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Entrance Examination-2012
MA (Communication)

Max. Marks: 75

Time: 2 Hours

HALL TICKET NUMBER

GENERAL INSTRUCTIONS

- Please read the instructions for each section carefully.
- Enter your hall ticket number on the question paper, OMR sheet and answer booklet without fail.
- Please return the OMR sheet, Question Booklet and the Answer Book to the invigilator.
- Answer all the 60 questions in PART A of the question paper in the OMR sheet.
- All questions of PART A carry equal negative marks. 0.33 marks will be subtracted for every wrong answer.
- Answer PART B in the answer booklet.
- PART B of the question paper will be evaluated only if the candidate clears PART A.
- Read the instructions on the OMR sheet carefully before proceeding.
- PART C (Statement of Purpose) has to be written in the answer booklet. **The question under PART C is mandatory and does not carry any marks. However, your paper will not be evaluated if you do not answer the question.**

TOTAL NUMBER OF PAGES EXCLUDING THIS PAGE: 10 (TEN)

PART A

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I. General & Media Awareness (25X1=25 Marks)

Enter the correct answer in the OMR Sheet.

1. The following agro-chemical was banned by the Supreme Court of India recently?

- (A) Salmonella (B) Endosulfan (C) Aldrin (D) Toxafen

2. Who is the Chief Justice of India?

- (A) Soumitra Sen (B) P D Dinakaran (C) S H Kapadia (D) Rajinder Sachar

3. Who is the president of Brazil?

- (A) Yinluck Shinawatra (B) Angela Merkel (C) Christine Lagarde (D) Dilma Rousseff

4. The nuclear plant in Tamil Nadu that has been in the news is:

- (A) Nungambakkam (B) Kudankulum (C) Kalpakkam (D) Kakrapar

5. Which African country gained independence from Egypt?

- (A) Botswana (B) Angola (C) Cape Verde (D) South Sudan

6. Who is the Chairperson of Press Council of India?

- (A) P. Sainath (B) Mrinal Pandey (C) Markandey Katju (D) Kuldeep Nayyar

7. Which author was in the news for not being invited to the Jaipur Literary Festival in 2012?

- (A) William Darlymple (B) Namita Gokhale (C) Salman Rusdie (D) Shashi Tharoor

8. Which is the first mobile services company to launch 4G services in India?

- (A) Reliance (B) Vodafone (C) Airtel (D) Spice

9. The Essay "Capitalism: A Ghost Story" was written by

- (A) Jumphah Lahiri (B) Kalpana Sharma (C) Kiran Desai (D) Arundhati Roy

10. The chief minister of Manipur is

- (A) Okram Ibobi Singh (B) Rishang Keishing (C) Tarun Gogoi (D) None of the above

11. Which movie won the Oscar Award for the Best Picture in 2012?

- (A) Hugo (B) The Artist (C) The Help (D) The Descendants

12. The payment gateway launched recently by National Payment Corporation of India is:

- (A) VisaPay (B) RuPay (C) MasterPay (D) RupeeAvenue

13. NRHM in India stands for:

- (A) National Rural Highways Mission (B) National Rural Hospitals Mission
(C) National Rural Health Mission (D) None of the above

14. As per the eighth schedule of the Indian constitution the number of languages with official status in India are

- (A) 22 (B) 18 (C) 24 (D) 16

15. The book, "The Extras" dealing with the lives of junior artists in Bollywood is written by

- (A) Chetan Bhagat (B) Kiran Nagarkar (C) Tabish Khair (D) Suketu Mehta

16. TV 18 recently bought a majority stake in

- (A) Sun Network (B) Sony (C) Eenadu Network (D) TV Today

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17. The latest version of Android is

- (A) Sandwich (B) Pizza Ice cream (C) Ice cream Sandwich (D) Burger

18. Which is the second biggest economy in the world?

- (A) Japan (B) China (C) Germany (D) None of the above

19. As per 2011 Census the population of India is

- (A) 1.21 billion (B) 1.24 billion (C) 1.31 billion (D) 1.29 billion

20. The term LCD in LCD monitors stands for

- (A) Login, Compress & Display (B) Low Compression Diode
(C) Large Compression Decompression (D) Liquid Crystal Display

21) Which general entertainment channel belonging to the Turner company was shut down recently?

