speed of 49 kmph and reaches its destination in 7 hours. What is the distance covered by the bus?
(A) 343 km (B) 283 km (C) 353 km (D) 245 km
24. $? \times 19 = 7828$
(A) 411 (B) 412 (C) 413 (D) 414
25. A train covers a distance of 180 km in 4 hours. Another train covers the same distance in one hour less. What is the difference covered by these two trains in one hour?
(A) 45 km (B) 40 km (C) 15 km (D) 9 km
26. A student was asked to add 16 and subtract 10 from a number. He by mistake added 10 and subtracted 16. If his answer is 14 what is the correct answer?
(A) 20 (B) 26 (C) 30 (D) 32
27. In class of 100 students 50 students passed in Mathematics and 70 passed in English, 5 students failed in both Mathematics and English. How many students passed in both the subjects?
(A) 25 (B) 30 (C) 50 (D) 45
28. Average of 6 numbers is 8, what number should be added to it to make the average 9?
(A) 15 (B) 16 (C) 17 (D) 18
29. Two persons ride towards each other from two places 55 km apart, one riding at 12 km per hour and the other 10 km per hour. When will they be first 11 km apart?
(A) 1 hour (B) $1\frac{1}{2}$ hours (C) 2 hours (D) $2\frac{1}{2}$ hours
30. If 10 cats can kill 10 rats in 10 minutes how long will it take for 100 cats to kill 100 rats
(A) 1 minute (B) 10 minutes
(C) 100 minutes (D) 10000 minutes
31. A school has enough food for 400 children for 12 days. How long will the food last if 80 more children join them?
(A) 6 days (B) 7 days (C) 10 days (D) 8 days

32. A student was asked to add 16 and subtract 10 from a number. He by mistake added 10 and subtracted 16. If his answer is 14 what is the correct answer?
 (A) 20 (B) 26 (C) 30 (D) 32
33. In an election, 4000 votes were polled and one of the two candidates got 40% votes. Then by how many votes he was defeated?
 (A) 1200 (B) 1600 (C) 800 (D) 1000
34. Which of the following countries qualified for the 2010 FIFA world cup to be held in South Africa?
 (A) South Korea, Japan, Australia (B) Iran, Qatar, Saudi Arabia
 (C) Iraq, Bahrain, Uzbekistan (D) Thailand, China, UAE
35. Who wrote 'Indira Gandhi : An intimate Biography'?
 (A) Pupul Jayakar (B) Sunil Bharadwaj
 (C) Arvind Vaishya Nahan (D) Bina Nayak
36. In television, VO refers to
 (A) visual overlay (B) video output (C) voice over (D) video input
37. A TV news script should preferably use
 (A) direct voice (B) active voice (C) passive voice (D) indirect voice
38. A TV news script should be
 (A) elaborate (B) subjective (C) accurate (D) well written
39. Panning is a technique used for
 (A) Still camera (B) Video camera (C) Lighting (D) Editing
40. The _____ is one of the most commonly used preproduction elements in the process of story development because it enables the producer/writer to visualize the content flow.
 (A) storyboard (B) production plan (C) screenplay (D) floor plan
41. An effect in which the sharpness of an image, or part of it, is reduced by the use of an optical device is called
 (A) non-focus (B) soft focus
 (C) out of focus (D) selective focus
42. Buffer shot is also known as
 (A) Stock shot (B) Reaction shot (C) Insert shot (D) Neutral shot

43. SFX stands for
 (A) sound for X-box (B) extreme sound (C) sound for cine (D) sound effects
44. A dramatic unit composed of a single or several shots is called a
 (A) sequence (B) scene (C) series (D) serial
45. Sound 'caused' by some event on screen, and which matches the action is called
 (A) Asynchronous sound (B) Direct sound
 (C) Parallel sound (D) Selective sound
46. The space between the top of the head and the upper frame limit in photographic framing is called
 (A) Head room (B) Lead room (C) Frame space (D) Nose room
47. A process during which the director explains and rehearses the talents' physical movements required by the script is called
 (A) Retake (B) Call back (C) Blocking (D) Off-book
48. A shot during an ENG news report in which the reporter talks directly into the camera is called
 (A) Sitcom (B) In the cam (C) Mix down (D) Stand-up
49. The person responsible for the look of the production - set design, props, and costume supervision is called
 (A) Assistant director (B) Dress director
 (C) Art director (D) Executive producer
50. Vox Pop means
 (A) Voice popping up (B) Voice of the people
 (C) Voice of Xenophobia (D) Voice of the voiceless
51. For the success of a programme, you should know your
 (A) producer (B) audience (C) advertisers (D) director
52. Which of the options below does not indicate a tone or mood in a programme?
 (A) Nostalgic (B) Romantic (C) Ironic (D) Dramatic
53. What the camera is to visuals, the microphone is to
 (A) recording (B) voice (C) sound (D) music

