

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

**M.Sc. (ELECTRONIC MEDIA)**

**COURSE CODE : 387**

Register Number :

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*Signature of the Invigilator  
(with date)*

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**COURSE CODE : 387**

**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. We have very different ideas of the \_\_\_\_\_ of place we'd like to live in.  
 (A) kind (B) piece (C) shape (D) area
2. I spoke slowly, but he \_\_\_\_\_ understand me.  
 (A) canned not (B) didn't can (C) didn't could (D) could not
3. You arrive at a party at 8 p.m. What do you say?  
 (A) Good night (B) Good-bye  
 (C) Good evening (D) Good afternoon
4. I want a big garden. I want a new view. I want to be \_\_\_\_\_ to go for walks.  
 (A) able (B) possible (C) can (D) allow
5. Mr. Wallace : Well, I'm sure you \_\_\_\_\_ teach in Chennai, in town, just as easily.  
 (A) would (B) might (C) should (D) could
6. A train is \_\_\_\_\_ a bus.  
 (A) more quickly (B) quickly (C) quicker than (D) more quick
7. Peter works in Chennai  
 (A) He goes there by train (B) He there goes by train  
 (C) He goes by train there (D) There goes he by train
8. He \_\_\_\_\_ swim very well.  
 (A) not can (B) cannot (C) doesn't can (D) don't can
9. I'll speak to him when he  
 (A) will arrive (B) is arriving (C) arrives (D) would arrive
10. He made \_\_\_\_\_ last year.  
 (A) many money (B) much money  
 (C) a lot of money (D) lots money
11. She hasn't have many friends \_\_\_\_\_ everyone likes her.  
 (A) although (B) and (C) but (D) yet

12. Mr. Graham has just checked into a hotel, but he is not happy with his room. He goes down to the reception desk. (Questions 12 to 23 refer to the conversation between Mr. Graham and the reception desk).

Mr. Graham: I'm \_\_\_\_\_ there's been a mistake. My room doesn't have a bath.

- (A) sorry                      (B) afraid                      (C) anxious                      (D) regret

13. Hotel Clerk : Well, I think your room is correct, sir. Room 118 ..... ?

- (A) don't you                      (B) isn't it                      (C) doesn't it                      (D) can you

14. Mr Graham : \_\_\_\_\_ could I have a bath, please?

- (A) Thus                      (B) Well                      (C) In spite                      (D) Thank you

15. Hotel Clerk : Er - I'm afraid we don't \_\_\_\_\_ a room with a bath.

- (A) reserve                      (B) get                      (C) have                      (D) retain

16. Mr. Graham : Look, I'm very tired. I don't want to \_\_\_\_\_ but my firm always books a room with a bath.

- (A) shout                      (B) denounce                      (C) anger                      (D) argue

17. Hotel Clerk : Er - I'll check the \_\_\_\_\_

- (A) correspondence                      (B) mailing  
(C) communicate                      (D) lettering

18. But I don't think you were \_\_\_\_\_ into a room with a bath.

- (A) reserved                      (B) checked                      (C) booked                      (D) registered

There we are, it is Mr Graham, isn't it?

Mr Graham : It is, yes.

The clerk shows Mr Graham a letter.

19. Hotel Clerk : Yes, one \_\_\_\_\_ room.

- (A) alone                      (B) single                      (C) bathless                      (D) only

20. Hotel Clerk : I'll just have a \_\_\_\_\_ with the manager.

- (A) word                      (B) sentence                      (C) phrase                      (D) dialogue

