

ENTRANCE EXAMINATION – 2010

M.A. (Communication)

June 02, 2009

Total number of pages: Twelve

Maximum Marks: 60

Duration: 2 hours

HALL TICKET NO.

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Instructions:

1. Answer Part A and Part C in the question paper itself.
2. Answer Question 5 of Part B in the question paper itself.
3. Answer the questions in the blank space/parenthesis provided.
4. **Answer all other questions in the answer book provided to you.**
5. The question under Part C (**Statement of Purpose**) is compulsory. Your paper will not be evaluated if you do not answer the question.
6. **Return the question paper and answer book to the invigilator.**

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PART A: GENERAL KNOWLEDGE AND MEDIA AWARENESS

Answer the following questions by **writing the letter corresponding to the correct answer in the blank space next to the question number. Please note that questions in this section carry a negative mark of $\frac{1}{3}$ mark for every wrong answer.** (1x25=25 marks)

1. _____ Who is the Chairperson of the National Advisory Council?
 - a) Montek Singh Ahluwalia
 - b) Karan Singh
 - c) P. Chidambaram
 - d) None of the above
2. _____ What is the mascot of the 14th Commonwealth Games to be held in New Delhi?
 - a) Shera
 - b) Appu
 - c) Bhalu
 - d) Simba
3. _____ The awarding of Padma Bhushan to which of the following created a controversy?
 - a) Sahir Ludhianvi
 - b) Sant Singh Chatwal
 - c) Gurmeet Ram Rahim Singh
 - d) Aamir Khan
4. _____ Who is the Editor-in-chief of *Outlook*?
 - a) Krishna Prasad
 - b) Mathew Philips
 - c) Arun Poorie
 - d) Vinod Mehta
5. _____ Unique Identification Project of India is headed by
 - a) NR Narayanamurthy
 - b) Azim Premji
 - c) Nandan Nilekani
 - d) Mukesh Ambani

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6. _____ The five-member committee on Telangana issue is led by?
- a) B N Srikrishna
 - b) KG Balakrishnan
 - c) Krishna Iyer
 - d) None of the above
7. _____ The Food Security Bill proposes to guarantee each BPL family
- a) 15 kgs of food grains
 - b) 25 kgs of food grains
 - c) 30 kgs of food grains
 - d) None of the above
8. _____ Rana Das Gupta was in news because he won
- a) Booker Prize
 - b) Commonwealth Writer's Prize
 - c) Man Booker Prize
 - d) Jnanpeth Award
9. _____ Which of the following won the Best Director Award at the Oscars 2010?
- a) Kathryn Bigelow
 - b) James Cameron
 - c) Mira Nair
 - d) Jane Campion
10. _____ What is Torrent in relation to information technology?
- a) Spam blocker
 - b) File sharing tool
 - c) Pop-up blocker
 - d) Flash tool

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11. _____ Which internet giant shut down operations in China recently?

- a) Ask.com
- b) Yahoo!
- c) Google
- d) Baidu

12. _____ Which two cities have been added as new franchises to IPL?

- a) Kanpur & Kharagpur
- b) Kochi & Kanpur
- c) Kochi & Ahmedabad
- d) Kochi & Pune

13. _____ Which company is the sponsor of *Save the Tiger* campaign ?

- a) Tata Docomo
- b) Reliance Communications
- c) Aircel
- d) Idea

14. _____ Which bank runs the campaign "*Banker to every Indian*"?

- a) Axis Bank
- b) Bank of India
- c) HSBC
- d) State Bank of India

15. _____ The leader of the Liberal Democratic Party in UK is

- a) Nick Clegg
- b) Gordon Brown
- c) David Miliband
- d) David Cameron

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16. _____ Which minister denounced the wearing of formal attires at a recent university convocation?
- a) Mani Shankar Iyer
 - b) Shashi Tharoor
 - c) Kapil Sibal
 - d) Jairam Ramesh
17. _____ Who is the lyricist for the film 3-Idiots?
- a) Swanand Kirkire
 - b) Amole Gupte
 - c) Prasoon Joshi
 - d) Gulzar
18. _____ Why did the clinical trials for HIV vaccine become controversial in the country?
- a) The cost of the vaccine is very high
 - b) Banned in the west and promoted in India
 - c) Resulted in the death of young women who were administered with the vaccine
 - d) It has proved ineffective in curing Cervical Cancer
19. _____ Bala won the Best Director Award at the 56th National Film Awards for the film
- a) Vettaikaran
 - b) Yogi
 - c) Naan Kadavul
 - d) Kanden Kadhalein
20. _____ The new 3G telephony services will enable
- a) Movie downloads only
 - b) Live TV only
 - c) Video conferencing only
 - d) All of the above

