

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2010.

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 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.

Direction (Questions 1-5): 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 Music 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

- 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%
- 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
- 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%
- In which of the given years there was maximum number of production of music systems.
(A) 1996 (B) 1997 (C) 2000 (D) 2001
- In which factory there was maximum production in all the given years?
(A) A (B) B (C) C (D) E
- What term refers to online sites and communities that have user-centric content and interactive features, such as personal blogs, discussion boards, chat rooms, etc.
(A) Online Journalism (B) Citizen Journalism
(C) Civic Journalism (D) Social Networking
- A communications technology that enables voice conversations over IP networks, such as the Internet, using packets is
(A) Web telephone (B) BSNL Phone
(C) VoIP (D) WILL Phone

8. A wireless communications technology with a signal strength over several miles that can provide wireless access to the Internet is
- (A) WiMax (B) WIFI
(C) Wireless Internet (D) VOIP
9. Which is a non-profit international association based in Paris, protecting the rights of newspaper agencies and publications and promoting press freedom and communication.
- (A) World Association of Newspapers
(B) UNESCO
(C) International Federation of Journalists
(D) Reporters Without Borders
10. What is the name of the combination of different media, for example sound, video, images or computer technology, in one package such as a CD-ROM
- (A) Multimedia (B) New Media
(C) Traditional Media (D) Multiple Media
11. _____ is to aim a radio or television broadcast at a limited audience, defined by considerations such as geography or special interests
- (A) National Broadcasting (B) Special Broadcasting
(C) Narrowcasting (D) Radio Bridging
12. The removal of areas of artwork or of a photograph which are not needed is called _____
- (A) Cutting (B) Sizing
(C) Cropping (D) Designing
13. ISSN is an abbreviation of _____ It refers to the country in which the magazine is published and the title of the publication.
- (A) International Social Science Number
(B) Individual Standard and Specific Number
(C) Individual Social Standard Number
(D) International Standard Serial Number
14. "Slum dog millionaire" was adapted from the novel
- (A) Midnight children's (B) Q & A
(C) Deception point (D) The Golden gate
15. The Apu trilogy is made by
- (A) Ritwik gatak (B) Mrinal sen
(C) Shyam Benegal (D) Satyajit Ray

16. The first pan shot was used in the film
- (A) Birth of Nation (B) Arrival of a train
(C) Great train robbery (D) Gold rush
17. The word "Rose bud" is associated with the film
- (A) Ben hur (B) Citizen Kane
(C) Casablanca (D) Sound of music
18. The father of Indian Cinema is
- (A) Prithvi Raj Kapoor (B) Satyajit Ray
(C) Dada sahib Phalke (D) Guru Dutt
19. The sound which comes off the screen is called
- (A) Surround sound (B) Diegetic sound
(C) Non diegetic sound (D) DTS sound
20. Which early French filmmaker gained fame mainly for fantasy movies and trick films?
- (A) Lumière (B) Pathé (C) Zecca (D) Méliès
21. What was Thomas Edison's first cinematic invention called?
- (A) Kinetoscope (B) Bioscope
(C) Black Maria (D) Mutoscope
22. The word documentary was coined by
- (A) Thomas alva Edison (B) John Grierson
(C) Robert Flaherty (D) Lumiere brothers
23. The documentary "An Inconvenient Truth" is about
- (A) Endangered species (B) Global warming
(C) Nuclear weapons (D) 9/11 incident
24. "Song of Ceylon" a documentary was made for a propaganda board
- (A) Coffee (B) Coconut
(C) Tea (D) Cardamom
25. "Triumph of the Will" is a propaganda film used by
- (A) Fascism (B) Capitalism
(C) Nazism (D) Communism
26. "A Narmada Diary" was directed by
- (A) Anand Patwardhan (B) R. P. Paranjpe
(C) Sundeep Malini (D) Rakesh Sharma

