

WRITTEN EXAM FOR ADMISSION INTO MA-AVC/MA-MMC
ACADEMIC YEAR 2010-12

Name of student: _____

Application number: _____

College last studied: _____

Course last completed: _____

City: _____

INSTRUCTIONS TO CANDIDATES

1. Total time for written exam is 3 hours
 2. All sections, incl. 'Essay Writing', must be answered in the question paper itself
 3. Use only tick mark or circle for the correct answer
 4. Do not over-write or scratch answers once marked
 5. There are no negative marks for wrong answers
 6. Do not use pencils, use only blue or black ink
 7. Please write name and application number clearly in the space provided
 8. Answer sheets will not be returned to the candidates after evaluation
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Signature of Dean of Studies, with college seal and date

MARK SHEET AND STATUS REPORT

(for use by Commits faculty only)

SECTION	TOTAL MARKS	MARKS SECURED
I. ENGLISH LANGUAGE	25	
II. GENERAL KNOWLEDGE	25	
III. CURRENT AFFAIRS	15	
IV. TEST OF LOGICAL AND ANALYTICAL ABILITY	10	
V. MEDIA AWARENESS	50	
VI. ESSAY WRITING	25	
VII. GROUP DISCUSSION	25	
VIII. PERSONAL INTERVIEW	25	
TOTAL	200	
Percentage	%	

Signature of Evaluator(s):

Comments of evaluator(s):

Status of candidate:

SELECTED

REJECTED

WAITLISTED

SECTION 1 ENGLISH LANGUAGE SKILLS (25 marks)**1. Fill in the blanks using the appropriate word given in the brackets.**

One of my _____ (friend / friends) had _____ (brought / bought) this book _____ (at / for) 400 rupees. As I _____ (leafed / leaved) through it, I _____ (found / think) that some of the _____ (page / pages) were _____ (missing / deleted). I also _____ (noticed / registered) that the print _____ (was / is) uneven. It _____ (dawned / occurred) on me that the book was a _____ (pirated / piracy) copy. I decided to _____ (bring / take) this to my friend's _____ (attention / notice) so that she would be more _____ (careful / attentive) in future. When I _____ (told / sounded) her about it she was _____ (astounded / petrified). She could not believe that a _____ (reputed / reputable) bookseller would _____ (slip / stoop) to doing such a thing. She _____ (vowed / determined) she would never _____ (go back / return back) to that bookshop for anything again.

2. Choose the appropriate word in brackets to complete the idiom. (5 marks)

- a. Sometimes you have to be (cruel / heartless) to be kind.
- b. When we (begin / embark) on life's journey we should go (armed / attired) with fortitude.
- c. There are very few failures in life; most are (non-starters / non-beginners).
- d. Read the book from (cover to cover / first page to last page).

3. Choose the appropriate word in brackets. (5 marks)

- a. The cake was burning (on / in) the oven.
- b. When we go to the restaurant this afternoon, the lunch is (on / from) me.

- c. Most of the items in the shop were 'On Sale' (at / for) a 40% discount.
- d. If you are looking to buy property it is better to register (with / in) a real estate agency.
- e. I got (through / through to) him after trying several times.

4. Fill in the blanks in the paragraph using any of the words listed below.

(If, But, Though, And, However)

_____ you are very young, you are very mature. _____ you lack the experience that makes one worldly-wise. Your innocence is refreshing _____ I hope life's experiences will not turn you into a cynic. _____ you can deal with life cheerfully and with confidence you will develop into a wise and happy individual. _____ if you are unable to cope you will feel defeated.

SECTION 2 GENERAL KNOWLEDGE

1. Which city is known as the Manchester of South India?
 - a. Chennai
 - b. Coimbatore
 - c. Ernakulam
 - d. Mangalore

2. Which of the following persons has never been the Prime Minister of India?
 - a. Manmohan Singh
 - b. Charan Singh
 - c. Montek Singh (Ahluwalia)
 - d. Vishwanath Pratap Singh

3. The town of Dandi in Gujarat is better known for...
 - a. The communal violence in 2002
 - b. Salt Sathyagraha staged by Mahatma Gandhi in 1930
 - c. The earthquake in 2001
 - d. The largest petrochemical refinery set up by Reliance

4. Jaspal Rana is a name associated with which game?
 - a. Boxing
 - b. Shooting
 - c. Weightlifting
 - d. Archery

5. The gas predominantly responsible for global warming is...
 - a. Carbon dioxide
 - b. Carbon monoxide
 - c. Carbon tetroxide
 - d. Carbon trioxide