21. Mr Graham: I would \_\_\_\_\_ it.  
 (A) value (B) appreciate (C) thank (D) reward
22. I'm \_\_\_\_\_ to have a long hot bath!  
 (A) despaired (B) worried (C) desperate (D) overwhelmed
23. Hotel Clerk : Don't worry, sir! \_\_\_\_\_ it with me.  
 (A) Let (B) Leave (C) Give (D) Stop
24. James \_\_\_\_\_ to him on the phone.  
 (A) spoked (B) speaked (C) spoke (D) spoken
25. "Quiet, please - I \_\_\_\_\_"  
 (A) am doing a test! (B) do a test! (C) doing a test! (D) does a test!
26. Millions of cigarettes \_\_\_\_\_ every year.  
 (A) is smoke (B) are smoking (C) are smoked (D) are smoke
27. He has a \_\_\_\_\_ experience in marketing in Europe.  
 (A) grand (B) wide (C) large (D) great
28. If five men can build a house in 16 days, how long will it take just two men to build the same house, assuming all men work at the same rate?  
 (A) 35 (B) 40 (C) 45 (D) 50
29. 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
30. 7 4 2 6 3 5 8 1 9  
 What is the difference between the average of the numbers above and the second lowest even number?  
 (A) 1 (B) 4 (C) 5 (D) 7
31. Which is the odd one out?  
 (A) banner (B) staff (C) streamer (D) oriflamme

32. The average of three numbers is 48. The average of two of these numbers is 56. What is the third number?  
(A) 24                      (B) 27                      (C) 30                      (D) 32
33. In 13 years' time the combined ages of my three brothers will be 94. What will it be in nine years' time?  
(A) 80                      (B) 82                      (C) 84                      (D) 86
34. Only one group of five letters below can be rearranged to spell out a five-letter word in the English language. Identify the word.  
(A) EVUR                      (B) TNIEC                      (C) HEOLC                      (D) ANOIP
35. How many minutes is it before midnight if 32 minutes ago it was three times as many minutes past 22.00?  
(A) 22                      (B) 28                      (C) 32                      (D) 38
36. Three coins are tossed in the air and two of the coins land with heads face upwards. What are the chances on the next toss of the coins that at least two of the coins will land with heads face upwards again?  
(A) 25%                      (B) 50%                      (C) 75%                      (D) 100%
37. 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
38. Which is the odd one out?  
(A) calypso                      (B) waltz                      (C) salsa                      (D) polka
39. 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
40. A man has 53 socks in his drawer : 21 identical blue, 15 identical black and 17 identical red. The lights are fused and he is completely in the dark. How many socks must he take out to make 100 per cent certain he has a pair of black socks?  
(A) 15                      (B) 27                      (C) 32                      (D) 40

41. Which word is most opposite in meaning to PALATABLE?  
 (A) agonising (B) bland (C) raw (D) inferior
42. 100, 99.5, 98.5, 97, 95, 92.5, 89.5, ?  
 What number should replace the question mark?  
 (A) 86 (B) 85.5 (C) 83 (D) 81.5
43. Which is the odd one out?  
 (A) diploid (B) deltoid (C) dual (D) binary
44. Which of the following menus would you choose to give page numbers in MS word?  
 (A) Home (B) Review (C) Insert (D) none
45. To select all images at one time, click to select the first and then the last image. Then hold down \_\_\_\_\_ key.  
 (A) Ctrl (B) Shift (C) F5 (D) F9
46. Who is the founder of Apple?  
 (A) Steve Jobs (B) Thomas Watson  
 (C) Bill Gates (D) David Ogilvy
47. With \_\_\_\_\_ we can track the whereabouts of everything from meat to man.  
 (A) GPS (B) RFID  
 (C) WiMax (D) None of the above
48. On a computer keyboard, the function key that allows you to seek help is  
 (A) F1 (B) F2 (C) F10 (D) F11
49. The Week belongs to  
 (A) Bennett and Coleman (B) Spectrum Magazines  
 (C) Malayala Manorama (D) Living Media India Ltd.
50. Who was the cartoonist arrested on charges of sedition in Mumbai?  
 (A) Azeem Premji (B) Aseem Trivedi  
 (C) Ambikesh Mohapatra (D) Dinesh Trivedi

