ENTRANCE EXAMINATION FOR ADMISSION, MAY 2010.

Ph.D. (MASS COMMUNICATON)

COURSE CODE : 155

Register Number : [   ]

Signature of the Invigilator
(*with date*)

COURSE CODE : 155

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. 'Triumph of the Will" is a propaganda film used by

   (A) Fascism   (B) Capitalism   (C) Nazism   (D) Communism

2. "A Narmada Diary" was directed by

   (A) Anand Patwardhan   (B) R P paranjpe

   (C) Sundeep Malini   (D) Rakesh Sharma

3. The documentary made by Pare Lorentz "The River" deals with the river

   (A) Ganges   (B) Thames

   (C) Mississippi   (D) Missouri

4. "War and Peace" by Anand Patwardhan deals with subject

   (A) Global warming   (B) Nuclear weapon

   (C) Communal riots   (D) Narmada

5. The UGC-CEC conducts film festival every year is

   (A) Sankranti   (B) Prakriti

   (C) Golden Peacock   (D) Silver Lotus

6. Mother India was directed by

   (A) Mehboob khan   (B) Raj Kapoor

   (C) Rishikesh Murkherjee   (D) Sippy

7. The longest running film in the history of Indian cinema.

   (A) Kuch Kuch hota hai   (B) Qayamat se Quaymat tak

   (C) Dilwale Dulhania Le Jayenge   (D) Hum apke hain kaunc

8. The Harry Potter film adapted from the novel which is written by

   (A) JK Rowling   (B) Arundhati Roy

   (C) Vikas Swarup   (D) Dan brown

9. Jurassic park is adapted from the novel written by

   (A) JK Rowling   (B) Sidney Sheldon

   (C) Michael Crichton   (D) John Grisham

10. The role of Gandhi in Richard Attenborough's "Gandhi "was acted by

    (A) Marlon Brando   (B) Ben Kingsley

    (C) John Duvall   (D) Al pacino

11. Which of the following refers to that quality which distinguishes a film shot from the original object photographed?

    (A) Cinéma pur   (B) Photogénie

    (C) Impressionism   (D) Visual rhythm

12. What is the most important function of film techniques in French Impressionist cinema?

    (A) Manipulating time   (B) Social commentary

    (C) Distorting reality   (D) Conveying character subjectivity

13. What aspect of its style is the main defining trait of German Expressionist cinema?

    (A) Editing   (B) Cinematography

    (C) Mise-en-scene   (D) Narration

14. Which of the following was not a stylistic consequence of the coming of sound?

    (A) Multiple camera shooting

    (B) More reframing (panning) camera movements

    (C) The "Academy ratio"