6. Which of the following rivers does not originate in India?
 - a. Mahanadi
 - b. Ravi
 - c. Chenab
 - d. Brahmaputra

7. Which of the following uses non-conventional source of energy?
 - a. Kerosene Lamp
 - b. Wax Candle

- c. Solar Lantern
- d. Electric Torch

8. The President of Maharashtra Navanirman Sena is...

- a. Uddhav Thackeray
- b. Bal Thackeray
- c. Raj Thackeray
- d. Smitha Thackeray

9. Which of the following keys of a computer keyboard is not available in the keyboard of traditional typewriters?

- a. Tab
- b. Space
- c. Caps Lock
- d. Enter

10. The United Nations (UN) has its headquarters in...

- a. Geneva
- b. New York
- c. Washington
- d. Brussels

11. The first recipient of Nobel Prize in Literature, from India is...

- a. Sarojini Naidu
- b. C V Raman
- c. R K Narayan
- d. Rabindranath Tagore

12. Who is the highest-paid cricketer for IPL Season-3?

- a. Kieron Pollard
- b. Kevin Pietersen
- c. Sachin Tendulkar
- d. M S Dhoni

13. Solar eclipse occurs when...

- a. The moon comes in between the sun and the earth
- b. The sun comes in between the moon and the earth
- c. The earth comes in between the sun and the moon
- d. An asteroid comes in between the sun and the earth

14. AIDS is an acronym for...

- a. Acquired Immuno-Deficiency Syndrome
- b. Acquired Immunity Deficient Syndrome
- c. Acquired Infection Deficient Syndrome
- d. Acquired Infection Disease Syndrome

15. Which of the following trains is not an air-conditioned train on Indian Railways?

- a. Rajdhani
- b. Shatabdi
- c. Garib Rath
- d. Sampark Kranthi

16. Arjuna Award is given by the Indian Government for...

- a. Excellence in Music and Dance

- b. Excellence in Art and Architecture
- c. Excellence in Sports and Games
- d. Excellence in Journalism and Media

17. Who is the signatory on Indian currency notes?

- a. Finance Secretary, Govt of India
- b. Finance Minister, Govt of India
- c. Governor of Reserve Bank of India
- d. President of India

18. Which of these is not an Indian airline company?

- a. Go Air
- b. Come Air
- c. Indigo
- d. Jet

19. What does the abbreviation JNNURM stand for?

- a. Jawaharlal Nehru National Urban Renewal Mission
- b. Jawaharlal Nehru National Unique Research Methods
- c. Jawaharlal Nehru Non-Renewable Energy Research Methods
- d. Jawaharlal Nehru Non-Conventional Uranium Mining Technology

20. Which is the last letter in the Greek alphabet?

- a. Alpha
- b. Delta
- c. Gamma
- d. Omega

21. Which is the ISO certification code for environmental management system?

- a. ISO-9001
- b. ISO-11000
- c. ISO-12000
- d. ISO-14000

22. Which of the following is the International Telephone Dialling Code for India?

- a. +91
- b. +90
- c. +09
- d. +19

23. Which of these is closest to describing Indian Standard Time

- a. Greenwich Meridian time (GMT) + 5 hr 30 min
- b. Greenwich Meridian time (GMT) - 5 hr 30 min
- c. Eastern Standard Time (EST) – 5 hrs
- d. Eastern Standard Time (EST) + 5 hrs

24. Which high-profile former CEO of a leading IT company is currently the chairman of the Unique Identity Card project of the UPA govt?

- a. N R Narayanamoorthy of Infosys
- b. K Ramalingaraju of Satyam
- c. Nandan Nilekani of Infosys
- d. S Ramadorai of TCS

25. The oldest Indian language is...

- a. Punjabi
- b. Telugu
- c. Hindi
- d. Tamil

SECTION 3 CURRENT AFFAIRS (15 marks)

1. Which two former Pakistani cricket captains have been recently banned from playing international cricket?
 - a. Muhammed Yousuf and Younus Khan
 - b. Shoaib Malik and Salim Malik
 - c. Wasim Akram and Waqar Younis
 - d. Moin Khan and Rasheed Latif

