PU Ph D Mass Communication

1 of 100

213 PU 2015 155

It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?

 \bigcirc Thursday

 \square Sunday

Friday

Wednesday

2 of 100

215 PU_2015_155 On 8th Feb, 2005 it was Tuesday. What was the day of the week on 8th Feb, 2004?

 \Box

 \bigcirc

Tuesday \bigcirc

Saturday

Mondav

 \bigcirc Sunday

3 of 100

126 PU 2015 155

Which theory talks about not changing behaviour intention, but changing the actual behaviour?

- \bigcirc
 - Theory of Planned Behaviour



- Theory of Reasoned Action
- Social Judgement Theory
- \bigcirc Organizing Theory

4 of 100

113 PU_2015_155

According to Lara Mulvey, two processes work together in cinematic texts: They are:-

- \bigcirc
 - Voyeuristic orientation and narcissistic incubation
- \bigcirc Voyeuristic objectification and narcissistic instrumentation
- \bigcirc Voyeuristic objectification and narcissistic identification
- \bigcirc Voyeuristic orientation and narcissistic identification

5 of 100

106 PU_2015_155

The Frankfurt School's critical theory saw the culture industry as:-

- \bigcirc
 - Capable of producing diverse public opinions
- \odot
- Capable of transforming an individual into an informed citizen
- \bigcirc A means to empower audiences

Undermining a person's individuality and critical thought

6 of 100

137 PU_2015_155

Which of the following questions does not answer reflexive research?

How does the respondents' bias affect research?

How do my specific values, attitudes, and theoretical perspectives influence my research style?

- What particular biases, if any, do I bring to my research?
- How does my own agenda shape what I ask and what I find?

7 of 100

196 PU_2015_155

A comprehensive analysis of social and economic dynamics of news production and consumption is situated in the framework of:-



Networked Economy



Political Economy

Information Economy

Knowledge Economy

8 of 100

109 PU_2015_155

Ideology is, for Althusser:-

completely separate from the way we live in social cultures

an open system and invariably transparent system



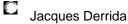
 \odot

a closed and at times obscure system

convinces us to take action to change this world

9 of 100

127 PU_2015_155 Identity is based on the absence of the origin.



Michel Foucault

Herbert Marcuse

Louis Althusser

10 of 100

144 PU_2015_155 "Please comment on your response to the above". What data would this produce?

C Quasi-quantitative

Qualitative

 \bigcirc

 \Box

C Qualitative-Quantitative

C Quantitative

11 of 100

199 PU_2015_155 Who regarded 'taxation' as an institutional theft?

C Authoritarians

Libertarians

Democrats

Soviet Media

12 of 100

152 PU_2015_155 Which of the following is a qualitative research design where lived experiences of individuals are examined in their "life-world"?

Ethnography

Ethology

Phenomenology

Grounded theory

13 of 100

111 PU_2015_155 Who introduced the term 'entropy'?

Westley and Maclean

Shannon and Weaver

Wilbur Schramm

Berlo

14 of 100

194 PU_2015_155 The term 'broadcasting' was borrowed from:-

Banking

C Agriculture

- Television
- C Radio

15 of 100

156 PU_2015_155 Which of the following describes correctly the phases of qualitative research?

Identifying the research hypothesis, data collection, data analysis, conclusions, writing

 \odot

Planning, begin the data collection, revise focus of study as needed, continue data collection, revise focus of study as needed, complete data collection, data analysis, writing



Planning, identifying the problem, data collection, writing

 \bigcirc Identify and state the research problem, planning, data collection, data analysis, writing the results

16 of 100

141 PU 2015 155

A qualitative research design in which data related to past events is systematically collected and evaluated to describe potential causes, effects, or trends related to those events is known as:-

 \bigcirc action research

 \bigcirc historical

 \bigcirc

ethnographic

 \bigcirc grounded theory

17 of 100

105 PU 2015 155

The idea that media content might be read from dominant, negotiated, or oppositional perspectives is associated with _____.

 \bigcirc

uses and gratifications

 \odot British cultural studies

 \bigcirc Palo Alto School

 \bigcirc the Frankfurt School

18 of 100

197 PU 2015 155 The word 'cyberspace' was coined by:-

\sim	Negroponte
	negropome

 \odot Lazersfeld

 \odot William Gibson

 \bigcirc Meyrowitz

19 of 100

216 PU 2015 155

Two employees X and Y are paid a total of Rs. 550 per week by their employer. If X is paid 120% of the sum paid to Y, how much is Y paid per week?

