

## ENTRANCE EXAMINATION 2020

**MA COMMUNICATION**  
*MAXIMUM MARKS: 60*

**MEDIA STUDIES**  
*DURATION: TWO HOURS*

**Code: W-39**

<b>HALL TICKET NUMBER</b>	
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### **READ THESE INSTRUCTIONS BEFORE PROCEEDING:**

- Enter your hall ticket number on the **question paper & 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 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**
- No additional sheets will be provided. Any rough work may be done in the question paper itself

**TOTAL NUMBER OF PAGES EXCLUDING THIS PAGE: 09 (NINE)**

## I. GENERAL & MEDIA AWARENESS (1X30=30 MARKS)

**Enter the correct answer in the OMR sheet**

- Which video conferencing platform was found to be leaking personal data to strangers amid the COVID-19 crisis?  
A) Blue jeans      B) Zoom      C) Youtube      D) GoogleMeet
- Cox's Bazar in Bangladesh, which has been in the news over the past two years,  
A) Is a garment district      B) Shipbreaking yard  
C) Has a Rohingya refugee camp      D) Beachside tourist spot
- Satya Nadella is to Microsoft as \_\_\_\_\_ is to IBM.  
A) Sundar Pichai      B) Arvind Krishna      C) Shantanu Narayan      D) NIKESH A
- Legacy Media is a term used to describe \_\_\_\_\_.  
A) Family run media companies      B) Media forms that no longer exist  
C) Print & broadcast media      D) Government-owned media
- The Asian Games 2022 will be held in \_\_\_\_\_.  
A) China      B) Malaysia      C) Singapore      D) Japan
- This cadre of health workers are the first point of contact for communities, particularly in the rural areas  
A) Male health volunteers      B) Block health education officers  
C) Anganwadi workers      D) ASHA workers
- A private bill titled "Women's Sexual, Reproductive and Menstrual Rights Bill 2018" was introduced in the Lok Sabha by \_\_\_\_\_.  
A) Jairam Ramesh      B) Shashi Tharoor  
C) Meenakshi Lekhi      D) Maneka Gandhi
- Who is the Health Minister of Kerala?  
A) Pinarayi Vijayan      B) Mercykutty Amma  
C) KK Shailaja      D) MM Mani
- The website People's Archive of Rural India (PARI) was set up by \_\_\_\_\_.  
A) Soumitra Chatterjee      B) Aruna Roy  
C) Arundhati Roy      D) Palagummi Sainath
- The Vice-President before M. Venkaiah Naidu was \_\_\_\_\_.  
A) M. Hidayatullah      B) Bhairon Singh Shekhawat  
C) Pratibha Patil      D) Hamid Ansari



22. The documentary "Celluloid Man" tells the story of \_\_\_\_\_.  
 A) Shyam Benegal      B) PK Nair      C) Adoor Gopalakrishnan      D) Girish Kasaravalli
23. Deliberately posting provocative messages on social media platforms is commonly known as \_\_\_\_\_.  
 A) Phishing                      B) Trolling  
 C) Treason                      D) Spamming
- 24) When was Jammu & Kashmir made a Union Territory?  
 A) October 2020                      B) September 2020  
 C) November 2020                      D) December 2020
- 25) The Director-General of Indian Council of Medical Research (ICMR) is \_\_\_\_\_.  
 A) Randeep Guleria      B) B. Bhargava      C) Preeti Sudan      D) Nikhil Tandon
- 26) Jack Ma is a founding member of \_\_\_\_\_.  
 A) Amazon                      B) Tesla                      C) Alibaba                      D) eBay
- 27) The International Bank for Reconstruction & Development is a part of \_\_\_\_\_.  
 A) Asian Development Bank                      B) International Monetary Fund  
 C) World Bank                      D) International Finance Corporation
- 28) The names Dhanya Rajendran, Chitra Subramaniam and Vignesh Vellore are associated with \_\_\_\_\_.  
 A) Newsweek      B) Print.in      C) News Minute      D) Newstrack
- 29) Climate change activist Greta Thunberg was recently conferred with the \_\_\_\_\_.  
 A) Booker Prize                      B) Equator Prize  
 C) Nobel Peace Prize                      D) Blue Sky Prize
- 30) The International Museum of Toilets in Delhi is managed by \_\_\_\_\_.  
 A) Kiva Hygiene International                      B) Sulabh International  
 C) Harpic International                      D) CleanEarth International





### III. READING COMPREHENSION

**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. (5X1=5 MARKS)**

The new coronavirus SARS-CoV-2 is called so because of its similarity to the SARS virus, which caused an outbreak of severe acute respiratory syndrome (SARS) in 2002-2003. Specifically, the new virus's genome is a 70% match to that of the SARS virus. So using the SARS virus's genome as a reference, scientists could use genetic sequencing to determine if the virus causing the current outbreak is the earlier SARS virus or a new strain.

