

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2013.

Ph.D. (ELECTRONIC MEDIA)

COURSE CODE : 154

Register Number :

*Signature of the Invigilator
(with date)*

COURSE CODE : 154

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. The research article _____ the issue of the relationship between religion and politics in the modern world.
 (A) Redresses (B) Devotes (C) Addresses (D) Considers
2. It is difficult to _____ human emotions as we know little about their basic characteristics.
 (A) Allocate (B) Categorise (C) Consist (D) Devise
3. Older teenagers purchased more music. _____, younger teenagers purchased less music but more video games.
 (A) Similarly (B) Conversely (C) Unlike (D) Likewise
4. The research paper discusses the _____ surrounding privatisation of health services.
 (A) Controversy (B) Concept (C) Matter (D) Difficulty
5. Major industrial pollution is _____ the big cities in India.
 (A) Owned by (B) Confined to
 (C) Constrained by (D) Subsequent to
6. Users' experiences are _____ the way web sites measure their performance.
 (A) Required to (B) Integral to
 (C) Interested in (D) Derived from
7. As the next _____ in our study we plan to carry out interviews.
 (A) Step (B) Behaviour (C) Application (D) Move
8. The survey found that most people feel that modern life is becoming _____ difficult.
 (A) Decreasingly (B) Increasingly
 (C) Phenomenally (D) Uncontrollably
9. Our survey did not succeed in getting all the information we need and so we shall have to _____ our questions a little.
 (A) Diminish (B) Refine (C) Adapt (D) Restore
10. The _____ of healthcare is essential to save millions of people's lives.
 (A) Elimination (B) Expansion (C) Fluctuation (D) Abandoning

11. Which medium was the first to be mass marketed?
 (A) Newspapers (B) Magazines (C) Books (D) Pamphlets
12. A person or institution that filters media messages between the sender and receiver is called a
 (A) channel (B) funnel (C) media watchdog (D) gatekeeper
13. The Act dealing with cybercrime in India is called
 (A) Internet Technology Act (B) Information and Communication Act
 (C) Information and Technology Act (D) Communication and Technology Act
14. Simulation is different from representation in that it
 (A) separates the physical and virtual spaces
 (B) blends physical and virtual spaces
 (C) creates double identities
 (D) distinguishes the viewer from the viewed
15. The hole at the centre of a lens which admits light, measured in f-stops.
 (A) Aperture (B) Aperture card
 (C) Aperture priority (D) Shutter
16. The central character in a story who is not a traditionally brave or good hero.
 (A) antagonist (B) villain
 (C) anti hero (D) main character
17. A scene that is filmed from the point of view that a character would see it from is
 (A) POV shot (B) Subjective shot
 (C) Objective shot (D) Audience angle
18. What is the loose translation of *mise en scène*?
 (A) Putting on stage
 (B) To put on the screen
 (C) French translation of Mission Impossible
 (D) None of the above

19. Walt Disney corporation owns Walt Disney studio as well as Touchtone Pictures, the ABC television network, Miramax films, and other industries that allow Disney to produce, market, and distribute its product more effectively. This is called
- (A) concentration of ownership (B) cross media ownership
(C) media monopoly (D) vertical integration
20. The Bias in Communication was written by
- (A) George Klapper (B) Lazarsfeld
(C) Harold Innis (D) McLuhan
21. The Bobo doll study is an example of _____ theory.
- (A) Lasswell (B) Bandura (C) Schramm (D) Seibert
22. The Defamation is coded in the section _____ of the Indian Penal code.
- (A) 488 (B) 566 (C) 444 (D) 499
23. In All India Radio the news of demise or assassination of a Prime minister has to be conveyed only with the sanction of the _____ minister.
- (A) Broadcasting (B) Home Minister
(C) Finance (D) Foreign Affairs
24. Which one of the following is an open access journal in media?
- (A) The Dawn (B) Seminar
(C) First Monday (D) New Media and Society
25. One of the founding fathers of Birmingham School of Culture Studies and on who propounded the concept of oppositional reading emphasizing the agency of readers is
- (A) Anthony Giddens (B) Stuart Hall
(C) Marshall McLuhan (D) Harold Lasswell
26. The method of obtaining ideas from an online community or a large group of people is known as
- (A) Outsourcing (B) Masssourcing
(C) Crowdsourcing (D) Ideasourcing
27. One can reproduce, translate, alter, modify and use the original work. Such freedom is granted in
- (A) Microsoft Windows (B) Closed Software License
(C) Adobe Products (D) Open Source software