- (A) Life OK (B) Imagine TV (C) Star Utsav (D) Firangi

22) The Chairperson of the Central Board of Film Certification is

- (A) Leela Samson (B) Sharmila Tagore (C) AnupamKher (D) None of the above

23) Expand BRICS:

- (A) Brazil, Russia, Iran, China, South Africa (B) Brazil, Russia, India, China, Singapore
(C) Brazil, Russia, Iran, Chile, South Africa (D) Brazil, Russia, India, China, South Africa

24) Which is the latest nation to join UNESCO?

- (A) Israel (B) Iran (C) Palestine (D) None of the above

25) The singer of 'Why this Kolaveri Di?' is Dhanush. The composer is:

- (A) A R Rahman (B) AnirudhRavichander (C) Johnson (D) Yuvan Shankar Raja

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PART A

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 (10X1=10 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.

26. (A) door/curtain (B) vessel/lid (C) table/cloth (D) shoe/sock
27. (A) cow/calf (B) peacock/peahen (C) horse/colt (D) lion/cub
28. (A) poem/verse (B) film/sequence (C) play/scene (D) book/author
29. (A) thirst/drink (B) craving/desire
(C) hunger/food (D) loneliness/companionship
30. (A) knife/cut (B) needle/pierce (C) spear/thrust (D) sword/lunge
31. (A) pain/sedative (B) grief/consolation (C) ache/extraction (D) burn/salve
32. (A) corpulent/weight (B) pallid/complexion
(C) angry/demeanor (D) clever/brain
33. (A) chicken/egg (B) cow/beef (C) goat/mutton (D) pig/ham
34. (A) army/logistics (B) business/strategy
(C) story/plot (D) music/theme
35. (A) cell/nucleus (B) body/blood
(C) car/engine (D) computer/microprocessor

Section 2: ENGLISH USAGE & GRAMMAR (10X1= 10 MARKS)

Select the appropriate phrase from the options to fill in the blank in each of the given sentences. Enter the correct answer in the OMR Sheet.

36. Nikhil _____ in the library.

- (A) is studying
- (B) study
- (C) are studying
- (D) is study

37. Adil's hobbies include jogging, swimming and _____.

- (A) climb mountains
- (B) climbing mountains
- (C) to climb mountains
- (D) to climb

38. The Hindustani concert will begin _____ 15 minutes.

- (A) on
- (B) in
- (C) with
- (D) about

39) The company has declared that it will upgrade _____ computer systems next month.

- (A) its
- (B) it's
- (C) there
- (D) their

40) _____ do you like better, *Twilight* or *Harry Potter*?

- (A) when
- (B) what
- (C) which
- (D) where

41) Mr. Das requests that someone _____ the data by fax immediately.

- (A) sent
- (B) sends
- (C) send
- (D) to send

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42) From _____ did you receive that wonderful gift?

- (A) who
- (B) whom
- (C) which
- (D) whose

43) _____ packets of cigarettes do you have?

- (A) How much
- (B) How many
- (C) Many more
- (D) Many other

44) They invited us _____ their wedding.

- (A) at
- (B) to
- (C) for
- (D) in

45) Sumita has been _____ the radio programme for the past 20 minutes.

- (A) hearing to
- (B) hearing
- (C) listening to
- (D) listening

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) _____ any one object if I turn the air-conditioner off?

- (A) Do (B) Does (C) Did (D) Doing

47) Babies are more _____ infections than adults.

- (A) susceptible to (B) capable of (C) susceptible of (D) capable to

48) In her article, Radhika presented _____ picture of the accident.

- (A) an oral (B) a verbal (C) oral (D) verbal

- 49) The cost of the gala dinner will be _____ borne by the sponsors.
(A) greatly (B) largely (C) extensively (D) poorly
- 50) The appearance of the sky indicates that a storm is _____.
(A) imminent (B) eminent (C) eminence (D) immediate
- 51) Precious stones like diamonds are weighed in. _____.
(A) carats (B) carrots (C) caret (D) karrot
- 52) If the flight is grounded, the _____ is to travel by train.
(A) alternative (B) alternate (C) alternatively (D) altercative
- 53) This is an _____ that he would remember fondly for the rest of his life.
(A) Incidence (B) incident (C) incidentally (D) incinerate
- 54) Let me _____ you a glass of red wine.
(A) pore (B) pour (C) porus (D) pear
- 55) The children are always _____ to go to the playground.
(A) eager (B) anxious (C) sick (D) urgent

PART A**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.

