PU M A Mass Communication

129 PU_2015_386_New
The way various types of media are strategically combined in an advertising plan is known as a _____.

   medium

   media mix

   media vehicle

   message mix

134 PU_2015_386
In a certain code, 'MANORAMA' is written as OCPQTCOC. How is 'OBSOLETE' written in that code?

   QCTPMFUF

   RDUQNGVG

   QDUQNGVG

   PCTPMFUF

104 PU_2015_386_New
For every eight leaps of a hare, a cat takes five leaps, but very two leaps of the hare is equal to six leaps of the cat. What is the ratio of the speed of the hare to that of the cat?

   8:13

   24:5

   4:7

   8:15

152 PU_2015_386_New
His death is a great blow, most terrible to _____.

   sustain

   Imagine

   Bear

   accept

139 PU_2015_386
Bluetooth is a technology in communication which features?

   Wireless communication using radio waves

   Wireless communication using laser

○ Wireless communication using infra red rays

○ Wireless communication using micro waves

6 of 100
122 PU_2015_386_New
A person covers a certain distance at 7kmph. How many meters does he cover in 2 minutes?

○ 3200m

○ 1900m

○ 4800m

○ 2400m

7 of 100
115 PU_2015_386
10 cats caught 10 rats in 10 seconds. How many cats are required to catch 100 rats in 100 seconds?

○ 50

○ 10

○ 100

○ 20

8 of 100
114 PU_2015_386
What number must be added to 6, 16 and 8 to get an average of 13?

○ 20

○ 24

○ 22

○ 18

9 of 100
125 PU_2015_386_New
Newspaper is the _____, and the *Wall Street Journal* is the _____.

○ execution; medium

○ medium; execution

○ vehicle; medium

○ medium; vehicle

10 of 100
106 PU_2015_386_New
Which of the following is larger than 3/5?

○ 1/2

○ 59/100

○ 3/10

○ 39/50

130 PU_2015_386_New
The name Inida was derived from the river name:-

○ Kaveri

○ Krishna

○ Ganga

○ Sindhu

113 PU_2015_386
A works twice as fast as B. If B can complete a work in 12 days independently, the number of days in which A and B can together finish the work in:-

○ 6 days

○ 8 days

○ 4 days

○ 7 days

118 PU_2015_386_New
When was the world's first laptop computer introduced in the market and by whom?

○ Epson, 1981

○ Hewlett- Packard

○ Tandy model 2000, 1985

○ Laplink travelling Software in 1982

132 PU_2015_386
What should come in the place of the question mark (?) in the following letter series?

BXJ ETL HPN KLP ?

○ MIP

○ NIR

○ MHQ

○ NHR

138 PU_2015_386
Narco-analysis investigation is a method of:-

○ Making subject semiconscious by injecting sodium pentothal

○ Using radiation to map the brain

○ Using galvanic skin response test

○ Using lie detector test

142 PU_2015_386_New
Who is Shankho Chowdhary?

○ Historian

○ Sculptor

○ Dancer

○ Song writer

126 PU_2015_386
In PEOPLE is coded as PLPOEE, then how is TREND coded?

○ DNERT

○ TRDNE

○ TREDN

○ TNERD

108 PU_2015_386_New
What is the simple interest on Rs.6,500 at 13% p.a. for 4 years?

○ Rs.3,280

○ Rs.3,380

○ Rs.3,250

○ Rs.3,350

127 PU_2015_386
Find the next letter for the series MPSV ___.

○ Z

○ Y

○ A

○ X

135 PU_2015_386
Book is related to library in the same way as Flower is related to:-

○ Petal

○ Stalk

○ Colour

○ Garland

21 of 100
127 PU_2015_386_New
The number of times a person is exposed to an advertisement is known as _____.

○ frequency

○ reach

○ gross impressions

○ circulation

22 of 100
136 PU_2015_386_New
Where was Brihadeshwara Temple situated?

○ Kaveripattanam

○ Mathura

○ Jaipur

○ Tanjore

23 of 100
112 PU_2015_386
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:-

○ 5 days

○ 6 days

○ 7 days

○ 4 days

24 of 100
119 PU_2015_386
The houses of a street are numbered with even numbers from 56 to 140. How many houses will be there in the street?
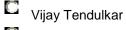
○ 85

○ 42

○ 43

○ 70

25 of 100

148 PU_2015_386_New
Who among the following is a distinguished actor as well as recipient of Jnanpith Award?

　　○　Vijay Tendulkar

　　○　Javed Akhtar

　　○　Girish Karnad

　　○　Kaifi Azmi

129 PU_2015_386
If A = 5, B = 6, C = 7, D = 8 and so on, then what do the following numbers 17, 19, 20, 9, 8 stands for:-