54. Radio writing is writing
(A) for the spoken word (B) with good vocabulary
(C) using complex sentences (D) with correct grammar
55. A radio script, an immediate and a personal experience should display an element of
(A) novelty (B) newness
(C) detailed execution (D) education
56. The role of narration in radio story-telling is to
(A) to bridge scenes and to indicate the passage of time
(B) to entertain listeners
(C) to retain listeners attention
(D) to educate listeners
57. Physical audio cues during recording are used by the
(A) director (B) floor director
(C) producer (D) camera person
58. News is generally read at an approximate rate of
(A) 25 words per minute (B) 50 words per minute
(C) 120 words per minute (D) 160 words per minute
59. Which one of the following is in the correct order?
(A) Awareness, Interest, Evaluation, Trial, Adoption
(B) Awareness, Evaluation, Interest, Trial, Adoption
(C) Awareness, Trail, Evaluation, Interest, Adoption
(D) Awareness, Interest, Trial, Evaluation, Adoption
60. T&V system is related to
(A) Agricultural Extension (B) Health Communication
(C) Primary education (D) None of the above
61. The Mercator world map distorted
(A) The size of the world (B) The location of continents
(C) The location of England (D) The location of India

62. Communitarian theory emphasizes on
(A) Preservation of community and emancipation from oppression at all levels
(B) Assimilation of fringe cultures into the dominant culture
(C) Community participation in the development process
(D) Integration of different cultures
63. In Health Communication IEC stands for
(A) Information and Effective Communication
(B) Initiation to Effective Contraceptive
(C) Information, Education and Communication
(D) Informal but Effective Communication
64. What was the topmost priority given in the Alma Ata Declaration
(A) Higher Education (B) Primary Education
(C) Primary Health Care (D) Gender equality
65. The first five year plan was launched in
(A) 1951 (B) 1952 (C) 1953 (D) 1954
66. India put into orbit the INSAT satellite following the favourable result of
(A) SITE (B) Kheda project
(C) Delhi project (D) None of the above
67. Name calling is a common strategy of Propaganda, which includes
(A) The Public to condemn or reject a group or idea without considering the facts
(B) Provoking violence in hope that the opposition will be blamed for it
(C) Intentional delaying of facts
(D) Using quotations from the statements of well known people
68. The 'propaganda model' of media operations was the work of
(A) Edward Herman and Noam Chomsky
(B) Harold Lasswell
(C) Daniel Lerner
(D) Marshall McLuhan
69. Favourable argument strategy is a
(A) Propaganda strategy (B) Marketing strategy
(C) Advertising strategy (D) None of the above
70. International Code of Ethics media personnel was drafted and adopted in
(A) 1991 (B) 1992 (C) 2000 (D) 2002

71. Which is the oldest surviving press legislation in India?
- (A) The Press (objectionable matter) Act
 (B) Press and Registration of Books Act
 (C) Parliamentary Proceedings (Proceeding of Publication) Act
 (D) None of the above
72. According to the Contempt of Courts Act, 1971, Civil Contempt means
- (A) Wilful disobedience to any judgement
 (B) Any act which lowers or tends to lower the authority of any court
 (C) Any act which interferes with the due course of any judicial proceeding
 (D) None of the above
73. Article 105 (3) of the constitution empowers
- (A) Parliament to enact laws codifying its privileges
 (B) State legislatures to enact laws codifying its privileges
 (C) State legislatures to enact laws on press
 (D) None of the above
74. Section 499 to 502 of IPC contains
- (A) Criminal law of defamation (B) Civil law of defamation
 (C) Law of contempt of courts (D) None of the above
75. Verbal defamation is known as
- (A) Libel (B) Slander
 (C) Light defamation (D) None of the above
76. Which of the following prohibits anything which attempts to promote feeling of hatred, between different classes of citizens of India?
- (A) IPC, 1868 (B) IPC, 1870
 (C) IPC, 1875 (D) None of the above
77. Code of Criminal Procedure extends to whole of India except
- (A) The Union Territories (B) Jammu & Kashmir
 (C) North East India (D) Kerala
78. The RTI Act 2005 nullified
- (A) Indian Official Secrets Act, 1963 (B) Copyright Act, 1957
 (C) Press and Registration of Books Act (D) None of the above