27. The documentary made by Pare Lorentz "The River" deals with the river
 (A) Ganges (B) Thames
 (C) Mississippi (D) Missouri
28. "War & Peace" by Anand Patwardhan deals with subject
 (A) Global warming (B) Nuclear weapon
 (C) Communal riots (D) Narmada
29. The UGC-CEC conducts film festival every year is
 (A) Sankranti (B) Prakriti
 (C) Golden peacock (D) Silver Lotus
30. Mother India was directed by
 (A) Mehboob khan (B) Raj Kapoor
 (C) Rishikesh Murkherjee (D) Sippy
31. The role of Gandhi in Richard Attenborough's "Gandhi" was acted by
 (A) Marlon Brando (B) Ben Kingsley
 (C) John Duvall (D) Al pacino
32. Which of the following refers to that quality which distinguishes a film shot from the original object photographed?
 (A) Cinéma pur (B) Photogénie
 (C) Impressionism (D) Visual rhythm
33. What is the most important function of film techniques in French Impressionist cinema?
 (A) Manipulating time
 (B) Social documentary
 (C) Distorting reality
 (D) Conveying character subjectivity
34. What aspect of its style is the main defining trait of German Expressionist cinema?
 (A) Editing (B) Cinematograph
 (C) Mise-en-scene (D) Narration
35. Which of the following was not a stylistic consequence of the coming of sound?
 (A) Multiple camera shooting
 (B) More reframing (panning) camera movements
 (C) The "Academy ratio"
 (D) Less emphasis on continuity editing
36. Which color is used for chroma keying
 (A) Blue (B) Red
 (C) Yellow (D) Brown

37. The film directed by Adoor Goplakrishnan won the 2008 National award for best direction for the film
- (A) Swaywaram (B) Kodiyettam
(C) Kathapurushan (D) Naalu pennungal
38. The Jump cut was used as a technique to narrate the story by
- (A) Jean Luc Godard (B) Andre bazin
(C) Francois Trauffat (D) Alain resnais
39. Which is the colour mode that should not be used for print advertisement?
- (A) CMYK (B) RGB
(C) Grayscale (D) Lab
40. _____ is the composition of text material by means of types
- (A) Typesetting (B) Font setting
(C) Paper setting (D) Face setting
41. A _____ is a specialized tool used in manufacturing industries to cut or shape material using a press
- (A) Mold (B) Die
(C) Stencil (D) Cutter
42. What are Additive Primary Colours?
- (A) Blue Yellow Green (B) Red Yellow Blue
(C) Red Yellow Green (D) Red Green Blue
43. Which is a halftone reproduction of an image using the superimposition of one contrast color halftone (traditionally black) over another color halftone?
- (A) Duotone (B) Monotone
(C) Monochrome (D) Sepia
44. Optical Illusion is otherwise known as
- (A) Visual Imagination (B) Visual illustration
(C) Visual Illusion (D) Optical vision

45. What is the phenomenon of the eye by which an afterimage is thought to persist for approximately one twenty-fifth of a second on the retina?
- (A) Perspective of vision (B) Persistence of vision
(C) Optical Illusion (D) Hallucination
46. What is the expansion of CMOS?
- (A) Complementary Metal Oxide Semiconductor
(B) Closed Monitoring Of Sensor
(C) Charged Metal Oxide Semiconductor
(D) Charged Micron of Sensor
47. Lens aperture is usually specified as an
- (A) Stop number (B) L - number
(C) A - number (D) F - number
48. Which option is used to make the colours in the frame appear natural?
- (A) Exposure (B) White balance
(C) Sepia (D) UV filter
49. The word 'cyberspace' was coined by
- (A) Meyrowitz (B) Lazarsfeld
(C) William Gibson (D) Negroponte
50. Rhizome is widely used to explain the
- (A) Structure of society
(B) Structure of hypertext
(C) Structure of a movie script
(D) Organisation of chapters in a book
51. *The Virtual Community* is a book written by
- (A) Donna Boyd (B) Haythomthwaite
(C) Howard Rheingold (D) Amy Jo Kim
52. Which one of the following is in the correct order
- (A) Awareness, Interest, Evaluation, Trial, Adoption
(B) Awareness, Evaluation, Interest, Trial, Adoption
(C) Awareness, Trail, Evaluation, Interest, Adoption
(D) Awareness, Interest, Trial, Evaluation, Adoption.

