

**ENTRANCE EXAMINATION FOR ADMISSION, MAY 2013.**

**M.A. (MASS COMMUNICATION)**

**COURSE CODE : 386**

Register Number :

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*Signature of the Invigilator  
(with date)*

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**COURSE CODE : 386**

**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. I remember \_\_\_\_\_ him in Chennai.  
 (A) of meeting      (B) to meet      (C) to meeting      (D) meeting
2. But I saw him in Mumbai  
 (A) 3 years ago      (B) for 3 years      (C) before 3 years      (D) since 3 years
3. Could you look \_\_\_\_\_ the blackboard and read what is on it?  
 (A) to      (B) on      (C) for      (D) at
4. Raju went abroad last year \_\_\_\_\_ abroad before.  
 (A) He had never been      (B) He had been never  
 (C) He never went      (D) He went never
5. The last Olympic Games \_\_\_\_\_ in Athens.  
 (A) were helded      (B) was holded      (C) were held      (D) were hold
6. He took \_\_\_\_\_ cheese.  
 (A) all of      (B) all      (C) the all      (D) all of the
7. He is  
 (A) work      (B) at work      (C) business      (D) on job
8. I \_\_\_\_\_ the Prime Minister's speech very carefully.  
 (A) heard to      (B) heard      (C) listened to      (D) overheard
9. He would have known that, if he \_\_\_\_\_ the meeting.  
 (A) had attended      (B) would have attended  
 (C) has attended      (D) would attend
10. Would you mind \_\_\_\_\_ the door?  
 (A) open      (B) to open      (C) opening      (D) to opening
11. Peter works in London  
 (A) He goes there by train      (B) He there goes by train  
 (C) He goes by train there      (D) There goes he by train

12. \_\_\_\_\_ since I came back to the office?  
(A) Did Asha telephone (B) Was Asha telephoning  
(C) telephoned Asha (D) Has Asha telephoned
13. He speaks English very well \_\_\_\_\_ he's only 12 years old.  
(A) whereas (B) despite (C) in spite of (D) although
14. "Don't do that," I said. I \_\_\_\_\_ him not to do that.  
(A) talked (B) told (C) spoke (D) said
15. He never takes risks. He's a very \_\_\_\_\_ man.  
(A) mindful (B) anxious (C) attentive (D) cautious
16. I'd like to put \_\_\_\_\_ a suggestion, if I may.  
(A) forward (B) over (C) across (D) through
17. I \_\_\_\_\_ this test for at least half an hour now.  
(A) do (B) am doing  
(C) have done (D) have been doing
18. I'll speak to him when he  
(A) will arrive (B) is arriving (C) arrives (D) would arrive
19. "Can you come tomorrow?" He asked \_\_\_\_\_ tomorrow.  
(A) if I come (B) that I come  
(C) if I could come (D) that I can come
20. I spoke slowly, but he \_\_\_\_\_ understand me.  
(A) cannot (B) didn't can (C) didn't could (D) could not

21. Mr. and Mrs. Ashok want to buy a house, so they go to the office of an estate agent.
- Agent : Good morning. Mr and Mrs Ashok?
- Mrs. Ashok : Are you the agent?
- Agent : Yes, I am. How do you do.
- Mrs. Ashok : I spoke to you on the phone. \_\_\_\_\_ is my husband.
- (A) This (B) It (C) He (D) That
22. Mr. Ashok : How do you do.
- Agent : How do you do. \_\_\_\_\_ sit down.
- (A) You (B) Please (C) Now (D) Let
- (They all sit down at a desk.)
23. Agent : I understand from our telephone conversation that you're \_\_\_\_\_ in buying a property for about 50 lakhs
- (A) intending (B) interesting (C) intended (D) interested
24. Is that \_\_\_\_\_ the Agent asked.
- (A) true (B) possible (C) not (D) right
25. Mrs. Ashok : No. Well the price is right, but - er - well, we ..... a problem.
- (A) make (B) have (C) are (D) seem
26. We've been living abroad longer \_\_\_\_\_ ten years.
- (A) than (B) that (C) as (D) to
27. I won't go to school if it \_\_\_\_\_ tomorrow.
- (A) rain (B) would rain (C) rains (D) raining
28. 0, 1, 2, 4, 6, 9, 12, 16, ?
- What number should replace the question mark?
- (A) 18 (B) 20 (C) 22 (D) 26
29. 10, 30, 32, 96, 98, 294, 296, ?, ? What two numbers should replace the question marks?
- (A) 440, 442 (B) 688, 690 (C) 888, 890 (D) 912, 914

