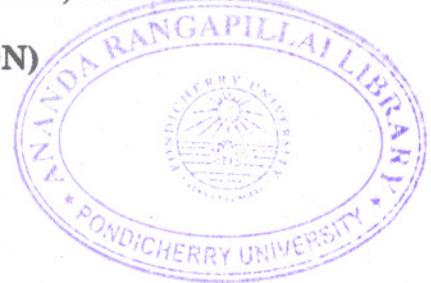


**ENTRANCE EXAMINATION FOR ADMISSION, MAY 2010.**

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

**COURSE CODE : 386**

Register Number :



*Signature of the Invigilator  
(with date)*

**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 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 teacher \_\_\_\_\_ the syllabus by the end of the year.  
 (A) will have finished (B) will be finished  
 (C) will had finished (D) will finish
2. He \_\_\_\_\_ this building for the last ten years.  
 (A) owned (B) owning  
 (C) had owned (D) has owned
3. My father \_\_\_\_\_ working hard all his life.  
 (A) has been (B) have been (C) was (D) had been
4. When I woke up, the sun \_\_\_\_\_.  
 (A) had risen (B) has risen (C) had rose (D) have rise
5. Ten degree channel is located in  
 (A) Black Sea (B) Arabian Sea  
 (C) Andaman Sea (D) Tasman Sea of New Zealand

**Directions (Questions. 6-10): In this section you find a number of sentences, parts of which are typed in bold. For each bold part four words / phrases are listed below. Choose the word/phrase nearest in meaning to the bold/italics part.**

6. **Weird** noises came from the haunted houses.  
 (A) Unnatural (B) Unpleasant  
 (C) Beastly (D) Frightening
7. I am **itching** to tell you the news.  
 (A) feel excited (B) feel restless  
 (C) feel painful (D) feel obliged
8. Sita is an **avid** collector of coins.  
 (A) eager (B) satisfied (C) frequent (D) good
9. Many of his acquaintances avoid him because he is so **garrulous**.  
 (A) snob (B) quarrelsome (C) talkative (D) proud

10. **Malice** is a feeling that we should always avoid.  
(A) hatred (B) bad (C) envy (D) spite
11. The Recipient of 2005 Dada Saheb Palke Award is  
(A) Adoor Gopalakrishna (B) Lata Mangeshkar  
(C) Shyam Bangal (D) Dilip Kumar
12. Asian School of Journalism is located in  
(A) Ahmedabad (B) Puna  
(C) Chennai (D) Bombay
13. Vinod Mehta is associated with  
(A) India Today (B) The Week  
(C) Filmfare (D) Outlook
14. 'I dare' is the autobiography of  
(A) Sonia Gandhi (B) Anita Nair  
(C) Kiran Bedi (D) Tashima Nasreen
15. World Environment day is celebrated on  
(A) Dec. 1st (B) Oct. 23<sup>rd</sup>  
(C) June 5 (D) April 4
16. Recently Rupert Murdoch acquired a Newspaper in America which is that Newspaper?  
(A) Wall Street Journal (B) New York Times  
(C) Washington Post (D) The Sun
17. Right to Information Act was passed in the year  
(A) 2000 (B) 2001 (C) 2004 (D) 2005
18. P. Sainath was the recipient of  
(A) Nobel Prize (B) Magasayasay Award  
(C) Phalke Award (D) Jnanapeeta Award

19. The Number of Days spent by Sunitha Williams in Space is  
(A) 172 days (B) 191 days (C) 185 days (D) 162 days
20. 'Morgue' is synonym to  
(A) Special Edition (B) Breaking News  
(C) Scoop (D) Library
21. Which was the following personality who headed FTII?  
(A) C.N.R.Rao (B) U.R. Ananthamurthy  
(C) Subhashghai (D) Asha Parekh
22. Which one of this is associated with Advertising?  
(A) NFDC (B) AAAI (C) PRSI (D) PTI
23. 'Walk the Talk' is hosted by  
(A) Shekar Guptab (B) Karan Thapar  
(C) Barkha Dutt (D) Shekar Suman
24. Social Media is mainly about  
(A) Internet Marketing (B) Wasting Time  
(C) Connecting with People (D) Hacking
25. Television channel owned by Times of India is  
(A) Animal planet (B) Aaj Tak  
(C) Zoom TV (D) History Channel
26. 'Kal Per Control' is the punch-line of which ad  
(A) ICICI (B) HDFC  
(C) AVIVA (D) NOKIA
27. Who is called as 'Father of Public Relations'?  
(A) Noam Chomsky (B) Ivy Lee  
(C) Ogilvy & Mather (D) Edison

