

ENTRANCE EXAMINATION 2021

Code: Z-39

MA COMMUNICATION
MAXIMUM MARKS: 60

MEDIA STUDIES
DURATION: TWO HOURS

HALL TICKET NUMBER	
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READ THESE INSTRUCTIONS BEFORE PROCEEDING:

- Please check if there are (09) **nine pages excluding** this page
- 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
- **Enter all answers in the OMR sheet only**
- Please **return** the filled in **OMR sheet to the invigilator**
- You may retain the question paper with you
- All questions carry equal **negative marks. 0.33 marks will be subtracted for every wrong answer**
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TOTAL NUMBER OF PAGES **EXCLUDING** THIS PAGE: **09 (NINE)**

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

Enter the correct answer in the OMR sheet

1. OTT platforms such as Netflix; Amazon Prime Video, Hotstar etc come under the purview of _____?
A) Ministry of Culture
B) Ministry of Information & Broadcasting
C) Ministry of Higher Education
D) Ministry of Telecommunications
2. Justice Hima Kohli became the first woman Chief Justice of _____ High Court.
A) West Bengal
B) Assam
C) Kerala
D) Telangana
3. The political party floated by Kamal Hassan in Tamil Nadu is _____.
A) Dravida Makkal Maiaam
B) Indhiya Makkal Katchi
C) Makkal Needhi Maiaam
D) Kamal Needhi Maiaam
4. Sero survey is used to determine the prevalence of _____ in the community.
A) Antigen
B) Antibody
C) Virus strain
D) Cholesterol
5. The experimental app named 'Collab' that lets users create short music videos was launched by _____?
A) Microsoft
B) Tiktok
C) Facebook
D) Google
6. Which of the following won the best documentary award at the Academy Awards recently?
A) Soul
B) Mank
C) The Mole Agent
D) My Octopus Teacher
7. _____ is the participatory governance platform of India that completed 6 years.
A) My India
B) Mera Bharat
C) My Gov
D) Mera Sarkar
8. 'Plastic Lao Khana Khao' garbage cafes have been opened in _____.
A) Chandigarh
B) Gurgaon
C) Mumbai
D) New Delhi
9. Who is the chief minister of Puducherry?
A) N. Rangaswamy
B) K. Lakshminarayanan
C) Chandira Priyanga
D) V. Narayanaswamy
10. Who is the first Vice-chancellor of the Sports University established in Delhi?
A) Kunjarani Devi
B) Sushil Kumar
C) Renu B Chanu
D) Karnam Malleswari

11. The YounTab scheme for students to encourage digital learning was launched by _____.
A) Kerala B) Puducherry C) Haryana D) Ladakh
12. Who won the Best Performance by an Actor in a leading role at the 93rd Academy Awards?
A) Riz Ahmed B) Anthony Hopkins C) Gary Oldman D) Steven Yeun
13. The online grocery app BigBasket belongs to _____.
A) FutureGroup B) Tata Group C) Hinduja D) Reliance
14. Natasha Narwal & Devangana Kalita are members of the _____ group.
A) Blank Noise B) Pink Chaddi C) Pinjra Tod D) Take back the night
15. Which of the following is not a member of G7?
A) France B) USA C) Germany D) Austria
16. The luxury train, The Palace on Wheels runs through _____.
A) New Delhi, Rajasthan & UP B) New Delhi & Rajasthan
C) New Delhi, Rajasthan & Uttarakhand D) New Delhi, Rajasthan & Gujarat
17. The cryptocurrency _____ made huge gains in 2021 partly fuelled by a comment by Elon Musk.
A) Dogecoin B) Bitcoin C) Ethereum D) Litecoin
18. The idea of Bharatiya Shiksha Board was proposed by _____.
A) Sri Sri Ravishankar B) Jaggi Vasudev
C) Pandit Ravishankar D) Baba Ramdev
19. The journalist charged with sedition in the past year was _____.
A) Disha Ravi B) Ravish Kumar C) Vinod Dua D) Siddharth Varadarajan
20. The CEO of NewsLaundry is _____.
A) Madhu Trehan B) Abhinandan Sekhri
C) Githa Hariharan D) Sevanti Ninan