30. 5862 is to 714 and 3498 is to 1113 and 9516 is to 156 therefore 8257 is to ?  
 (A) 157 (B) 517 (C) 171 (D) 571
31. You have 59 cubic blocks. What is the minimum number that needs to be taken away in order to construct a solid cube with none left over?  
 (A) 13 (B) 27 (C) 32 (D) 36
32. What is one-third of one-quarter of one-fifth of one-half of 120?  
 (A) 0 (B) 1 (C) 2 (D) 4
33. Which number is the odd one out?  
 (A) 3647 (B) 2536 (C) 5869 (D) 6957
34. Which is the odd one out?  
 (A) exacerbate (B) alleviate (C) amplify (D) inflate
35. In eight years' time the combined age of me and my two sons will be 124. What will it be in five years' time?  
 (A) 90 (B) 98 (C) 100 (D) 102
36. Abyss is to chasm as fissure is to  
 (A) crevice (B) recess (C) gorge (D) canyon
37. Raghu is twice as old as Mohan, but in five years time he will only be one and a half times as old. How old are Raghu and Mohan now?  
 (A) 8 and 5 (B) 10 and 5 (C) 12 and 5 (D) 12 and 6
38. 1000, 865, ?, 595, 460, 325  
 What number should replace the question mark?  
 (A) 730 (B) 735 (C) 820 (D) 845
39. 17, 4, 29, 13, 41, 22, 53, 31, ? What number should replace the question mark?  
 (A) 34 (B) 43 (C) 56 (D) 65
40. Which is the odd one out?  
 (A) heptagon (B) triangle (C) hexagon (D) cube

41. 1, 3, 4, 7, 11, 18, 29, ? What number should replace the question mark?  
 (A) 34 (B) 43 (C) 47 (D) 65
42. My watch was correct at noon, after which it started to lose 17 minutes per hour until six hours ago it stopped completely. It now shows the time as 2.52 pm. What time is it now?  
 (A) 8.00 pm (B) 9.00 pm (C) 10.00 pm (D) 11.00 pm
43. A mountain goat attempts to scale a cliff sixty feet high. Every minute, the goat bounds upward three feet but slips back two. How long does it take for the goat to reach the top?  
 (A) 60 (B) 59 (C) 58 (D) 62
44. 16, 23, 19, 19, 22, 15, 25, ? What number should replace the question mark?  
 (A) 9 (B) 11 (C) 13 (D) 15
45. On a computer keyboard, the shortcut for italicizing a word is  
 (A) Shift + I (B) Ctrl + I (C) Alt + I (D) Fn + I
46. Photoshop is  
 (A) a text editing tool (B) a movie editing tool  
 (C) an image editing tool (D) none of the above
47. Which of the following is an open source tool?  
 (A) Open office (B) MS word  
 (C) CorelDraw (D) Adobe Indesign
48. Which is the latest operating system (OS) of Windows?  
 (A) Windows 8 (B) Windows 8.1 (C) Windows XP (D) Vista
49. Google launched an application similar to facebook and it is called  
 (A) Google Trends (B) Google Friends  
 (C) Google Circles (D) Google Suggest

