

**ENTRANCE EXAMINATION-2018**  
**MA (Communication)**

**Maximum Marks: 60**

**Duration: Two Hours**

<b>HALL TICKET NUMBER</b>

**PLEASE READ THESE INSTRUCTIONS BEFORE PROCEEDING:**

- Please check if there are eight pages excluding this page.
- Enter your hall ticket number on the question paper and 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 the 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 marks. 0.33 marks will be subtracted for every wrong answer.

**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. **Who clinched women's singles gold in badminton at the Commonwealth games 2018?**  
A) P. V. Sindhu B) Saina Nehwal C) Tang Jiahong D) Wang Yihan
2. **Name the Indian arm of US travel services provider Travelocity that recently acquired the travel website 'Travelguru'.**  
A) Tripadvisor.com B) Makemytrip.com C) Yatra.com D) Cleartrip.com
3. **Where are the headquarters of the data mining firm Cambridge Analytica located?**  
A) New York B) Amsterdam C) London D) Rome
4. **Which actor is one of the founders of the not-for-profit company Paani Foundation?**  
A) Salman Khan B) Mohanlal C) Shabana Azmi D) Aamir Khan
5. **Which newspaper is associated with the Ramnath Goenka Excellence in Journalism Awards?**  
A) The Hindu B) Indian Express C) Hindustan Times D) Mumbai Mirror
6. **National Film Awards in India are presented by:**  
A) Ministry of Culture B) Directorate of Film Festivals  
C) Films Division D) Film and Television Institute of India
7. **Which country launched the smallest rocket to carry a satellite into orbit early this year?**  
A) Italy B) Canada C) Japan D) China
8. **Which newspaper has this slogan beneath its online masthead: "Democracy dies in darkness"?**  
A) The Washington Post B) The Tribune  
C) Hindustan Times D) The New York Times
9. **Who is the co-founder of the popular messaging app WhatsApp?**  
A) Brian Acton B) Justine Musk C) Elon Musk D) Mark Zuckerberg

- 10. Which late night comedian wrote the autobiographical book titled, 'Born a Crime: Stories from a South African Childhood'?**  
A) John Oliver B) Trevor Noah C) Jimmy Kimmel D) Jay Leno
- 11. The CEO of which entertainment company is reported to have said, "We spend money more like a media company than a tech company."**  
A) YouTube B) Netflix C) Facebook D) Instagram
- 12. Which of the following states has the biggest sea port in India?**  
A) Gujarat B) Andhra Pradesh C) Maharashtra D) Kerala
- 13. What does UPI in banking mean?**  
A) Unified Payments Interface B) United Payments International  
C) Unified Purchases Interface D) United Paytm Interface
- 14. Veteran journalist TVR Shenoy, who passed away recently was the Editor of:**  
A) India Today B) Caravan C) Outlook D) The Week
- 15. G-15 is an economic grouping of \_\_\_\_\_ countries.**  
A) Third World B) First World C) Sub-Saharan D) Asia-Pacific
- 16. Who is India's first transgender Judge, appointed in West Bengal?**  
A) Arpita Lahiri B) Joyita Mukherjee C) Joyita Mondal D) Arpita Mondal
- 17. The Chief Justice of India is:**  
A) Y V Chandrachud B) Soli Sorabjee C) Dipak Misra D) Jasti Chalmeswar
- 18. The youngest state in the Indian Union is:**  
A) Telangana B) Chhatisgarh C) Sikkim D) Vidarbha
- 19. This journalist has, in the past few years, written books on the Indian elections as well as on cricket.**  
A) Suhasini Haidar B) P Sainath C) M J Akbar D) Rajdeep Sardesai
- 20. Al Jazeera is a global television network with its headquarters in:**  
A) Jeddah B) Doha C) Dubai D) Beirut
- 21. The Vice-President of the United States of America is:**  
A) Mike Pence B) Ted Cruz C) Rex Tillerson D) Rob Mueller

**22. When used as one of the human development indicators, MMR refers to:**

- A) Maternal Mortality Rate                      B) Measles-Mumps-Rubella  
C) Mass Media Registry                          D) Malarial Morbidity Rate

**23. Article 19 (1) (c) of Indian constitution guarantees:**

- A) Right to freedom of speech and expression  
B) Right to freedom of religion  
C) Right to form associations and unions  
D) Right to assemble peacefully and without arms

