

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2011.

Ph.D. (MASS COMMUNICATION)

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. Constitution of India has

(A) 448 articles and 12 schedules	(B) 1330 articles and 120 schedules
(C) 346 articles and 18 schedules	(D) 547 articles and 25 schedules

2. Part IV of the Constitution of India talks about
 - (A) Fundamental Rights
 - (B) Union Territories
 - (C) Directive Principles and Fundamental Duties
 - (D) Citizenship

3. Eighth Schedule of the Constitution of India talks about
 - (A) The Official Languages
 - (B) States and Union Territories
 - (C) Forms of Oaths
 - (D) Allocation of seats in the Rajya Sabha

4. The Constitution of India provides for Universal

(A) Adult Franchise	(B) Brotherhood
(C) Freedom of Speech	(D) Freedom of expression

5. Freedom of speech and expression includes the freedom of
 - (A) writing and speaking
 - (B) propagation of ideas and freedom of circulation
 - (C) writing and circulating
 - (D) propagation freedom and speaking freedom

6. Which Article of the Indian Constitution provides for freedom in guarantees right to freedom of speech and expression?

(A) 45 (2)	(B) 19(1) (a)	(C) 26 (3)	(D) 18(2) (g)
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7. Working Journalists (Fixation of Rates of Wages) Act was passed in the year

(A) 1958	(B) 1972	(C) 1955	(D) 1967
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8. Press and Registration of Books Act was passed in the year

(A) 1952	(B) 1971	(C) 1867	(D) 1885
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9. The MacBride report was written by the International Commission for the Study of Communication Problems, chaired by
- (A) Mac Arthy Bride (B) Sean Mac Comb and Bride George
(C) Sean MacBride (D) MacBride George Wood
10. Many Voices One World, also known as the MacBride report, was a UNESCO publication, published in the year
- (A) 1990 (B) 2000 (C) 1980 (D) 1970
11. Indian Journalist participated in the MacBride Commission was
- (A) Boobli George Verghese (B) Mammen Mathew
(C) N. Ram (D) Ramnath Goenka
12. AFP stands for
- (A) Associated French Press (B) Agence France Press
(C) America Free Press (D) Associated Free Press
13. The phrase that refers to how people tend to remain silent when they feel that their views are in the minority
- (A) silent spectators (B) spiral of silence
(C) silent majority (D) silent minority
14. The term that describes a very powerful influence of the media – the ability to tell us what issues are important.
- (A) Priming (B) Framing
(C) Cultivation (D) Agenda setting
15. Media theorists have classified the 'War of the Worlds' broadcast as the archetypal example of
- (A) Media Richness Theory (B) Magic Bullet Theory
(C) Argumentation Theory (D) Modernization Theory
16. Which theory has the core assumption that a medium will be used more when the existing motives to use the medium leads to more satisfaction?
- (A) Adaptive Structuration Theory (B) Enactment Theory
(C) Uses and Gratifications Approach (D) Classical Rhetoric

17. The theory that is able to manipulate people into certain behavior, by doing so these people will alter their attitudes themselves. It is especially relevant to decision-making and problem-solving.
- (A) Cognitive Dissonance (B) Dependency
(C) Cultivation (D) Diffusion of Innovations
18. Which is more closely associated with discourse analysis, multimedia analysis, educational research, cultural anthropology, political sociology, etc.
- (A) Social semiotics (B) Classical Rhetoric
(C) Structural Theory (D) Competing Values Framework
19. An approach developed by George Gerbner, argues that television has long-term effects which are small, gradual, indirect but cumulative and significant
- (A) Gatekeeping (B) Diffusion of Innovation
(C) Social Presence (D) Cultivation
20. Which model of communication has been called as the "Mother of all models?"
- (A) Shannon Weaver (B) Lasswell
(C) Osgood and Schramm (D) Dance's,
21. "Who Says what in which channel to whom with what effect", is a model developed by
- (A) George Gerbner (B) Harold Lasswell
(C) McLuhan (D) Wilbur Schramm
22. A model developed by Newcomb is called
- (A) SMCR Model (B) Spiral of Silence Model
(C) ABX Model (D) Hypodermic Needle Model
23. Use of the journalist's/author's name on a report or article is called
- (A) Cutline (B) Imprint line (C) By-line (D) Deadline
24. Credit given to "who said what" or the source of facts is called
- (A) Attribution (B) Lead writing
(C) Anchoring (D) Formatting
25. People who determine what will be printed, broadcast, produced, or consumed in the mass media are called
- (A) Bureau Chiefs (B) Gatekeepers
(C) Resident Editors (D) Editor-in-Chief

26. A page in a newspaper that is opposite the editorial page, and contains columns, articles, letters for readers, and other items expressing opinions
- (A) Editorial Page (B) Public Page
(C) Opinion Page (D) Op-Ed Page
27. Similar to libel, but spoken instead of published is called
- (A) Slander (B) Crime (C) Defamation (D) Propagation
28. Technically, what is the term that refers to a publication half the size of a standard newspaper page; but commonly, any newspaper that is splashy and heavily illustrated
- (A) Spreadsheet (B) Tabloid (C) Magazine (D) Bi-weekly
29. Services that provide news from around the world to publications that subscribe for a fee is called
- (A) Wire Service (B) News Columnists
(C) Freelancers (D) Public Service Broadcast
30. An advertisement written in the style of a news item or feature, often provided by the publisher to complement adverts sold on that page is called
- (A) Special advertisement (B) Advertorial
(C) Advertisers feature (D) Advertising service
31. The collecting and publication of timely, unique, non-fiction information by individuals without formal journalism training or professional affiliation is known as
- (A) Citizen Journalism (B) Public Service Journalism
(C) Investigative Journalism (D) Freelance Journalism
32. Which is the point or theme of a news or feature story?
- (A) Lead (B) Body (C) Editorial (D) Angle
33. What term that refers to online sites and communities that have user-centric content and interactive features, such as personal blogs, discussion boards, chat rooms, etc.
- (A) Online Journalism (B) Citizen Journalism
(C) Civic Journalism (D) Social Networking
34. A communications technology that enables voice conversations over IP networks, such as the Internet, using packets is
- (A) Web telephone (B) BSNL Phone
(C) VOIP (D) WILL Phone