Crucially, scientists in China were able to sequence the full genome of the virus only four days, after the first case of infection was reported, paving the way for scientists around the world to design rapid molecular genetic tests for COVID-19.

Using a technology called high-throughput sequencing, scientists are today able to sequence multiple DNA fragments in tandem, which are then aligned on a reference genome from a related organism to build a full genome sequence.

The genomes of most organisms are made of DNA, but some viruses – like the new coronavirus – have genomes of RNA. The SARS-CoV-2's RNA genome has 32,000 nucleobases.

Tracts of nucleobases make up genes, and combinations of genes make up a genome. Genes carry the instructions for the virus to synthesise different proteins, including those that make the virus infectious.

DNA is usually double-stranded while RNA is usually single-stranded. Both DNA and RNA are made of four nucleobases; three of them – adenine, cytosine and guanine – are common. In DNA, the fourth is thymine and in RNA, uracil.

After docking on human cells, the virus first releases its RNA inside the cell and uses the cell's resources to transcribe an enzyme called RNA-dependent RNA polymerase (RdRP). RdRP replicates the virus's genetic material inside the cell, subsequently used to produce a bunch of proteins. The newly reproduced genetic material and proteins then coalesce into new viral particles that ooze out from the host cell, ready to infect neighbouring cells. This way, the virus perpetuates itself within our cells at the expense of the human cellular machinery.

One of the fulcrums of modern medicine is poised on the molecular diagnosis of infectious diseases. And one test that makes this possible is the reverse transcriptase real-time polymerase chain reaction (rRT-PCR) test.

*(Source: The Laboratory Test for COVID-19, Explained, <https://science.thewire.in/the-sciences/rt-pcr-covid-19-rna-polymerase-thermal-cycler/>)*

**51. Scientists have been able to apply their understanding of the SARS virus to the COVID-19 virus because**

- A) The symptoms in both diseases are the same
- B) The genome of the new virus is very similar to the SARS virus
- C) Both have single-stranded RNA
- D) Both originated in East Asia

**52. DNA and RNA differ in this important aspect**

- A) RNA has three nucleobases while DNA has four
- B) DNA always has two strands while RNA always has a single strand
- C) RNA has uracil while DNA has thiamine
- D) RNA has 32,000 nucleobases while DNA has many more

**53. The building blocks of all genetic material are**

- A) cells
- B) nucleotides
- C) DNA
- D) proteins

**54. Molecular diagnosis of infectious diseases like COVID-19 depends on**

- A) genomic sequencing of the virus
- B) know how the virus behaves inside the cell
- C) high-throughput sequencing
- D) RNA-dependent RNA-polymerase (RdRP)

**55. Based on the passage, which of these statements is NOT true?**

- A) Genes are made up of several nucleobases in a specific sequence
- B) Genes carry the instructions for the synthesis of proteins
- C) Viral particles can replicate themselves even outside a host cell
- D) The virus uses the host cellular resources to replicate itself



**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. (5X1=5 MARKS)**

Audiences of mass media do not exist *a priori*. They are actively constructed through careful programming decisions and marketing strategies, as well as transnational flows of information, capital, and commodities, and in some cases, the agendas of the nation-state.

One of the first visionaries to conceive of the role of television in building a modern India was an eminent scientist, Vikram Sarabhai, who claimed that "if India wants to reduce the overwhelming attraction of immigration to cities, enrich cultural life, integrate the country by exposing one part to the cultures of the other parts, involve people in the programme of rural, economic and social development, then the best thing is to have TV via a satellite."

Television was widely conceived as the panacea for most of the ills that beset "underdeveloped" India. Development information would enable modernization, and "exposing" citizens to each other's cultures through satellite television would foster national integration. Communication policies in the first two decades of television were congruent with the modernist vision of India's future articulated by the first prime minister of India, Jawaharlal Nehru. Nehru's vision of modernity was predicated on a dependence on science, technology, and state-planned investment in heavy industry. Modernity became a synonym for progress, with the state assuming a central, coordinating role.

At first, Nehru was ambivalent about television, which he often described as an expensive toy that India could not afford. He was eventually persuaded to soften his attitude somewhat by scientists and media planners who argued that India could use television as a "powerful weapon for social change". What appears to have finally convinced Nehru was the argument that television could foster a major attitudinal change in the people of India: since social and economic modernization required a "scientific temper," mass media such as television could potentially be deployed to propagate "scientific values" and eradicate their polar opposites, "superstition" and "dogma".

Scientific national consciousness was deemed the "principal architect" in the construction of a modern nation, and television programmes were formulated to fulfil this objective. Educational programmes on health, agriculture, and "other practices based on modern knowledge" were consciously formulated as an "antidote to superstition and dogma". The state's communication policy rested on the axiom that information, rather than structural change, was the most essential ingredient required for India to modernize: disseminating development information would lead to a change in the attitudes of Indians, and this attitudinal change would, in turn, lead a change in their practices.

