ENTRANCE EXAMINATION FOR ADMISSION, MAY 2010.
M.Sc. (ELECTRONIC MEDIA)
COURSE CODE : 387

Register Number : 

Signature of the Invigilator
(with date)

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 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. Which one of this is a Community TV channel?
   (A) Sun TV (B) Teja TV (C) Makkal TV (D) Vijay TV

2. World Photography Day' is celebrated on
   (A) Aug 19 (B) July 1 (C) Oct 23 (D) Dec 1

3. Who is called as the 'Father of Indian Journalism'?
   (A) Rajaram Mohan Roy (B) S. Sadanand
   (C) Frank Moras (D) James Augustus Hicky

4. Development Communication is synonym with which Personality
   (A) William Schramm (B) Ivy lee
   (C) Robert Knight (D) Lumerise Brothers

5. Number of theories related to press
   (A) 6 (B) 4 (C) 7 (D) 9

6. 'Dallal Street' in Mumbai is well known for
   (A) Stock Exchange (B) Money Exchange
   (C) Film Production (D) Imported goods

7. 'Gutter' is synonym with
   (A) Page Make up term (B) Printing term
   (C) Editing term (D) Advertising term

8. Financial Express' is the sister concern of
   (A) Times Group (B) Manorama Group
   (C) Express Group (D) The Mysore Printers

9. RNI was established in the year
   (A) 1959 (B) 1969 (C) 1957 (D) 1961

10. 'Narmada Bacho Andolan' is headed by
    (A) Arundathi Roy (B) Renuka Chaudary
    (C) Sheila dixit (D) Medha Patkar

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11. Name the Paper started by BR. Ambedkar
   (A) Harijan  (B) Mukhanayak
   (C) Denabandhu  (D) Dalit Voices

12. World's Women's Day is celebrated on
   (A) March 8  (B) Jan 26  (C) Oct 2  (D) Nov 14

13. Name the programme hosted by Karan Thapar
   (A) We the People  (B) Walk the Talk
   (C) Devil's Advocate  (D) Straight from the heart

14. Name the leading Newspaper in Japan
   (A) Hashai Shimbu  (B) Nigatta Nippo
   (C) The Sun  (D) The Dawn

15. UPA stands for
   (A) United People Association  (B) United Party Assembly
   (C) United Progressive Alliance  (D) United Political Authority

16. Which one of this is a Search Engine?
   (A) Google  (B) Yahoo  (C) Hotmail  (D) Rediff

17. Sanjay Dutt was in News recently because of
   (A) Casting couch  (B) Hunting
   (C) TADA  (D) Film Hits

18. An Individual's thoughts, Attitudes etc can be attributed to
   (A) Inter-personal  (B) Intra-personal
   (C) Individual communication  (D) Social communication

19. India’s Satellite launching station is at
   (A) Hatti  (B) Digboy  (C) Sriharikota  (D) Trombay
20. Satya Meva Jayate is the Motto of
   (A) DD
   (C) I & B
   (B) AIR
   (D) Indian Airlines

21. Mudra School of Communication is in
   (A) Delhi
   (B) Ahmedabad
   (C) Mumbai
   (D) Kolkata

22. Who is the 'Father of Indian Cinema'?
   (A) Ashok Kumar
   (B) Rajkapoor
   (C) Phalke
   (D) Satyajit Ray

23. Cairo is the capital city of
   (A) Cuba
   (B) Egypt
   (C) Sudan
   (D) Finland

24. 'Kathakali' is the famous dance in
   (A) Orissa
   (B) Punjab
   (C) Andra Pradesh
   (D) Kerala

25. Charles Babbage is the person who invented
   (A) Cell Phones
   (B) Camera
   (C) Pager
   (D) Computer

26. Which is the Indian's Highest Civilian Award?
   (A) Bharatha Ratna
   (B) Param-Vir-Chakra
   (C) Phalke award
   (D) Padmabhusan

27. 'The Inheritance of loss' is authored by
   (A) Anitha Desai
   (B) Arundathi Roy
   (C) Kiran Desai
   (D) Jhumpa Lahari

28. A person who is not on a Regular pay-roll in Newspaper is called
   (A) Photographer
   (B) Freelancer
   (C) Editor
   (D) Correspondent
29. SITE Experiment was done in the year
   (A) 1990  (B) 1980  (C) 1976  (D) 1956

30. ‘As you like it’ is the cartoon by
   (A) Ponnappa  (B) Abhraham  
   (C) R.K. Narayan (D) R.K. Lakshman

31. Who is the Chief Minister of Kashmir?
   (A) Farooq Abdulla  (B) Omar Abdulla
   (C) Ghulam Nabi Azad  (D) Nawaz Shariff

