

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2013.

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 of the 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 data _____ my hypothesis that animal-lovers enjoy better health.
 (A) Identifies (B) Underlines (C) Confirms (D) Generates
2. The first lecture in the series was on the _____ of human communication.
 (A) Character (B) Nature (C) Focus (D) Truth
3. Replace the word in bold with a more formal alternative.
 The book is **mainly** concerned with the problem of policing the internet.
 (A) Chiefly (B) Basically (C) Primarily (D) Really
4. Choose the most appropriate ending for the beginning
The writer makes a powerful _____
 (A) Scope of her research (B) Approach to her theme of study
 (C) Aspect of modern society (D) Case for restructuring parliament
5. His research supervisor was critical of his work for not being _____ enough.
 (A) Qualitative (B) Quantitative (C) Rigorous (D) Lengthy
6. Social research techniques were applied to _____ examine the effects of the policy on the poor.
 (A) Strongly (B) Mainly (C) Thoroughly (D) Critically
7. Various measures were introduced last year to _____ the issue of identity theft.
 (A) Address (B) Redress (C) Discuss (D) Establish
8. The study _____ an autoethnographic method to probe into the researcher's identity with respect to his writings in his blog.
 (A) Deploys (B) Uses (C) Derives (D) Infers
9. We will now discuss the development of the Surrealist Movement
 (A) On the whole (B) To some extent
 (C) In more detail (D) To what extent
10. Which one of the following does not fit in the sentence given below?
The evidence _____ a different conclusion.
 (A) Figures out (B) Categorises (C) Supports (D) Emerges

11. _____ is the art or technique of persuasion usually through the use of language.
(A) Propaganda (B) Advertising (C) Rhetoric (D) Publicity
12. The correlation function of mass communication is important because
(A) The media can help maintain social stability
(B) The media can keep audiences informed about issues, events and other developments in society
(C) The media help people learn society's rule and how to fit into society
(D) All of the above
13. A film that is made not for commercial reasons, but as a work of art.
(A) Art work (B) Art-house
(C) Art film (D) Artistic media
14. Paramount is a film studio located in
(A) Germany (B) Russia (C) England (D) Hollywood
15. Typifying or categorizing the film based on form and content is
(A) Film Genre (B) Film style
(C) Film movement (D) Film appreciation
16. Oligopoly
(A) Is a word used to link the subject of a sentence with a predicate
(B) Describes the situation in which a small group of companies exerts almost exclusive control over the business being done
(C) Is a well known and well loved board game played around the world
(D) Is a collection of images
17. What do horror films, soap operas, and video games have in common?
(A) They appeal only to the uneducated
(B) They affect audiences' beliefs directly
(C) They are examples of high culture
(D) They are examples of low culture

18. Which of the following is NOT a value of the postmodern society?
- (A) Supporting hierarchy (B) Diversifying and recycling culture
(C) Questioning scientific reasoning (D) Embracing paradox
19. Many media organizations utilize _____, practitioners internal to the company who serve as "judges" in disputes between the public and the organization.
- (A) Lawyers (B) Independent writers
(C) Ombudsmen (D) NGOs
20. The Press Council of India is an
- (A) Autonomous body (B) Quasi judicial body
(C) Registered Society (D) Wing of Supreme Court
21. The term *culture industry* was coined by
- (A) Theodor Adorno and Max Horkheimer
(B) Marx and Engels
(C) Marx
(D) Theodor Adorno
22. Rupert Murdoch owns
- (A) BBC Corp (B) CNN international
(C) New Media Corp (D) Disney World
23. MMORPG stands for
- (A) Multimedia Online Role Playing Games
(B) Mammoth Multiplayer Online Role Playing Games
(C) Massive Multiplayer Online Role Playing Games
(D) Man to Man Online Role Playing Games
24. The term 'Smart mob' referring to a crowd using smart digital technologies was coined by
- (A) Bill Gates (B) Rupert Murdoch
(C) Howard Rheingold (D) Meyrowitz