28. Dr. Ambika Soni is heading  
(A) Telecommunication (B) Defence  
(C) External Affairs (D) I & B Ministry
29. President Pratiba Patil was the governor of which state?  
(A) Gujarat (B) Rajasthan (C) UP (D) Bihar
30. Avid Xpro is a  
(A) Digital camera (B) Pagemaker (C) Editing software (D) Website
31. The chairperson of planning commission is  
(A) The President (B) Finance Minister  
(C) The Speaker (D) The Prime Minister
32. 'Adlabs' is owned by  
(A) Ratan Tata (B) Rahul Mahajan  
(C) Anil Ambani (D) Yash Chopra
33. Which one of this is not a News agency?  
(A) CNBC (B) AFP (C) PTI (D) AP
34. SEZ means  
(A) Special Entertainment Zone (B) South Eastern Zone  
(C) Special Economic Zone (D) Super Education Zone
35. Press Council of India is a  
(A) Journalist Association (B) Statutory Professional Body  
(C) Group of News Agencies (D) Editors Association
36. TRP means  
(A) Television Running Points (B) Television Random Points  
(C) Television Rating Points (D) Television Restricted Points
37. Which one of this is a Camera Movement?  
(A) Truck (B) Overlay  
(C) Fadeout (D) Peak Meter

38. The Paper Edited by Nehru was  
 (A) The Kesari (B) The National Herald  
 (C) Dinabandu (D) Harijan
39. The Information Technology Act came into force in the year  
 (A) 1991 (B) 1997 (C) 2000 (D) 2003
40. 'The Sexes' is the column written by  
 (A) Bachi Kakaria (B) Tarun Tejpal  
 (C) Shoba de (D) Shakuntala Narashiman
41. The word 'Cyberspace' was coined by  
 (A) William Gibson (B) Wright & Huston  
 (C) Jean Healy (D) Cutlip
42. ICT means  
 (A) Integrated Communication Teaching  
 (B) Internal Communication Training  
 (C) Information and Communication Technology  
 (D) International Communication Trades
43. Which one of this is not a basic function of communication?  
 (A) Information function (B) Satellite function  
 (C) Instructive function (D) Persuasive function
44. Which is the Media journal brought out by Press-Institute of India?  
 (A) Media Asia (B) Communication Today  
 (C) Vidura (D) The Communicator
45. 'Press Day' is celebrated on  
 (A) May 1st (B) June 1st  
 (C) July 21st (D) July 1st
46. First Press Commission was constituted in the year  
 (A) 1980 (B) 1954 (C) 1975 (D) 1957

47. 'Sun-Gun' is the term associated with  
 (A) Editing (B) Camera (C) Lighting (D) Sound
48. The Largest Circulated Hindi Newspaper is  
 (A) Dainik Bhaskar (B) Dainik Jagaran  
 (C) Punjab Kesari (D) Rajasthan Patrika
49. 'Lavani' is the folk Media related to  
 (A) Andhra Pradesh (B) Karnataka  
 (C) Orissa (D) Maharashtra
50. 'Libel & Slander' are the term related to  
 (A) Internet (B) Photography  
 (C) Defamation (D) Editing
51. The Highest award given to a person in the field of Journalism  
 (A) Magasayasay Award (B) Pulizer Award  
 (C) Nobel prize (D) Booker prize
52. 'Cobra Post Operation' was the sting operation conducted by the News Channel  
 (A) NDTV (B) ZEE TV (C) Aaj Tak (D) STAR-NEWS
53. Kalinath Ray was associated with which Newspaper?  
 (A) The Hindu (B) The Tribune  
 (C) The Statesman (D) The Times of India
54. 'Apu Trilogy' is synonym with which of these directors?  
 (A) V. Shantharam (B) Bimal Roy  
 (C) Satyajit Ray (D) Raj Kapoor
55. The Parliament channel went on air from the year  
 (A) 2004 (B) 2005 (C) 2006 (D) None
56. Pandit Ravi Shankar is an exponent Musician in  
 (A) Jal Tarang (B) Tabla (C) Sitar (D) Flute

57. Janapath 10 is situated in which city?  
 (A) Delhi (B) Kolkata (C) Mumbai (D) Hyderabad
58. 'The Sun' is the leading newspaper of which country?  
 (A) France (B) UK (C) China (D) Japan
59. N. Ram is the Editor of  
 (A) Deccan Chronicle (B) New Indian Express  
 (C) Dinamani (D) The Hindu
60. World Renowned Ramoji film city is situated in  
 (A) Bombay (B) Chennai (C) Hyderabad (D) Pune

**Directions (Questions 61-65): 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 Musk 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

61. What was decrease in percentage of production of music system in factory D in 2001 as compared to 1990?  
 (A) 80% (B) 50% (C) 25% (D) 20%
62. 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
63. 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%