28. Which one of the following is the most downloaded games
- (A) Tetris (B) Angry Birds
(C) Super Mario (D) Lego Batman
29. Cyber-stalking is a cyber crime committed against
- (A) Government (B) Property (C) People (D) Buildings
30. One of the founders of RSS feed and the crusader of open access movement who recently committed suicide over the mounting charges for freeing academic content to the public is
- (A) William Assange (B) Aaron Swartz
(C) Steve Jobs (D) Zuckerberg
31. Shovelware is
- (A) Unauthorised copying content from another site
(B) Filling web pages with more text and less visuals
(C) Publishing content from a newspaper to its web edition
(D) Filling pages with many interactive features
32. "Give", a concept explained by Goffman describes
- (A) Presentation of self without intention
(B) Presentation of self intentionally
(C) Presentation of body without intention
(D) Presentation of body intentionally
33. Which of the following traits is not afforded by the digital medium?
- (A) Interactivity (B) Audio
(C) Tactility (D) Multimodality
34. Sims is
- (A) A game (B) A mobile device
(C) A Novel (D) Cross-media campaign
35. A comprehensive analysis of social and economic dynamics of news production and consumption is situated in the framework of
- (A) Knowledge Economy (B) Information Economy
(C) Networked Economy (D) Political Economy

36. The 'Language of New Media' is written by
 (A) Manuel Castells (B) George Landow
 (C) Andrew Keen (D) Lev Manovich
37. The word 'cyberspace' was coined by
 (A) Meyrowitz (B) Lazarsfeld (C) William Gibson (D) Negroponte
38. The theory aligned with symbolic interactionism that suggests people are active audience participants who make conscious decisions about what they will watch, listen to, and read is
 (A) use and gratification theory (B) the audience relations approach
 (C) the theory of limited effects (D) hypodermic needle theory
39. Conflict theories usually link the media industries to which of the following economic systems?
 (A) welfare capitalism (B) capitalism
 (C) democratic socialism (D) socialism
40. In Marxist analysis society is organized around
 (A) industry (B) the protection of workers
 (C) communicative rights (D) the reproduction of capital
41. _____ asserts that media must remain free of government control, but in exchange must serve the public. Its core assumptions are a cross between the libertarian principles of freedom and the practical admissions of the need for some form of control over the media.
 (A) Social responsibility theory (B) Social Regulation theory
 (C) Authoritarian theory (D) Democratic theory
42. Questions about media's impact on issues, such as what kind of nation we are building or what kind of people we are becoming, are characteristic of
 (A) critical research (B) cultural studies
 (C) effects studies (D) formative research
43. The idea that information from the media—and therefore media effects—travel from media through opinion leaders to opinion followers is called _____ theory.
 (A) Opinion making (B) Propaganda making
 (C) Two-step flow (D) Content analysis

44. For Herman and Chomsky, the reason large media networks and news organizations work in favour of political and economic elites is
- (A) they are owned by a few large corporations
 - (B) they depend on advertising
 - (C) they rely on government and business elites as sources of news and opinion
 - (D) all of the above
45. This is the feeling of uncomfortable tension which comes from holding two conflicting thoughts in the mind at the same time.
- (A) Propaganda
 - (B) Cognitive dissonance
 - (C) Cognition
 - (D) Retention
46. Which of the following is regarded as both theory and method?
- (A) Users and Gratifications
 - (B) Actor-Network
 - (C) Agenda setting
 - (D) Ethnography
47. Which among the following are not a part of the three functions of social communication put forward by Lasswell in 1948?
- (A) Socialization Function
 - (B) Informational Function
 - (C) Surveillance Function
 - (D) Consensus Function
48. The name of the theory that suggests that heavy viewers are exposed to more violence and therefore are affected by the Mean World Syndrome, the belief that the world is a far worse and dangerous place than it actually is
- (A) Media Effects Theory
 - (B) Cultivation Theory
 - (C) Hypodermic Needle Theory
 - (D) Mean World Theory
49. Auteur Theory is the concept that
- (A) The author persona is inferred from a text by its readers as distinct from the actual author or the narrator
 - (B) The director is seen as the author of the film
 - (C) The creator of a text possesses a privileged understanding of its meaning
 - (D) The author doesn't hold any right once the creation is public
50. The communication theory of developmental communication emphasized
- (A) top-down communication
 - (B) mechanistic communication
 - (C) epistemological approach
 - (D) extensive demonstrations