2. Which state celebrated the 500th anniversary of an emperor's coronation in February 2010 at Hampi?
 - a. Karnataka, coronation of King Krishnadevaraya
 - b. Orissa, coronation of King Ashoka
 - c. Bihar, coronation of King Chandragupta Maurya
 - d. Rajasthan, coronation of Maharana Pratap Singh

3. Which noted Indian painter has taken citizenship of Qatar, after he could not return to India?
 - a. Anjoli Ela Menon
 - b. Maqbool Fida Hussain
 - c. Tyeb Mehta
 - d. K K Raghava

4. Which global car model was recalled by the company for having, among others, a faulty accelerator that resulted in accidents on America's freeways?
 - a. Prius from Toyota
 - b. Civic from Honda
 - c. Accent from Hyundai
 - d. Palio from Fiat

5. The students of which university are actively pursuing the separate Telengana campaign, resulting in suicides and riots on campus?
 - a. Hyderabad University
 - b. Osmania University
 - c. Andhra University
 - d. Krishnadevaraya University

6. Recently an Indian cricketer became the first to score a double hundred in ODIs. He is...
 - a. M S Dhoni
 - b. Virender Sehwag
 - c. Sachin Tendulkar
 - d. Yuvraj Singh

7. Which state became the first in the country to ban cultivation of BT-brinjal?
 - a. Uttarakhand
 - b. Uttar Pradesh
 - c. Karnataka
 - d. Kerala

8. What is the rate of Income Tax for incomes above Rs 1.6 lakh upto Rs 5 lakh, as per the new budget?
- a. 10 per cent
 - b. 15 per cent
 - c. 20 per cent
 - d. 30 per cent
9. How many new teams have been added in IPL 2010?
- a. None
 - b. One
 - c. Two
 - d. Three
10. Mr Manmohan Singh was the first Indian Prime Minister to visit a country in the Middle-east in February after 28 years. Which country did he visit?
- a. Oman
 - b. Qatar
 - c. UAE
 - d. Saudi Arabia
11. Two Bollywood stars recently became the first Indian actors to ring the opening bell of the world's biggest stock exchange, Nasdaq. They are...
- a. Shah Rukh Khan and Kajol
 - b. Farhan Akhtar and Deepika Padukone
 - c. Aamir Khan and Kareena Kapoor
 - d. Salman Khan and Katrina Kaif

12. The last speaker of an ancient language died recently, making the language extinct.

Which is the language?

- a. 'Ka' language in Coorg
- b. 'Bo' language in Andaman
- c. 'Ma' language in Lakshadweep
- d. 'Pa' language in Punjab

13. Which two Indian industrialists find a place in the Top 10 Forbes List of World's

Billionaires released recently?

- a. Azim Premji and Anil Ambani
- b. Mukesh Ambani and Lakshmi Mittal
- c. Vijay Mallya and Raj Kundra
- d. Arun Nayyar and Lalit Modi

14. Who is K R Sridhar and why was he in the news?

- a. He is an US-based Indian scientist who invented Bloom box, an apparatus that converts virtually any fuel source into electricity using solid oxide fuel cells generating up to 100 KW of power
- b. He is an Indian advertising professional who shot an ad non-stop for 72 hours to enter the Guinness Book of World Records
- c. He is a lawyer who wanted to defend Ajmal Kasab in the 26-11 case trial
- d. He is a former Union Minister who was caught red-handed while accepting a bribe of Rs.50 lakhs to vote against the Women's Bill in Parliament

15. Which of the following statements best describes the situation in Sri Lanka after the recent Presidential elections?

- a. The incumbent won and his main opponent, a former army chief, was arrested
- b. The opposition candidate won by a two-thirds majority, and had the former army chief arrested
- c. The incumbent was defeated and the former army chief became the president
- d. The elections were cancelled and fresh elections have been called for

SECTION 4 TEST OF LOGICAL REASONING AND ANALYTICAL ABILITY (10 marks)

1. If Big Bazaar's offer reads 30% discount on Rs.450, while Mega Mart's offer reads 40% discount on Rs. 790, then?
 - a. Mega Mart's offer is better
 - b. Big Bazaar's offer is better
 - c. Both are more or less the same
 - d. Cannot decide, need more information

2. Karan is Raj's brother, who is Avinash's father. Ketan and Avinash are cousins. How will Ketan's mother be related to Raj?
 - a. Ketan's mother will be Raj's wife
 - b. Ketan's mother will be Raj's sister
 - c. Ketan's mother will be Karan's sister
 - d. All three may be true, need more information