32. The Recipient of 2005 Dada Saheb Palke Award is
   (A) Adoor Gopalakrishna  (B) Lata Mangeshkar
   (C) Shyam Bangal  (D) Dilip Kumar

33. Asian School of Journalism is located in
   (A) Ahmedabad  (B) Puna
   (C) Chennai  (D) Bombay

34. Vinod Mebta is associated with
   (A) India Today  (B) The week  (C) Filmfare  (D) Outlook

35. ‘I dare’ is the autobiography of
   (A) Sonia Gandhi  (B) Anita Nair
   (C) Kiran Bedi  (D) Tashima Nasreen

36. World Environment day is celebrated on
   (A) Dec 1st  (B) Oct 23rd  (C) June 5  (D) April 4

37. 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
38. Right to Information Act was passed in the year
   (A) 2000  (B) 2001  (C) 2004  (D) 2005

39. P. Sainath was awarded Recently
   (A) Nobel Prize  (B) Magasayasy Award
   (C) Phalke Award  (D) Jnanapeeta Award

40. The Number of Days spent by Sunitha Williams in Space is
   (A) 172 days  (B) 191 days  (C) 185 days  (D) 162 days

41. 'Morgue' is synonym to
   (A) Special Edition  (B) Breaking News
   (C) Scoop  (D) Library

42. Which was the following personality who headed FTII?
   (A) C.N.R. Rao  (B) U.R. Ananthamurthy
   (C) Subhashghai  (D) Asha Parekh

43. Which one of this is associated with Advertising?
   (A) NFDC  (B) AAAI  (C) PRSI  (D) PTI

44. ‘Walk the Talk’ is hosted by
   (A) Shekar Gupta  (B) Karan Thapar
   (C) Barkha Dutt  (D) Shekar Suman

45. Ullas Karanth is a
   (A) Environmentalist  (B) Wild life Conservatist
   (C) Film Maker  (D) Cartoonist

46. Television channel owned by Times of India is
   (A) Animal Planet  (B) Aaj Tak
   (C) Zoom TV  (D) History Channel
47. 'Kal Per Control' is the punch-line of which ad
   (A) ICICI    (B) HDFC    (C) AVIVA    (D) NOKIA

48. Who is called as 'Father of Public Relations'?
   (A) Noam Chomsky    (B) Ivy lee
   (C) Ogilvy & Mather  (D) Edison

49. Priyaranjandas Munsi is heading
   (A) Telecommunication    (B) Defence
   (C) External Affairs     (D) I & B Ministry

50. President Pratiba Patil was the governor of which state
   (A) Gujarat    (B) Rajasthan
   (C) UP    (D) Bihar

51. Avid Xpro is a
   (A) A Digital camera    (B) A Pagemaker
   (C) A Editing software  (D) A Website

52. The chairperson of planning commission is
   (A) The President    (B) Finance Minister
   (C) The Speaker     (D) The Prime Minister

53. 'Adlabs' is Owned by
   (A) Ratan Tata    (B) Rahul Mahajan
   (C) Anil Ambani  (D) Yash Chopra

54. Which One of this is not a News agency?
   (A) CNBC    (B) AFP    (C) PTI    (D) AP

55. SEZ means
   (A) Special Entertainment Zone    (B) South Eastern Zone
   (C) Special Economic Zone    (D) Super Education Zone
56. Press Council of India is a
(A) Journalist Association (B) Statutory Professional Body
(C) Group of News agencies (D) Editors Association

57. TRP means
(A) Television Running Points (B) Television Random Points
(C) Television Rating Points (D) Television Restricted Points

58. Which one of this is a Camera Movement?
(A) Truck (B) Overlay (C) Fadeout (D) Peak Meter

59. The Paper Edited by Nehru was
(A) The Kesari (B) The National Herald
(C) Dinabandu (D) Harijan

60. The Information Technology Act came into force in the year
(A) 1991 (B) 1997 (C) 2000 (D) 2003

61. 'The Sexes' is the column written by
(A) Bachi Kakaria (B) Tarun Tejpal
(C) Shoba De (D) Shakuntala Narashiman

62. The word 'Cyberspace' was coined by
(A) William Gibson (B) Wright & Huston
(C) Jean Mealy (D) Cutlip

63. ICT means
(A) Integrated Communication Teaching
(B) Internal Communication Training
(C) Information and Communication Technology
(D) International Communication Trades
64. Which one of this is not a basic function of communication?
   (A) Information function          (B) Satellite function
   (C) Instructive function          (D) Persuasive function

65. Which is the Media journal brought out by Press-Institute of India?
   (A) Media Asia                   (B) Communication Today
   (C) Vidura                       (D) The Communicator

66. 'Press Day' is celebrated on
   (A) May 1st              (B) June 1st   (C) July 21st   (D) July 1st