25. Which of the following news magazines has shut its print version and migrated to online version?
 (A) Time (B) Newsweek (C) Economist (D) Outlook
26. Multi-tasking in journalism is due to
 (A) Media globalisation (B) Economic liberalisation
 (C) Social integration (D) Technology convergence
27. The author of the book *Mass Communication Theory* is
 (A) Marshal Mc Luhan (B) Denis Mc Quail
 (C) Al Gore (D) Kennedy Thompson
28. A hybrid genre on television or radio in a serial format which follows the experience of real people over a period of time
 (A) Docufiction (B) Docudrama (C) Documentary (D) Docusoap
29. Historically, the term "hypertext" was used when textual information was linked in _____ ways.
 (A) Sequential (B) Real time
 (C) Nonsequential (D) Linear
30. The term 'public sphere' was coined by
 (A) Manuel Castells (B) Jurgen Habermas
 (C) Pierre Bourdieu (D) Paul Lazarsfeld
31. An underlying meaning in something such as a piece of literature is known as
 (A) Subtitle (B) Subtext (C) Subscribe (D) Subscript
32. Hegemony theory is associated with which theoretical perspective on the media?
 (A) the conflict perspective
 (B) the functionalist perspective
 (C) the structuralist perspective
 (D) the symbolic interactionist perspective

33. An over generalization about the appearance, behaviour, or other characteristics about all members of a group is called
- (A) stereotyping (B) perpetual discrimination
(C) visual profiling (D) media prejudice
34. The audience relations approach, uses and gratifications theory, and hypodermic needle theory are aligned with the _____ perspective.
- (A) feminist (B) symbolic interactionist
(C) conflict (D) functionalist
35. _____ theory argues that people who share a culture also share an ongoing correspondence of meaning.
- (A) Social construction of reality (B) Social Responsibility
(C) Self determination (D) Social reconstruction
36. Which of the following is NOT one of the primary functions of mass communication?
- (A) Surveillance (B) Correlation
(C) Cultural Transmission (D) Immunization
37. Michel Foucault's *Panopticon* is a concept of
- (A) Surveillance (B) Gender identity
(C) Liberalism (D) Stereotyping
38. The two step flow of communication was advocated by
- (A) Lasswell (B) Lazarsfeld
(C) Gerbner (D) William Stephenson
39. In limited effects theory, the influence of media is thought to be limited by people's intelligence and education-in other words, by their
- (A) individual differences (B) individual exposure
(C) individualistic intelligence (D) individual excellence
40. _____ theory is the idea that people learn through observation to model the behaviors they see.
- (A) Behaviour Control (B) Social Cognitive
(C) Public Regulation (D) Popular Perception

41. In semiotics, a sign is comprised of
- (A) signifier
 - (B) signified
 - (C) representation
 - (D) both (A) and (B)
42. Social constructionism is concerned with how knowledge is
- (A) constructed
 - (B) created
 - (C) objectivised
 - (D) causally derived
43. Social Learning Theory is propagated by
- (A) Albert Einstein
 - (B) Alfred Hitchcock
 - (C) Albert Bandura
 - (D) Albright Margaret
44. The theory that states that people are helpless victims of mass media produced by large companies, is called:
- (A) Victimization Theory
 - (B) Mass Media Theory
 - (C) Mass Society Theory
 - (D) Social Structure Theory
45. When you apply the term denotation to a picture, you
- (A) Change the structure of a photograph
 - (B) List all of the words that the image is associated
 - (C) Change the way an image represents itself
 - (D) List all of the contents that are clearly visible
46. The "theorems" of Uncertainty Reduction Theory (URT) were produced by
- (A) Gathering empirical data about the axioms of URT
 - (B) Logical combination of all possible pairs of URT axioms
 - (C) Generalizing from the axioms of URT
 - (D) Surveying the "community of scholars" about their beliefs regarding uncertainty reduction
47. An individual who believes that a breakdown of traditional values will be the inevitable result of the spread of the Internet is said to believe in
- (A) Technological determinism
 - (B) Manifest destiny
 - (C) Technological despotism
 - (D) Latent destiny

48. Dependency theory ties together
- (A) People, Press and Problems
 - (B) Social Systems, Mass Media and Individual
 - (C) Television, Children and Parents
 - (D) Rich, Poor and Society
49. Hegemony is a concept propounded by
- (A) Pierre Bourdieu
 - (B) Gramsci
 - (C) Henry Jenkins
 - (D) Anderson
50. The theorist _____ is associated with semiotics.
- (A) McLuhan
 - (B) Hall Martin
 - (C) Roland Barthes
 - (D) Emile Durkheim
51. Any interpretive method which focuses on understanding 'meanings'
- (A) qualitative research
 - (B) quality television
 - (C) quantitative
 - (D) quantization
52. Discourse analysis focuses on
- (A) a speaker's expressed intent
 - (B) mythological allusions
 - (C) rhetorical conventions
 - (D) how language positions us in the social world
53. Emic or insider's perspective in ethnography is associated with
- (A) Nonparticipant observation
 - (B) Quasi-participant observation
 - (C) Participant observation
 - (D) Covert observation
54. Research questions about the immediate, observable influence of mass communication are examples of _____ research.
- (A) explorative
 - (B) descriptive
 - (C) administrative
 - (D) experimental
55. During the final step of the critical process, you determine
- (A) the parts of the subject
 - (B) the patterns in your research
 - (C) the relative quality of the subject
 - (D) why the subject matters

