

Entrance Examination-2016
MA (Communication)

Max. Marks: 60

Time: 2 Hours

HALL TICKET NUMBER

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)

I. General & Media Awareness (30X1=30 Marks)

Enter the correct answer in the OMR Sheet.

1. Which prize did Rabindranath Tagore win in 1913 for his book 'Gitanjali'?
A) Man Booker B) Nobel Prize C) Goethe Prize D) Jnanpith Award

2. Siddharth Varadarajan is the founding editor of which online news publication?
A) The Hoot B) DailyO C) The Wire D) HuffPost India

3. Which famous journalist wrote the recently-released book 'This Unquiet Land: Stories from India's Fault Lines'?
A) Barkha Dutt B) Ravish Kumar C) Rajdeep Sardesai D) Rahul Kanwal

4. Francis, who succeeded Benedict as the Pope of the Roman Catholic Church belongs to _____.
A) Argentina B) Canada C) South Africa D) Peru

5. The tagline "Solutions for a smart planet" is associated with the brand
A) Dell Computers B) IBM C) Panasonic D) Hitachi

6. The first of the five bullet trains in India will connect the following two cities:
A) Mumbai-Ahmedabad B) Pune-Mumbai
C) Varanasi-Lucknow D) Varanasi-Patna

7. The recipient of the 63rd Dadasaheb Phalke Award in 2015 is _____.
A) Shashi Kapoor B) Gulzar C) Javed Akhtar D) Manoj Kumar

8. _____ conducted a sting operation that showed Trinamool Congress Leaders accepting cash in lieu of lobbying for companies.
A) Tehelka B) Narada News C) Cobra Post D) India TV

9. Sanchar Bhavan is the headquarters of
A) Ministry of Information & Broadcasting B) Ministry of Communication and IT
C) Ministry of Science & Technology D) HRD Ministry

10. Which party was in power in Arunachal Pradesh when President's rule was imposed recently?

- A) Arunachal People's Party B) Trinamool Congress C) Congress D) BJP

11. The designer of 'Make In India' logo

- A) V. Sunil B) Vivek Sharma C) Rohit Goyal D) Tarun Tahliani

12. Which of the following films that won an award at the Oscars held recently is based on journalism?

- A) The Revenant B) Spotlight C) Mad Max D) Spectre

13. Which social networking platform celebrated its 10th anniversary recently?

- A) Facebook B) StumbleUpon C) Twitter D) Instagram

14. Who is Sania Mirza's women's doubles partner?

- A) Martina Hingis B) Bethanie Mattek-Sands
C) Martina Navratilova D) Agnieszka Radwanska

15. El Niño related to which issue?

- A) Climate cycle in the Pacific Ocean B) War against on Terror
C) Related to Nuclear Bomb D) Related to Poverty

16. What is India's rank in the United Nations' World Happiness Index 2016?

- A) 101 B) 112 C) 118 D) 129

17. Who is the newly elected President of Myanmar?

- A) Aung San Suu Kyi B) Htin Kyaw C) Henry Van Thio D) Myint Seo

18. On which river bed was the recent Art of Living World Culture Festival held?

- A) Ganga B) Yamuna C) Tungabhadra D) Brahmaputra

19. A dreaded virus recently broke out in most of the Latin American Country. The name of that virus is _____

- A) Ebola virus B) Zika virus C) SARS virus D) Influenza virus

20. The famous noodles brand "Maggi" is owned by _____.

- A) Nestle India B) Pepsico India C) Parle Foods D) ITC

21. Which of the following cities was recently adjudged the cleanest city by the Union Urban Ministry?

- A) Bangalore B) Mysore C) Trivandrum D) Cochin

22. The 'Statue of Unity' is to be located in _____.

- A) Gujarat B) Punjab C) Haryana D) Rajasthan

23. Which channel broadcasts the popular show 'Big Boss'?

- A) Colors B) Zee TV C) Sony TV D) Romedy Now

24. Einstein's famous General Theory of Relativity received a measure of proof when the following was detected last year:

- A) Collision of two black holes B) A new planet in the solar system
C) Evidence of water on Mars D) Existence of dwarf stars

25. Jhulan Goswami represents India in which of the following sports?

- A) Cricket B) Hockey C) Kabaddi D) Boxing

26. The role of Hermoine in the stage adaptation of Harry Potter will be played by an actress of which ethnicity?

- A) Black B) Asian C) Caucasian D) Hispanic

27. The Shani Shignapur temple which was in news for refusing entry to women is in _____ state:

- A) Telangana B) Maharashtra C) Kerala D) Karnataka

28. This mobile brand landed in a controversy for offering a smart phone at an incredibly low price.

- A) Independence 251 B) Freedom 251 C) 251 M D) MF-251

29. The symbols used to express emotions in online chats are called _____.

- A) Netspeak B) Emojis C) Smileys D) Trolls

30. Who anchors the show 'To the Point' on India Today TV?

- A) Rajdeep Sardesai B) Shekhar Gupta
C) Arnab Goswami D) Karan Thapar

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 (5X1=5 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.