    (D) Less emphasis on continuity editing

15. Which color is used for chorma keying

    (A) Blue   (B) Red

    (C) Yellow   (D) Brown

16. Due of the advent of this technology color correction is possible

   (A) DTS   (B) Dl

   (C) Dolby stereo   (D) Dolby digital

17. The role of the subash Chandra bose in the "The Forgotten hero "was done by

   (A) Mammooty   (B) Sachin Khedekar

   (C) Nane patekar   (D) Ajay devgan

18. The aspect ratio of IMAX is

   (A) 16:9   (B) 4:3

   (C) 1.44:1   (D) 2.22:2

19. Telecine is a process of converting

   (A) Video to Film   (B) Film to Video

   (C) Film to CD   (D) CD to Film

20. The film directed by Adoor Goplakrishnan won the 2008 National award for best direction for the film

   (A) Swaywaram   (B) Kodiyettam

   (C) Kathapurushan   (D) Naalu pennungal

21. The Jump cut was used as a technique to narrate the story by

   (A) Jean Luc Godard   (B) Andre bazin

   (C) Francois Trauffat   (D) Alain resnais

22. Which is the colour mode that should not be used for print advertisement?

   (A) CMYK   (B) RGB

   (C) Grayscale   (D) Lab

23. ——————————— is the composition of text material by means of types

   (A) Typesetting   (B) Font setting

   (C) Paper setting   (D) Face setting

24. What is meant by Leading?

    (A) Space between characters

    (B) Horizontal spacing between lines of type

    (C) Space between words

    (D) Vertical spacing between lines of type

25. What is the abbreviation for EPS?

    (A) Encapsulated Post Script   (B) Encrypted Post Script

    (C) Encrypted Picture Script   (D) Encrypted Picture Sequence

26. Who is known as 'Father of Graphic Design'?

    (A) Pablo Picasso   (B) Piet Mondrian

    (C) Henry Moore   (D) M. F. Husain

27. Which movement is indirectly responsible for developments in early twentieth century graphic design in general?

    (A) Cubism   (B) Pop Art

    (C) Art Nouveau   (D) Post Impressionism

28. A ——————— is a specialized tool used in manufacturing industries to cut or shape material using a press

    (A) Mold   (B) Die

    (C) Stencil   (D) Cutter

29. What are Additive Primary Colours?

    (A) Blue Yellow Green   (B) Red Yellow Blue

    (C) Red Yellow Green   (D) Red Green Blue

30. Which is a halftone reproduction of an image using the superimposition of one contrast color halftone (traditionally black) over another color halftone?

    (A) Duotone   (B) Monotone

    (C) Monochrome   (D) Sepia tone

31. Optical Illusion is otherwise known as ——————————

   (A) Visual imagination   (B) Visual illustration

   (C) Visual illusion   (D) Optical vision

32. What is the phenomenon of the eye by which an afterimage is thought to persist for approximately one twenty-fifth of a second on the retina?

   (A) Perspective of vision   (B) Persistence of vision

   (C) Optical Illusion   (D) Hallucination

33. Which one of the following is a variant of model animation which uses various techniques to create motion blur between frames of film, which is not present in traditional stop-motion

   (A) Go motion   (B) Slow motion

   (C) Up motion   (D) Back motion

34. ——————————uses non-drawn flat visual graphic material (photographs, newspaper clippings, magazines, etc.) which are sometimes manipulated frame-by-frame to create movement

   (A) Web animation   (B) Graphic animation

   (C) Object animation   (D) Model animation

35. Other name for Plasticine animation is ——————————

   (A) Sand animation   (B) Clay animation

   (C) Metal animation   (D) Grey animation

36. Which is a variant of cutout animation in which the characters are backlit and only visible as silhouettes?

   (A) Silhouette animation   (B) Silk animation

   (C) Model animation   (D) Go motion

37. What is Flash Memory?

   (A) A form of volatile computer memory

   (B) A form of volatile character memory

   (C) A form of non-volatile computer memory

   (D) A form of non-volatile character memory.

38. Which is a container file format used to deliver video over the Internet using Adobe Flash Player

(A) Flash Video

(B) Premiere Video

(C) Compact Video

(D) Flash Audio

39. In computer graphics, which is an effect caused by displaying a bitmap or a section of a bitmap at such a large size that individual pixels, small single-colored square display elements that comprise the bitmap, are visible to the eye

(A) Pixellation

(B) Filtration

(C) Rendering

(D) Fractals

40. SWF stands for —————————

(A) Shockwave Flash

(B) Shockwave File

(C) Small Web Flash

(D) Shock Web File

41. What is RTC in Computer Graphics?

(A) Router Transfer Code

(B) Real Time Computing

(C) Rear Time Computing

(D) Reverse Time Computing

42. What is the expansion of CCD?

(A) Charged Coupe Device

(B) Central Composite Design

(C) Charge Coupled Device

(D) Closed Continuity Document

43. A Mega pixel is equal to

(A) One big pixel

(B) One thousand pixels

(C) One lakh pixels

(D) One million pixels

44. Which format is also referred as digital negative?

(A) Raw

(B) Jpeg

(C) Tiff

(D) Pdf

45. HDR in digital photography refers to

(A) Hard disk recorder

(B) High dynamic range

(C) High data rate

(D) Heavy duty record

46. —————————— is an opening through which light travel towards the sensor

(A) View Finder   (B) Flash

(C) Aperture   (D) Shutter

47. What is the expansion of CMOS?

(A) Complementary Metal Oxide Semiconductor

(B) Closed Monitoring Of Sensor

(C) Charged Metal Oxide Semiconductor

(D) Charged Micron of Sensor

48. Lens aperture is usually specified as an

(A) Stop number   (B) L – number

(C) A - number   (D) F - number

49. Which option is used to make the colours in the frame appear natural?

(A) Exposure   (B) White balance

(C) Sepia   (D) UV filter

50. —————————— is used for proper exposing of the highlights and the shadows

(A) Metering   (B) Metric value

(C) Exposure number   (D) F - number

51. —————————— is the portion of a scene that appears acceptably sharp in a image

