

E-35

**Entrance Examination-2014**  
**MA (Communication)**

**Max. Marks: 60**

**Time: 2 Hours**

<b>HALL TICKET NUMBER</b>

**GENERAL INSTRUCTIONS**

- Please check if there are **eight pages excluding** this page.
- Please read the instructions for **each section** carefully.
- **Enter your hall ticket number** on the **question paper** and the **OMR sheet** without fail.
- Read the **instructions** on the **OMR sheet** carefully before proceeding.
- Please **return the filled in OMR sheet** to the invigilator.
- You may keep the question paper with you.
- Answer all the **questions** in the **OMR sheet** only.
- All questions carry equal **negative marks**. 0.33 marks will be subtracted for every wrong answer.

**TOTAL NUMBER OF PAGES EXCLUDING THIS PAGE: 08 (EIGHT)**

E-35

**I. General & Media Awareness (25X1=25 Marks)**

*Enter the correct answer in the OMR Sheet.*

1. Tillana is part of which music tradition?

- A) Hindustani    B) Carnatic    C) Western    D) Folk

2. At the WTO Talks in Bali, which country took the position that 'Food security is non-negotiable'?

- A) Brazil    B) China    C) India    D) Russia

3. World Chess Championship 2013 was held in

- A) Mumbai    B) Chennai    C) Kolkata    D) New Delhi

4. The Centre can rename a State or declare a new one by altering the boundaries using this Article of the Constitution

- A) 3    B) 4    C) 5    D) 6

5. Iron Man is a creation of

- A) DC Comics    B) Marvel Comics    C) Dark Horse    D) Image Comics

6. Which is the largest state in India in terms of area?

- A) Rajasthan    B) Uttar Pradesh    C) Madhya Pradesh    D) Maharashtra

7. Which of these does not refer to a natural disaster?

- A) Katrina    B) Maria    C) Helen    D) Lehar

8. The first non-citizen of India to be awarded the Bharat Ratna was

- A) Nelson Mandela    B) Mother Theresa  
C) Amartya Sen    D) Khan Abdul Gaffar Khan

9. Who is the editor-in-chief of Times of India?

- A) Ajit Ninan    B) Jaideep Bose  
C) Jug Suraiya    D) None of the above

E-35

**10. The reality show Big Boss is aired on**

- A) Rishtey      B) Firangi      C) ETV UP      D) Colors

**11. The winner of the Man Booker Prize, 2013 is**

- A) Eleanor Catton      B) Julian Barnes  
C) Aravind Adiga      D) Hilary Mantel

**12. Which of the following is a spokesperson of the Bharatiya Janata Party?**

- A) Brinda Karat      B) Priya Dutt  
C) Nirmala Seetharaman      D) None of the above

**13. Lothal, an Indus Valley City is situated in the state of?**

- A) Gujarat, India      B) Punjab, India  
C) Punjab, Pakistan      D) Rajasthan, India

**14. The Editor-in-Chief of The Hindu is**

- A) N. Ram      B) N. Ravi  
C) Malini Parthasarathy      D) Siddharth Varadarajan

**15. Geneva interim agreement facilitates lifting economic sanctions on?**

- A) Iran      B) Iraq      C) Saudi Arabia      D) Syria

**16. The Commonwealth Heads of Government Meeting (CHOGM) 2013 was held in**

- A) Bhutan      B) Bangladesh      C) Nepal      D) Sri Lanka

**17. The Indian classic film Mughal-e-Azam was directed by**

- A) K. Asif      B) I. Johar      C) Gulzar      D) Mehboob Khan

**18. Sheikh Hasina is the leader of which political party in Bangladesh?**

- A) Bangladesh Nationalist Party      B) Bangladesh Democratic Party  
C) Bangladesh Awami League      D) Bangladesh Jatiya Party

**19. The lead role in the TV series Adaalat is essayed by**

- A) Ram Kapoor    B) Rahul Roy    C) Rohit Roy    D) Ronit Roy

**20. The famous Swayambhunath Temple is situated in**

- A) Ladakh    B) Thimphu    C) Kathmandu    D) Darjeeling

**21. In the world of internet, VoD refers to**

- A) Video on Demand    B) Voice on Demand  
C) Vox-populi on Demand    D) Vector on Diameter

**22. The film Lootera was directed by**

- A) Anurag Kashyap    B) Dipankar Bannerjee  
C) Vikramaditya Motwane    D) Ayan Mukherji

**23. The latest initiative of the Ministry of Human Resource Development, RUSA expands as**

- A) Rashtriya Unnati aur Sakshaat Ayojan  
B) Rashtriya Uchchar Shiksha Abhiyan  
C) Rashtriya Udhaar Shiksha Abhiyan  
D) None of the above

**24. Which country will host the FIFA 2017?**

- A) India    B) Norway    C) Canada    D) Australia

**25. Hepatitis affects the**

- A) Liver    B) Kidney    C) Pancreas    D) Spleen

## II. Language Competence

This section is designed to test your ability to work with the English language in terms of reading, analyzing information and understanding correct usage.  
Enter the correct answer in the OMR Sheet.