21. Whatsapp and other similar messaging platforms promise privacy and security through _____.
- A) User-end privacy options B) Anonymity
C) End-to-end encryption D) Hack-proofing
22. The Olympic medalist, associated with brand Patanjali & recently accused in a criminal case is _____.
- A) Sushil Kumar B) Sagar Rana C) Sushil Rana D) Prince
23. Fitbit and Apple watch are examples of _____.
- A) Wearable technology B) Internet of Things
C) Social media D) Mobile Apps
24. The documentary on Netflix, 'Social Dilemma' raised important questions around _____.
- A) Screen addiction B) Mental Health
C) FOMO D) Fake News
25. Pratik Sinha and Muhammed Zubair are names associated with _____.
- A) BOOM B) Alt News C) WebQoof D) Factly
26. The current Union Cabinet minister of Road Transport & Highways is _____.
- A) DV Sadananda Gowda B) Nitin J Gadkari
C) Ravi Shankar Prasad D) Prakash Javadekar
27. The youngest Grandmaster in the world is _____.
- A) Shakhriyar M B) Koneru Humpy C) P. Negi D) Abhimanyu Mishra
28. Which is the first Indian programme to win an international Emmy Award?
- A) Mirzapur B) Paatal Lok C) The Family Man D) Delhi Crime
29. Which film is India's official entry to the 93rd Academy Awards?
- A) The Disciple B) Shakuntala Devi C) Jallikattu D) Asuran
30. The Health Minister of Kerala is _____.
- A) K. Krishnankutty B) Veena George C) KK Shailaja D) Roshy Augustine

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 ONE: GRAMMAR (10X1=10 MARKS)

Complete the following sentences by choosing the word/ phrase that will construct a grammatically correct sentence.

31. Have you got _____ pen?
A) None B) an C) a D) the
32. _____ wins the lottery will become a millionaire.
A) Whoever B) Whosoever C) Whomever D) Whatsoever
33. Sanjay _____ 'The Hindu' at the moment.
A) reads B) is reading C) read D) has read
34. The Portuguese _____ to Goa in the 16th century.
A) came B) are came C) were come D) arrived
35. They have put speed breakers on the road to _____ accidents.
A) duck B) prohibit C) prevent D) forbid
36. I can't help _____ them.
A) liked B) liking C) to like D) like
37. My cousin is only eight, but he _____ already play the guitar.
A) have to B) might C) can D) would
38. It is my brother's birthday next week. He _____ 40.
A) will be B) would be C) will have D) would have
39. Argentina, _____ is well-known for its mountains, is very popular among tourists.
A) which B) that C) who D) whom
40. My grandfather enjoys _____ in the sun.
A) sit B) is sitting C) to sit D) sitting

SECTION TWO: WORD USE AND ABUSE (10X1= 10 MARKS)

In the following sentences, choose the correct word from the options provided.

41. The book accuses him of _____ in the Nazi persecution of the Jews.
A) ordering B) requesting C) acquiescing D) surging
42. My brothers are off to the new mall. They say they're going to shop till they _____.
A) dunk B) Drop C) Drown D) bankrupt
43. I am very happy _____ in Assam. I really miss being there.
A) To live B) to have lived C) for living D) to be living
44. Rita _____ robbed as she was walking out of the bank.
A) Did B) got C) had D) were
45. Ajay _____ his mother that he would pass.
A) Insured B) ensured C) assumed D) assured
46. He looked at her _____.
A) Pointedly B) pointfully C) pointedful D) pointedful
47. Raj was _____ of theft by his colleagues.
A) Attributed B) accused C) assigned D) attacked
48. My colleague got into trouble for making _____ remarks about the Manager.
A) Benign B) pejorative C) pensive D) blithe
49. Radhika had read the book in a _____ fashion and couldn't remember the contents.
A) Aggressive B) tasteful C) cursory D) belligerent
50. Rahul gave a _____ account of the incident to the police.
A) Decorous B) verbatim C) dilatory D) munificent

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.