(A) Sharpness   (B) Vivid

(C) Depth of field   (D) Chroma

52. —————————— is the distance from the lens to the sensor, when focused on a subject at infinity

(A) Focus   (B) Depth

(C) Fixed Focus   (D) Focal length

53. —————————— is a set of one or more fonts, in one or more sizes, designed with stylistic unity, each comprising a coordinated set of glyphs

(A) A typeface   (B) A typeset

(C) A typewriter   (D) A graph

54. An Ideogram is a

(A) Object   (B) Graphic symbol

(C) Typeface   (D) Font size

55. Which is primarily the concern of the typeface designer, to ensure that each individual character or glyph is unambiguous and distinguishable from all other characters in the font?

(A) Visibility   (B) Readability

(C) Legibility   (D) Sensibility

56. What is the name for images or lettering scratched, scrawled, painted or marked in any manner on property?

(A) Affinity   (B) Scribbling

(C) Durability   (D) Graffiti

57. Elaborate OCR in Typography

(A) Optical Character Recognition

(B) Operational Character Reaction

(C) Optical Character Remark

(D) Object Character Remark

58. Combining all fonts and typestyles of a given typeface; such as, italic and bold is called

(A) Type family   (B) Type face

(C) Font   (D) Type Classification

59. Display type is generally of what size?

(A) Only 16 pt   (B) 16 Pt and above

(C) Only 20 pt   (D) 1 4Pt and below

60. 40 grams can be written in kilograms as

(A) 0.004   (B) 0.04   (C) 0.41   (D) 40

61. The sum of the squares of two consecutive even numbers is 1252. The sum of the numbers is

(A) 48   (B) 52   (C) 50   (D) 54

62. Ten years ago A was half of B in age. If the ratio of their present ages is 3: 4, what will be the total of their present ages?

(A) 35 years   (B) 30 years

(C) 42 years   (D) 56 years

63. In how many ways can the letters of the word 'LEADER' be arranged?

(A) 72   (B) 144   (C) 360   (D) 720

64. Two number are in the ratio 3: 5. If 9 is subtracted from each, the new numbers are in the ratio 1 2: 23. The smaller number is:

(A) 27   (B) 33   (C) 49   (D) 55

65. While speaking, people frequently use a phrase which has no meaning and it is said to be

(A) Adjectives   (B) Prepositions

(C) Adverbs   (D) Clichés

66. While preparing a speech, it is not necessary to

(A) Select a topic   (B) Prepare an outline

(C) Rehearse the speech   (D) Record the speech

67. The effectiveness of a speaker lies in the factors like

(A) Vocal control   (B) Pronunciation

(C) Physical behavior   (D) All of these

68. This is a popular paid method of communication through a medium in which the sponsor is identified and the message is controlled

(A) Sales promotion   (B) Sponsorship

(C) Product placement   (D) Advertising

69. This method of communication involves a formal meeting with someone on a particular subject

   (A) Interview   (B) Speech

   (C) Singing a song   (D) Radio talk

70. This is a list of words with their meanings

   (A) Glossary   (B) Index

   (C) Table of contents   (D) Bibliography

71. A good listener must

   (A) Not rush   (B) Not interrupt

   (C) Not keep quiet   (D) Not do all of these

72. This is a written communication about a product

   (A) Circular   (B) Catalogue   (C) Bulletin   (D) Journal

73. This refers to the analysis of body language

   (A) Chronemics   (B) Paralinguistics

   (C) Proxemics   (D) Kinesics

74. This device can store up to 8 hours of very high quality Video encoded in MPEG-2 format

   (A) VCD   (B) SVCD

   (C) CDRW   (D) DVD

75. These are a type of short radio wave having their frequency ranges from 300 to 3,000 megahertz, mainly used in TV broadcasting