51. The founder CEO of facebook is  
 (A) Mark Tully (B) Mark Zuckerberg  
 (C) Mark Wahlberg (D) Mark Twain
52. Senior TV editors arrested reportedly in connection with a sting operation in which the editors were trying to get an advertising deal worth Rs 100 crore belong to  
 (A) Sony (B) Zee (C) Star (D) Aaj Tak
53. Frontline magazine is a  
 (A) Weekly (B) Monthly (C) Fortnightly (D) Bi-weekly
54. The English novel nominated for 2012 Booker Prize fiction from India and written by Jeet Thayil is  
 (A) Umbrella (B) Swimming Home  
 (C) Narcopolis (D) The Lighthouse
55. Which one of the following Acts was invoked to arrest two girls from Mumbai for posting comments in facebook?  
 (A) Sec 66 A of IT Act (B) Sec 66 of IT Act  
 (C) Sec 67 of IT Act (D) Sec 43 of IT Act
56. Brand Equity is a supplement from  
 (A) Times of India (B) Hindustan Times  
 (C) Economic Times (D) Financial Times
57. The journalist who writes on rural affairs and agriculture is  
 (A) Tavleen Singh (B) Shoba De  
 (C) P Sainath (D) M.J. Akbar
58. Film censorship and certification in India is done by  
 (A) National Film Development Corporation  
 (B) Central Board of Film Certification  
 (C) National Film Certification Board  
 (D) Central Board of Film Censorship

59. Video content that occurs outside the action safe region of the image
- (A) can be ignored ,because it won't show on a television screen
  - (B) should not contain any material that is vital to the story
  - (C) will cause interlace flicker
  - (D) all the above
60. Audio that is going to be presented fully utilising 5.1 Surround Sound requires
- (A) 2 audio tracks
  - (B) 5 audio tracks
  - (C) 6 audio tracks
  - (D) 11 audio tracks
61. Standard DV video that is going to be transmitted in a wide screen format, should be edited in
- (A) an analogue format
  - (B) an anamorphic format
  - (C) a letter boxed format
  - (D) a pillar boxed format
62. A computer network used for the central storage of video files, may be called
- (A) SAN
  - (B) RAID
  - (C) SCSI
  - (D) NODE
63. Which shot is used to establish the location of a scene?
- (A) Close Up
  - (B) Extreme Close Up
  - (C) Mid Shot
  - (D) Extreme long Shot
64. What ISO stands for
- (A) Indian standard organization
  - (B) Indian system organization
  - (C) International standard organization
  - (D) International system organization
65. Life of Pi directed by Ang Lee was adapted from a novel written by
- (A) Chetan Bagat
  - (B) Yann Martel
  - (C) Harper Lee
  - (D) Vikas Swarup
66. The interlaced lines for NTSC colour standard number is
- (A) 475
  - (B) 500
  - (C) 525
  - (D) 550

67. Which is more sensitive ISO?  
 (A) 100 (B) 200 (C) 400 (D) 320
68. Which is an imaging device?  
 (A) CCD (B) CCU (C) CU (D) ECU
69. What is SDHC?  
 (A) Secure Digital High capacity (B) Secure Data High capacity  
 (C) Secure Digital High control (D) Secure Data High control
70. Side to side movement with a static camera is  
 (A) Tracking (B) Follow (C) Panning (D) Tilting
71. The JPEG file format stands for  
 (A) Joint Photographic Experts Group  
 (B) Junior Photographic Export Group  
 (C) Joint Photo Exempted Grade  
 (D) Joint Photo Exempted Group
72. To make a composition more exciting we use  
 (A) the rule of thirds (B) the rule of synchronization  
 (C) three point lighting (D) the marfione rule
73. A Lavelier mic could be most helpful in recording  
 (A) interviews (B) environmental sound  
 (C) sound effects (D) none of the above
74. The black and white component of a video feed is called the  
 (A) chrominance (B) composite  
 (C) luminance (D) secam
75. Which is a commonly used standard method of lossy compression for photographic images?  
 (A) ai (B) jpg (C) gif (D) psd