51. What is a signifier?
- (A) A representation of a sign
 - (B) A camera function
 - (C) The original sign, a word, image, sound etc
 - (D) A type of film
52. Hall suggests that popular "texts" such as films can be decoded in dominant, negotiated, or oppositional ways. By this she means :
- (A) Some film texts contain meanings consistent with the dominant ideology, others contain meanings that oppose the dominant ideology, and still others contain meanings that are partly opposed to and partly consistent with the dominant ideology
 - (B) Most film texts conform to the dominant ideology on the surface, but use unconscious subliminal techniques to oppose the dominant ideology; the resulting dual message leaves the audience free to negotiate their own meanings
 - (C) Audience members can interpret texts in accordance with the dominant ideology, in opposition to the dominant ideology, or by negotiating a meaning that is part dominant and part oppositional
 - (D) Some film critics analyze films in accordance with the dominant ideology, others analyze films in order to oppose the dominant ideology, and a few negotiate with the film studios to create a middle position
53. The model of communication that is expressed as "Who says what in Which Channel To Whom With What Effect" was developed by
- (A) James Carey
 - (B) Marshall McLuhan
 - (C) Wilbur Schramm
 - (D) Harold Lasswell
54. Because it is imprecise to speak of "source" and "receiver" in communication, Osgood and Schramm replaced these concepts with _____ in their model of communication.
- (A) Interpreters
 - (B) Encoders
 - (C) Decoders
 - (D) Participants
55. Which of the following is not an example of an allocative resource in Structuration Theory?
- (A) Land
 - (B) Raw materials
 - (C) Social status
 - (D) Money

56. Agenda-setting is a theory that argues that
- (A) Reality is a social construction
 - (B) Cultures attribute meaning to symbols which then control behaviour
 - (C) Media do not tell us what to think, but what to think about
 - (D) Children can learn violence through watching television
57. Which of the following statements is part of a "social constructivist" position on epistemology?
- (A) Social reality is created through the historical and contemporary interactions of people
 - (B) When social constructions are reified, they serve to constrain communication in social situations
 - (C) Communicators have agency to change the social reality that has been created
 - (D) All of the above
58. The issue whether a test measures what it intends to measure is called
- (A) Reliability
 - (B) Validity
 - (C) Internal Consistency
 - (D) Measurability
59. Indicate the level of measurement of the following variable.
- Employment Status : working full-time, working part-time, housewife, unemployed, student*
- (A) Nominal
 - (B) Ordinal
 - (C) Interval
 - (D) Ratio
60. Identify the independent variable in the following hypothesis.
- Violent or aggressive behaviour is related to watching long hours of television*
- (A) Television and aggression
 - (B) Television and violence
 - (C) Watching television for long hours
 - (D) Violent or aggressive behaviour SMH
61. Which one of the following is NOT an element of Research method?
- (A) The way samples are selected
 - (B) The way data are collected
 - (C) The way data are analysed
 - (D) The way tools are developed
62. Open coding, Selective coding and Axial coding are techniques of
- (A) Survey
 - (B) Content Analysis
 - (C) Semiotic Analysis
 - (D) Grounded Theory

63. Which one of the following is a sampling technique used in qualitative research?
(A) Simple random sampling (B) Stratified random sampling
(C) Snowball sampling (D) Cluster sampling
64. Informed consent in research deals with
(A) Informing supervisor and obtaining permission to conduct research
(B) Obtaining approval from ethics committee to conduct research
(C) Obtaining approval from the government to conduct research
(D) Informing participants about research and obtaining approval to investigate them
65. Who is one of the key proponents of Psychoanalysis?
(A) Foucault (B) Freud (C) Kristeva (D) Barthes
66. Operationalising concepts is
(A) Stating conceptual framework
(B) Stating concepts in tables
(C) Stating concepts in observable and countable terms
(D) Stating concepts in the form of illustrations
67. Generalisation is not part of
(A) Cross-sectional research (B) Quantitative research
(C) Longitudinal research (D) Qualitative research
68. You are interested in factors that predict loyalty to sports teams. Which of the following would be an example of a purposive sampling strategy?
(A) Ask friends for referrals of sports fanatics to your study
(B) Attend the next game of a winning professional sports team
(C) Obtain a directory of ticket holders of a professional sports team
(D) Put a notice in the local newspapers announcing the study
69. Which of the following authors has written a book on Virtual Ethnography?
(A) Sonia Livingstone (B) Denzin and Lincoln
(C) Christina Hine (D) Howart Rheingold
70. A question or variable measuring an attitude or opinion that uses the following categories : strongly agree, agree, undecided, disagree, strongly disagree is
(A) Nominal (B) Ordinal (C) Interval (D) Ratio

71. Society does not exist in observable form. Social world is produced and reproduced on a daily basis. Which of the research paradigms do these statements correspond to?
 (A) Interpretivism (B) Impressionism (C) Essentialism (D) Positivism
72. Talking about investigations done in the similar field by other scholars will be discussed in detail in
 (A) Introduction (B) Analysis
 (C) Method (D) Literature Review
73. Which of the following is the appropriate in-text citation to be followed while using APA style?
 (A) Habermas, 1984; pp. 124 (B) Habermas, 1984, pp. 124
 (C) Habermas, 1984, p. 124 (D) Habermas, 1984 – p. 124
74. Gender is NOT a
 (A) Discrete variable (B) Categorical variable
 (C) Dichotomous variable (D) Continuous variable
75. Quantitative and Qualitative research methods differ primarily in
 (A) Their analytical objectives
 (B) The types of questions they pose
 (C) The degree of flexibility built into study design
 (D) All of the above
76. The sample that seeks to identify and study an equal balance of HIV-positive men and HIV-positive women in a city focusing on subgroups is known as
 (A) Snowball Sampling (B) Purposive Sampling
 (C) Quota Sampling (D) Convenience Sampling
77. The hypothesis that is tested is
 (A) Null Hypothesis (B) Statistical hypothesis
 (C) Alternate Hypothesis (D) Research hypothesis
78. The itemized scale will have a series of
 (A) appeals (B) questions (C) points (D) statements
79. A true zero point is the hallmark of
 (A) nominal level (B) ordinal level (C) interval level (D) ratio level