**24. This former editor of The Indian Express passed away earlier this year:**

- A) S Nihal Singh    B) Kushwant Singh    C) Vinod Mehta    D) Gauri Lankesh

**25. Who is the chairman of 15th finance commission?**

- A) Nand Kishore Singh                          B) Dr. Ashok Lahari  
C) Arvind Subramanian                        D) Subramanian Swamy

**26. Which Technology Company's CEO had to appear before the US Congress in April 2018 regarding data breach of users?**

- A) Kevin Systrom    B) Mark Zuckerberg    C) Omid Kordestani    D) Jeff Bezos

**27. The arrangement of everything that appears in the frame including actors, lighting, décor, props, costumes etc. is referred to as:**

- A) Mise-en-scene    B) Mise-en-abyme    C) Mise-en-place    D) Metteur-en-scene

**28. Fever FM is a radio brand owned by:**

- A) BCCI    B) Jagaran Prakashan Ltd    C) HT Media    D) D. B. Corp Ltd

**29. Who is the (first BJP) Chief Minister of Tripura?**

- A) Manik Sarkar                                  B) Biplab Kumar Deb  
C) Ronajoy Kumar Deb                        D) Conrad Sangma

**30. Doklam is the controversial place between two countries.**

- A) China and Japan                              B) India and Pakistan  
C) India and China                                D) Israel and Afghanistan

## 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 I: GRAMMAR – (10 X1 = 10 marks)

**Complete the following sentences by filling in the blank with the word/phrase that will construct a grammatically correct sentence:**

31. The short duration of typical T-20 games \_\_\_\_\_ it possible to schedule double headers.  
 A) Make      B) Makes      C) Could able to make      D) Can make
32. I can't stop thinking of biryani since my friend who visited Hyderabad last month \_\_\_\_\_ my appetite with his stories of the great food there.  
 A) Whet      B) Whetted      C) Wet      D) Wetted
33. Using a laser knife, the surgeon stripped away the dead skin \_\_\_\_\_, revealing the flesh underneath.  
 A) Strata by strata      B) Stratum by stratum  
 C) Stratum by strata      D) Strata by stratum
34. A Division Bench of the High Court gave Dr Kodnani \_\_\_\_\_ but confirmed the convictions of 13 others in the Naroda Patiya case.  
 A) Benefit of the doubt      B) The benefit of doubt  
 C) Doubt benefit      D) The benefits of doubt
35. Many villages around the Rann of Kutch, in what is now Surendranagar district, \_\_\_\_\_ regular primary schools since at least the late 19th century.  
 A) Had      B) Have had      C) Have      D) Has had
36. Who gossips to you will gossip \_\_\_\_\_ you.  
 A) From      B) In      C) About      D) With
37. Ravish Kumar is a journalist \_\_\_\_\_ gets talked about a lot.  
 A) Who      B) Whom      C) Whose      D) Which

38. It was a cool and breezy day, with the sun \_\_\_\_\_ behind the clouds.  
 A) Standing      B) Hiding      C) Sparkling      D) Firing
39. \_\_\_\_\_ performance this season has been a big talking point with fans and commentators alike.  
 A) Chennai Super Kings      B) Chennai Super King's  
 C) Chennai Super Kings'      D) Chennai Super Kings's
40. Arvind Adiga's searing debut novel, \_\_\_\_\_ appeared in 2008, was dedicated to Bahrani.  
 A) That      B) Which      C) That which      D) When

Section 2: WORD USE AND ABUSE – (10X1= 10 MARKS)

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

41. The city police have picked up four \_\_\_\_\_ aged 18 to 20 on Friday in connection with a fraud allegation.  
 A) Youth      B) Juveniles      C) Youngsters      D) Adolescents
42. Bakharwals represent a community that is \_\_\_\_\_ to the hills of Jammu & Kashmir  
 A) Indigenous      B) Indigent      C) Ingenious      D) Insidious
43. The new director has restored some of the company's cultural \_\_\_\_\_.  
 A) Cache      B) Caches      C) Cachet      D) Cash
44. The match was \_\_\_\_\_ live on most sports channels.  
 A) Showed      B) Telecast      C) Podcast      D) Displayed
45. Most tribal groups, having been let down by the State, do not believe in government promises \_\_\_\_\_.  
 A) Anymore      B) Any more      C) Neither      D) Totally
46. The library has \_\_\_\_\_ of books.  
 A) Alot      B) A lot      C) Numerous      D) Less