3. If you walk 3 km east from where you are, turn 1 km north, walk 5 km south west, turn north west and walk for 7 km, and turn right, you will be walking approximately in which direction...
 - a. North East
 - b. South East

- c. West
- d. North West

4. Which number is bigger?

- a. $1/0$
- b. $1/1$
- c. $1/2$
- d. $1/3$

5. Which of these is not a prime number?

- a. 7
- b. 17
- c. 27
- d. 37

6. The smallest number of five digits beginning with 2 and ending with 6 is:

- a. 20106
- b. 20006
- c. 21006
- d. 20016

7. Find the odd one out of the listed things

- a. Chennai
- b. Bangalore
- c. Mumbai
- d. Kochi

8. Pick the odd number.
- a. 124328645390
 - b. 825437829003
 - c. 978756722904
 - d. 462896740088
9. If in a code 6145 stands for FADE, and 9451 stands for IDEA, what does 8978 stand for?
- a. HIGH
 - b. SIGH
 - c. BITE
 - d. KITE
10. What is 10 times $\frac{1}{10}$?
- a. 10
 - b. 100
 - c. 100
 - d. 1

SECTION 5 MEDIA AWARENESS – 50 marks

1. The term 'Byline' in a news report usually refers to...
- a. The name of the sub-editor
 - b. The name of the news report's author

- c. The name of the editor
 - d. A sentence in the report or article that supplements the original idea
2. A 'morgue' in journalism refers to
- a. The place where old newspapers are stored
 - b. The press club where retired journalists gather
 - c. A content syndicate that carried out research for journalists
 - d. A newspaper's library of clippings of old articles
3. Beat is...
- a. A particular geographical area or topic or area of activity that a journalist covers
 - b. To rewrite a news report submitted by a stringer
 - c. A strategy used in television news to rehash old stories and air them as new stories
 - d. A code for plagiarizing quotes and articles in feature articles
4. A publication that is half the size of a standard newspaper page that is heavily illustrated is known as...
- a. News-half-paper
 - b. Half-newspaper
 - c. Tabloid
 - d. Table newspaper
5. A large directory of information in the internet is commonly known as...
- a. WWW, World Wide Web
 - b. HTML, Hyper Text Markup Language
 - c. IIC, International Internet Code

- d. WWD, World Wide Database
6. Services, such as Associated Press, that provide news from around the world to publications that subscribe for a fee are more commonly known as...
- a. Wire services
 - b. Associated services
 - c. Content services
 - d. News services
7. In media, a commercial is associated with...
- a. Advertisement on television
 - b. Subscription for magazines and newspapers
 - c. DTH subscription
 - d. Royalty given to authors
8. A narrow margin of white space in the center area in a magazine, newspaper, or book, where two pages meet is known as...
- a. Mid-page
 - b. Gutter
 - c. Middle
 - d. Centrespread
9. Which of the following statements comes closest to defining Public Relations?
- a. An activity that creates paid forms of brand promotion
 - b. A set of activities that manages the communication between an organization and its publics through the media

- c. A strategy that establishes links with various segments of customers and the company.
- d. An event where a company targets customers for its products.

10. Which of the following activities does not come under Public Relations?

- a. Media Relations
- b. Investor Relations
- c. Crisis Communication
- d. Marketing Research

11. Which of the following is not an Indian TV news channel?

- a. CNBC
- b. Headlines Today
- c. 9X
- d. Indian News

12. AIDA is a concept normally used in...

- a. Advertising
- b. Scriptwriting
- c. Radio programming
- d. Filmmaking

13. Which of the following concepts does not come within the classic communication model?

- a. Message
- b. Sender
- c. Receiver

d. Loudness

14. How are following websites, Twitter, Facebook, LinkedIn and Orkut, classified?

- a. Social Media
- b. Personal Media
- c. Interactive Media
- d. Unique Media

15. A small screen space usually at the bottom of the screen on television news channels dedicated to presenting minor pieces of news or stock quotes is generally referred to as...