35. A wireless communications technology with a signal strength over several miles that can provide wireless access to the Internet is
- (A) WiMax (B) WiFi
(C) Wireless Internet (D) VOIP
36. Find the average of the following set of scores.
118, 186, 138, 204, 175, 229
- (A) 148 (B) 152 (C) 156 (D) 175
37. What is the least number to be added to 1500 to make it a perfect square?
- (A) 20 (B) 21 (C) 22 (D) 23
38. 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
39. SWF stands for
- (A) Shockwave Flash (B) Shockwave File
(C) Small Web Flash (D) Shock Web File
40. 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
41. 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
42. 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
43. "Slum dog millionaire" was adapted from the novel
- (A) Midnight children's (B) Q & A
(C) Deception point (D) The Golden gate
44. The Apu trilogy is made by
- (A) Ritwik gatak (B) Mrinal Sen
(C) Shyam Benegal (D) Satyajit Ray

45. The first pan shot was used in the film
 (A) Birth of Nation (B) Arrival of a train
 (C) Great train robbery (D) Gold rush
46. The word "Rose bud" is associated with the film
 (A) Ben hur (B) Citizen Kane
 (C) Casablanca (D) Sound of music
47. The father of Indian Cinema is
 (A) Prithvi Raj Kapoor (B) Satyajit Ray
 (C) Dada sahib Phalke (D) Guru Dutt
48. The sound which comes off the screen is called
 (A) Surround sound (B) Diegetic sound
 (C) Non diegetic sound (D) DTS sound
49. Color purple is the first film of
 (A) James Cameron (B) Steven Spielberg
 (C) Ridley Scott (D) Ron Howard
50. According to "Auteur theory" Auteur refers to
 (A) Art director (B) Cinematographer
 (C) Director (D) Music
51. During 1950's "Cahiers du cinema" was headed by
 (A) André bazin (B) Jean Renoir
 (C) Jean luc godard (D) Francois Truffaut
52. DTS is
 (A) Digital theatre system (B) Digital track sound
 (C) Digital track system (D) Digital timer sound
53. Film Noir is a
 (A) technique (B) movement (C) shot (D) scene

54. Fill in the blanks using the correct form of the verb :
When I woke up, the sun _____
(A) Had risen (B) Has risen (C) Had rose (D) Have rise
55. Fill in the blanks using the correct form of the verb :
My father _____ working hard all his life.
(A) Has been (B) Have been (C) Was (D) Had been
56. Fill in the blanks using the correct form of the verb :
He _____ this building for the last ten years.
(A) owned (B) owning (C) had owned (D) has owned
57. Fill in the blanks using the correct form of the verb :
The teacher _____ the syllabus by the end of the year.
(A) will have finished (B) will be finished
(C) will had finished (D) will finish
58. Fill in the blanks using the correct word :
Although they are not rich, they always wear _____ clothes.
(A) respectful (B) respective (C) respected (D) respectable
59. What is needed to fill-up the blank?
Anacondas _____ to a length of thirty feet. (What is missing?)
(A) preposition (B) verb (C) noun (D) adjective
60. We are going _____ (choose the right word)
(A) their (B) here (C) there (D) therein
61. 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
62. The sum of two numbers is 22 & their difference is 4. The numbers are
(A) 2 and 10 (B) 16 and 6 (C) 14 and 8 (D) 13 and 9
63. 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

64. 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
65. 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
66. 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
67. Find the next term of the series : 3, 6, 9, 18, 27, 54...
- (A) 81 (B) 69 (C) 63 (D) 57
68. 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
69. Rs. 1581 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
70. 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%
71. A person sells two watches for 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
72. 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
73. 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
74. The average salary of three employees 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

75. 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
76. 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
77. 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
78. 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
79. What is 184 times 156?
 (A) 28704 (B) 29704 (C) 30604 (D) 27604
80. A banana costs Rs. 2.25 and an apple costs Rs. 3.00. What will be the total cost of 4 dozens of bananas and 3 dozen of apples?
 (A) Rs. 216 (B) Rs. 162 (C) Rs. 189 (D) Rs. 225
81. Find the average of the following set of scores
 118, 186, 138, 204, 175, 229
 (A) 148 (B) 152 (C) 156 (D) 175
82. What is the least number to be added to 1500 to make it a perfect square?
 (A) 20 (B) 21 (C) 22 (D) 23
83. 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
84. $? \times 19 = 7828$
 (A) 411 (B) 412 (C) 413 (D) 414
85. 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

86. 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
87. 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
88. 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
89. 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
90. 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
91. 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
92. 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
93. 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
94. 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,
95. Who wrote 'Indira Gandhi : An intimate Biography'?
 (A) Pupul Jayakar (B) Sunil Bhradwaj
 (C) Arvind Vaishya Nahan (D) Bina Nayak

Directions (for 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 1996?
- (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