　　○　Plane

　　○　Motor

　　○　Tonga

　　○　Moped

135 PU_2015_386_New
Jain Sacred texts are called:-

　　○　Hymns

　　○　Sungas

　　○　Angas

　　○　None of these

120 PU_2015_386_New
Which of the following is not input unit device?

　　○　plotter

　　○　digitizer

　　○　scanner

　　○　camera

156 PU_2015_386_New
Antonym for LEND:-

　　○　request

　　○　snatch

　　○　borrow

　　○　beg

123 PU_2015_386
The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: K/T: 11/20 :: J/R : ?

- ☐ 11/19
- ☐ 10/19
- ☐ 10/8
- ☐ 10/18

131 PU_2015_386_New
Mohanjedaro was excavated in year:-

- ☐ 1924
- ☐ 1925
- ☐ 1923
- ☐ 1922

139 PU_2015_386_New
What does Ashoka's wheel in the national flag represent?

- ☐ Wheel of peace
- ☐ Wheel of Authority
- ☐ Wheel of prosperity
- ☐ Wheel of the law

110 PU_2015_386
X and Y can do a piece of work in 20 days and 12 days respectively. X started the work alone and then after 4 days Y joined him till the completion of the work. How long did the work last?

- ☐ 10 days
- ☐ 12 days
- ☐ 6 days
- ☐ 8 days

118 PU_2015_386
Deepa ranks seventeenth in a class of thirty one. What is her rank from the last?

- ☐ 14
- ☐ 15
- ☐ 13
- ☐ 16

100 PU_2015_386_New
The least number which when divided by 5,6,7 and 8 leaves a remainder 3, but when divided by 9 leaves no remainder, is:-

O 2523

O 1677

O 3363

O 1683

124 PU_2015_386
If a rectangle were called a circle, a circle a point, a point a triangle and a triangle a square, the shape of a wheel is:-

O Point

O Triangle

O Rectangle

O Circle

117 PU_2015_386
The sum of seven numbers is 265. The average of the first three numbers is 33 and the average of the last three is 42. The fourth number is:-

O 38

O 40

O 39

O 36

121 PU_2015_386
Check the given pattern of numbers and choose the pair of numbers that comes next 42, 40, 38, 35, 33, 31, 28, ----, ----.

O 26, 24

O 25, 22

O 26, 22

O 26, 23

116 PU_2015_386
The purchase cost of 10 mobile phones is equal to the selling price of 8 mobile phones. The gain percentage is:-

O 10%

○ 20%

○ 25%

○ 15%

40 of 100
134 PU_2015_386_New

Manusmrithi was translated in to English by:-

○ J S Mill

○ Max Muller

○ Macauely

○ William Jones

41 of 100
110 PU_2015_386_New

Susan can type 10 pages in 5 minutes. Mary can type 5 pages in 10 minutes. Working together, how many pages can they type in 30 minutes?

○ 75

○ 25

○ 15

○ 20

42 of 100
124 PU_2015_386_New

Newspapers, magazines, packaging, and directories are known as _____ media.

○ print

○ directional

○ broadcast

○ narrowcast

43 of 100
111 PU_2015_386

A can do a piece of work in 20 days. B is 25% more efficient than B. The number of days taken by Tanya to do the same piece of work is:-
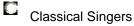
○ 15

○ 18

○ 16

○ 17

44 of 100
133 PU_2015_386

In a certain code FICTITIOUS is written as IFTCTIOISU. How is POSTPONE written in that code?

○ OPTSOPEN

○ PSOPTNOE

○ OPSTOPEN

○ POTSOPEN

146 PU_2015_386_New
Nand Lal Bose, Manjit Bawa, Tyeb Mehta are:-

○ English Poets

○ Classical Singers

○ Painters

○ Photographers

140 PU_2015_386_New
Current trends in communications and promotions indicate that companies are doing less:-

○ marketing and more promotion.

○ communication and more manipulation.

○ selling and more advertising.

○ broadcasting and more narrowcasting.

120 PU_2015_386
What is the mode of the observations 25, 40, 37, 40, 25, 40, 24, 27, 40?

○ 40

○ 25

○ 37

○ 24

114 PU_2015_386_New
If 3+4=21, 5+2=35, 4 + 2= 24 what is the value of 5+3?

○ 53

○ 35

○ 40

○ 48

128 PU_2015_386
If HOBBY is coded as IOBY and BOBBY is coded as COBY; then LOBBY is coded as:-

○ MOBY

○ LOBY

○ OOBY

○ NOBY

50 of 100
137 PU_2015_386_New
Which is known as 'Tamil Bible'?

