

Test Date: **25 May 2019****PG-QP-41**

Time : 12:00 Noon To 02:00 PM

**Entrance Test for the Course(s)** : M.A. (Journalism, Media and Mass Communication) [CUHAR], (Journalism and Mass Communication) [CUSBR], [CUKNK], (Convergent Journalism) [CUKAS], (Culture and Media Studies) [CURAJ], (Mass Communication and New Media) [CUJAM], (Mass Communication) [CUTND], [CUJHD], (Journalism & Mass Communication) [CUPUN].

Roll Number :

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Test Center Code :

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Name of the Candidate :

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Candidate's Signature: .....

Invigilator's Signature: .....

### Instructions to Candidates

1. Do NOT open the Question Booklet until the Hall Superintendent gives the signal for the commencement of the examination.
2. Write your Name, Roll Number and Test Center Code (as given in the Admit Card) and sign in the space provided above.
3. After the commencement of the examination, open the Question Booklet. If the Question Booklet or the OMR Answer Sheet or both are not in good condition, then ask for immediate replacement. No replacement will be made 5 minutes after the commencement of the examination.
4. In the ANSWER SHEET (OMR) fill up/shade the required entries (Roll Number, Test Center Code, Test Paper Code, Question Booklet Number etc. in the space provided) using **black/blue** ball point pen.
5. Part-A of the Question Booklet contains 25 Questions. Part-B of the Question Booklet contains 75 Questions. A candidate is required to answer all the questions.
6. All questions are in MCQ Pattern. There is only **one** most appropriate correct answer for **each** question.
7. All questions carry equal marks. **There will be negative marking.** Each correct answer carries **01** mark and for each wrong/incorrect answer **0.25** mark will be deducted. Question not attempted will not be assessed.
8. Darken only **one** circle for each question. If you darken more than one circle for the question, it will be deemed as wrong/incorrect answer. Any change in the answer once marked is **NOT** allowed.
9. Use the Answer Sheet (OMR) carefully. No spare Answer Sheet will be given.
10. Do not make stray marks on the OMR Sheet.
11. After completion of examination, a candidate will be allowed to take with him Question Booklet and Candidate's copy of OMR answer sheet. However, **each candidate must ensure to handover original copy of OMR sheet to the invigilator.** In case a candidate takes away the original OMR answer sheet, his/her examination will be treated as cancelled.
12. No candidate will be allowed to leave the examination hall before completion of Entrance Test. Total time allowed for the paper is 2 Hours.
13. Calculator, Tables or any other Calculating Devices, Mobiles, Pagers, Booklets, Papers etc. are strictly prohibited.
14. Rough work should be done on the blank space provided in this Question Booklet. No extra paper will be provided.

**SEAL**



1. Fill the blank with the correct idiom/phrase  
That boy from the town was a \_\_\_\_ in the sleepy village.  
(A) Dog out of herd  
(B) Sheep from the heap  
(C) Fish out of water  
(D) Bird from the flock
2. Choose the most appropriate pair of words from the options given below to complete the following sentence.  
She could not \_\_\_\_ the thought of \_\_\_\_ the election to her bitter rival.  
(A) bear, loosing  
(B) bare, loosing  
(C) bear, losing  
(D) bare, losing
3. 'Advice' is \_\_\_\_\_.  
(A) A verb  
(B) A noun  
(C) An adjective  
(D) Both a verb and a noun
4. Choose the most appropriate phrase from the options given below to complete the following sentence.  
The aircraft \_\_\_\_ take off as soon as its flight plan was filed.  
(A) is allowed to  
(B) will be allowed to  
(C) was allowed to  
(D) has been allowed to
5. Select the most suitable synonym for the word SIMULATE.  
(A) Accumulate  
(B) Smile  
(C) Pretend  
(D) Gamble
6. Select the most suitable synonym for the word PANACEA.  
(A) Wonder  
(B) Elixir  
(C) Placebo  
(D) Honey
7. Select the most suitable antonym for the word CRUDE  
(A) Cruel  
(B) Sophisticated  
(C) Malevolent  
(D) Primeval
8. Select the most suitable antonym for the word HAPHAZARD.  
(A) Cumbersome  
(B) Concocted  
(C) Orderly  
(D) Zigzag
9. Select the pair which shows the same relationship as POLYMER : CELL  
(A) Coin : Money  
(B) Food : Wheat  
(C) Chain : Link  
(D) Fibre : Plastic
10. Choose the most appropriate preposition to complete the sentence:  
He is a traitor \_\_\_\_ the country.  
(A) for  
(B) to  
(C) in  
(D) of
11. Which one of the following elements is essential for the formation of chlorophyll in green plants?  
(A) Calcium  
(B) Iron  
(C) Magnesium  
(D) Potassium
12. Which one of the following is a true fish as per the biological system of classification?  
(A) Silver fish  
(B) Jelly fish  
(C) Cuttle fish  
(D) Flying fish



