

ENTRANCE EXAMINATION-2017
MA (Communication)

Maximum Marks: 60

Duration: Two Hours

HALL TICKET NUMBER

PLEASE READ THESE INSTRUCTIONS BEFORE PROCEEDING:

- Please check if there are eight pages excluding this page.
- Enter your hall ticket number on the question paper and the OMR sheet without fail.
- Please read the instructions for each section carefully.
- Read the instructions on the OMR sheet carefully before proceeding.
- Answer all the questions in the OMR sheet only.
- Please return the filled in OMR sheet to the invigilator.
- You may keep the question paper with you,
- 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)

I. GENERAL & MEDIA AWARENESS: (1x30=30 MARKS)

Enter the correct answer in the OMR sheet

1. Which Indian state became the first to enact a law to protect journalists?
A) Kerala B) Goa C) Maharashtra D) Tripura
2. Asia's longest tunnel road has been constructed on:
A) Ooty highway B) Wayanad highway
C) Jammu-Kashmir highway D) India-Tibet highway
3. The Supreme Court case against former finance minister P.Chidambaram pertains to:
A) Sahara case B) Vodafone tax case
C) Aircel-Maxis case D) Vijay Mallya case
4. Who is the chief minister of Manipur?
A) Okrom Ibobi Singh B) Biren Singh
C) Mukul Sangma D) Radhabinod Koijam
5. GoAir, the low-cost air-carrier is owned by
A) Wadia Group B) Tata Group C) Reliance Group D) Birla Group
6. The story for the blockbuster film *Bahubali* is written by:
A) Rajamouli B) Karan Johar C) Maniratnam D) Vijayendra Prasad
7. Who is the editor of *Times of India*?
A) Rahul Ravishankar B) Arindam Sen Gupta C) Arnab Goswami D) Jaideep Bose
8. Which of the following is not a Chetan Bhagat novel?
A) Half Girlfriend B) Tale of Two States
C) Three Mistakes of My Life D) Five-Point Someone
9. *The Ministry of Utmost Happiness* is a new novel by which celebrated author?
A) Amitav Ghosh B) Kiran Desai C) Kiran Nagarkar D) Arundhati Roy
10. The British Prime Minister who oversaw the Brexit vote was
A) Teresa May B) Jeffrey Tobin C) David Cameron D) Gordon Brown
11. The poisonous nerve gas that was used in Syria is
A) Sarin B) Phosgene C) Arsine D) DX

12. Which ride-hailing app was found to flout Apple's privacy guidelines?

- A) Ola B) Uber C) Easy Ride D) Meru

13. Who hosts the political talk show *Last Week Tonight on HBO*?

- A) Jon Stewart B) John Oliver C) Trevor Noah D) Jimmy Kimmel

14. Who is the head coach of the national women's cricket team?

- A) Purnima Rau B) Diana Eduljee C) Tushar Arothe D) Sourav Ganguly

15. Which operation has been launched by the Income Tax Department to track deposits after demonetisation?

- A) Operation Clean Money B) Operation Track Black Money
C) Operation Clean Deposits D) Operation Track Money

16. Which journalist has authored *Being the Other: The Muslim in India*?

- A) M J Akbar B) Saeed Naqvi C) Seema Mustafa D) Fareed Zakaria

17. Syed Modi is associated with which sport?

- A) Badminton B) Cricket C) Chess D) Table-tennis

18. Which state government has launched "Kakatiya Hub for Social Innovation," India's first social innovation centre?

- A) Kerala B) Andhra Pradesh C) Tamil Nadu D) Telangana

19. Which state government has recently launched the "Civil Service Awards" for excellence in public administration?

- A) Arunachal Pradesh B) Manipur C) Assam D) Odisha

20. Which state hosted the first-ever National Women's Parliament?

- A) Madhya Pradesh B) Odisha D) Kerala D) Andhra Pradesh

21. Freedom of speech and expression is a part of _____ according to the Indian constitution?

- A) Directive principles B) Fundamental duties
C) Fundamental rights D) Preamble