50. To switch (toggle) between windows and applications, use  
(A) Ctrl + tab      (B) Alt + tab      (C) Shift + tab      (D) Tab
51. The latest version of Iphone is  
(A) i2      (B) i3      (C) i4      (D) i5
52. 1 GB is equal to  
(A) 1024 kb      (B) 1024 tb      (C) 1024 mb      (D) 1024 bytes
53. The best quality print is produced by  
(A) dot-matrix printer      (B) ink jet printer  
(C) laser printer      (D) light pen
54. Those who break into others' computers without any intention of stealing data are called  
(A) beggars      (B) software pirates  
(C) hackers      (D) slackers
55. In the parlance of financial investments, the term 'bear' denotes  
(A) An investor who feels that the price of a particular security is going to fall  
(B) An investor who expects the price of particular shares to rise  
(C) A shareholder or a bondholder who has an interest in a company, financial or other wise  
(D) Any lender whether by making a loan or buying a bond
56. Iodine deficiency in diet is known to cause  
(A) Rickets      (B) Obesity      (C) Scurvy      (D) Goitre
57. From among the following, name the famous Indian ornithologist  
(A) Dr. Salim Ali      (B) Dr. G.N. Ramachandran  
(C) Dr. J.B.S. Haldane      (D) Dr. H.G. Khorana
58. The chairperson of Central Board of Film Certification is  
(A) Leela Samson      (B) Anupam Kher  
(C) Sharmila Tagore      (D) Asha Parekh

59. The biggest film studio of India is  
(A) Ramoji film city (B) AVM Studio  
(C) MGR film city (D) Annapurna studio
60. The Headquarters of 'UNESCO' is at  
(A) Rome (B) Geneva (C) Paris (D) New York
61. Who is the present union Information and Broadcasting Minister?  
(A) Ambika Soni (B) Kapil Sibbal  
(C) Renuka Chaudhary (D) Manish Tewari
62. Which is the biggest enterprise of the Government of India?  
(A) Postal and Telegraph (B) Railways  
(C) Banking (D) Shipping
63. The age of a tree can be calculated by  
(A) Number of branches (B) Its height  
(C) Girth of its trunk (D) Number of its annual rings
64. Which part of Indian Constitution declares the Ideals of Welfare state?  
(A) Fundamental Rights (B) Fundamental Duties  
(C) Preamble (D) Directive Principles of State Policy
65. What makes Judiciary the guardian of the Constitution?  
(A) Independence (B) Service conditions  
(C) Salary (D) Judicial review
66. What is the name of Judicial organ of UNO?  
(A) Court of International Justice (B) Supreme Court  
(C) Judicial forum (D) International Court of Justice



67. The election disputes regarding the election of President and Vice-President can be heard by
- (A) Parliament (B) Central Election Commission  
(C) Supreme Court (D) Attorney-General of India
68. When was the Panchtantra written?
- (A) Maurya period (B) Kanishka period  
(C) Gupta period (D) Harsha period
69. The Right to Information Act was passed in the year
- (A) 2004 (B) 2005 (C) 2006 (D) 2007
70. Who authored the book 'India after Gandhi: The History of the World's Largest Democracy'?
- (A) Ramchandra Guha (B) William Dalrymple  
(C) Vikram Seth (D) Amitav Ghosh
71. In a modern video camera, light is converted into electricity by
- (A) the beam splitter (B) the lens  
(C) the CCD chip array (D) the shutter
72. TV channels CNN-IBN, CNBC Awaz and IBN7 belong to this network
- (A) Zee (B) Star (C) Doordarshan (D) Network 18
73. 'No one can eat just one' is a slogan used in which chips company's commercial?
- (A) Uncle Chips (B) Lays (C) Cheetos (D) None of these
74. The term for the range of distance within which focus is acceptable is
- (A) Focal Distance (B) Depth-of-Field  
(C) Relative Aperture (D) All of the above