13. Bright light is found to emit from photographer's flashgun. This brightness is due to the presence of which one of the following noble gases?
- (A) Argon (B) Xenon  
(C) Neon (D) Helium
14. Which of the following National Parks of India are declared as World Heritage by UNESCO?
- (A) Keoladeo National Park (B) Sundarbans National Park  
(C) Kaziranga National Park (D) Ranthambore National Park
15. Cooking gas is a mixture of
- (A) Carbon monoxide and carbon dioxide (B) Butane and propane  
(C) Carbon dioxide and oxygen (D) Methane and ethylene
16. Find the odd man out:
- (A) 6V12 (B) 2H4  
(C) 9F18 (D) 3R6
17. For how many times, the hands of a clock are at right angles in a day ?
- (A) 24 (B) 22  
(C) 44 (D) 48
18. Find the missing term 97:89 :: 43: ... ?
- (A) 37 (B) 31  
(C) 39 (D) 41
19. The value of one US dollar is 65 Indian Rupees today, compared to 60 last year. The Indian Rupee has \_\_\_\_.
- (A) Depressed (B) Depreciated  
(C) Appreciated (D) Stabilized
20. 25 persons are in a room. 15 of them play hockey, 17 of them play football and 10 of them play both hockey and football. Then the number of persons playing neither hockey nor football is:
- (A) 2 (B) 17  
(C) 13 (D) 3
21. By selling an item for Rs. 198, Souvik made a loss of 12%. By how much should he have raised the price to make a profit of 8%?
- (A) Rs.25 (B) Rs.55  
(C) Rs.44 (D) Rs.45
22. A person who is the husband of my son's sister is my \_\_\_\_.
- (A) Nephew (B) Son – in – Law  
(C) Son (D) Brother
23. Ram and Ramesh appeared in an interview for two vacancies in the same department. The probabilities of Ram's selection is  $\frac{1}{6}$  and that of Ramesh is  $\frac{1}{8}$ . What is probability that only one of them will be selected?
- (A)  $\frac{47}{48}$  (B)  $\frac{1}{4}$  (C)  $\frac{13}{48}$  (D)  $\frac{35}{48}$
24. A is the father of B. C is the son of D. E is the brother of C while D is the sister of B. How is B related to E?
- (A) Uncle (B) Aunt  
(C) Mother (D) Either A or B
25. What will be next leap year after 2096?
- (A) 2100 (B) 2101  
(C) 2104 (D) 2108