*(Excerpted from: Purnima Mankekar, Screening Culture, Viewing Politics, Duke University Press, 1999.)*

**56. Which of the following statements best captures the author's view of media audiences?**

- A. Media audiences are vulnerable to manipulation by systematic marketing strategies.
- B. Media audiences are a product of several influences, including commercial decisions and government policies.
- C. Media audiences in a particular country are often compelled to respond to global media processes.
- D. Media audiences, with their pre-existing characteristics, must be understood well by various stakeholders for making programming decisions.

**57. Television in its early decades in India was seen, primarily, as a means to:**

- A. Exercise a tight control over the nation through publicity and propaganda.
- B. Foster support and enthusiasm for the nation-building project.
- C. Disseminate cultural content over a mass medium.
- D. Promote rural-urban migration for industrial growth.

**58. Central to Nehru's vision of modernity for the newly independent country was:**

- A. Placing the government as the locus of all development activities predicated on the use of science and technology.
- B. Using the establishment and spread of satellite television as a yardstick for progress.
- C. Exposing citizens to foreign cultures to expedite the process of modernization.
- D. Ensuring exposure to mass media of "underdeveloped" sections of the country.

**59. Our planners in the post-colonial government expected television to play a key role in:**

- A. Providing wholesome, if expensive, entertainment to the population at large.
- B. Disseminating information about national plans for economic development.
- C. Instil in people scientific attitudes that contribute to modernization of the country.
- D. Persuading people to hold on to traditional, Indian value system.

**60. A national consciousness was sought to be constructed by having television do which of the following?**

- A. Provide valuable information to the people to supplement structural changes envisaged by the government.
- B. Motivate people to take scientific decisions in their everyday lives.
- C. Reinforce strongly held beliefs that could lead to attitude change.
- D. Broadcast educational content on development issues so that people move away from orthodox beliefs and practices.

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**ENTRANCE EXAMINATION 2020****MA COMMUNICATION**  
*MAXIMUM MARKS: 60***MEDIA PRACTICE**  
*DURATION: TWO HOURS***Code: W-40**

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

## I. GENERAL & MEDIA AWARENESS (1X30=30 MARKS)

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1. Which iconic Indian newspaper that was being published in the United States for 50 years has ceased its print edition?  
A) Ethnic Indian    B) India Abroad    C) Indian Panaroma    D) Indian Diaspora
2. Which social media platform deleted fake accounts linked to Saudi, Serbian and Egyptian governments?  
A) Tumblr    B) Tik Tok    C) Twitter    D) Facebook
3. Gita Ramjee, an Indian-origin South African who passed away after contacting coronavirus, was associated with which profession?  
A) Sports person    B) Economist    C) Journalist    D) Virologist
4. OPEC is an organisation representing \_\_\_\_\_.  
A) Petroleum refiners    B) Petroleum retailers  
C) Petroleum exporters    D) Petroleum importers
5. MPLAD is a scheme that applies to \_\_\_\_\_.  
A) Journalists    B) Members of Parliament    C) Doctors    D) MLCs
6. The World Health Organization (WHO) is located in \_\_\_\_\_.  
A) Paris    B) Stockholm    C) New York    D) Geneva
7. \_\_\_\_\_ is the Chairperson of the Press Council of India.  
A) Justice Ranjan Gogoi    B) Justice Chandramouli Kumar Prasad  
C) Justice Dipak Misra    D) Justice Markandeya Katju
8. Bronx zoo, where a tiger was tested positive for Covid -19 for the first time in the world, is located in which country?  
A) Italy    B) France    C) United States    D) Germany
9. The new rule of the Centre for expanding domicile to 15 years of residence or 7 years of study, has been made for which Indian state/UT?  
A) Jammu & Kashmir    B) Mizoram    C) Manipur    D) Chhattisgarh
10. The Director General of WHO is \_\_\_\_\_.  
A) Teddros Adhanom    B) Alimayu Moses  
C) Amari Abe    D) Abiy Ahmed