75. The term "wide screen television" refers to
- (A) video formats with a 4 to 3 aspect ratio
  - (B) video formats with a 16 to 9 aspect ratio
  - (C) video formats with 525 lines
  - (D) video formats with 625 lines
76. 'We move the world' is a slogan used by which courier company's commercial?
- (A) professional couriers
  - (B) Blue Dart
  - (C) DHL
  - (D) None of the above
77. Business Line newspaper published by
- (A) Economic Times
  - (B) Business Weekly
  - (C) The Hindu
  - (D) Pioneer
78. Analogue radio and television audio has a bandwidth of
- (A) 10,000 Hz
  - (B) 15,000 Hz
  - (C) 20,000 HZ
  - (D) 48,000 kHz
79. Aakash is a
- (A) tablet
  - (B) laptop
  - (C) skyline
  - (D) none of these
80. The tally light on a camera is red when a camera is
- (A) "live to air" or recording
  - (B) properly focused
  - (C) about to be switched "to air"
  - (D) in standby mode
81. Who played agent 007 in On Her Majesty's Secret Service (1969)?
- (A) Roger Moore
  - (B) Sean Connery
  - (C) George Lazenby
  - (D) Daniel Craig
82. INSAT is a satellite that serves India's need in the area of
- (A) telecommunications
  - (B) meteorology
  - (C) broadcasting
  - (D) all of these

83. Which of the following is NOT a video file extension?  
 (A) MP4 (B) AVI (C) QT (D) JPG
84. Piyush Pandey is a well-known  
 (A) Cricketer (B) Advertising professional  
 (C) Singer (D) Journalist
85. Pulitzer Prize is given for excellence in  
 (A) Games (B) Advertising (C) Journalism (D) Animation
86. What method of animation creates the in-between frames when you create the start and end points of the animation?  
 (A) Tweening (B) Onion skin (C) Fill ups (D) Match fit
87. Which company publishes The Economic Times?  
 (A) Eenadu (B) Malayala Manorama  
 (C) India Today (D) Bennett and Coleman
88. What is the name of the function for integrating multimedia elements, programmatically and or without programming?  
 (A) Direction (B) Authoring  
 (C) Integrated Design (D) Content Creation
89. Which newspaper publishes the weekly sports magazine, the Sportstar?  
 (A) Dainik Jagran (B) Eenadu  
 (C) The Hindu (D) The Times of India
90. What is the name of the printed circuit board (PCB) in a computer that holds the CPU?  
 (A) GPU board (B) Mother board  
 (C) Add on board (D) VGA board
91. RAM means  
 (A) Randomly Acquired Media (B) Radial Access Meter  
 (C) Random Access Memory (D) Read Access Media

92. Which is an important gauge of an advertisement's effectiveness?  
(A) The musical background  
(B) Recall by consumers  
(C) The editing  
(D) The professionalism of the actors who performed in the commercial
93. Mudra Communications is an  
(A) event management company (B) sports company  
(C) ad agency (D) None of these
94. Choose the open source OS from the following?  
(A) Linux (B) Windows (C) Home Basics (D) Royal Xp
95. An MS Excel formula starts with an  
(A) equal to (=) sign (B) plus (+) sign  
(C) minus (-) sign (D) division(/) sign
96. Short descriptions of the content of a photograph or an illustration is called  
(A) Overline (B) Subhead (C) Caption (D) Body
97. Art in which all elements are solid with no intermediate shades or tones is called  
(A) Line art (B) Modern art  
(C) Classic art (D) Beautiful art
98. Magenta, cyan yellow and black, the four significant colours used in colour print productions, are  
(A) Process colours (B) Fixed colours  
(C) New colours (D) Computerized colour
99. The process of arranging the elements in a photograph or an illustration is called  
(A) Composition (B) Designing (C) Lay-out (D) Makeup
100. An advertising plan with a series of messages is described as a  
(A) movement (B) serial (C) campaign (D) strategy