D 280

 \square 300

- 250
- \bigcirc 200

20 of 100

159 PU_2015_155

Collecting responses from respondents after showing photos, cartoons or paintings to them is a form of ______ method.

photo drawing

photo elicitation

photo identification

photo illustration

21 of 100

192 PU_2015_155 Ikiru was directed by:-

- Akira Kurosawa
- Satyajit Ray

Sergei Eisenstein

Robert Flaherty

22 of 100

123 PU_2015_155 Who said that aberrant decoding takes place in mass society?

C Edward Hall

Umberto Eco

- C Stuart Hall
- Jemma Frankenstein

23 of 100

136 PU_2015_155

The process of qualitative research is characterized by which of the following?

- Proportion
- Reduction
- Deduction
- Induction

24 of 100

157 PU_2015_155 Which one of the following authors is associated with Psychoanalysis?

- C Fiske
- C Freud
- Fairclough
- Foucault

143 PU_2015_155

Which of the following is not a qualitative research approach which enables research subjects to play a more active part in designing the research and influencing the outcomes?



Structured interviews



Feminist research Action research

Cognitive mapping

26 of 100

124 PU_2015_155 Who coined the term fifth estate?



Kurt Lewis



Tom Baistow

Marshall Mcluhan

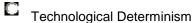
27 of 100

112 PU_2015_155

"New technologies transform society at every level, including institutions, social interaction and individuals (...) 'Human factors' and social arrangements are seen as secondary." This quote represents:-



Social determinism



Humanism

Feminism

28 of 100

121 PU_2015_155 According to Diffusion of Innovation theory, adopters can be categorized into:-

- 6 types
- 5 types
- 4 types
- 7 types

29 of 100

138 PU_2015_155

In qualitative research, which of the following refers to the plausibility of findings and the credibility of interpretations and explanations?

Sampling



Validity

Triangulation

30 of 100

198 PU_2015_155

Which article of Indian Constitution talks about freedom of expression?



Article 19 (1) (b)

 \Box Article 19

 \bigcirc Article 19 (2)

 \bigcirc Article 19 (1) (a)

31 of 100

218 PU 2015 155

In a certain school, 20% of students are below 8 years of age. The number of students above 8 years of age is 2/3 of the number of students of 8 years of age which is 48. What is the total number of students in the school?

\sim	105

 \odot 110

- 100
- \bigcirc
- 115

32 of 100

158 PU_2015_155

Which of the following best describes mixed-method research designs?



a design that obtains statistically significant results \bigcirc

 \bigcirc

Develops specific directional hypotheses

uses both quantitative and qualitative methods to collect data and analyse

 \bigcirc synthesizes narrative data into themes

33 of 100

142 PU_2015_155

Which of the following is not a qualitative research method?



Ethnography/participant observation

\Box		
	Factor	loading

- \bigcirc Discourse and conversation analysis
- \bigcirc Qualitative interviewing

34 of 100

 \bigcirc

107 PU_2015_155 Magic Multiplier is a concept propounded by:-

 \bigcirc Marshal McLuhan

Everett Rogers



Wilber Schramm

Lasswell

35 of 100

191 PU_2015_155 'Comment is free, facts are sacred'. Who made this comment?

Bryan Roberts

James Goldsmith

James Silk Buckingham

C P Scott

36 of 100

217 PU_2015_155

In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total number of votes was 7500, what was the number of valid votes that the other candidate got?

2700

C 2500

- C 2800
- C 2600

37 of 100

122 PU_2015_155 Linguistic Structuralism deals with:-

C Only subject

0

 \bigcirc

The language and subject

Subject, society and language

Only the language and signification

38 of 100

212 PU_2015_155

On selling 17 balls at Rs. 720, there is a loss equal to the cost price of 5 balls. The cost price of a ball is:-

- C 55
- C 65
- **5**0
- C 60

39 of 100

219 PU_2015_155

30% of the men are more than 25 years old and 80% of the men are less than or equal to 50 years old. 20% of all men play football. If 20% of the men above the age of 50 play football, what percentage of the football players are less than or equal to 50 years?