53. The Mercator world map distorted
- (A) The size of the world (B) The location of continents
(C) The location of England (D) The location of India
54. Communitarian theory emphasizes on
- (A) Preservation of community and emancipation from oppression at all levels
(B) Assimilation of fringe cultures into the dominant culture
(C) Community participation in the development process
(D) Integration of different cultures
55. In Health Communication IEC stands for
- (A) Information and Effective Communication
(B) Initiation to Effective Contraceptive
(C) Information, Education and Communication
(D) Informal but Effective Communication
56. In television, VO refers to
- (A) Visual overlay (B) Video output
(C) Voice over (D) Video input
57. A TV news script should preferably use
- (A) Direct voice (B) Active voice
(C) Passive voice (D) Indirect voice
58. Buffer shot is also known as
- (A) Stock shot (B) Reaction shot
(C) Insert shot (D) Neutral shot

59. SFX stands for
- (A) Sound for X-box (B) Extreme sound
(C) Sound for cine (D) Sound effects
60. A dramatic unit composed of a single or several shots is called a
- (A) Sequence (B) Scene
(C) Series (D) Serial
61. Sound 'caused' by some event on screen, and which matches the action is called
- (A) Asynchronous sound (B) Direct sound
(C) Parallel sound (D) Selective sound
62. The space between the top of the head and the upper frame limit in photographic framing is called
- (A) Headroom (B) Leadroom
(C) Frame space (D) Noserroom
63. The difference between 6 times and 8 times of a figure is 14. What is the figure?
- (A) 12 (B) 9 (C) 7 (D) 6
64. A student has to secure 40 % marks to pass. He gets 150 marks and fails by 30 marks. What is the maximum mark?
- (A) 400 (B) 500 (C) 475 (D) 450
65. Find the next term of the series: 3, 6, 9, 18, 27, 54
- (A) 81 (B) 69 (C) 63 (D) 57
66. A person lost 10% when he sold goods at Rs.153. For how much should he sell them to gain 20%?
- (A) 204 (B) 250 (C) 240 (D) 210
67. In how many ways can the letters of the word 'LEADER' be arranged?
- (A) 72 (B) 144 (C) 360 (D) 720
68. Two number are in the ratio 3: 5. If 9 is subtracted from each, the new numbers are in the ratio 12: 23. The smaller number is :
- (A) 27 (B) 33 (C) 49 (D) 55
69. The owner of an electronics shop charges his customer 25% more than the cost price. If a customer paid Rs. 11,500 for a television set, then what was the cost price of the television set?
- (A) Rs. 9,200 (B) Rs. 7,200 (C) Rs. 8,600 (D) Rs. 9,800

70. A student scores 64% marks in 6 papers of 150 marks each. He scores 25% of his total obtained marks in Hindi and English together. How much is his total score for both these papers?
- (A) 120 (B) 124 (C) 140 (D) 144
71. The respective ratio of the ages of Richa and Shelly is 5: 8. The ratio of their ages 10 years hence would be 7: 10 respectively. What is the present age of Shelly?
- (A) 45 Years (B) 40 Years (C) 35 Years (D) 30 Years
72. If an amount of Rs. 15,487 is divided equally among 76 students, approximately how much amount will each student get?
- (A) Rs. 206 (B) Rs. 210 (C) Rs. 204 (D) Rs. 218
73. What is 184 times 156?
- (A) 28704 (B) 29704 (C) 30604 (D) 27604
74. A banana costs Rs. 2.25 and an apple costs Rs. 3.00. What will be the total cost of 4 dozen of bananas and 3 dozen of apples?
- (A) Rs. 216 (B) Rs. 162 (C) Rs. 189 (D) Rs. 225
75. Find the average of the following set of scores:
118, 186, 138, 204, 175, 229
- (A) 148 (B) 152 (C) 156 (D) 175
76. What is the least number to be added to 1500 to make it a perfect square?
- (A) 20 (B) 21 (C) 22 (D) 23
77. A bus travels at the speed of 49 kmph and reaches its destination in 7 hours. What is the distance covered by the bus?
- (A) 343 Km (B) 283 Km (C) 353 Km (D) 245 Km
78. $? \times 19 = 828$
- (A) 411 (B) 412 (C) 413 (D) 414
79. A train covers a distance of 180 km in 4 hours. Another train covers the same distance in one hour less. What is the difference covered by these two trains in one hour?
- (A) 45 km (B) 40 km (C) 15 km (D) 9 km
80. A student was asked to add 16 and subtract 10 from a number. He by mistake added 10 and subtracted 16. If his answer is 14 what is the correct answer?
- (A) 20 (B) 26 (C) 30 (D) 32