76. 'Operation flood' was launched in 1970 to  
(A) Control floods (B) Increase milk production  
(C) Improve water sources (D) Construct more dams
77. The International Date Line passes through the  
(A) Pacific Ocean (B) Atlantic Ocean  
(C) Indian Ocean (D) Arctic Ocean
78. Which of the following is not a form of precipitation?  
(A) Rainfall (B) Snowfall (C) Fog (D) Hail
79. Which component of blood is considered as the guard cell of our body?  
(A) RBC (B) Platelets (C) Plasma (D) WBC
80. The legal advisor to the State Government is known as the  
(A) Advocate-General (B) Attorney-General  
(C) Solicitor-General (D) State Public Prosecutor
81. The battle of Mahabharata is believed to have been fought at Kurukshetra was for  
(A) 14 days (B) 16 days (C) 18 days (D) 20 days
82. Which Prime minister declared internal emergency in India in the 1970s?  
(A) Lal Bahadur Shastri (B) Indira Gandhi  
(C) Rajiv Gandhi (D) Morarji Desai
83. Who is the Chairperson of the Committee formed by the Ministry of Information and Broadcasting on January 2013 to review the functioning of Prasar Bharti?  
(A) Sam Pitroda (B) Kausik Basu  
(C) Ambika Soni (D) Nandan Nilekani
84. Who was the chief guest Chief Guest for the Republic Day Celebration 2013?  
(A) The King of Bhutan, Jigme Khesar Namgyel Wangchuck.  
(B) The King of Sweden, Carl XVI Gustaf  
(C) The Prime Minister of Bangladesh, Sheikh Hasina  
(D) The President of Mauritius, Rajkeswur Purryag

85. Which Chinese film star has been recently selected to CPPCC, one of the houses of the Chinese Parliament?  
(A) Jet Li                      (B) Jackie Chan      (C) Tony Leung      (D) Gong Li
86. What is the advantage of newspaper advertising?  
(A) It allows newspapers to underwrite their products costs  
(B) It informs and educates readers about products and services  
(C) Both (A) and (B) above  
(D) Neither (A) and (B)
87. Animation ads target mostly  
(A) Housewives      (B) Executives      (C) Politicians      (D) children
88. Billboards are used in  
(A) Outdoor advertising                      (B) Indoor advertising  
(C) TV advertising                      (D) Radio advertising
89. A person who writes advertisements is called  
(A) Author                      (B) Story writer      (C) Copycat                      (D) Copywriter
90. The process of arranging the elements in a photograph or an illustration is called  
(A) Composition      (B) Designing      (C) Lay-out                      (D) Makeup
91. Even though editing is performed on a computer, video sequences should be checked on a television screen or monitor because  
(A) the computer screen represents colours with a different hue and larger colour space than a television screen  
(B) television screens use interlaced scanning which means that high contrast fine lines may flicker  
(C) you should check what your image will look like with the outer edges (the non-title-safe region) missing  
(D) all of the above
92. Echo is  
(A) A reflection of sound                      (B) A ghost talking  
(C) A double vibration of air                      (D) None of the above

93. You see a lightning bolt before you hear it because  
(A) Sound is faster than light (B) The forces are uneven  
(C) Light is faster than sound (D) None of the above
94. The 'volume' of a sound wave can be adjusted by increasing the  
(a) Frequency (B) Amplitude (C) Wavelength (D) Period
95. The well-known art film maker from Kerala is  
(A) Kamal (B) Adoor Gopalakrishnan  
(C) John Abraham (D) Shaji N Karun
96. The present chairman of Press Council of India is  
(A) Justice Markandeya Katju (B) Justice Verma  
(C) Justice Ahmadi (D) Justice Altamas Kabir
97. CNN stands for  
(A) Community News Network  
(B) Cable News Network  
(C) Cable Networked Nations  
(D) Communication for National News
98. Al-Jazeera is based in  
(A) Dubai (B) Cairo (C) Kabul (D) Doha
99. The current Information & Broadcasting Minister, India, is  
(A) Manish Tiwari (B) Ambika Soni  
(C) Kalanidhi Maran (D) Sushil Kumar Shinde
100. Skype is an example of  
(A) Mobile Telephony (B) Internet Telephony  
(C) Short distance telephony (D) Long distance telephony