- a. Crawler
- b. Morse Code
- c. Scroll
- d. Breaking News

16. In television news, P2C usually means...

- a. Piece to Camera
- b. Pleasing to Camera
- c. Pleased to See
- d. An interview with P Chidambaram

17. Which of the following designations is used in a television news organisation?

- a. Resident Editor

- b. Editor-at-large
- c. Broadcast Editor
- d. Output Editor

18. With which function of marketing would you associate discount offers by retailers and shopping malls?

- a. Sales Promotion
- b. Public Relations
- c. Media Planning
- d. Test Marketing

19. Tata Sky, Dish TV and Sun direct are...

- a. Providers of corporate broadband connection
- b. Cable-based internet access providers
- c. Providers of satellite rights for films
- d. Direct-To-Home (DTH) service providers

20. Low-power, elementary radio stations with 1KW capacity covering areas up to 5 km, set up in rural areas are known as...

- a. Local Radio
- b. Community Radio
- c. Rural Radio
- d. FM Radio

21. Popular TV channel HBO is an acronym for...

- a. Hollywood Box Office
- b. Home Bollywood Office
- c. Home Box Office
- d. Hollywood Bollywood Office

22. Brand Equity is a supplement with which of the following newspapers?

- a. The Statesman
- b. The Hindustan Times
- c. The Times of India
- d. The Economic Times

23. Which newspaper publishes a 'Crest' edition on Saturdays?

- a. The Hindu
- b. Mathrubhoomi
- c. The Times of India
- d. The Telegraph

24. The abbreviation TRP stands for...

- a. Television Reality Points
- b. Television Reality Production
- c. Television Rating Point
- d. Television Rating Parameter

25. Which global media company is threatening to pull out of China for alleged hacking and censorship?

- a. AOL
- b. Yahoo!
- c. MSN China

d. Google

26. Match Hindi movies and the medical conditions on which the storylines are based. (5 marks)

<u>Medical Condition</u>	<u>Movie</u>
i. Asperger Syndrome	a) Taare Zameen Par
ii. Progeria	b) U, Me Aur Hum
iii. Dyslexia	c) My Name is Khan
iv. Alzheimer's Disease	d) Phir Milenge
v. HIV / AIDS	e) Paa

27. Match magazine publications with their editors. (5 marks)

<u>Magazine</u>	<u>Editor</u>
i. The Week	a) Prabhu Chawla
ii. Outlook	b) Sandipan Deb
iii. India Today	c) Prosenjit Dutta
iv. Open	d) Krishna Prasad
v. Businessworld	e) Mammen Mathew

28. Match Indian television channels and their taglines. (5 marks)

<u>Television Channels</u>	<u>Taglines</u>
i. CNN-IBN	a) Deewana bana de
ii. Times Now	b) Inspiring people to learn about the planet since 1988
iii. Aaj Tak	c) Whatever it takes
iv. National Geographic	d) Sabse Tez
v. Set Max	e) Always with the News

29. Match brands and their ambassadors used in their advertisements. (5 marks)

<u>Brands</u>	<u>Ambassadors</u>
i. Tata Sky	a) Ranbir Kapoor
ii. Slice	b) Akshay Kumar
iii. LG Flat TV	c) Abhishek Bachchan
iv. Idea Cellular	d) Aamir Khan
v. ITC Lifestyle	e) Katrina Kaif

30. Match the names of famous media personalities and their 'other' areas of work. (5 marks)

<u>Media personality</u>	<u>Area(s) of work</u>
i. Alyque Padamsee	a) Advertising and Lyrics
ii. R Balakrishnan	b) Ad filmmaker and Scuba diver
iii. Prasoon Joshi	c) Advertising and Theatre
iv. Prannoy Roy	d) Advertising and film direction
v. Prahlad Kakkar	e) Journalist and Psephologist

SECTION 6 ESSAY WRITING (to be answered in the following pages)

This section contains eight questions out of which the student has to answer any five. All questions carry equal marks. The answer to each question should not be less than 1 page (approx.300 words). Answers must be written in the answer booklet itself.

1. Comment on the Women's Reservation Bill recently passed in the Rajya Sabha. List at least 3 ways in which it will affect the lives of women in India.
2. Critically analyse the movie 'Rann' from the point of view of a media student.
3. Comment on the paid news syndrome in the Indian media.
4. Name two of your favourite newspapers or magazines or television channels and briefly explain why you like them.
5. What do you understand by the term 'inclusive growth'? How is it used as a strategy for social development in India?
6. Are Indians as a society becoming intolerant? Give reasons.
7. "Real news is bad news," said Marshall McLuhan, Canadian communications theorist and educator. How would you react to this statement as a student of journalism?

8. How has social media changed the way we communicate? Explain the influence social media has had on your life. Give examples from Orkut, Twitter, Facebook, LinkedIn etc.
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