22. The Pulitzer Prize 2020 winners for Feature Photography belong to \_\_\_\_\_.  
A) Bhutan      B) Jammu & Kashmir      C) Mizoram      D) Nepal
23. Section 124A of the Indian Penal Code deals with \_\_\_\_\_.  
A) Sedition      B) Abetting war against India  
C) Treason      D) Defamation
- 24) Which high profile Bollywood film skipped a theatrical release to start streaming on Amazon Prime amid the Coronavirus lockdown?  
A) Paatal Lok      B) Choked      C) Rasbhari      D) Gulabo Sitabo
- 25) Republic TV is to Arnab Goswami as \_\_\_\_\_ is to Aroon Purie.  
A) The Wire      B) Aaj Tak      C) Zee TV      D) Print
- 26) Which of these countries is NOT a member of SAARC?  
A) Maldives      B) Indonesia      C) Pakistan      D) Afghanistan
- 27) The OTT platform VOOT is owned by \_\_\_\_\_.  
A) Reliance      B) Tata      C) Times Group      D) Indian Express
- 28) The Editor of the online portal Quint is \_\_\_\_\_.  
A) Siddarth Varadarajan      B) Raghav Bahl      C) Shekhar Gupta      D) Karan Thapar
- 29) The headquarters of Isha Foundation is located in \_\_\_\_\_.  
A) Munnar      B) Ooty      C) Coimbatore      D) Nainital
- 30) The capital of Uttarakhand is \_\_\_\_\_.  
A) Kasauni      B) Badrinath      C) Lucknow      D) Dehradun







**SECTION THREE: VERBAL ABILITY (1X5=5 MARKS)**

**In each of the following sets of words, identify the pair that does not express the same relationship as the other three.**

51. A) Thermometer/ Temperature  
C) Calendar/ Days
- B) Ruler/ Length  
D) Odometer/ Speed
52. A) Horse/ Mare  
C) Gander/ Goose
- B) Bull/ Cow  
D) Sheep/ Lamb
53. A) Eyes/ Vision  
C) Hear/ Sound
- B) Skin/ Touch  
D) Nose/ Smell
54. A) Doctor/ Patient  
C) Teacher/ Student
- B) Lawyer/ Client  
D) Boss/ Secretary
55. A) Carpenter/ Wood  
C) Brick/ Kiln
- B) Bread/ Bakery  
D) Coin/ Mint

### 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.

My tween will never know the sound of me calling her name from another room after the phone rings. She'll never sit on our kitchen floor, refrigerator humming in the background, twisting a cord around her finger while talking to her best friend. I'll get it, He's not here right now, and It's for you are all phrases that are on their way out of the modern domestic vernacular.

The home telephone was a communal invention from the outset. "When the telephone rang, friends and family gathered 'round, as mesmerized by its magic flow of electrons as they would later be by the radio," according to *Once Upon a Telephone*, a lighthearted 1994 social history of the technology. After the advent of the telephone, in the late 19th century, and through the mid-20th century, callers relied on switchboard operators who knew their customers' voices, party lines were shared by neighbors (who would often eavesdrop on one another's conversations), and phone books functioned as a sort of map of a community.

The early telephone's bulky size and fixed location in the home made a phone call an occasion—often referred to in early advertisements as a "visit" by the person initiating the call. (One woman quoted in *Once Upon a Telephone* recalls the phone as having the "stature of a Shinto shrine" in her childhood home.) There was phone furniture—wooden vanities that housed phones in hallways of homes, and benches built for the speaker to sit on so they could give their full attention to the call. Even as people were defying time and space by speaking with someone miles away, they were firmly grounded in the space of the home, where the phone was attached to the wall.

Over the course of the 20th century, phones grew smaller, easier to use, and therefore less mystical and remarkable in their household presence. And with the spread of cordless phones in the 1980s, calls became more private. But even then, when making a call to another household's landline, you never knew who would pick up. For those of us who grew up with a shared family phone, calling friends usually meant first speaking with their parents, and answering calls meant speaking with any number of our parents' acquaintances on a regular basis.

Cellphones, which came on the market in the '80s and gained popularity in the '90s, rendered all of this obsolete as they displaced landlines. When kids today call "home," they may actually be calling one parent and bypassing the other; friends and bosses and telemarketers (if they get through) usually reach exactly the person they are hoping to speak with. Who will be on the other end of the line is no longer a mystery.

*(Excerpted from: How the loss of the landline is changing family life, by Julia Cho, The Atlantic, December 12, 2019)*

**56. If the landline (or fixed phone line) corresponded to a specific place, the cellphone might be said to correspond to—**

- A) an address
- B) a person
- C) a location
- D) a community

**57. The writer's mood through the passages above is primarily one of**

- A) nostalgia
- B) regret
- C) amazement
- D) cynicism

**58. How does the telephone "defy time and space"?**

- A) it allows us to record conversations
- B) it allows us to reach someone across distances, any time of day
- C) it is a form of wireless communication
- D) by making use of microelectronics technology

**59. A "social history" of a technology serves the following purpose**

- A) records important dates and places around an event or phenomenon
- B) documents the people who were responsible for important inventions
- C) tells the story of how ordinary people used and were impacted by a technology
- D) shows the way in which an invention evolved over time

**60. One of the phrases that has disappeared from the "modern vernacular" according to the writer, shows how the fixed phone was a common family resource. Which is it?**

- A) Who would you like to speak to?
- B) I'll get it!
- C) Wrong number!
- D) Am I speaking to (name)?

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