81. In class of 100 students 50 students passed in Mathematics and 70 passed in English, 5 students failed in both Mathematics and English. How many students passed in both the subjects?
- (A) 25 (B) 30 (C) 50 (D) 45
82. Average of 6 numbers is 8 , what number should be added to it to make the average 9
- (A) 15 (B) 16 (C) 17 (D) 18
83. Two persons ride towards each other from two places 55 km apart, one riding at 12 km per hour and the other 10 km per hour. When will they be first 11 km apart
- (A) 1 hour (B) $1\frac{1}{2}$ hours (C) 2 hours (D) $2\frac{1}{2}$ hours
84. If 10 cats can kill 10 rats in 10 minutes how long will it take for 100 cats to kill 100 rats
- (A) 1 minute (B) 10 minutes
(C) 100 minutes (D) 10000 minutes
85. A school has enough food for 400 children for 12 days. How long will the food last if 80 more children join them?
- (A) 6 Days (B) 7 Days (C) 10 Days (D) 8 Days
86. A student was asked to add 16 and subtract 10 from a number. He by mistake added 10 and subtracted 16. If his answer is 14 what is the correct answer?
- (A) 20 (B) 26 (C) 30 (D) 32
87. In an election, 4000 votes were polled and one of the two candidates got 40% votes. Then by how many votes he was defeated?
- (A) 1200 (B) 1600 (C) 800 (D) 1000
88. 40 grams can be written in kilograms as
- (A) 0.004 (B) 0.04 (C) 0.41 (D) 40
89. $A : B = 4 : 5$; $B : C = 3$; $A : C = ?$
- (A) 4:5 (B) 12:40 (C) 8:5 (D) 5:8

90. The present age of John is one fourth of his father's present age. Four years hence the sum of their ages will be 68. What is the present age of John?
(A) 19 (B) 15 (C) 16 (D) 12
91. If cash discount is 10% , a book bought for Rs.9 is valued at
(A) Rs. 12 (B) Rs. 9.90 (C) Rs. 10 (D) Rs. 11
92. 70% of 280 is the same as
(A) 7% of 28 (B) 35% of 140 (C) 20% of 40 (D) 40% of 490
93. The sum of the squares of two consecutive even numbers is 1252. The sum of the numbers is
(A) 48 (B) 52 (C) 50 (D) 54
94. Ten years ago A was half of b in age. If the ratio of their present ages is 3: 4, what will be the total of their present ages?
(A) 35 years (B) 30 years (C) 42 years (D) 56 years
95. $196 \times 948 \div 158 = ?$
(A) 1156 (B) 1200 (C) 1188 (D) 1176
96. Find the missing number 1, 9, 25, 49,?, 169
(A) 100 (B) 64 (C) 81 (D) 121
97. In how many different ways can the letters of the word 'ARISE' be arranged?
(A) 90 (B) 60 (C) 180 (D) 120
98. At 3.40, the hour hand and the minute hand of a clock form an angle of:
(A) 120° (B) 125° (C) 130° (D) 135°
99. A sum of Rs. 12,500 amounts to Rs. 15,500 in 4 years at the rate of simple interest. What is the rate of interest?
(A) 3% (B) 4% (C) 5% (D) 6%
100. A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had:
(A) 588 apples (B) 600 apples (C) 672 apples (D) 700 apples