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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

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 (B) AIR  
(C) I & B (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) Raj Kapoor  
(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 Mehta 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) Magasayasay 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) AAI (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 Munshi 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) Magasayasay 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) Venezula (D) France
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