1 of 100
213 PU_2015_155
It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?

- Thursday
- 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?

- Tuesday
- Saturday
- Monday
- Sunday

3 of 100
126 PU_2015_155
Which theory talks about not changing behaviour intention, but changing the actual behaviour?

- Theory of Planned Behaviour
- Theory of Reasoned Action
- Social Judgement Theory
- Organizing Theory

4 of 100
113 PU_2015_155
According to Lara Mulvey, two processes work together in cinematic texts: They are:-

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

5 of 100
106 PU_2015_155
The Frankfurt School's critical theory saw the culture industry as:-

- Capable of producing diverse public opinions
- Capable of transforming an individual into an informed citizen
- 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
☐ 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.

☐ Jacques Derrida
☐ 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?

☐ Quasi-quantitative
☐ Qualitative
Who regarded 'taxation' as an institutional theft?

- Authoritarians
- Libertarians
- Democrats
- Soviet Media

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

Who introduced the term 'entropy'?

- Westley and Maclean
- Shannon and Weaver
- Wilbur Schramm
- Berlo

The term 'broadcasting' was borrowed from:

- Banking
- Agriculture
- Television
- Radio

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

- Identifying the research hypothesis, data collection, data analysis, conclusions, writing
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
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:-
☐ action research
☐ historical
☐ ethnographic
☐ 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 ________.
☐ uses and gratifications
☐ British cultural studies
☐ Palo Alto School
☐ the Frankfurt School

18 of 100
197 PU_2015_155
The word ‘cyberspace’ was coined by:-
☐ Negroponte
☐ Lazersfeld
☐ William Gibson
☐ 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?
☐ 280
☐ 300
☐ 250
☐ 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?
☐ Edward Hall
☐ Umberto Eco
☐ 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?
☐ Fiske
☐ Freud
☐ Fairclough
☐ Foucault
25 of 100
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
- Mithrandier
- 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
- Technological 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
- Reliability
- Validity
30 of 100
198 PU_2015_155
Which article of Indian Constitution talks about freedom of expression?
- Article 19 (1) (b)
- Article 19
- Article 19 (2)
- 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?
- 105
- 110
- 100
- 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
- Develops specific directional hypotheses
- uses both quantitative and qualitative methods to collect data and analyse
- 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
- Factor loading
- Discourse and conversation analysis
- Qualitative interviewing

34 of 100
107 PU_2015_155
*Magic Multiplier* is a concept propounded by:-
- Marshal McLuhan
- Everett Rogers
'Comment is free, facts are sacred'. Who made this comment?

- Bryan Roberts
- James Goldsmith
- James Silk Buckingham
- C P Scott

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
- 2500
- 2800
- 2600

Linguistic Structuralism deals with:-

- Only subject
- The language and subject
- Subject, society and language
- Only the language and signification

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:-

- 55
- 65
- 50
- 60

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?
The rationale underlying purposeful sampling is that:

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

Deductive Reasoning is applied in:

- Action research
- Applied research
- Qualitative research
- Quantitative research

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

- Number of variables
- Effect size
- Data saturation

Codes are:

- A combination of semiotic systems in a social structure
- About urban landscapes
- A combination of semiotic systems
- A combination of social structure

Today is Monday. After 61 days, it will be:
Who wrote the book 'The information age: Economy, Society and Culture'?

- O'reilly
- Manuel Castells
- Barney Glaser
- Tim Berner Lee

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

- Focus groups
- Story completion tasks
- Qualitative surveys
- Interviews

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:-

- Informant
- Interviewer
- Assistant
- Interview Guide

Rhizome is widely used to explain the:-

- Structure of a movie script
- Structure of society
- Structure of hypertext
- Organisation of chapters in a book
According to Baudrillard:

- Reality occurs first before representation
- 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 women are _____________ in this film is degrading.

- publicised
- Established
- 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.

- in relation to
- compared to
- 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.

- connected to
- 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
We investigated the _______________ use of reward and punishment in pre-school children.

- Continual
- Continuously
- continually

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

- On the other hand
- on the flip side
- Otherwise
- On the contrary

Our results were _______________ the literature.

- in alignment with
- according to
- in compliance with
- in agreement with

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

- Sets at
- Sets in
58 of 100
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
☐ 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.
☐ Argued
☐ Made fun
☐ Took objection to
☐ 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
☐ Premised
☐ 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?
☐ 18
☐ 17
☐ 15
In a certain code, 'MANORAMA' is written as OCPQTCOC. How is 'OBSOLETE' written in that code?

- PCTPMFUF
- QCTPMFUF
- RDUQNGVG
- QDUQNGVG

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

- Ore
- Wagon
- Factory
- Iron

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

BXJ ETL HPN KLP ?

- NHR
- MHQ
- NIR
- MIP

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:

- 15000
- 22000
- 20000
- 5000

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

- 66
Three of the following four are alike in a certain way and so form a group. Which one does not belong to that group?

- Pencil
- Ink
- Calculator
- Pen

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

- Stalk
- Colour
- Petal
- Garland

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?

- Swami
- Ayan
- Shankar
- Raghu

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

- 44
- 46
- 47
- 45
How many 3's are there in the following sequence which are neither preceded by 6 nor immediately followed by 9?

9 3 6 3 9 5 9 3 7 8 9 1 6 3 9 6 3 9

One
Two
Four
Three

72 of 100

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:-

36
72
76 of 100
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?
- One
- None
- Three
- Two

77 of 100
251 PU_2015_155
In a certain code FICTITIOUS is written as IFTCTIOISU. How is POSTPONE written in that code?
- OPTSOPEN
- OPSTOPEN
- PSOPTNOE
- POTTSOPEN

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:-
- 700
- 689
- 698
- 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?
- Meera
- Rahul
- Vani
- 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?
The ability of media to influence the salience of events in the public mind, shaping awareness and action.

Media amplification
Persuasion
Cultivation
Agenda setting

Different cultures have different:

Power and equations
Class difference
Identities and features
Cast inequality

Which of the following is an example of hot medium as envisaged by Marshall McLuhan?

Radio
Cellphone
Telephone
Print

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

The Editors' Guild
the Advertising Standards Council of India
the Indian Languages Newspaper Association
The All-India Newspaper Editors' Conference
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
- proprietary 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 Council of India
- 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:-

- 31st July 2016
- 31st July 2017
- 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
Which of the following is not part of Information and Communication Technology?

- On line learning
- Web Based Learning
- Newspaper
- Learning through the use of EDUSAT

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

- Bakhtin and Barthes
- Saussure and Pierce
- Saussure and McKee
- Pierce and Guattari


- Keval.J.Kumar
- D. Sadasivan
- Uma Narula
- B.N.Ahuja

The Press and Registration of Books Act, 1867 requires one copy of newspaper published in which of the following languages to be sent to The Press Registrar, New Delhi.

- Oriya
- Hindi
- Bengali
- Kannada

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

- Common law
- Local law
- Individual law
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

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

- 1975-76
- 1972-73
- 1980-82
- 1985-86

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

- Non directional hypothesis
- Null hypothesis
- Causal hypothesis
- Directional hypothesis

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

- 9
- 5
- 7
- 3

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

- Austria
Great Britain

Japan

Sweden

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

- District Information Officer
- Press Registrar
- Registration Officer
- District Collector