21. _____ The programme *Pavitra Rishta* is on which of the following channels?
- a) Colours
 - b) ND'TV Imagine
 - c) STAR PLUS
 - d) Zee TV
22. _____ Section 377 IPC that was struck down by the Delhi High Court deals with
- a) Sedition
 - b) Homosexuality
 - c) Terrorism
 - d) Heterosexuality
23. _____ Lech Kaczynski is the
- a) First astronaut to land on Mars
 - b) Polish President who died in a plane crash
 - c) Founder of Free Operating System Software
 - d) None of the above
24. _____ The combined opposition candidate who lost in the recent Presidential elections in Sri Lanka is?
- a) Sarath Fonseka
 - b) Mahindra Rajapaksa
 - c) Ranil Wickremasinghe
 - d) None of the above
25. _____ The longest running food show on television *Khana Khazana* is hosted by
- a) Tarla Dalal
 - b) Neeta Mehta
 - c) Madhur Jaffrey
 - d) Sanjeev Kapoor

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PART B: APTITUDE FOR COURSE AND WRITING ABILITY

The aim of this section is to test the aptitude of the candidate for the course, his/ her proficiency in language, awareness of the media and creativity. Candidates are required to write their answers clearly and adhere to the prescribed word limit. Write in the answer book provided to you. Answer Q.5 in the question paper itself.

1. Write in about 50 words on each of the following: (2X5=10 marks)

- a) PD Dinakaran
- b) Dantewada
- c) David Headley
- d) Khap Panchayats
- e) *My Name is Khan*

2. Write a 200-word essay on any one of the following: (5 marks)

- a) Right to Education Act
- b) Operation Greenhunt
- c) BT Brinjal controversy

3. Write a 300-word essay on any one of the following: (10 marks)

- a) As a new trend in journalism, paid news will further freedom of expression in India.
- b) *Swayamvar* on television is against Indian traditional values.
- c) Public officials conducting state affairs on Twitter indicate that our legislators are techno-savvy.

4. Describe any one of the following in about 200 words: (5 marks)
(Note: Your answer must capture visuals and sounds of the location you are describing so that the reader gets a picture of what is happening there.)

- a) A cybercafe
- b) Scene at a Tahsildar's office
- c) A Multiplex
- d) Tea shop near a small town bus stand

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5. Read the following passage carefully and tick the most appropriate answer for each question. (5 marks)

Cultural historians have depicted the world view characterizing Western civilization through the eighteenth century as one in which the universe, having been created perfect by a perfect God (such even evil must have its necessary place), was static: 'if a better world were possible, God would have created it in the first place. Thus all hope progress is illusory.'

Similarly there existed a general belief in the original God-given language, and in original, perfect, and static forms of existing languages, from which actual usage could err. It was the archetypal myth of a Golden Age, in which dialects had not yet splintered off and words had not wandered away from their original meanings.

The road to recovering the pristine state of language was rational thought and logic. Thus Dante sought to recapture the primordial origin of the Italian language by analysis of the words of the existing dialects; and later, in the period of 'Cartesian linguistics' (so named Chomsky 1966), rational grammars were written with the goal of restoring not only language, but thought itself. Other reformers chose a different route: copying the usage of the noblest element of the population, who represented the least degree of debasement from the Golden Age.

While in the sixteen century the evolution of languages had been clearly recognized and genealogical trees drawn, the belief in staticity intensified over the next two centuries to such a degree that scholars like Le Blan (*Theorie nouvelle de la parole*, 1750) denied the relationship of French, Italian, and Spanish with Latin, stating instead that Latin had transmitted to these languages only the heritage of a few words.

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With regard to Language a revolution began in 1786 with Sir William Jones's thesis on the relationship of Sanskrit to Greek and Latin. In the face of evidence that the language of 'black Indians' represented an older strain of the supreme classical languages, and was endowed with not just an alphabet but a literature and a grammatical tradition, how could one maintain that language was originally perfect? And what of England's justification of her imperialism on the grounds of bringing civilization where it did not previously exist?

1. In the beginning, there existed only the language of God. It is from this singular language that other languages were born. This language considered to be perfect and static was a
A: reality [] B: historical derivative of a Golden Age[]
C: possibility [] D: None of the above []
2. In the period of Cartesian Linguistics, rational grammars were written with the goal of restoring
A: language [] B: experience []
C: language and thought [] D: None of the above []

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3. According to Le Blan, languages such as French, Italian, and Spanish were
- A: not related to classical languages [] B: related to logic and mathematics []
- C: thinly related to classical languages [] D: None of the above []
4. The astronomical and physical discoveries of Copernicus, Galileo, and Newton pointed to the universe as being
- A: static [] B: dynamic []
- C: both A and B [] D: None of the above []
5. According to Sir William Jones's thesis, the language of 'Black Indians' was endowed with
- A: literacy [] B: a literary culture []
- C: a syntactical tradition [] D: both B and C []

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PART C: STATEMENT OF PURPOSE

Write in not more than 250 words why you want to join the M.A. Communication course in our institution. 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 write this. (Use the space given here to write)*

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