The fight against corruption has intensified with the setting up of Transparency International (TI) and its chapters in many countries across the world. A non-governmental organization based in Berlin, TI was founded in 1993 by a group of individuals who had become increasingly aware of the devastating effects of corruption. Corruption deepens poverty by distorting social and economic development and disrupting the provision of essential public services. It also hurts democracy by undermining principles of fair play and justice. Instead of contracts being awarded on the basis of fair competition, they are awarded as a result of competitive bribery. The consequences are dire. Investors keep away and trade suffers.

Decisions are made not for public benefit but for private interests. Costs incurred are high and prestigious projects are favored over cost-efficient development projects. TI believes that the stamping out of corruption is not the responsibility of any one agency but the responsibility of all parties concerned. Every section of society must pitch in because corruption affects everyone, especially the poor. The government, non-governmental organizations, members of society as well as the local and international business communities must work together if corruption is to be combated at all levels. TI ropes in governments to set up chapters in countries, which seek consensus and bring about systematic reform at both national and international levels. The media is also brought into the picture as one of the primary aims of each chapter is to raise public awareness.

TI publishes a quarterly newsletter and an annual Corruption Perception Index. The index ranks countries from the cleanest to the most corrupt, based on the perception of the international business community, risk analysts and the general public. In 1998, some 85 countries participated and Denmark topped the list as the country seen to have the least level of corruption. This survey attempts to gauge the tendency to bribe senior public officials by major corporations. The survey ranks Sweden as the country least likely to offer bribes while China occupies the bottom spot at number 19. Malaysia is ranked 15th.

To stamp out graft, there are some who believe that the penalties and consequences that will befall the culprits if found guilty of corruption should be made known to all. At the same time, a sense of outrage must be developed in people so that they get angry at corruption because it is about injustice, dishonesty and the impoverishment of many for the benefit of a few. Nurturing such an attitude can only begin at home. If what makes a person incorruptible are the values he holds on to -- personal, ethical and religious -- then the home exerts a mighty influence on inculcating these values in individuals. Graft must be stamped out. It is insidious and evil and in time to come, will affect every level of society. It is time for people to stand up and act in a concerted manner to rid society of this menace. Otherwise there is every possibility that

corruption becomes a way of life undermining justice and fair play and all that is good in society.

56. How does corruption deepen poverty?

- (A) Cost-efficient development projects are not carried out.
- (B) Money is channeled away to fund more prestigious projects.
- (C) The poor are totally ignored.
- (D) Basic amenities are not provided to the poor.

57. How is the role of Transparency International crucial in the battle against corruption?

- (A) It gets people in different countries to join its organization.
- (B) It gets governments to agree to set up a branch in their country.
- (C) It has global support.
- (D) It declares the finds of a survey showing levels of corruption.

58. What inference can be drawn if countries are not willing to have a TI chapter set up in their region ?

- (A) That their governments are clean and corrupt-free
- (B) That their governments are corrupt
- (C) That there is something to hide
- (D) That the countries are not willing to subject themselves to any laws.

59. One of the most powerful 'tools' that can ensure success in the efforts of TI is

- (A) the government machinery
- (B) The mass media
- (C) The masses
- (D) the Corruption Perception Index

60. What is the effect of letting the public be aware of the penalties and consequences if found guilty of corruption ? It instills in everyone

- (A) The fear of punishment if caught
- (B) Anger towards the guilty
- (C) A sense of shame if found guilty
- (D) The complacency to do nothing

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PART B

ANSWER THE FOLLOWING QUESTIONS IN THE ANSWER BOOKLET PROVIDED TO YOU.

I. Answer any one of the following in 500 words (10X1=10 MARKS)

- (A) Should media organizations consciously encourage social diversity of employees? Discuss.
- (B) The Supreme Court's intention to lay down guidelines for the media on reporting court-related matters will amount to curbing press freedom. Discuss.

II. Discuss any one of the following in 200 words (5X1= 5 MARKS)

- (A) Relevance of Communist parties in India.
- (B) Friction between Army and the Indian government.
- (C) Curbs on Internet.

PART C

STATEMENT OF PURPOSE

Write in **not more than 250 words** why you want to join the MA (Communication) programme. Clearly write what you expect from the course and your future plans after completing the course. **There are no marks for this statement. However, your paper will not be evaluated if you do not attempt this question.**