80. Memoing and note taking are components of
- (A) Survey research
 - (B) Lab research
 - (C) Grounded Theory
 - (D) Think aloud expression
81. Cohort group is part of
- (A) Survey research
 - (B) Experimental research
 - (C) Longitudinal research
 - (D) Field research
82. The insider perspective was first used in
- (A) simulation
 - (B) gate keeping
 - (C) factor analysis
 - (D) mass cultural studies
83. Media form analysis examines
- (A) the structure of news stories
 - (B) how each medium organizes particular elements of content
 - (C) media distribution
 - (D) all of the above
84. What is meant by ethnomethodology?
- (A) Special sociological research method.
 - (B) Study of a particular group
 - (C) Ways and methods applied to study the common-sense knowledge of a person about the society
 - (D) Study of tribal culture
85. Which of the following best describes quantitative research?
- (A) Collection of non-numerical data
 - (B) Attempt to confirm researcher's hypothesis
 - (C) Research that is exploratory
 - (D) Research that attempts to generate a new theory
86. A lab experimental method lacks
- (A) Internal validity
 - (B) External validity
 - (C) Construct validity
 - (D) Content validity

87. According to the postmodern view of science, scientific theories are
- (A) no different to any other kind of story (e.g. creation myths) that describe the natural world
 - (B) universal social constructions that apply to all mankind
 - (C) based on the observation of a true external reality
 - (D) to be afforded higher status than myths
88. Idealism represents the view that
(Choose two answers)
- 1. truth is determined by correspondence between knowledge and the world
 - 2. all knowledge is shaped by language and culture
 - 3. the world is a construction of the mind
 - 4. knowledge is discovered not created
- (A) 1,3 (B) 2,4 (C) 3,2 (D) 4,1
89. Everyone is coughing in the room; therefore, someone believes that he/she will catch a cold. This reasoning is an example of what kind of logical evidence?
- (A) deduction (B) facts and statistics
 - (C) analogy (D) induction
90. "Hydrocarbon emissions have warmed the oceans, resulting in the melting of the polar ice caps" is an example of what kind of logical evidence?
- (A) cause effect (B) analogy (C) deduction (D) induction
91. Who among the following has been recently appointed as the World Editor of Time International magazine?
- (A) Bobby Ghosh (B) Fareed Zakaria
 - (C) Sanjay Gupta (D) Rajdeep Sardesai
92. The United Nations University is situated at
- (A) Tokyo (B) Brussels (C) Toronto (D) Cape Town
93. November 10th has been declared by the United Nations as
- (A) Free Speech Day (B) Gender Equality Day
 - (C) Malala Day (D) Mandela Day

94. Which of the following Akademis is responsible for fostering the development of dance, drama and music in India?
- (A) National School of Drama (B) Sangeet Natak Akademi
(C) Sahitya Akademi (D) Lalit Kala Akademi
95. According to population census 2001, the state with largest density of population is
- (A) Haryana (B) Uttar Pradesh (C) Bihar (D) West Bengal
96. Who wrote the book "Planned Economy for India"?
- (A) M.Visvesvaraya (B) Sardar vallabhai patel
(C) Jawaharlal Nehru (D) Sarvepalli Radhakrishnan
97. In the United States the television broadcast standard is
- (A) PAL (B) NTSC (C) SECAM (D) RGB
98. Who authored the bestseller "The Immortals of Meluha"?
- (A) Amish Tripathi (B) Kiran Desai
(C) Jhumpa Lahiri (D) Chetan Bhagat
99. Three new high courts have been opened in March 2013. They are
- (A) Tripura, Meghalaya, Manipur
(B) Arunachal Pradesh, Sikkim, Mizoram
(C) Pondicherry, Andaman and Nichobar Island, Lakshwadeep
(D) None of the above
100. The Union Cabinet on 19 March 2013 approved the National Food Security Bill. The Bill will guarantee
- (A) 5 kg of food grains per person per month
(B) 10 Kg of food grains per person per month
(C) 5 kg of food grains per person per week
(D) 10 kg of food grains per person per week