64. In which of the given years there was maximum number of production of music systems?  
 (A) 1996 (B) 1997 (C) 2000 (D) 2001
65. In which factory there was maximum production in all the given years?  
 (A) A (B) B (C) C (D) E
66. The ratio between A's and B's ages two years ago was 3:2 and at present it is 7:5. Find B's present age.  
 (A) 8 years (B) 10 years (C) 12 years (D) 14 years
67. Each letter of the alphabet from A to Z has been given a value from 1 to 26 serially. What is the value of the following word?  
**ALPHABETS**  
 (A) 65 (B) 84 (C) 57 (D) 79
68. If A = 2, R = 5, S = 7, O = 3 and E = 4, the sum of the letters of which word will give the highest number?  
 (A) SOAR (B) EARS (C) REAR (D) OARS
69. If day before yesterday was Thursday, what day will be four days after tomorrow?  
 (A) Monday (B) Thursday (C) Sunday (D) Wednesday
70. In a sports competition, the position of one of the players in 8th from the top and 84th from the bottom. What is the total number of the competitors?  
 (A) 93 (B) 91 (C) 89 (D) 88
71. How many times is 0.1 greater than 0.01?  
 (A) 100 times (B) 10 times (C) 1000 times (D) 1 time
72. Anil is taller than Sunny who is shorter than Baby. Anil is taller than Bose who is shorter than Sunny. Baby is shorter than Anil. Who is the shortest?  
 (A) Anil (B) Baby (C) Sunny (D) Bose
73. A is D's brother. D is B's father. B and C are sisters. How is C related to A?  
 (A) Cousin (B) Niece (C) Aunt (D) Nephew

74. Ravi is younger to his brother by 3 years. At the time of birth of his sister the age of his father was 28 years and that of his mother was 26 years. The age of his sister was 4 years at the time of birth of his brother. What was the age his father at the time of the birth of Ravi?
- (A) 31                      (B) 35                      (C) 29                      (D) 30
75. A clock with only dots marking 3, 6, 9 and 12 positions has been kept upside down in front of a mirror. A person reads the time in the reflections 9.50. What is the actual time?
- (A) 2.15                      (B) 8.40                      (C) 8.50                      (D) 4.15
76. Rajya Sabha has no role in
- (A) the election of Vice President  
(B) the election of the Speaker  
(C) the impeachment of the President  
(D) removal of the judges of the Supreme Court
77. The name of plastic polymer from which combs, toys, bowls etc, can be made, is
- (A) Polyurethane                      (B) Polystyrene  
(C) Metallic polysulphides                      (D) Teflon
78. 'Vinegar' is a commercial name of
- (A) Oxalic acid                      (B) Hydrochloric acid  
(C) Acetic acid                      (D) Citric acid
79. Cyclones are caused due to
- (A) low pressure                      (B) high pressure  
(C) low temperature                      (D) high density
80. Information in a combination of graphics, text, sound, video and animation is called
- (A) Multiprogram                      (B) Multifacet  
(C) Multimedia                      (D) Multiprocess
81. Which of the following is not an Arab country?
- (A) Israel                      (B) Syria                      (C) Jordan                      (D) Lebanon
82. The Bhopal gas tragedy was caused by the gas
- (A) Methyl Chloride                      (B) Methyl Iso Cyanide  
(C) Methyl Iso Cyanate                      (D) Methyl Cyanide

**Directions (Qs. 83-87): Select the word which is closest in meaning to the word in bold.**

83. **Nippy**  
(A) warm                      (B) strange                      (C) cold                      (D) humid
84. **Cahoots**  
(A) in isolation                      (B) in disagreement  
(C) unfriendly                      (D) in league
85. **Logjam**  
(A) settlement                      (B) deadlock                      (C) pact                      (D) agreement
86. **Desecrate**  
(A) show respect                      (B) show disrespect  
(C) show grace                      (D) show indifference
87. **Fluster**  
(A) clear                      (B) release                      (C) confirm                      (D) confuse

**Directions (Qs. 88-92): Select the word which is closest to the opposite in meaning to the word in bold.**

88. **Onerous**  
(A) easy                      (B) complex                      (C) complicated                      (D) plain
89. **Laconic**  
(A) prolific                      (B) prolix                      (C) profligate                      (D) bucolic
90. **Nadir**  
(A) low                      (B) modernity                      (C) zenith                      (D) liberty
91. **Stringent**  
(A) strict                      (B) general                      (C) vehement                      (D) lenient
92. **Baulk**  
(A) discourage                      (B) admire                      (C) encourage                      (D) clamour

**Directions (Qs.93-97): In this section a part of each sentence is given in bold followed by four/five words. Select the word which is the opposite in meaning of the word in bold.**

93. She **abandoned** her family.  
(A) supported (B) left (C) encouraged (D) saved
94. We must realize the **futility** of wars.  
(A) value (B) worth (C) usefulness (D) importance
95. Ours is undoubtedly a **morbid** society.  
(A) sick (B) liberal (C) progressive (D) healthy
96. She handled the machine with **deft** fingers.  
(A) clumsy (B) skilled (C) delicate (D) sturdy
97. **Ostentation** is now the life style of big cities.  
(A) poverty (B) modern (C) simple (D) modesty
98. What is the capital of Bihar?  
(A) New Delhi (B) Mumbai (C) Patna (D) Kolkatta
99. Panaji is the capital of  
(A) Mizoram (B) Orissa (C) Goa (D) Rajasthan
100. He is considered as the Father of Indian space programme  
(A) Dr. Satish Dhawan (B) Dr. Vikram Sarabhai  
(C) Dr. G. Madhavan Nair (D) Dr. K. Kasturi Ranjan