22. The author of *A Passion For Dance* is:

- A) Rukmini Devi Arundale B) Padma Subramanyam
C) Sonal Man Singh D) Yamini Krishnamurthy

23. Forests that grow in swamps along the coasts or river deltas are called

- A) Deciduous Forests B) Rainforests C) Alpine Forests D) Mangroves

24. The Teesta Accord is between

- A) India and Pakistan B) India and Bangladesh
C) India and Myanmar D) India and Nepal

25. Who among the following is the chairperson of Niti Aayog?

- A) C. Rangarajan B) Arvind Panagariya
C) Jagdish Bagawathi D) Arvind Subramanian

26. The film *Psycho* is directed by

- A) Jean-Luc Godard B) Bernardo Bertolucci
C) Michelangelo Antonioni D) Alfred Hitchcock

27. The largest circulated daily newspaper in India

- A) Dainik Jagaran B) Dainik Bhaskar
C) Hindustan D) Rajasthan Patrika

28. Who is the Dadasaheb Phalke Award winner for the year 2016?

- A) Maniratnam B) K. Viswanath
C) Adoor Gopalakrishnan D) Shyam Bengal

29. Who is the owner of an IPL team - Gujarat Lions franchise

- A) Nita Ambani B) Siddharth Mallya
C) Keshav Bansal D) Gayatri Reddy

30. Who is the Union Broadcasting Minister?

- A) Ravi Shankar Prasad B) Prakash Javadekar
C) M. Venkaiah Naidu D) Arun Jaitley

II. LANGUAGE COMPETENCE

This section assesses your ability to work with the English language in terms of reading, analyzing and understanding and applying the rules of grammar and word usage.

Section 1. VERBAL ABILITY (1X5=5 marks)

In each of the questions below, one of the word pairs does not fit into the same conceptual category as the others. Identify the odd pair.

31.

- | | |
|---------------|----------------|
| A) oven/bake | B) kettle/boil |
| C) stove/cook | D) kiln/brick |

32.

- | | |
|-----------------------|----------------------|
| A) rain/precipitation | B) bleed/haemorrhage |
| C) mother/parent | D) breathe/respire |

33.

- | | |
|----------------|---------------|
| A) lung/oxygen | B) eye/vision |
| C) ear/hearing | D) skin/touch |

34.

- | | |
|---------------------|---------------|
| A) square/perimeter | B) egg/shell |
| C) circle/radius | D) river/bank |

35.

- | | |
|-----------------|-----------------|
| A) Teeth/Chew | B) Mind/Think |
| C) Sweater/Heat | D) Eyes/Flicker |

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. Saipriya _____ a newspaper now.

- A) Reads B) Is reading C) Read D) Has read

37. I am sorry that I cannot talk to you. I _____ be in class at 10 o'clock.

- A) May B) Could C) Can D) Must

38. Shyam and Salim walked in silence _____ a while.

- A) At B) On C) For D) In

39. The journalist, _____ I like a lot, is Sreenivasan Jain.

- A) Which B) Whose C) Who D) Whom

40. Miriam found a _____ puppy.

- A) Little cute brown B) Brown little cute C) Cute little brown D) Brown cute little

41. You have too many _____ but less time to prove you're right.

- A) Hypothesis B) Hypotheses C) Hypothesises D) Hypothesess

42. He has been exercising but his immune system is steadily _____.

- A) Weak B) weaken C) weakened D) weakening

43. Anita _____ three thousand words for her essay.

- A) Have wrote B) has wrote C) have written D) has written

44. Hari dispensed with the services _____ his dishonest clerk

- A) Of B) To C) For D) By

45. I told Julie I _____ to come.

- A) Be able B) Not be able C) Might be able D) Was being able

Section 2: 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. The interview was _____ live over the internet.