**PART-B**

26. The word "Media" is plural.  
(A) True  
(B) False  
(C) Can't say  
(D) Perhaps
27. In communication, \_\_\_\_\_ is most important. (fill in the blank).  
(A) Telling  
(B) Listening  
(C) Sharing  
(D) Understanding
28. What can be the medium of communication?  
(A) Written  
(B) Spoken  
(C) Technological  
(D) All of the above
29. Which is not included in the social media?  
(A) Facebook  
(B) Twitter  
(C) Instagram  
(D) Gmail
30. Fake news is \_\_\_\_\_ (fill in the blank).  
(A) Unverified  
(B) Sensational  
(C) Appealing  
(D) All of the above
31. Fake news was found responsible for many of the mob lynching incidents in India recently.  
(A) True  
(B) False  
(C) Can't say  
(D) Perhaps
32. Which among the following is a Micro-blogging platform?  
(A) Twitter  
(B) Facebook  
(C) You Tube  
(D) Instagram
33. Hash tags are mainly used in \_\_\_\_\_ (fill in the blank).  
(A) Facebook  
(B) Twitter  
(C) You Tube  
(D) Instagram
34. Vernacular press is a regional language press.  
(A) True  
(B) False  
(C) Can't say  
(D) Perhaps
35. 'The circulation of English newspapers is higher than the Hindi newspapers in India'.  
(A) True  
(B) False  
(C) Can't say  
(D) Perhaps



36. Vikas is accused of following his female colleague on internet. He keeps track of all her activities (offline and online) and sends unwanted and unsolicited messages through mobile phone. What Vikas is doing is known as \_\_\_\_\_ (fill in the blank).
- (A) Cyber bullying  
(B) Cyber stalking  
(C) Cyber terrorism  
(D) All of the above
37. Which factor is behind the growth of digital media in India?
- (A) Cheap mobile phones  
(B) Low data cost  
(C) Both (A) & (B)  
(D) None of the above
38. Which mobile technology was used by the terrorist in planning the CRPF vehicle in *Pulwama* recently?
- (A) Dual SIM  
(B) Virtual SIM  
(C) Triple SIM  
(D) All of the above
39. Newspapers' circulation in India has increased in recent years.
- (A) True  
(B) False  
(C) Can't say  
(D) Perhaps
40. The English newspapers have top circulation in India.
- (A) True  
(B) False  
(C) Can't say  
(D) Perhaps
41. Globally, the readership of print newspaper is declining.
- (A) True  
(B) False  
(C) Can't say  
(D) Perhaps
42. In India, the readership of print newspaper is increasing.
- (A) True  
(B) False  
(C) Can't say  
(D) Perhaps
43. Indian print media continues to expand in the following aspects.
- (A) Readership  
(B) Geographical reach  
(C) Circulation  
(D) All of the above
44. Which sectors would make the advertising industry grow in 2019 in India?
- (A) Real estate  
(B) Education  
(C) Both of the above  
(D) None of the above
45. Which medium receives maximum spending by political parties and the government during elections?
- (A) Print  
(B) Electronic  
(C) Web  
(D) Outdoor

46. The English newspapers have seen a drop in the readership mainly due to competition from \_\_\_\_\_ (fill in the blank).
- Print media
  - Digital platforms
  - Outdoor media
  - Advertising
47. Which media is expected to grow maximum in the 2019 in advertising spend.
- Digital media
  - Print media
  - Electronic media
  - Outdoor media
48. Which medium receives maximum allocation of spend on advertising in India?
- Digital media
  - Print media
  - Electronic media
  - Outdoor media
49. Which segment is regarded as the maximum gainer in future?
- Twitter posts.
  - Facebook posts
  - Streaming video
  - Instagram posts.
50. Press Trust of India (PTI) is a \_\_\_\_\_
- News agency
  - Newspaper
  - TV channel
  - NGO
51. Recently, TV channel reporters have started using \_\_\_\_\_ for the video shoot.
- Mobile phone
  - TV camera
  - Small handycam
  - Digital cameras
52. Who is responsible for every single word printed in a newspaper?
- Editor
  - Sub editor
  - Reporter
  - Owner
53. Which was the first English newspaper of India?
- Bengal Gazette
  - The Times of India
  - The Hindu
  - The statesman
54. Which was the first Hindi newspaper of India?
- DainikBhaskar
  - UdantMartand
  - DainikJagran
  - Dainik Tribune
55. What is the most important characteristics of social media?
- Sharing of user generated content.
  - Sharing of news.
  - Sharing of pictures
  - Sharing of memes.