### Section 1: VERBAL ABILITY (10X1=10 MARKS)

In each of the questions below, one of the pairs does not fall into the same category or conceptual group as the rest. Pick out the odd one in each set of pairs.

- |   |   |
|---|---|
| 26. (A) printer/toner<br>(C) syringe/medicine       | (B) pen/ink<br>(D) pump/water                   |
| 27. (A) earth/moon<br>(C) actor/fan                 | (B) Jupiter/Io<br>(D) Pianist/singer            |
| 28. (A) lion/mane<br>(C) giraffe/neck               | (B) rooster/comb<br>(D) girl/ponytail           |
| 29. (A) walk/prowl<br>(C) listen/eavesdrop          | (B) speak/shout<br>(D) talk/whisper             |
| 30. (A) waiter/restaurant<br>(C) performer/audience | (B) theatre/usher<br>(D) bank/teller            |
| 31. (A) stagnant/motion<br>(C) arid/moisture        | (B) neutral/balance<br>(D) silence/sound        |
| 32. (A) edit/text<br>(C) alter/dress                | (B) retouch/photograph<br>(D) tune/piano        |
| 33. (A) blouse/sleeve<br>(C) key/lock               | (B) plug/socket<br>(D) hook/eye                 |
| 34. (A) pilgrim/piety<br>(C) miser/poverty          | (B) explorer/curiosity<br>(D) artist/creativity |
| 35. (A) embroidery/thread<br>(C) weaving/yarn       | (B) knitting/wool<br>(D) writing/ink            |

**Section 2: ENGLISH USAGE & GRAMMAR (10X1= 10 MARKS)**

*Select the appropriate word/phrase from the options to fill in the blank in each of the given sentences. Enter the correct answer in the OMR Sheet.*

36. Some people only read the \_\_\_\_\_ lines in a newspaper.  
A) top      B) big      C) main      D) head
37. Newspapers are \_\_\_\_\_ to people's doors every day.  
A) taken      B) distributed      C) delivered      D) handed
38. In \_\_\_\_\_ nothing much happened at the meeting.  
A) quick      B) briefly      C) short      D) shortly
39. At the end of the speech the whole assembly gave the speakers a standing \_\_\_\_\_.  
A) ovation      B) applause      C) cheering      D) support
40. I \_\_\_\_\_ television yesterday evening.  
A) saw      B) looked      C) viewed      D) watched
41. He and I \_\_\_\_\_ good friends  
A) Is      B) are      C) am      D) be
42. I \_\_\_\_\_ you that the new engineer has significant experience in system design.  
A) ensure      B) insure      C) assure      D) sure
43. I have never seen \_\_\_\_\_ UFO.  
A) An      B) a      C) it      D) one
44. We should not spend money \_\_\_\_\_ luxuries.  
A) For      B) at      C) in      D) on
45. She looks \_\_\_\_\_ a famous film star.  
A) as      B) like      C) similar      D) same

**Section 3: WORD USE AND ABUSE (10X1= 10 MARKS)**

*In the following sentences, choose the correct word from the options provided.  
Enter the correct answer in the OMR Sheet.*

46. Cigarette packs carry \_\_\_\_\_ health warnings.  
A) explicit    B) implicit    C) implicate    D) eminent
47. Don't talk to him about politics because it's like a \_\_\_\_\_ rag to a bull.  
A) blue    B) white    C) red    D) black
48. This exercise was very difficult and I finally \_\_\_\_\_.  
A) left    B) resigned    C) departed    D) gave up
49. My best friend \_\_\_\_\_ me in a time of need.  
A) quitted    B) deserted    C) departed    D) resigned
50. When they were younger, they used to \_\_\_\_\_ in the park with their kids every weekend.  
A) stagger    B) stroll    C) meander    D) halt
51. Tens of thousands of people in sub-Saharan Africa are \_\_\_\_\_ of AIDS.  
A) dyeing    B) dying    C) killing    D) thriving
52. He has been the acting head of the company, but today he was \_\_\_\_\_ given the title of company president.  
A) formerly    B) firmly    C) firstly    D) formally
53. Do you \_\_\_\_\_ payment by credit card?  
A) acquire    B) accept    C) except    D) subject
54. During the \_\_\_\_\_, the district attorney objected only once to her adversary's line of questioning.  
A) preceding    B) proceedings    C) precedes    D) processing
55. The art class was assigned to make a life-size \_\_\_\_\_ of the model who posed in front of the room.  
A) statute    B) statue    C) stature    D) status