Q	50
Q	80
0	60
0	70

155 PU_2015_155 The rationale underlying purposeful sampling is that:-

A randomly selected sample is unlikely to be representative of the population

All cases are included, even though they are not all relevant to the problem

A few information rich cases studied in depth yields many insights about a topic

Available cases are used because the researcher has access to them

41 of 100

 \bigcirc

151 PU_2015_155 Deductive Reasoning is applied in:-

Action research

Applied research

Qualitative research

Quantitative research

42 of 100

153 PU_2015_155 In qualitative research, a guiding principle in deciding sample size is:-

Number of variables

Effect size

Sub-group analysis

Data saturation

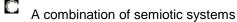
43 of 100

128 PU_2015_155 Codes are:-

Ο,

A combination of semiotic systems in a social structure

About urban landscapes



a combination of social structure

44 of 100

214 PU_2015_155 Today is Monday. After 61 days, it will be:-

\Box	
\sim	Sunday

 \bigcirc Monday

Saturday

 \odot Tuesday

45 of 100

125 PU_2015_155 Who wrote the book 'The information age: Economy, Society and Culture'?

 \bigcirc O'reilly

 \bigcirc Manuel Castells

 \bigcirc

Barney Glaser \bigcirc

Tim Berner Lee

46 of 100

139 PU 2015 155

People management is a particular consideration when using which of the following qualitative methods?

\odot	_	
	Focus	groups

 \bigcirc Story completion tasks

Qualitative surveys

 \bigcirc Interviews

47 of 100

154 PU 2015 155

A member of a social setting who is a knowledgeable insider and is willing to share access and insight with a researcher is known as a:-

 \bigcirc Informant

 \bigcirc Interviewer

 \bigcirc Assistant

 \bigcirc Interview Guide

48 of 100

193 PU_2015_155 Rhizome is widely used to explain the:-

 \bigcirc Structure of a movie script

 \bigcirc Structure of society

 \bigcirc Structure of hypertext

 \bigcirc Organisation of chapters in a book

49 of 100 108 PU_2015_155 According to Baudrillard:-

0	Reality oc	curs first	before	representati	on
---	------------	------------	--------	--------------	----

Signs come prior to events

Territory precedes the map

Signs and events occur simultaneously

50 of 100

178 PU_2015_155 Identify the appropriate word from the given options.

The way	y women are	in	this	film	is	degra	ding.

\square	
\sim	publicised

<u> </u>	Fatabliabad
	Established

C Shown

Depicted

51 of 100

176 PU_2015_155 Identify the appropriate word from the given options.

There has been little research on interpersonal skills ______ nationality / race.

\Box			
-	in	relation	to

compared to

 \bigcirc

with respect to

with reference to

52 of 100

171 PU_2015_155 Identify the appropriate word from the given options.

We found that alcoholism is ______ behavioral problems during childhood.

)

<u> </u>	opposite to

concerned to

Linked to

53 of 100 173 PU_2015_155 Identify the appropriate word from the given options.

This paper outlines the issues involved in ______ data acquisition.

continuous

\bigcirc	Continual
100	

Continuously

 \square continually

54 of 100

172 PU_2015_155 Identify the appropriate word from the given options.

We investigated the ______ use of reward and punishment in pre-school children.

 \bigcirc Contemporary

 \bigcirc Ancillary

 \bigcirc coincident

 \bigcirc Simultaneous

55 of 100

177 PU_2015_155 Identify the appropriate word from the given options.

The referee claims that this is a reason for rejecting the paper. it is the very reason why the paper should be accepted.



 \bigcirc

On the other hand

on the flip side

 \bigcirc Otherwise

On the contrary

56 of 100

174 PU_2015_155 Identify the appropriate word from the given options.

Our results were ______ the literature.



 \bigcirc according to

 \bigcirc in compliance with

 \bigcirc in agreement with

57 of 100

188 PU_2015_155 Identify the appropriate word from the given options.

First, it traces the development of multimodal discourse analysis and ______ its main descriptive and analytical parameters.

 \bigcirc Sets at



 \bigcirc Sets in

0	Sets off
\bigcirc	Sets out

186 PU_2015_155 Identify the appropriate word from the given options.

The final sample of 433 respondents (168 men, 265 women) _____ an average age of 39.77 years.

- stood for
- C reported
- Revealed
- Signified

59 of 100

189 PU_2015_155 Identify the appropriate word from the given options.

Marx ______ that the products of labour tend to escape people's control in capitalist society.