56. Right to speech and expression comes under which article of constitution?  
 (A) Article 14 (B) Article 370  
 (C) Article 19 (D) Article 25
57. Media is regarded as which estate?  
 (A) First (B) Second  
 (C) Third (D) Fourth
58. "Best a man can get" is the punch line of which product?  
 (A) Gillette  
 (B) Sharp  
 (C) Kodak  
 (D) Pepsu
59. Which term is most appropriate for the advertisements on the back of buses?  
 (A) Outdoor advertising  
 (B) Transit advertising  
 (C) Billboard advertising  
 (D) Out of the home advertising
60. Fake news spreads mainly through \_\_\_\_\_  
 (A) Videos  
 (B) Text messages  
 (C) Images  
 (D) Audio
61. Which is informally regarded as the fifth estate?  
 (A) Judiciary  
 (B) Executives  
 (C) Social media  
 (D) Legislatives
62. Where can you store your important documents like market sheets, PAN card, Aadhaar card in the soft copy.  
 (A) Online websites.  
 (B) Digi-Locker  
 (C) Digital wallets  
 (D) Online bank account
63. Binary number system, on which the digital ecosystem operates, consists of \_\_\_\_\_  
 (A) 1 & 2  
 (B) 1 & 0  
 (C) 2 & 3  
 (D) 3 & 4
64. Who invented the "movable blocks of letters" that made the printing process quicker and efficient?  
 (A) John Gutenberg  
 (B) William Shakespeare  
 (C) Charles Darwin  
 (D) Surender Nath Bose
65. "Ethnic Press" refers to the one which is for \_\_\_\_\_  
 (A) A minority audience  
 (B) Immigrants  
 (C) Readers of a foreign language  
 (D) All of the above

66. The advertisements which resemble the genuine news are known as.....
- Advertorial
  - Editorial
  - Trade advertising
  - Surrogate advertising
67. The end of the websites has .com, .org, .in etc. These are known as
- Categories
  - Identification
  - Domains
  - URL
68. Unauthorized use of another person's copyrighted material without acknowledgment is known as.
- Adoption
  - Plagiarism
  - Copying
  - Copy left
69. "Yellow journalism" refers to the printing of news stories which are \_\_\_\_
- Sex related
  - Sensational
  - Crime related
  - All of the above
70. The ethics demand that the journalists should disclose their sources whenever required.
- True
  - False
  - Can't say
  - Perhaps
71. What is an "embargo"?
- Official ban on trade & business
  - Ban on publication before a specific date
  - Court order against the press
  - None of the above
72. The "editorial" in a newspaper reflects \_\_\_\_\_
- The policy and point of view of a newspaper
  - Audience perception
  - The writer's view point
  - Criticism of the government.
73. In intra-personal communication, a person \_\_\_\_\_
- Talks to a group of people
  - Talks to one specific person
  - Talks to himself
  - Talks to many people through social media
74. "Gestures, smile and eye contact" are a form of \_\_\_\_\_
- Intrapersonal communication
  - Non verbal communication
  - Visual communication
  - Digital communication
75. In order to be considered as a "daily", the newspaper must publish at least \_\_\_\_\_
- Seven times a week
  - Eight times in a week
  - Nine times in a week
  - Ten times in a week