56. Which of the following puts steps in the critical process in the correct order?
- (A) description, evaluation, analysis, engagement, interpretation
 - (B) description, analysis, interpretation, evaluation, engagement
 - (C) engagement, description, evaluation, interpretation, analysis
 - (D) analysis, interpretation, engagement, description, evaluation
57. Media form analysis examines
- (A) the structure of news stories
 - (B) how each medium organizes particular elements of content
 - (C) media distribution
 - (D) all of the above
58. Identify the level of measurement to know about a respondent's ethnicity
- (A) Ordinal
 - (B) Interval
 - (C) Ratio
 - (D) Nominal
59. Which of the following is an example of a nonrandom sampling method?
- (A) stratified sampling
 - (B) simple random
 - (C) convenience sampling
 - (D) cluster random
60. The sampling frame is the
- (A) strategy used to select participants
 - (B) population that is accessible for study
 - (C) technique used to recruit study participants
 - (D) population of interest as defined through available records
61. Who is one of the key proponents of content analysis?
- (A) Entman
 - (B) Neuman
 - (C) Krippendorff
 - (D) Lasswell
62. Which of the following survey questions is an example of a closed-ended question?
- (A) What resources do you most need in your computer lab?
 - (B) Do you describe the internet speed in your computer lab as fast, moderate or slow?
 - (C) What is the purchasing process to acquire design software for the lab?
 - (D) What are the software do you intend to buy for the computer this year?

63. Which one of the following is not part of ethnography?
 (A) Observation (B) Note taking (C) Lab setting (D) Interviews
64. The development of a solid foundation of reliable knowledge typically is built from which type of research?
 (A) Action Research (B) Basic Research
 (C) Evaluation Research (D) Orientation Research
65. Which one of the following is NOT a method of data collection?
 (A) Discourse Analysis (B) Ethnographies
 (C) Participant-Observation (D) Focus Group Discussion
66. Which form of reasoning is the process of drawing a specific conclusion from a set of premises?
 (A) Deductive Reasoning (B) Inductive Reasoning
 (C) Logical Reasoning (D) Specific Reasoning
67. Which of the following best describes quantitative research?
 (A) Collection of non-numerical data
 (B) Attempt to confirm researcher's hypothesis
 (C) Research that is exploratory
 (D) Research that attempts to generate a new theory
68. Which correlation is the strongest?
 (A) +.10 (B) -.95 (C) +.90 (D) -1.00
69. Indicate the level of measurement of 'Education' measured by asking students how many years of education they have completed?
 (A) Nominal (B) Ordinal (C) Interval (D) Ratio
70. Which of the following approaches says that ethical issues should be judged on the basis of some universal code?
 (A) Deontological (B) Ethical Skepticism
 (C) Utilitarianism (D) Ontological

71. Empirical research is based on
 (A) History (B) Observation (C) Debate (D) Deviation
72. Qualitative methods of media research are mostly
 (A) Manipulation (B) Calculation (C) Interpretative (D) Empirical
73. A general approach to a research problem is described as a
 (A) research design (B) research strategy
 (C) research plot (D) research method
74. Reductionism is the characteristic of the research which is
 (A) Quantitative (B) Qualitative (C) Historical (D) Anthropology
75. A key principle of ethnography research is
 (A) Information (B) Holism (C) Data entry (D) Deflection
76. The insider perspective was first used in
 (A) simulation (B) gate keeping
 (C) factor analysis (D) mass cultural studies
77. The interpretation of verbal symbols in media research is
 (A) straight (B) linear (C) non-linear (D) wavy
78. Cultural studies related to media have roots in
 (A) The UK (B) The US (C) Canada (D) Sri Lanka
79. The subject in a survey research is also known as
 (A) dependent variable (B) research subject
 (C) respondent (D) interviewee
80. Ethnomethodology is a variation of
 (A) political science (B) sociology
 (C) industrial relation (D) social psychology
81. What are the 2 types of logic?
 (A) Deduction and induction (B) Reduction and introduction
 (C) Reproduction and concussion (D) All the above