○ Thirukkural

○ Silapatigaram

○ Tholkapiyam

○ Pathittupath

51 of 100
136 PU_2015_386
Find the odd one out.

○ Temple

○ Mosque

○ Cathedral

○ Monastery

52 of 100
131 PU_2015_386
In a certain code language, 'pultir fin' means 'good sweet fruit', 'tie dip sig' means 'beautiful red rose', 'sig lon fin' means 'rose and fruit'. Which of the following stands for 'sweet' in that language?

○ pul

○ sig

○ tir

○ fin

53 of 100
122 PU_2015_386
If 5472 = 9, 6342 = 6, 7584 = 6, then what is 9237?

○ 5

○ 3

○ 4

○ 2

54 of 100
133 PU_2015_386_New

Who is the archeologist of Kalibagan?

C S R Roa

C Y D Sharma

C T K Tapper

C A. Ghosh

137 PU_2015_386
'D' is motherin-law of 'M' who is sister- in-law of 'A'. 'P' is father of 'Q' the only brother of 'A'. How is 'D' related to 'A'?

C Wife

C Mother

C Mother -in- law

C Aunt

112 PU_2015_386_New
There is a rectangular Garden whose length and width is 60m x 20m. There is a walkway of uniform width around garden. Area of walkway is 516 m2. Find width of walkway.

C 4

C 1

C 3

C 2

102 PU_2015_386_New
A train 800 metres long is running at a speed of 78km/hr. If it crosses a tunnel in 1 minute, then the length of the tunnel (in meters) is:-
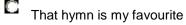
C 360

C 130

C 540

C 500

150 PU_2015_386
Identify the participial phrase in the following sentence.

That hymn, sung by many generations of churchgoers, is my favorite.

C Sung by many

C That hymn is my favourite

C Sung by many generations of churchgoers

Hymn sung by

130 PU_2015_386
The letters in the first set have certain relationship. On the basis of this relationship, make the right choice for the second set: AF: IK :: LQ : ?

◻ MO

◻ NP

◻ TV

◻ OR

116 PU_2015_386_New
Which of the following memories must be refreshed many times per second?

◻ EPROM

◻ Dynamic RAM

◻ ROM

◻ Static RAM

238 PU_2015_386
What is the purpose of a firewall?

◻ Prevent spam email messages

◻ Prevent outside sources from getting access to your computer

◻ Prevent viruses from infecting your computer

◻ Protect your computer when using chat rooms

176 PU_2015_386_New
A variable that creates an alternative explanation of results is identified as:-

◻ Antecedent variable

◻ Predictor variable

◻ Artifact

◻ Alternative variable

231 PU_2015_386
A man calls an office and talks to an employee in the disguise of its CEO. Later, he asks him to tell the password citing that he forgot to bring his iPad and that he wants to access the company account from another system. Such a manipulation is called:-

◻ Social engineering

   Hacking

   Social reengineering

   Quid Pro Quo

172 PU_2015_386_New
The advertising medium that has the advantage of high selectivity, immediacy and low cost is:-

   Online

   Newspaper

   Radio

   Direct Mail

229 PU_2015_386
'Ideas worth Spreading' is the slogan of:-

   Toshiba

   SAP

   TED

   C-STED

239 PU_2015_386
The name of the programme Karan Thapar anchors and conducts in Headlines Today is called:-

   Political Buzz

   Big Ticket

   To the Point

   Devil's Advocate

166 PU_2015_386_New
Candle is to sun as _____ is to sea.

   Puddle

   Boat

   Pond

   Lagoon

241 PU_2015_386
It is a journal that deals exclusively with politics and culture:-

   Caravan

○ Outlook

○ Time

○ The Week

69 of 100
232 PU_2015_386
What does HCI stand for?

○ Human Computer Interaction

○ Human Computer Implementation

○ Human Computer Interface

○ Human Computer Industry

70 of 100
236 PU_2015_386
What is the name given to copying files from a website on the Internet?

○ Uploading

○ Downloading

○ Browsing

○ Making an attachment

71 of 100
234 PU_2015_386
Which organization has authority over interstate and international commerce in the communications field?

○ IEEE

○ FCC

○ ISOC

○ ITU-T

72 of 100
162 PU_2015_386_New
An aeroplane files twice is fast than a train which covers 60 miles in 80 minutes. What distance will the aeroplane cover in 20 minutes?

○ 35 miles

○ 30 miles

○ 50 miles

○ 40 miles

73 of 100
237 PU_2015_386
Which of the following is not a popular search engine website?

○ Yahoo

○ Snapdeal

○ Ask Jeeves

○ Google

74 of 100
178 PU_2015_386_New
Vivendi universal is a well-known media organisation of:-

○ Australia

○ The United States

○ Canada

○ France

75 of 100
168 PU_2015_386_New
If CAFÉ is coded as 3165 and HIDE is coded as 8945, how will you encode HEAD?