76. Associated Press is the news agency of \_\_\_\_\_  
 (A) France (B) USA  
 (C) UK (D) Poland
77. What a "byline" refers to in the news inside a newspaper.  
 (A) Reporter's name  
 (B) Editor's name  
 (C) A line mentioning the news source  
 (D) Any line written before the news story
78. A journalist who is not associated with any media organization is known as \_\_\_\_\_ journalist.  
 (A) Freelance  
 (B) Part time  
 (C) Contract  
 (D) Correspondent
79. Tabloid newspaper is of small size with \_\_\_\_\_.  
 (A) 4 columns  
 (B) 5 columns  
 (C) 6 columns  
 (D) 8 columns
80. A newspaper headline should always be written around \_\_\_\_\_.  
 (A) Strong verb  
 (B) Strong adverb  
 (C) Strong adjective  
 (D) Strong participle
81. If a reader wants to complain against a newspaper reporting, then to whom s/he should approach.  
 (A) Newspaper owner  
 (B) Newspaper editor  
 (C) Press Council of India  
 (D) Ministry of Information and broadcasting
82. Libel is defined as \_\_\_\_\_.  
 (A) Malicious defamatory written accusation  
 (B) Slander  
 (C) Defamatory speech  
 (D) Malicious oral criticism
83. Slander is \_\_\_\_\_.  
 (A) Excessive criticism of an individual  
 (B) False oral statement damaging to a person's reputation  
 (C) Written statement of criticism  
 (D) All of the above
84. A large size headline on the newspaper's first page which covers the entire breadth, is known as \_\_\_\_\_.  
 (A) Lead (B) Masthead  
 (C) Deck (D) Banner
85. Homonyms have \_\_\_\_\_.  
 (A) Same meaning  
 (B) Same pronunciation  
 (C) Same origin  
 (D) All of the above

86. Who is the present chairman of Press Council of India?  
 (A) P.B. Sawant  
 (B) C.K. Prasad  
 (C) Markanday Katju  
 (D) Dilip Padgaonkar
87. "Ad sense" allows the advertiser to display  
 (A) Targeted text  
 (B) Video advertisements  
 (C) Image advertisements  
 (D) All of the above
88. "Ad sense" belongs to  
 (A) Facebook  
 (B) Google  
 (C) Twitter  
 (D) LinkedIn
89. Which is the long term strategy to increase the brand reputation?  
 (A) Publicity  
 (B) Advertising  
 (C) Propaganda  
 (D) Road shows
90. If a message says "this is important", it is most likely to be  
 (A) Advertising  
 (B) Public Relations  
 (C) Personal selling  
 (D) None of the above
91. Media controls the final version in  
 (A) Public relations  
 (B) Advertising  
 (C) Lobbying  
 (D) Propaganda
92. Which agency made a record by launching 104 satellites together by a single launch vehicle?  
 (A) NASA  
 (B) ISRO  
 (C) European Space Agency  
 (D) Roscosmos
93. Which awards are given in the field of journalism?  
 (A) Pulitzer Prize  
 (B) Ram Nath Goenka Award  
 (C) Robinson Prize  
 (D) All of the above
94. MOOC stands for  
 (A) Massively open online course  
 (B) Massive open online course  
 (C) Most open online course  
 (D) Masters in open online course
95. Media's coverage on somebody's reputation before the verdict by the court is known as  
 (A) Media trial  
 (B) Investigative journalism  
 (C) Media advocacy  
 (D) Yellow journalism



96. With the advent of digital media, which thing has become a serious issue?
- (A) Privacy
  - (B) Eye problem
  - (C) Cyber stalking
  - (D) Cyber bullying
97. In which year television started in India \_\_\_\_\_?
- (A) 1947
  - (B) 1952
  - (C) 1959
  - (D) 1960
98. TV in India started as an experimental project by funding from \_\_\_\_\_
- (A) Russia
  - (B) USA
  - (C) UNESCO
  - (D) UNICEF
99. The term "embedded journalism" means
- (A) Army officers trained as journalists
  - (B) Journalists attached to the army units
  - (C) Soldiers recruited for the media
  - (D) Special media programmes for army
100. A common man reporting on an important event on his/her blog is known as \_\_\_\_\_
- (A) Citizen journalism
  - (B) Public journalism
  - (C) Personal journalism
  - (D) New media journalism