- C Argued
- Made fun
- Took objection to
- C Quarreled

60 of 100 187 PU_2015_155 Identify the appropriate word from the given options.

The first hypothesis ______ a relationship between intimacy with friends and frequency of using mobile phones.

- Predicted
- C Premised
- C Privileged
- Predicated

61 of 100

232 PU_2015_155

A shopkeeper purchased 200 bulbs for Rs. 10 each. However, 5 bulbs were fused and had to be thrown away. The remaining were sold at Rs. 12 each. What will be the percentage profit?

- C 18
- C 17
- C 15

C 16

62 of 100

252 PU_2015_155

In a certain code, 'MANORAMA' is written as OCPQTCOC. How is 'OBSOLETE' written in that code?

C PCTPMFUF

C QCTPMFUF

63 of 100

247 PU_2015_155 Paddy is related to Field in the same way as Steel is related to:-

\sim	Ore

C Wagon

Factory

C Iron

64 of 100

250 PU_2015_155 What should come in the place of the question mark (?) in the following letter series?

BXJ ETL HPN KLP ?

C NHR

C MHQ

65 of 100

229 PU_2015_155

A man took loan from a bank at the rate of 12% p.a. simple interest. After 3 years he had to pay Rs. 5400 interest only for the period. The principal amount borrowed by him was:-



22000

20000

5000

66 of 100

230 PU_2015_155

How many gold coins are there in a jar of 88 coins, if there are 1/3 as many silver coins as gold coins?

C 66

C 33 C 44 C 55

67 of 100

246 PU_2015_155

Three of the following four are alike in a certain way and so form a group. Which one does not belong to that group?

\sim	Pencil

r		
۵.	4	1.1
		INK

Calculator

O

Pen

68 of 100

254 PU_2015_155 Book is related to library in the same way as Flower is related to:-

C Stalk

Colour

C Petal

Garland

69 of 100

242 PU_2015_155

Swami is taller than Ayan. Ayan is taller than Raghu. Shankar is taller than Dilip. Dilip is taller than Ayan. Who among them is the shortest?

0	Swami
\bigcirc	Swami

C Ayan

C Shankar

C Raghu

70 of 100

244 PU_2015_155

Uma ranked 8th from the top and 37th from the bottom in a class. How many students are there in the class?

- C 44
- C 46

C 47

C 45

71 of 100 243 PU_2015_155 How many 3's are there in the following sequence which are neither preceded by 6 nor immediately followed by 9?

9366395937891639639 \odot One \bigcirc Two \bigcirc Four \odot Three 72 of 100 224 PU_2015_155 240, ?, 120, 40, 10, 2 \Box 40 \bigcirc 120 \bigcirc 240 \odot 200

73 of 100

228 PU_2015_155

A sum of money amounts to Rs.9800 after 5 years and Rs.12005 after 8 years at the same rate of simple interest. The rate of interest is:-

- 10%
- C 8%
- C 6%

C 12%

74 of 100

249 PU_2015_155

In a certain code language, 'pultir fin' means 'good sweet fruit', 'tie dip sig' means 'beautiful red rose', 'sig lon fin' means 'rose and fruit'. Which of the following stands for 'sweet' in that language?

sig tir pul

75 of 100 231 PU 2015 155

A two digit number is three times the sum of its digits. If 45 is added to it, the digits are reversed. The number is:-

C 36

C 72

O	63
0	27

234 PU_2015_155

The positions of how many digits in the number 59164823 will remain unchanged after the digits are rearranged in descending order within the number?

\sim	One

C None

Three

🖸 тио

77 of 100

251 PU_2015_155 In a certain code FICTITIOUS is written as IFTCTIOISU. How is POSTPONE written in that code?



PSOPTNOE

C POTSOPEN

78 of 100

227 PU_2015_155

A sum of money at simple interest amounts to Rs. 815 in 3 years and to Rs. 854 in 4 years. The sum is:-

- C 700
- C 689
- **6**98

670

79 of 100

253 PU_2015_155

Rahul is taller than Sanju but shorter than Meera. Vani is taller than Raju. Sanju is taller than Vani. Who is the shortest?

C Meera

C Rahul

C Vani

C Raju

80 of 100

248 PU_2015_155

In a row of children, Mani is eleventh from the left and Manoj is seventeenth from the right. When they exchange their places, Mani will be thirteenth from the left. Which of the following will be the new position of Manoj from right?