○ 9156

○ 8154

○ 5816

○ 8514

76 of 100
160 PU_2015_386_New
If 5 boys write 5 pages in 5 minutes, in how many minutes can one boy write one page?

○ 5 minute

○ 1 minute

○ 1/5 minute

○ 2.5 minutes

77 of 100
233 PU_2015_386
In virtual reality which of the senses cannot be portrayed?

○ Smell

○ Hearing

○ Sight

○ Touch

78 of 100
174 PU_2015_386_New

The protection of publication of proceedings of Parliament and State Legislature is guaranteed by Article _____ of the Indian Constitution.

○ 375

○ 105

○ 194

○ 361 A

164 PU_2015_386_New
Essence is to flowers as ____ is to oven.

○ Steam

○ Vapour

○ Heat

○ Fire

170 PU_2015_386_New
The reference code often used for television recordings is known:-

○ Clear time

○ Real time

○ Clock time

○ Virtual time

192 PU_2015_386_New
Raymond Williams identified the general process of the meaning production in relation to:-

○ Advertising

○ Public relations

○ Ideology

○ Publicity

266 PU_2015_386
When did India enter into space age by launching the satellite 'Aryabhatta'?

○ 1975

○ 1990

○ 1932

○ 1966

198 PU_2015_386_New
The 42nd Amendment to the Indian Constitution was in relation to:-

O Parliamentary privileges

O Defamation

O Sedition

O Right to privacy

190 PU_2015_386_New
Assertion (A): Of late, the third sector in India has been making an effective use of media, including online, reaching different publics.

Reason (R): Media are basically anti-establishment and have supported the third sector campaigns always.

O Both A and R are true, but R is not the correct explanation of (A).

O A is false, but R is true.

O Both A and R are true.

O A is true, but R is false.

268 PU_2015_386
The title of 'sparrow' was given to:-

O Napoleon

O T.T. Krishnamachari

O Major Gen Rajinder Singh

O Sardar Patel

267 PU_2015_386
Who won the Grand Slam title four times successively?

O Mortina Navratilova

O Steffi Graf

O Jennifer Capriati

O Monica Seles

184 PU_2015_386_New
The term 'broadcasting' was borrowed from:-

O Radio

O Banking

O Television

Agriculture

265 PU_2015_386
The important industries of Assam are:-

a) Tea processing, oil refineries and coal

b) Silk and plywood

c) Both (a) and (b)

d) Timber and rubber

264 PU_2015_386
Experts say the healthiest way to view a computer monitor is by:-

Placing it 18 to 30 inches away from your eyes

Adjusting the screen maximum contrast

Using special glasses that filter out UV rays

Viewing from a darkened room

186 PU_2015_386_New
The book, 'Bias of Communication' was written by:-

Herbert Gans

J. H. Boyer

Harold Innis

R. Leduc

188 PU_2015_386_New
Which Committee was constituted in 1991 to examine and recommend ways and means to win over advertisers to Doordarshan?

Chanda Committee

Mahalik Committee

Rangnathan Committee

B. G. Verghese Committee

262 PU_2015_386
Who is the director of India's Daughter?

Adoor Gopalakrishnan

Leslee Udwin

○ Anand Patwardhan

○ Jed Rothstein

263 PU_2015_386
Lal Bahadur Shastri is also known as:-

○ Guruji

○ Man of Peace

○ Mahamana

○ Punjab Kesari

196 PU_2015_386_New
Bridal Mantra' a new magazine, was launched by:-

○ The Times of India

○ The Indian Express

○ The Hindustan Times

○ The Hindu

194 PU_2015_386_New
Signs that possesses a resemblance to their referent are considered:-

○ Iconic

○ Indexical

○ Associational

○ Negotiable

260 PU_2015_386
E- Chaupal, the IT venture initiated by which company helps farmers in their agricultural production and marketing.

○ HLL

○ Amul

○ Govt of India's IFFCO

○ ITC

180 PU_2015_386_New
In non-verbal communication, signs signify:-

○ Constructs

○ Nature

○ Rigidity

○ Crime

269 PU_2015_386
'Crime and Punishment' was written by:-

○ Vladimir Nabakov

○ Fyodor Dostoevsky

○ Alexander Solzhenitsyn

○ Lewis Carrol

182 PU_2015_386_New
Interaction with media contents and critically analyzing them is known as:-

○ Media convergence

○ Media analysis

○ Media critique

○ Media literacy

261 PU_2015_386
Right to education was implemented on:-

○ April 1, 2010

○ Nov 14, 2010

○ April 1, 2011

○ Sept 14, 2011