How will the COVID-19 pandemic affect women in the organised workforce in Indian towns and cities? What impact will it have on their personal and professional lives and relationships? For many Indian women workers, the office is an escape from the tyranny of the patriarchal restrictions, especially those on meeting people who are not relatives and neighbours. The office is the site where a woman's work offers her a chance to sharpen her skills, build expertise in teamwork, and generally be a part of a larger goal beyond the domestic walls.

The most significant factor is that articles about the post-COVID work scenario have referred mostly to corporate offices and an educated, white-collar workforce. Considering that 93% of India's workforce is in the informal sector, the work-from-home scenario is hardly feasible for the majority of people. The location of work for a huge section of domestic labour is other people's homes. Urban areas in India are witnessing a burgeoning gig economy, wherein workers do not always operate from offices. Even in urban offices, not every member of the staff has a personal computer or laptop at home. A vast majority of these people depends on computers and internet connections in their offices even for their personal work like bill payments, travel bookings, online shopping, etc. During the current crisis, the employee who has the ability to use technology from home or away from the office is much in demand. The questions that come to mind are: Will this mean that those who do not have technology access in their homes will be relegated to a lower grade/pay? What is the company/management's responsibility to ensure that its employees are helped to upgrade their skills and also their access to technology? Experts have also predicted a breaking up or loosening of hierarchies in offices. It would be interesting to see how far this would hold true of Indian corporate setups where the patriarchal, even feudal social patterns from society are faithfully mirrored.

- Commuting for work in India, as in many other places, also involves "socialising" with fellow commuters, bonding over the long hours spent together. "Train friends" are a common feature and celebrations of personal milestones and festivals are also regular occurrences. Mumbai's suburban commuter trains that carry lakhs of people daily also support an entire world of informal workers who hawk and sell everything from safety pins to fruits and vegetables, and also ready to wear garments and accessories. How will the "work" of this huge number change?

As with the physical workspace, these modes of transport are sources of personal and professional interactions which contribute to productivity on both these fronts. These are areas where change may not necessarily be welcome.

*(Excerpted from: Reflections on the future of work, Lina Mathias in EPW Engage, May 1, 2020.
<https://www.epw.in/blogs/lina-mathias/reflections-future-work.html>)*

51. The main focus of the article is

- A) Speculation about the disruption of work patterns due to COVID-19
- B) Patriarchy
- C) The digital divide
- D) Women's participation in the work force

52. According to the author, office computers may be used for

- A) Professional work only
- B) Handling a variety of personal tasks alongside professional ones
- C) Working from home
- D) Communicating with friends and family

53. The author suggests that for many women

- A) Office is an extension of the tyranny they face at home
- B) Work outside the home can be extremely hazardous
- C) Office allows for the possibility of forming new friendships
- D) It is more comfortable to stay within the confines of family

54. Apart from carrying commuters between work and home, Mumbai's trains also

- A) Represent a space for a thriving informal market
- B) Offer an important venue of social interaction
- C) Allow different kinds of people to mingle
- D) All of the above

55. The author implies that the responsibility for building technology skills

- A) Rests with the individual
- B) Is something employers should take up
- C) Should be dealt with by educational institutions
- D) Is a government duty

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.

The concept of 'frame' suggests that an item of information, whether arising from media, from other sources, or from direct perception, is invested with meaning only once it is placed in a context of other information. In framing certain items of information, we simultaneously bracket these from potentially endless masses of information. The focus is shifted away from information as discrete entities, and toward the complex and socially specific worldviews that audiences hold. Compared to 'agendas', which may be understood as a temporary set of priorities, 'frames' amount to more permanent dispositions of a social or mental variety. As such, frames are of special interest for understanding the media-society nexus, but correspondingly difficult to operationalize in empirical research.

Researchers showed how audiences would rely on frames which were derived largely from personal experience in order to make sense of the news – interpretive frames that differed from those offered by the news media. This is consistent with reception studies which have found that audiences employ 'super-themes' in order to establish meaningful links between the worlds of news and of everyday life.