67. First Press Commission was constituted in the year
   (A) 1980                 (B) 1954      (C) 1975       (D) 1957

68. 'Sun-Gun' is the term associated with
   (A) Editing               (B) Camera    (C) Lighting    (D) Sound

69. The Largest Circulated Hindi Newspaper is
   (A) Dainik Bhaskar        (B) Dainik Jagaran
   (C) Punjab Kesari         (D) Rajasthan Patrika

70. 'Lavani' is the folk Media related to
   (A) Andra Pradesh         (B) Karnataka
   (C) Orissa                (D) Maharashtra

71. 'Libel & Slander' are the term related to
   (A) Internet              (B) Photography
   (C) Defamation            (D) Editing

72. The Highest award given to a person in the field of Journalism
   (A) Magasayasyay Award     (B) Pulizer Award
   (C) Nobel Prize            (D) Booker Prize
73. ‘Cobra Post Operation’ was the sting Operation conducted by the News Channel
   (A) NDTV               (B) ZEE TV
   (C) Aaj Tak            (D) STAR-NEWS

74. Kalinath Ray was associated with which Newspaper
   (A) The Hindu           (B) The Tribune
   (C) The Statesman       (D) The Times of India

75. ‘Apu Triology’ is synonym with which of these directors
   (A) V. Shantharam       (B) Bimal Roy
   (C) Satyajit Ray        (D) Raj Kapoor

76. The Parliament channel went on air from the year
   (A) 2004               (B) 2005
   (C) 2006               (D) None

77. Pandit Ravi Shankar is an exponent Musician in
   (A) Jal Tarang         (B) Tabla
   (C) Sitar              (D) Flute

78. Janapath 10 is situated in which city
   (A) Delhi              (B) Kolkata
   (C) Mumbai             (D) Hyderabad

79. ‘The Sun’ is the leading newspaper of which country
   (A) France             (B) UK
   (C) China              (D) Japan

80. N. Ram is the Editor of
   (A) Deccan Chronicle   (B) New Indian Express
   (C) Dinamani           (D) The Hindu

81. World Renowned Ramoji film city is situated in
   (A) Bombay             (B) Chennai
   (C) Hyderabad          (D) Pune

82. Bahujan Hitaya, Bahujan Sukhaya is the Motto of
   (A) Defence            (B) DD
   (C) AIR                (D) SBI
83. PTC in Electronic Media Means
   (A) Photo-in-camera  (B) Person-to-camera
   (C) Power-to-camera  (D) Piece-to-camera

84. Big FM is owned by
   (A) Tata  (B) Birla
   (C) Ambani  (D) Chopra

85. The Dinakaran is owned by
   (A) Maran  (B) Annadori
   (C) Karunanidhi  (D) Jayalalitha

86. TAM means
   (A) Television And Movies  (B) Television Audience Meter
   (C) Television Advertising Meter  (D) Television Advocacy Member

87. The Number of MP's in parliament is
   (A) 545  (B) 530
   (C) 516  (D) 520

88. A view from the outside is the book authored by
   (A) Jaswanth Singh  (B) P. Chidambaram
   (C) Renuka Chaudary  (D) Yashwanth Sinha

89. Indian film Censorboard is headed by
   (A) Anupam Kher  (B) Asha Bhosle
   (C) Girish Karnad  (D) Sharmila Tagore

90. Which was the First University to have FM station
   (A) Osmania University  (B) Anna University
   (C) Madras University  (D) Mysore University

91. In the context of Telecommunication ATM stands for
   (A) All Time Money  (B) Automated Teller Machine
   (C) Asynchronous Transfer Mode  (D) Any Time Market

92. 'Opera House' is situated in
   (A) Finland  (B) Newzeland  (C) Austria  (D) Australia
93. Sports-star is the Magazine brought out by
   (A) The Hindu          (B) New Indian Express
   (C) Times of India     (D) Deccan Chronicle

94. ‘Dolly’ the cloned animal was a
   (A) Cow              (B) A goat
   (C) A sheep          (D) A dog

95. ‘Scoop’ in Journalistic term means
   (A) Interview        (B) Exclusive story
   (C) Crime News       (D) Dead News

96. Badoni, Times Roman are the different types of
   (A) Type faces       (B) Lighting
   (C) Cameras          (D) Editing technique

97. Jaspal Rana is an achiever in which sports?
   (A) Swimming         (B) Billiards
   (C) Shooting         (D) Badminton

98. Copy-Editors are associated with which profession
   (A) Graphic Designing (B) Advertising
   (C) Drawing          (D) Architecture

99. The first Indian film to be nominated for Oscar is
    (A) Mughal-e-azam    (B) Awara
    (C) Taj-Mahal        (D) Mother-India

100. Miss Universe 2007 belongs to which country
    (A) Japan            (B) USA
    (C) Venezuela         (D) France