79. Bulletin boards are a medium for
- (A) Internal communications
 - (B) External communications
 - (C) Communicating special offers to the external public
 - (D) None of the above
80. Keeping a close watch on various mass media about coverage of a company is called
- (A) Media watch
 - (B) Media PR
 - (C) Media Tracking
 - (D) Media Profiling
81. A television script is written in a
- (A) single column format
 - (B) four column format
 - (C) dual column format
 - (D) triple column format
82. Which is a **correct sentence in English usage?**
- (A) I am going home
 - (B) I am going to home
 - (C) I am going to house
 - (D) I going home
83. Which is a **correct sentence in English usage?**
- (A) Every one of us likes ice cream
 - (B) Every one of us like ice cream
 - (C) Every one of us will likes ice cream
 - (D) Every one of we liked ice cream
84. Which is a **correct sentence in English usage?**
- (A) Bagalu came. Bagalu sat. Bagalu drank tea. Bagalu left.
 - (B) Bagalu came. He sat. He drank tea. Bagalu left.
 - (C) Bagalu came and sat and drank tea and Rohan left.
 - (D) Bagalu came. He had tea and left.
85. Which is a **correct sentence in English usage?**
- (A) Birds are flying in the sky
 - (B) Birds are flying through the sky
 - (C) Birds are flying towards the sky
 - (D) Birds are flying on the sky
86. Which is a **correct sentence in English usage?**
- (A) Rohan is a Tennis player
 - (B) Rohan is a Tennis slayer
 - (C) Rohan is a tennis player
 - (D) Rohan is tennis player

87. Which is a correct sentence in English usage?
 (A) The college has 122 staffs and 1800 students
 (B) The college has 122 staff and 1800 students
 (C) The college has 122 staff and 1800 student
 (D) The college have 122 staff and 1800 students
88. Which is a correct sentence in English usage?
 (A) In Japan recycling has been practiced for hundred of years
 (B) In Japan recycling has been practiced for hundreds of year
 (C) In Japan recycling has been practiced for hundred of year
 (D) In Japan recycling has been practiced for hundreds of years
89. Which is a correct sentence in English usage?
 (A) He is a good soldier and he's retired now
 (B) He was a good soldier, but he's retired now
 (C) He was a good soldier, though he's retired now
 (D) He was a good soldier because he's retired now
90. Which is a correct sentence in English usage?
 (A) I will perform my duties as best as I can
 (B) I will perform my duties as best I can
 (C) I will perform my duties as the best I can
 (D) I will perform my duties as best of my can
91. Which is a correct sentence in English usage?
 (A) Avatar is an animation film
 (B) Avatar is an animated film
 (C) Avatar is an anime film
 (D) Avatar is an animal film
92. The chairperson of planning commission is
 (A) The President
 (B) Finance Minister
 (C) The Speaker
 (D) The Prime Minister
93. The ratio between A's and B's ages two years ago was 3:2 and at present it is 7 : 5. Find B's present age?
 (A) 8 years
 (B) 10 years
 (C) 12 years
 (D) 14 years
94. India's oldest paramilitary force
 (A) BSF
 (B) CRPF
 (C) Assam Rifles
 (D) SSB
95. Young India was newspaper started by
 (A) Jawaharlal Nehru
 (B) Babasaheb Bhim Rao Ambedkar
 (C) Mahatma Gandhi
 (D) Lala Lajpat Rai

Directions (Questions 96-100) : In the table given below the production of music systems in different factories from the year 1996 to 2001 is shown. Study the table carefully and answer the questions given below based on it.

Yearly production of Music Systems in different factories (A-E)

Year	A	B	C	D	E
1996	25	16	32	8	19
1997	17	18	40	7	9
1998	15	27	39	9	10
1999	12	23	41	13	11
2000	20	14	40	5	21
2001	21	12	46	4	18

96. What was decrease in percentage of production of music system in factory D in 2001 as compared to 1990?
(A) 80% (B) 50% (C) 25% (D) 20%
97. What is the ratio of production of music systems in A factory in 2000 and in 1996 and 1998 taken together?
(A) 1 : 1 (B) 1 : 2 (C) 1 : 4 (D) 2 : 3
98. What is the percentage of number of music systems produced in 1996 in A factory as compared to average number of music systems produced in the same factory during 1996-2001?
(A) 115% (B) 120% (C) 121% (D) 135%
99. In which of the given years there was maximum number of production of music systems.
(A) 1996 (B) 1997 (C) 2000 (D) 2001
100. In which factory there was maximum production in all the given years?
(A) A (B) B (C) C (D) E
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