### III: READING COMPREHENSION (5X1=5 MARKS)

*Read the following text carefully and answer the questions that follow, selecting the most appropriate option from the list provided. Enter the correct answer in the OMR Sheet.*

Contrary to colonial and educated Bengali expectations, the coming of the printing press in Bengal actually made for an unprecedented democratization of the printed word. Contrasted with the past, when reading was limited largely to the kayasthas and Brahmins, and the scarcity of manuscripts meant an even more limited diffusion of literary ideas, the arrival of print made for a much broader social initiative and participation in the production of literature. Cheap printing techniques and growing literacy figures among the less privileged sections made for a booming market in the 'small book' trade. Publishing such works was less capital intensive than intensive markets. Consequently, these genres were produced primarily for people for such ephemeral works carried with it little regard for literary quality, and thus defined contesting tastes within the world of print. It was the demands and aspirations of these reader groups that guided the commercial book market at Battala and were voiced in its productions.

Cultural theories that emphasize the 'reception' of a text rather than its 'production', and the role of readers in constructing it, have contributed to more sensitive histories of the book in Europe. For some time now, scholars have been highlighting the non-fixity of text, multiple uses of print, and reader's intervention in reconstituting the meaning of print did not sweep away pre-print cultures in medieval Europe. They survived simultaneously with the printed book, often overriding its singular influence.

Such approaches are useful for the Indian situation. They help remind us that when print arrived in India, earlier oral traditions held sway in wider society. Availability of multiple copies of the same work did not inevitably prompt the demise of communal reading and popular performances. Much of the printed literature continued to be read aloud and performed to collective audiences right through into the twentieth century. In fact, in many ways, the printed Bengali book was the direct heir of the manuscript, and preserved on many occasions its formats, genres, and uses. Manuscript composition not only provided the initial ingredients to the printing industry, they themselves continued to flourish alongside for a long time. Quite typically, most of the writing of the period belongs to a residual orality nor to high literacy but to an 'intermediate orality' that successfully evaded the closures of print.

The study of ways in which various reader groups used print also helps us modify another set of emphases in recent discussion of colonial literature. Gauri Viswanathan and Krishna Kumar argue that school book literature played a unique role in producing and maintaining the structures of domination in colonial India. However, neither have explored the reception of these ideologies among Indian readers themselves. Analysing readership and audience for the new print literature, and the ways in which this world understood and used printed texts are important for challenging ideas of passive reception. Shared imagination, collective aspiration, and multiple reading practices mingled in complex ways to encourage differentiated users and multiple appropriations of the same material objects and ideas. As Roger Chartier comments while discussing the efficacy of the written text vis-à-vis its orally ---ritually or otherwise ---rendered form: 'Once proposed, these models and messages were accepted by adjusting them, diverting them to other purposes, and even resisting them---all of which demonstrates the singularity of each instance of appropriation'.

+++++

**56. According to the interpretation of the author , the history and growth of colonial print culture was suggestive of**

- A. a homogenous print audience
- B. a dominant ideology
- C. a contested audience
- D. none of the above

**57. What are the factors that led to democratisation of the printed word in colonial Bengal?**

- A. affordable techniques of reproduction
- B. growing literacy among the non- elite class
- C. little regard for literary tastes
- D. all of the above

**58. The author alludes to writing 'sensitive histories of the book' which means there is a lesser need to emphasize**

- A. the role of producers in constructing the text
- B. production of the text
- C. fixity of the text
- D. reception of the text

**59. The printed text in Bengal is heir to**

- A. technology from the West
- B. imitative Ideology of the native elites
- C. residual orality and high literacy
- D. none of the above

**60. Did print play a singular role in maintaining structures of domination in colonial India?**

- A. Yes
- B. No
- C. Not clear
- D. Appropriated by different audiences for clearly different purposes

\*\*\*\*\*