One further potential of the concept of frames is that it enables a more detailed comparison of media production and reception. On the one hand, journalists and other media professionals are constantly engaged in framing content, and in anticipating how they may be interpreted. On the other hand, media audiences necessarily employ interpretive frames that are generated and reformulated over time, with reference to media as well as other sources. Presumably, audiences in their turn are also aware that both news professionals and other sources have a stake in the dissemination of particular perspectives, which can be resisted.

Agenda-setting and framing may represent different, but interrelated aspects of media impact. While the process of issue selection or agenda-setting by mass media needs to be a conscious one, framing is based on subtle nuances in wording and syntax and therefore most likely has unintentional effects, or at least effects that are hard to protect and control by journalists. Framing has introduced another important differentiation in the notion of effects, since framing influences *how* audiences think about issues, just as agenda-setting influences *what* issues to think about. The larger argument is that journalists and editors put reality together, bringing some aspects into view, while excluding others. Some scholars have suggested that this process may involve a routine imposition of an ideological framework.

(Excerpted from: Klaus Bruhn Jensen, "Media Effects: Quantitative Traditions," in Klaus Bruhn Jensen (ed), A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge, 2002)

56. Framing of a news event can be described as:

- A) Objectively placing events for the direct perception of audiences.
- B) A process by which events are structured according to some existing social perspectives of audiences on issues.
- C) Presenting an event through which information is presented as a discrete entity.
- D) A set of temporary priorities conveyed to the audience.

57. It is being suggested that audiences interpret news content by:

- A) Relating it to their personal experiences
- B) Differentiating it from their everyday life
- C) Using the frames offered by the news media
- D) Comparing it with information gathered from other sources

58. According to the passage, the relationship between media production and reception is such that:

- A) The media produce their content to suit audience predispositions.
- B) The audience is prone to interpreting content as per frames provided by the media.
- C) The media frame events in particular ways, while the audience employs their own persistent worldviews to make sense of them.
- D) The framing of events by the news media is always resisted by the audience.

59. Agenda-setting and framing are distinguished by the fact that:

- A) Agenda-setting determines how issues are selected to be news, while framing determines how the news is understood.
- B) Framing tells audiences what issues are relevant at a given time in history.
- C) Agenda-setting focuses on meaning-making activities of audiences.
- D) Agenda-setting and framing are opposite ends of the production-consumption dichotomy.

60. One may conclude from the above discussion on agenda-setting and framing that:

- A) Objectivity in journalism is more of a myth than reality.
- B) The news media set out to deliberately manipulate its audience.
- C) Audiences are gullible masses, falling for particular frames of reality.
- D) With adequate care about language used, one can avoid misinterpretations of news.

DEPARTMENT OF COMMUNICATION University of Hyderabad	CODE: Z-39
ANSWER KEY	TOTAL MARKS: 60
MA COMMUNICATION (MEDIA STUDIES)	

QUESTION NO.	ANSWER	QUESTION NO.	ANSWER
1.	B	36.	B
2.	D	37.	C
3.	C	38.	A
4.	B	39.	A
5.	C	40.	D
6.	D	41.	C
7.	C	42.	B
8.	D	43.	B
9.	A	44.	B
10.	D	45.	D
11.	D	46.	A
12.	B	47.	B
13.	B	48.	B
14.	C	49.	C
15.	D	50.	B
16.	A	51.	A
17.	A	52.	B
18.	D	53.	C
19.	C	54.	D
20.	B	55.	B
21.	C	56.	B
22.	A	57.	A
23.	A	58.	C
24.	A	59.	A
25.	B	60.	A
26.	B		
27.	D		
28.	D		
29.	C		
30.	B		
31.	C		
32.	A		
33.	B		
34.	A		
35.	C		

(Head, Department of Communication)