- A) Broadcasted B) Broadcast C) Display D) Displayed

47. It was a difficult situation because we were _____ of helping.

- A) Discapable B) Incapable C) Uncapable D) Non-capable

48. The four candidates discussed the topic _____ themselves.

- A) Among B) Between C) Amid D) Through

49. We were happy that _____ students made grammatical mistakes this year.

- A) Few B) Fewer C) A Few D) Less

50. The Harry Potter books sold more _____ than any other book.

- A) editions B) copies C) publications D) prints

51. The _____ of the Minister's statement cannot be verified.

- A) verbosity B) veracity C) validity D) voracity

52. The criminal seems to have acted in _____ the three others.

- A) Cohesion B) coalition C) collision D) collusion

53. In hot weather I like lying in the _____ of a tree.

- A) Slade B) shade C) shelter D) shadow

54. It's a great place to live, despite the increasing volume of _____ under my window.

- A) Traffic B) Circulation C) Transport D) Vehicles

55. Suzie and John plan to get married and _____ lots of children.

- A) Get B) Make C) Have D) Bring

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

Communication has been systematically studied since antiquity, but it became an especially important topic in the twentieth century. W. Barnett Pearce describes this development as a "revolutionary discovery," largely caused by the rise of communication technologies (such as radio, television, telephone, satellites and computer networking), along with industrialization, big business, global politics. Clearly, communication has assumed immense importance in our time.

Intense interest in the academic study of communication began after World War I, as advances in technology and literacy made communication a topic of concern. The subject was further promoted by the popular twentieth-century philosophies of progress and pragmatism, which stimulated a desire to improve society through widespread social change. This trend is important because it grounds communication firmly in the intellectual history of the United States during the twentieth century. During this period, the nation was "on the move" in terms of efforts to advance technology, improve society, fight tyranny, and foster the spread of capitalism. Communication figured prominently in these movements and became central to such concerns as propaganda and public opinion; the rise of the social sciences; and the role of the media in commerce, marketing, and advertising.

After World War II, the social sciences became fully recognized as legitimate disciplines, and the interest in psychological and social processes became intense. Persuasion and decision making in groups were central concerns, not only among researchers but in society in general because of the widespread use of propaganda during the war to disseminate oppressive ideological regimes. Communication studies developed considerably in the second half of the twentieth century because of pragmatic interests in what communication can accomplish and the outcomes it produces.

At first, University courses related to communication were found in many departments—the sciences, the arts, mathematics, literature, biology, business, and political science. In fact, communication is still studied across the university curriculum. Psychologists study communication, for instance, as a particular kind of behavior motivated by different psychological processes. Sociologists focus on society and social processes and thus see communication as one of many social factors important in society. Anthropologists are interested primarily in culture, treating it as a factor that helps develop, maintain, and change cultures. There has been considerable cross fertilization between communication and other disciplines: "While many disciplines have undoubtedly benefited from adopting a communication model, it is equally true that they, in turn, have added greatly to our understanding of human interaction."

Gradually, however, separate departments of speech, speech communication, communication and mass communication developed. Today, most departments are called departments of communication or communication studies, but whatever the label, they share a focus on communication as central to human experience. In contrast, then, to researchers in other fields like psychology, sociology, anthropology or business, who tend to consider communication a secondary process--something important for transmitting information once other structures are in place--scholars in the discipline of communication consider communication as the organizing element of human life.

56. In today's context, communication has acquired greater significance because of

- A) Transport
- B) Media technologies
- C) Industrialization
- D) All of the above

57. Which of the following disciplines sees communication as a key aspect of culture?

- A) Sociology
- B) Anthropology
- C) Psychology
- D) Political Science

58. In the above passage, the history of the discipline of communication seems to have been shaped by World War II. This is reflected in:

- A) Distrust of social sciences
- B) Faith in propaganda
- C) Advancements in mass media
- D) None of the above

59. Related social science disciplines like psychology, anthropology and sociology have contributed to the growth of the discipline of communication. This has resulted in:

- A) An open-ended disciplinary boundary
- B) Weak communication theory
- C) Lack of methodological rigor
- D) Absence of foundational texts

60. Institutionalization of the discipline in the form of university departments offering programmes in communication has led to:

- A) Making communication the subject matter of academic study
- B) Granting it intellectual legitimacy
- C) Moving away from cross-fertilization to insular growth of the discipline
- D) All of the above