31. A) dog/bark B) peacock/cry C) pig/grunt D) lion/mane
32. A) knife/slice B) spoon/fork C) spade/dig D) scissors/cut
33. A) waiter/table B) clerk/counter C) secretary/note D) writer/desk
34. A) anger/rage B) ask/question C) sight/vision D) scent/fragrance
35. A) taste/sweet B) sound/melody C) touch/smooth D) smell/nose

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. Success in this examination depends _____ hard work alone.

- A) at B) over C) for D) on

37. Go to the traffic lights, _____ turn right.

- A) than B) then C) when D) where

38. The grapes are now _____ enough to be picked.

- A) ready B) mature C) ripe D) advanced

39. Ramu has a short temper, so nobody gets _____ with him.

- A) about B) along C) through D) up

40. Please pull _____ your socks, or we'll give your job to someone else.

- A) above B) overhead C) up D) out

41. If you don't stop checking your mobile during class, I will _____ it.

- A) give B) confiscate C) buy D) return

42. Alexandre Gustave Eiffel _____ the Eiffel Tower for the Paris Exposition of 1889.

- A) was designed B) designed C) is designed D) designer

43. She gave an ----- presentation in the class.

- A) verbal B) aural C) auxiliary D) oral

44. Would you like _____ coffee?

- A) any B) few C) some D) mine

45. Who _____ for President in the last election?

- A) runs B) run C) ran D) running

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. The _____ of the Minister's statement cannot be verified by people who have no access to official records.
 A) Verbocity b.veracity c. validity d.voracity
47. Anuj and Manav could not buy train tickets to _____ hometowns because of long waiting lists.
 A)they're B) their C) there D) they are
48. I will buy all the T-shirts, _____ that one.
 A)accept B) redress C) receipt D) except
49. The drug had several unpleasant side _____.
 A)affects B)effects c) reflect D) dissect
50. _____ going to catch a cold if you don't wear a pullover.
 A)Your B) You're C) Yours D) You've
51. That burger is more _____ I can eat.
 A)than B) then C) them D) that
52. The best synonym for 'impetuous' is _____.
 A)angry B) looking guilty C) careful D) acting quickly
53. Doesn't she just love to be the _____ of attraction?
 A) star B) centre C) point D) middle
54. Some people have difficulty in making _____ understood.
 A)Them B) one C) oneself D) themselves
55. When a car pulled out in front of her, Shailja did well not to _____ control of her bicycle.
 A)Give B) lose C) fail D) loose

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.

In the 1850s, the French printer Leon Scott de Martinville conducted the first experiments with sound recording. Using a hog’s hair bristle as a needle, he tied one end to a thin membrane stretched over the narrow part of a funnel. When the inventor spoke into the funnel, the membrane vibrated, and the free end of the bristle made grooves on a revolving cylinder coated with a thick liquid called lamp black. Different sounds made different trails in the lamp black.

However, de Martinville could not figure out how to play back the sound. That is what Thomas Edison did in 1877. He recorded his voice by using a needle to press his voice’s sound waves onto tinfoil wrapped around a metal cylinder about the size of a cardboard toilet paper roll. After recording his voice, Edison played it back by repositioning the needle to retrace the grooves in the foil, a material he later replaced with wax.

Most new media pass through three developmental stages. The first is the novelty stage, in which inventors experiment to solve a particular problem, such as how to play back recorded music.

In the second or entrepreneurial stage, inventors and investors work out a practical and marketable use for the new device. Edison, for example, initially thought of his phonograph as a kind of answering machine; he envisioned a “telephone repeater” that would “provide invaluable records, instead of being the recipient of momentary and fleeting communication.”

In the third stage, entrepreneurs figure out how to market the new device as a consumer product. For sound recording, a key breakthrough at this stage came from Emile Berliner, a German engineer who had immigrated to America. In the late 1880s, he began using a flat spinning five-inch disk to trace voices. Through a photo-engraving process, he recorded the sounds onto disks made of metal and shellac. These disks became the first records. Using Edison’s ideas, Berliner developed a machine for playing his disks on the first turntable, which he called a gramophone.

(From: Richard Campbell, Media and Culture, St. Martin’s Press,2000)

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Answer the following questions:

56. The first records engraved sound waves onto disks covered with _____.

- A) shellac B) wax C) vinyl D) lamp black

57. In the novelty stage of media development, which of the following is the most important feature?

- A) financial support B) entrepreneurship
C) experimentation D) commercialization

58. The idea for recording sound may be credited to

- A) Edison B) Berliner C) Marconi D) de Martinville

59. Edison's idea of commercializing the phonograph was tied to which other important invention of the period?

- A) The telephone B) The telegraph C) Radio D) The microphone

60. One of the key elements that connects de Martinville's recording device to Edison's playback device is _____.

- A) photoengraving B) the needle C) revolving cylinder D) tinfoil