   (A) VHF-H   (B) VHF-L

   (C) FM   (D) UHF

76. One megahertz equals 1 million hertz (cycles per second). The wavelength of UHF waves measures only from

   (A) 10 M   (B) 5

   (C) 1   (D) 0.1 to 1 metre

77. UHF waves are widely used in

    (A) Television broadcasting

    (B) Aircraft and ship navigation

    (C) Police and emergency communication

    (D) All of these

78. This is a method to convert without re-typing the text parts of printed documents into computer-readable form that can be edited and manipulated by a word processor

    (A) Optical character Recognition   (B) Optical mark recording

    (C) Optical card reading   (D) Optical thumb reading

79. This refers to a dot in the computer monitor denoting a color

    (A) Character   (B) Symbol

    (C) Number   (D) Pixel

80. The sum of the squares of two consecutive even numbers is 1252. The sum of the numbers is

    (A) 48   (B) 52   (C) 50   (D) 54

81. The average age of 24 boys and a teacher is 15 years. If the teacher is excluded from the group, the average age is reduced by 1 year. The age of the teacher is

    (A) 38 years   (B) 39 years

    (C) 40 years   (D) 41 years

82. $196 \times 945 \div 158 = ?$

    (A) 1156   (B) 1200   (C) 1188   (D) 1176

83. Find the missing number 1, 9, 25, 49,?, 169

    (A) 100   (B) 64   (C) 81   (D) 121

84. In how many different ways can the letters of the word 'ARISE' be arranged?

    (A) 90   (B) 60   (C) 180   (D) 120

85. At 3.40, the hour hand and the minute hand of a clock form an angle of

    (A) 120°   (B) 125°   (C) 130°   (D) 135°

86. A sum of Rs. 12,500 amounts to Rs. 15,500 in 4 years at the rate of simple interest. What at is the rate of interest?

(A) 3%   (B) 4%   (C) 5%   (D) 6%

87. Find the odd number 10, 14, 16, 18,21,24,26

(A) 26   (B) 24   (C) 21   (D) 18

88. The square root of 64009 is

(A) 253   (B) 347   (C) 363   (D) 803

89. Three candidates contested an election and received 1136, 7636 and 11628 votes respectively. What percentage of the total votes did the winning candidate get?

(A) 57%   (B) 60%   (C) 65%   (D) 90%

90. In one hour, a boat goes 11 km along the stream and 5 km against the stream. The speed of the boat in still water (in km/hr) is:

(A) 3   (B) 5   (C) 8   (D) 9

91. Pick out the odd number 1,4,9,16,23,25,36

(A) 9   (B) 23   (C) 25   (D) 36

92. January 1, 2007 was Monday. What day of the week lies on Jan. 1, 2008?

(A) Monday   (B) Tuesday   (C) Wednesday   (D) Sunday

93. In how many ways can the letters of the word 'LEADER' be arranged?

(A) 72   (B) 144   (C) 360   (D) 720

94. The population of a town increased from 1, 75, 000 to 2, and 62,500 in a decade. The average percent increase of population per year is

(A) 4.3 7%   (B) 5%   (C) 6%   (D) 8.75%

95. At present, the ratio between the ages of Arun and Deepak is 4: 3. After 6 years, Arun's age will be 26 years. What is the age of Deepak at present?

(A) 12 years   (B) 15 years   (C) 19 and half (D) 21 years

96. A fruit seller had some apples, He sells 40% apples and still has 420 apples. Originally, he had

   (A)   588 apples   (B)   600 apples

   (C)   672 apples   (D)   700 apples

97. Two number are in the ratio 3: 5. If 9 is subtracted from each, the new numbers are in the ratio 12: 23. The smaller number is

   (A)   27   (B)   33   (C)   49   (D)   55

98. A takes twice as much time as B or thrice as much time as C to finish a piece of work. Working together, they can finish the work in 2 days. B can do the work   alone in

   (A)   4 days   (B)   6 days   (C)   8 days   (D)   12 days

99. The average of 20 numbers is zero. Of them, at the most, how many may be greater than zero?

   (A)   0   (B)   1   (C)   10   (D)   19

100. A is two years older than B who is twice as old as C. If the total of the ages of A, B and C be 27, the how old is B?

   (A)   7   (B)   8   (C)   9   (D)   10

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