ENTRANCE EXAMINATION 2021

Code: Z-40

MA COMMUNICATION
MAXIMUM MARKS: 60

MEDIA PRACTICE
DURATION: TWO HOURS

HALL TICKET NUMBER	
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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 of the following sports will feature for the first time in the Commonwealth Games of 2022?
A) Shooting B) Women's Cricket C) Boxing D) Kabaddi
2. Which of the following is the only Indian to be among the top 50 philanthropists globally?
A) Ratan Tata B) Narayana Murthy C) Adi Godrej D) Azim Premji
3. The name Derek Chauvin is associated with _____?
A) The Charlottesville shooting B) The killing of George Floyd
C) The gunning down of Ahmaud Arbery D) The death of Breonna Taylor
4. The novel *A Suitable Boy*, which was adapted into a mini-series by Netflix, was authored by _____?
A) Salman Rushdie B) Amitav Ghosh C) Vikram Chandra D) Vikram Seth
5. Which of the following companies may not be considered an 'intermediary'?
A) Facebook B) YouTube C) The Wire D) Koo
6. Rupri Kaur gained popularity among the youth, initially as _____?
A) Fiction writer B) Tiktok star C) Instagram poet D) Podcast host
7. The Ladli Media Awards recognize this category of journalism: _____?
A) Crime reporting B) Long form writing
C) Gender sensitive reportage D) Writing for children
8. This iconic film maker's work is featured in a recent series on a streaming platform.
A) Ritwik Ghatak B) Satyajit Ray C) Bimal Roy D) Mrinal Sen
9. Frontline is a news magazine published by _____?
A) The Times of India B) Ananda Bazar Patrika
C) The Hindu D) Malayala Manorama
10. Which of the following countries amended its national anthem recently to reflect its indigenous past?
A) Great Britain B) Vietnam C) Japan D) Australia

11. Which state launched its own bottled water under the name 'Bhagiratha'?
- A) Punjab B) Uttar Pradesh C) Telangana D) Assam
12. Which of the following Corona Virus Vaccines is produced by China?
- A) Covishield B) CoronaVac C) Covaxin D) Sputnik V
13. Sunderlal Bahuguna, who passed away recently, was a/ an _____?
- A) Violinist B) Actor C) Environmentalist D) Kathak dancer
14. Who is the captain of the Olympic-bound Indian Women's Hockey team?
- A) Rani Rampal B) Karanam Malleswari C) Sunita Lakra D) Navjot Kaur
15. Which web browser will retire and go out of support in 2022?
- A) Google Chrome B) Firefox C) Internet Explorer D) Safari
16. Who among the following Bollywood stars recently received the UAE's Golden Visa?
- A) Ranbir Kapoor B) Salman Khan C) Amitabh Bachchan D) Sanjay Dutt
17. Who is the current brand ambassador of Make in India?
- A) Piruz Khambatta B) Dia Mirza C) Baba Ramdev D) MS Dhoni
18. In which country is the famous Louvre Museum located?
- A) Spain B) France C) Brazil D) Italy
19. _____ was the giant container ship that blocked traffic in the Suez Canal earlier this year.
- A) Panamax B) Queen C) Ever Given D) Q-Max
20. Where did an angry mob clash with American police challenging Joe Biden's Presidential win in the US?
- A) Empire State Building B) 10 Downing Street
C) UN Headquarters D) Capitol Hill
21. The iconic movie studio MGM recently merged with _____?
- A) Facebook B) Google C) Microsoft D) Amazon

22. Peter Brook of United Kingdom was awarded Padmashri in 2021 under _____ category.
A) Art B) Social Work C) Medicine D) Education
23. _____ was appointed Chief Justice of India in April 2021.
A) Justice SA Bobde B) Justice NV Ramana
C) Justice Ashok Bhushan D) Justice Ranjan Gogoi
24. Which of the following is an open source, free audio editing software?
A) Adobe Premiere B) Picassa C) GIMP D) Audacity
25. Which state is expected to have a floating solar power plant by 2023?
A) Kerala B) Madhya Pradesh C) Assam D) Telangana
26. The Dadasaheb Phalke Award was introduced in _____?
A) 1969 B) 1947 C) 1950 D) 1962
27. _____ is the current Chairperson of National School of Drama.
A) Anupam Kher B) Nana Patekar C) Paresh Rawal D) Pankaj Tripathi
28. The only sports university in India is located in _____?
A) Cochin B) Guwahati C) Chandigarh D) New Delhi
29. In the recent elections in West Bengal, Mamata Banerjee lost from Nandigram to _____?
A) Dilip Ghosh B) Sisir Adhikari C) Suwendu Adhikari D) SS Ahluwalia
30. Recently in the news, Naftali Bennett is currently the Prime Minister of _____?
A) Palestine B) Israel C) Egypt D) Turkey