O	Twenty-ninth
	i wenty-minun

C Nineteenth

Eleventh

Twenty-first

81 of 100

287 PU_2015_155

The ability of media to influence the salience of events in the public mind, shaping awareness and action.

Media amplification

Persuasion

Cultivation

 \bigcirc

Agenda setting

82 of 100

288 PU_2015_155 Different cultures have different:-

Power and equations

- Class difference
- Identities and features

Cast inequality

83 of 100

282 PU_2015_155 Which of the following is an example of hot medium as envisaged by Marshal McLuhan?

1	Dadia
	Radio

Cellphone

C Telephone

C Print

84 of 100

267 PU_2015_155 The code of ethics drawn in 1978 was a form of self-censorship by:-

The Editors' Guild

the Advertising Standards Council of India



The All-India Newspaper Editors' Conference

85 of 100 266 PU_2015_155 The first amendment to Article 19(1) (a) of the Indian Constitution was mainly aimed to include ______ as a cause for reasonable restriction.



Licensing printing press

Newspaper registration

Public order

Censorship

86 of 100

268 PU_2015_155

A licence in copyright matters creates in the license:-

public right

proprietory right

statutory right

personal right

87 of 100

274 PU_2015_155

Who is empowered to appoint the Chairman of the Press and Registration Appellate Board?



Bar countrie of Mawapapara

Registrar of Newspapers in India

Public Information Bureau

Press Council of India

88 of 100

271 PU_2015_155

The last date for cable television digitization throughout India has been extended by the Ministry of Information & Broadcasting till:-

^C 31st July 2016

31st July 2017

0

31st December 2017

31st December 2016

89 of 100

286 PU_2015_155

"Wiki leaks website published the confidential and restricted files in public space". This can be classified under which of the following normative theories?



Social responsibility theory

Authoritarian theory

Libertarian theory

Subaltern theory

285 PU_2015_155

Which of the following is not part of Information and Communication Technology?

 \bigcirc On line learning

 \bigcirc Web Based Learning

 \bigcirc

Newspaper

 \bigcirc Learning through the use of EDUSAT

91 of 100

289 PU_2015_155 Culture of Semiotic theory was derived from the studies of:-

 \Box

Bakhtin and Barthes

 \bigcirc Saussure and Pierce

 \bigcirc Saussure and McKee

 \Box Pierce and Guattari

92 of 100

284 PU_2015_155

Author of the book The Growth of Public Opinion: In the Madras Presidency (1858 - 1909).

 \bigcirc

 \bigcirc

 \bigcirc

93 of 100

following languages to be sent to The Press Registrar, New Delhi.

O Oriya

 \bigcirc Hindi

 \Box Bengali

Kannada

94 of 100

269 PU_2015_155 In the absence of registration, redress for infringement of Copyright is under:-



 \bigcirc

Common law

 \odot Local law

 \odot Individual law

Keval.J.Kumar \Box

D. Sadasivan

Uma Narula

B.N.Ahuja

272 PU 2015 155

The Press and Registration of Books Act, 1867 requires one copy of newspaper published in which of the

Special law

95 of 100

270 PU_2015_155

Which section of the Information Technology (Amendment) Act, 2008 that provides for punishment for sending offensive messages *by means of a computer resource or a communication device* was struck down by the Supreme Court recently?

Section 66 A

Section 68 A

Section 70 A

Section 72 A

96 of 100

283 PU_2015_155

The first media and communication satellite Instructional Television Experiment (SITE) conducted in:-

1975-76

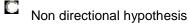
1972-73

1980-82

1985-86

97 of 100

299 PU_2015_155 'Older children understand advertisements better than younger children', falls under which type of hypothesis?



Null hypothesis

Causal hypothesis

Directional hypothesis

98 of 100

273 PU_2015_155

How many Members of Parliament (MP's) are nominated to the Press Council of India?

C 9

 \bigcirc

- C 5
- C 7
- C 3

99 of 100

265 PU_2015_155

The first ombudsman for any newspaper in the world was appointed in:-

C Austria



 \bigcirc

Great Britai	n
--------------	---

C Japan

C Sweden

100 of 100 281 PU_2015_155 Who issues certificate of registration to the publisher of a newspaper?

 \Box District Information Officer

C Press Registrar

Registration Officer

 \bigcirc District Collector