47. The end of this exam is \_\_\_\_\_.

- A) Eminent    B) Immanent    C) Imminent    D) Emminent

48. Parliamentary democracy, to function as envisioned, demands discipline and \_\_\_\_\_ to the rules.

- A) Adherence    B) Obligation    C) Subjection    D) Acceptance

49. The helpful onlooker was badly injured when he tried to \_\_\_\_\_ to end the quarrel.

- A) Intrude    B) Intervene    C) Interfere    D) intimidate

50. The Spanish regarded him as an \_\_\_\_\_ and called him a villain.

- A) Impostor    B) Apostle    C) Informant    D) Archer

Section 3: VERBAL ABILITY - (5 X 1 = 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) Bread/Bake         | (B) Chips/Fry      |
| (C) Salad/Toss             | (D) Papad/Crunch   |
| 52. (A) Musician/Orchestra | (B) Player/Team    |
| (C) Actor/Screen           | (D) Page/Notebook  |
| 53. (A) Blue/Navy          | (B) Red/Crimson    |
| (C) Black/Grey             | (D) Yellow/Mustard |
| 54. (A) Avesta/Parsi       | (B) Torah/Jew      |
| (C) Tripitaka/Buddhist     | (D) Temple/Hindu   |
| 55. (A) Stallion/Colt      | (B) Horse/Mare     |
| (C) Drone/Bee              | (D) Drake/Duck     |

**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.**

Throughout history, the practice of politics and its institutions have in great measure depended on the processes of information and communication for the simple reason that, in all spheres of their lives, people make decisions in keeping with the stimuli and kinds of information that enter their minds from their communication environments. The mass media, in the broadest sense, constitute public space, where the destinies of both the governed and the governing elite are decided.

In our milieu, almost three quarters of the population have access to the Internet and the mobile phone. The rapid diffusion of broadband constitutes the multimodal platform of communication in which we live. We live with the Internet and in the Internet, in all the spheres of our everyday lives. The new generations have constructed their own spaces of relationship, information, interaction and debate in the so-called social media – the multimodal social networks of the Internet– while accessing the most diverse assortment of contents through mobile technologies. In mobile communication, the important thing is not mobility (most calls are made from fixed places such as the home, workplace or school) but the permanent state of being connected.

We are at the threshold of an essential transformation of the communication system, characterised by the development of what I call mass self-communication: “mass” because it is able to reach the whole of society, even global communication networks, and “self” because the messages are produced, received, selected and combined by individuals or collectives that interrelate together as well as with databases in the network as a whole.

The Internet is transforming the political process because it has already transformed the space of communication. The most immediate effect of this explosion of horizontal networks of communication in the domain of politics is that governments and politicians have to be very careful about what they do. There are no secrets any more unless they lead a monastic existence. Things don't look good for the Machiavellis skulking in the shadows.

Transparency is no longer just a desirable virtue in politics but an imperative tactic if the aim is to stay clear of disrepute. Citizens increasingly use the Internet and mobile phones to get information, to discuss, to organise themselves and, if necessary, to mobilise. There is a real danger of those in power losing touch with a citizenry that is ever better informed and self-organised and that will want accountability at every point along the way. Democracy in the age of the Internet is not the democracy of parties. It is the democracy of citizens, by citizens and for citizens.



**56. Media and politics are closely related because:**

- A) People rely on media for information needed to make decisions.
- B) The media constitute the public domain in which citizens and rulers interact.
- C) Both 'a' and 'b'.
- D) None of the above.

**57. Which of the following descriptions of social media is most apt, according to the above passage?**

- A) A network of mobile media
- B) Information platform of the new generations
- C) A combination of textual, aural, and visual resources accessed through social networks of the Internet
- D) Social relationships promoted through sharing of content on Internet platforms.

**58. Which of the following statements is a claim not made by the author of the passage?**

- A) The communication ecologies of individuals, to a large extent, determine the actions they take in their lives.
- B) Mobility is the crux of contemporary Internet-based media consumption of people.
- C) New internet-based communication modes have produced new forms of sociality for young people.
- D) The emerging forms of mass communication make individuals have greater control over content and process.

**59. The author suggests that transparency in governance is imperative for ruling elites today because:**

- A) Machiavellian political rivals will use horizontal communication networks to invariably contest their legitimacy.
- B) The monastic life of politicians makes it challenging to keep secrets from citizens.
- C) As citizens use technologies actively to mobilize themselves and gather and share information with each other, politicians are compelled to be more accountable.
- D) New generations of citizens have constructed their own spaces of relationship and have little use for manipulative politicians.

**60. Which of the following titles would convey an appropriate summary of the passage?**

- A) Democracy in the Age of the Internet
- B) Internet and Public Spaces
- C) Machiavelli skulking in the Shadows
- D) Politics and Horizontal Networks

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