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 ONE: GRAMMAR (10X1=10 MARKS)

Complete the following sentences by choosing the word/ phrase that will construct a grammatically correct sentence.

31. The support of my friends really helped me _____ during the lockdown.
A) cope with B) cope up C) cope D) in coping
32. I've made it a practice to back up all my documents _____ the cloud.
A) into B) in C) inside D) on
33. My brother as studied Arabic, and I _____.
A) also have B) have, too C) too did D) as well
34. After months of practice, I found I _____ to run a mile in 10 minutes.
A) could B) was able C) could able D) abled
35. He didn't _____ me that he was going to be late.
A) told to B) said C) tell D) say
36. Many of the members _____ shareholders of the company.
A) are being B) are C) is D) becoming
37. I'm so glad you are here. I was worried that you _____ come.
A) might not B) wasn't C) couldn't able to D) can't
38. I called her but she could not answer the phone as she _____.
A) ate B) had eating C) was eating D) had eaten
39. Women, as well as men, _____ a fundamental right to work.
A) are having B) have C) hadn't D) will be having
40. She's a _____ player and deserves her place on the team.
A) terrible B) stunning C) terrific D) staggering

SECTION TWO: WORD USE AND ABUSE (10X1= 10 MARKS)

In the following sentences, choose the correct word from the options provided.

41. I've had _____; let's add a dash of mint to spice up the chutney.
A) an epiphany B) a brainwave C) a possibility D) an experiment
42. There were more than a hundred people waiting to be _____ with the new vaccine.
A) treated B) covered C) inoculated D) shot
43. Climate change is a force that is altering the _____ of everyone on Earth.
A) opportunity B) destiny C) politics D) past
44. I took good care to avoid any situation where I might _____ meet him.
A) possibly B) finally C) eventually D) always
45. Samarth's brother was the _____ heir to his estate.
A) Lawful B) legal C) moral D) right
46. I guessed that you bought the chocolate _____ for the children.
A) specially B) particularly C) especially D) better
47. The professor is always ready to give _____ advice, no matter what the situation.
A) Judicial B) judgmental C) judicious D) justifiable
48. We have sanitized the _____ house so as to minimize the chance of infection.
A) complete B) entire C) full D) total
49. It's important that guests should be well-fed; if they overeat, it's their _____.
A) fault B) mistake C) wish D) will
50. There's nothing like winning to boost the _____ of the players.
A) morals B) morale C) energy D) sense

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) print/page
C) music/ chord | B) film/ frame
D) podcast/ sound |
| 52. A) hiking/ boots
C) running/ trainers | B) cricket/ pads
D) football/ spikes |
| 53. A) fatigue/ rest
C) mistake/ anger | B) hunger/ food
D) illness/ treatment |
| 54. A) court' judge
C) actor/ theatre | B) school/ teacher
D) musician/ instrument |
| 55. A) house/ door
C) table/ cloth | B) box/ lid
D) wall/ gate |

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.

Was Christopher Columbus really from Genoa, in Italy? Or was he Spanish? Or, as some other theories have it, was he Portuguese or Croatian or even Polish?

A definitive answer to the question of where the famous explorer came from could be just five months away as international scientists on Wednesday launched an effort to read the DNA from his remains and identify his geographic origin. Their findings are to be made public in October.