82. What is the definition of deductive reasoning?
- (A) A type of argument in which the speaker moves from general observation to giving examples to prove their point
 - (B) A type of argument in which the writer gives specific examples in order to prove a specific point
 - (C) A type of argument in which the writer reasons his point of view
 - (D) A type of argument in which the writer gives specific examples in order to prove another point
83. What does rhetoric mean?
- (A) It is the emotions part of an argument
 - (B) An argument made to convince your audience of a specific point of view
 - (C) It is the logic part of an argument
 - (D) It is the knowledge part of an argument
84. What does inductive reasoning mean?
- (A) A type of argument in which the speaker moves from general observation to giving specific examples to prove their point
 - (B) A type of argument in which the writer gives specific examples in order to prove a specific point
 - (C) A type of argument in which the writer reasons his point of view
 - (D) A type of argument in which the writer and speaker give their points of view
85. On Monday I ate at the Muniyandi Vilas Restaurant in Coimbatore, and the food was good. On Tuesday I ate at the Muniyandi Vilas Restaurant in Salem, and the food was good. Therefore, if I eat at the Muniyandi Vilas Restaurant in Pondicherry today, the food will also be good. What kind of logic it is?
- (A) Inductive
 - (B) Deductive
 - (C) Seductive
 - (D) None of the above
86. Everyone is coughing in the room; therefore, someone believes that he/she will catch a cold. This reasoning is an example of what kind of logical evidence?
- (A) deduction
 - (B) facts and statistics
 - (C) analogy
 - (D) induction

87. If a moving object does possess acceleration, that is, if 'a' in formula $F = ma$ is not zero, then the force F cannot be zero. Now an object falling to Earth from some height does possess acceleration. Hence some force must be acting. What kind of logic it is?
- (A) Inductive (B) Deductive
(C) Seductive (D) None of the above
88. Yale is an Ivy League school, and it has a good library. Harvard is an Ivy League school, and it has a good library. Because Brown is an Ivy League school, it must have a good library too. What kind of logic it is?
- (A) Inductive (B) Deductive
(C) Seductive (D) None of the above
89. All human beings have the ability to think rationally and realistically. We all can realize, "Even if I am probably correct, there is still room for questioning." Thus we can allow discussion, disconfirmation, and new evidence to change our minds. What kind of logic it is?
- (A) Inductive (B) Deductive
(C) Seductive (D) None of the above
90. Astronomers infer the existence of dark matter because it would provide the unseen glue that keeps galaxies intact and galaxy clusters from disassembling. But dark matter has never been convincingly detected directly. What kind of logic it is?
- (A) Inductive (B) Deductive
(C) Seductive (D) None of the above
91. The RBI has decided to introduce one billion pieces of Rs. 10 notes in polymer/plastic on a field trial basis. The field trial will be conducted in five cities. Which of the following is not among them?
- (A) Shimla (B) Jaipur
(C) Nagpur (D) Bhubaneswar
92. On February 14th 2013 India has concluded \$6 billion Missile deal with which country?
- (A) Russia (B) France (C) England (D) USA
93. The first indigenously developed weaponised helicopter was handed over to Indian Army on 8th February 2013 is
- (A) Rudra (B) Varun (C) Chetak (D) Indra

94. Which core sector industry has the highest weight in the Index of Industrial Production (IIP)?
- (A) Coal (B) Crude Oil
(C) Electricity (D) Petroleum refinery Products
95. Who amongst the following is the author of the book Unaccustomed Earth?
- (A) Jhumpa Lahiri (B) Meera Nair
(C) Salman Rushdie (D) Dalai Lama
96. Which is not a feature of the American Constitution?
- (A) Written Constitution (B) Federation
(C) Cabinet System (D) Republic
97. Who has been awarded the world Food Prize 2012?
- (A) Kofi Annan (B) Daniel Hillel
(C) Ban Ki-Moon (D) Desmond Tutu
98. ISRO has given clearance for using which frequency band from satellite for internet on trains?
- (A) S Band (B) C Band (C) KU Band (D) 3G Spectrum
99. Kaushik Basu the ex-economic advisor to the Prime Minister of India was appointed in September 2012 as
- (A) President of IMF (B) President of World Bank
(C) Economic Adviser of UNO (D) Chief Economist of World Bank
100. The Global Terrorism Index (GTI) ranks India as the _____ most terrorism affected country for the year 2012.
- (A) 2nd (B) 3rd (C) 4th (D) 5th