Knowledge of the 15th-century navigator's early life is scant. A major breakthrough in establishing a fuller profile of the man who died 515 years ago came after DNA tests in 2003 established that bones in a tomb in the cathedral of Seville were those of Columbus. But after that discovery, the research team from Spain's University of Granada that is leading the Columbus research decided to halt its investigation. The reason: DNA technology at the time was neither accurate nor reliable and required a significant amount of genetic material.

After leaps in the sophistication of DNA testing in recent years, gene geography may now ascertain the rough area of a European person's ancestry.

José Antonio Lorente, a professor of forensic medicine at Granada University, said there had been a "radical" improvement in DNA analysis, which now permits tests on very small fragments. He said researchers are working with four small bone fragments from Columbus, seven bone fragments and a tooth from his son Hernando, and a dozen bone fragments in poor condition from his brother Diego. The fragments are being sent to genetic identification laboratories in Rome and Florence in Italy, Mexico and the United States, Lorente told an online press conference.

Mr. Lorente said he believes the generally accepted theory that Columbus was from Genoa, but the project aims to resolve some "mysteries...and contradictions" in the historical record and obtain "as much information as possible...so that there is no argument."

Granada University on Wednesday was hosting what it called the first world meeting of Columbus researchers, who are presenting evidence for their different theories about the explorer's origins.

Columbus's four transatlantic voyages on behalf of the Spanish monarchs between 1492 and 1504 opened a door to Europe's colonization of the Americas, then known as the New World. Columbus died on May 20, 1506 and was buried in the Spanish city of Valladolid, though he had asked to be buried in the Americas.

*(Countdown begins to discover where Columbus came from, The Hindu, May 19, 2021.
<https://www.thehindu.com/society/history-and-culture/countdown-begins-to-discover-where-columbus-came-from/article34596435.ece>)*

56. The radical improvement in DNA techniques permits scientists to

- A) Analyze very small bone fragments
- B) Pinpoint exactly where a tissue came from
- C) Identify family ancestry
- D) Resolve some earlier contradictions

57. Between 1492 and 1504, Christopher Columbus

- A) Sailed to the Americas several times
- B) Performed four transatlantic voyages
- C) Spent a lot of time in Seville
- D) Travelled through Europe, from Spain to Poland

58. The purpose of these new studies is to

- A) Establish whether Columbus came from Italy or Spain
- B) Resolve some of the inaccuracies and contradictions in the historical record
- C) Prove that the bones recovered are the explorer's remains
- D) Present a scientific paper in Grenada

59. The analysis would be conducted on

- A) Bone fragments only from Columbus' remains
- B) Fragments from bones of Columbus, his son, and brother
- C) The well-preserved bones of Hernando and Diego
- D) A dozen different bone fragments

60. Investigations into Columbus' origins had to be halted in 2003 because

- A) There were not enough bone fragments
- B) Researchers could not agree on the techniques
- C) The technology was not sophisticated enough
- D) Scientists did not have the skills

DEPARTMENT OF COMMUNICATION University of Hyderabad	CODE: Z-40
ANSWER KEY	TOTAL MARKS: 60
MA COMMUNICATION (MEDIA PRACTICE)	

QUESTION NO.	ANSWER	QUESTION NO.	ANSWER
1.	B	36.	B
2.	D	37.	A
3.	B	38.	C
4.	D	39.	B
5.	C	40.	C
6.	C	41.	B
7.	C	42.	C
8.	B	43.	B
9.	C	44.	A
10.	D	45.	B
11.	C	46.	A
12.	B	47.	C
13.	C	48.	B
14.	A	49.	A
15.	C	50.	B
16.	D	51.	D
17.	A	52.	B
18.	B	53.	C
19.	C	54.	D
20.	D	55.	C
21.	D	56.	A
22.	A	57.	B
23.	B	58.	B
24.	D	59.	B
25.	B	60.	C
26.	A		
27.	C		
28.	A,B,C,D*		
29.	C		
30.	B		
31.	C		
32.	D		
33.	B		
34.	B		
35.	C		

NOTE:

- No. 28: * Right choice is not mentioned. Any answer may be awarded a mark.



(Head, Department of Communication)