

V-33

**Entrance Examination - 2011 – MA (Communication)**

**Max. Marks: 75**

**Time: 2 hours**

<b>HALL TICKET NUMBER</b>

**GENERAL INSTRUCTIONS**

- Please read the instructions for each section carefully.
- Enter your Hall Ticket Numbers on the Question Paper, OMR sheet and Answer booklets 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.
- Answer Part B in the Answer Booklet
- 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.
- Part B of the question paper will be evaluated only if the candidate clears Part A.
- All questions of Part A carry equal negative marks. 0.33 marks will be subtracted for every wrong answer.
- Read the instructions on the OMR sheet carefully before proceeding.

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**Total Number of Pages: 10 (Ten)**

**PART- A**

**I. General Awareness & Media Awareness (25 X 1 = 25 marks)**

**1. Which Indian sportsperson won four gold medals at the recently held Commonwealth Games?**

- A) Gagan Narang      B) Sania Mirza      C) Yuvraj      D) Prakash Padukone

**2. Which movie won the Best Movie at the Oscars 2010?**

- A) Social Network      B) Black Swan      C) True Grit      D) The King's Speech

**3. Who is the Foreign Secretary of the Government of India?**

- A) S. M. Krishna      B) Nirupama Rao      C) Taranjit Singh Sandhu      D) Arun Kumar Goel

**4. The Rajagopuram of which temple collapsed even as the 500<sup>th</sup> year of Sri Krishnadevaraya's coronation ceremony was being celebrated?**

- A) Tanjavur Temple      B) Srikalahasti Temple      C) Balaji Temple      D) Kothakota Temple

**5. The Nobel Peace Prize 2010 was awarded to**

- A) Liu Xiaobo      B) Irom Sharmila      C) MS Swaminathan      D) Binayak Sen

**6. The current chairperson of the Press Council of India is**

- A) Justice Siddharth Ray      B) Justice G.N. Ray      C) Justice Subroto Ray      D) None of the above

**7. Who captained the Australian side in the ICC World Cup 2011**

- A) Ricky Ponting      B) Shaun Tait      C) Brett Lee      D) Shane Warne

8. The Swarna Kamal award for the Best Feature Film at the 57<sup>th</sup> National Film Awards went to

- A) Lahore      B) Kutty Srank      C) Guzaarish      D) Phas Gaya Re Obama

9. Apple iPad runs on which of the following operating systems

- A) Android      B) Windows      C) Linux      D) None of the above

10. In which country Julian Assange, founder of Wikileaks, charged with sexual harassment?

- A) Sweden      B) Great Britian      C) U.S.      D) Australia

11. Mention the law under which Dr.Binayak Sen was arrested

- A) Medical malpractice      B) Sedition      C) Espionage      D) Plagiarism

12. What was Ratan Tata's main objection to the release of the Radia Tapes

- A) Right to Life      B) Right to Privacy      C) Right to Property      D) Diplomatic Immunity

13. Which place is in the news for popular resistance against installation of a nuclear power plant?

- A) Raigarh      B) Ratnagiri      C) Koraput      D) Jaitapur

14. The Shunglu Committee Report is related to

- A) Nuclear Deal      B) 2G spectrum      C) CWG      D) Special Economic Zones

15. What was India's stand on the U. N. Security Council resolution to impose No-fly Zone over Libya

- A) Voted for      B) Voted Against      C) Abstained      D) None of the above

16. Jasmine Revolution refers to

- A) Horticulture Revolution      B) Tunisian Revolution      C) Egytian Revolution      D) Feminist Revolution

17. Who was the 'next friend', who petitioned for Aruna Shanbaug's right to die?

- A) Bacchi Karkaria      B) Jug Suraiyya      C) Coomi Kapoor      D) Pinki Virani

18. Name the current Chief Justice of India

- A) S. H. Kapadia      B) Rajinder Sachar      C) Leela Seth      D) None of the above

19. Who is the Editor-in-Chief of Times of India?

- A) Jaideep Bose      B) Dilip Padgoankar      C) T. N. Ninan      D) None of the above

20. Which film star features in Religare Life Insurance commercial?

- A) Irfaan Khan      B) Imraan Khan      C) Salman Khan      D) Shahrukh Khan

21. The first season of the recently concluded show Master Chef India was hosted by

- A) Shahrukh Khan      B) Akshay Kumar      C) Priyanka Chopra      D) None of the above

22. Sports Star is published by

- A) Bennett Coleman & Co.      B) Living Media Pvt. Ltd.      C) Kasturi and Sons  
D) None of the above

23. To which traditional school of music did Pandit Bhimsen Joshi belong to?

- A) Lucknow Gharana      B) Kirana Gharana      C) Gwalior Gharana      D) Agra Gharana

24. The film 'Saat Khoon Maaf' is based on a work by

- A) Vishal Bharadwaj      B) Ruskin Bond      C) Jeffrey Archer      D) Arvind Adiga

25. U.N. Secretary-General, Ban Ki Moon belongs to

- A) North Korea      B) Cambodia      C) South Korea      D) Philippines



**PART-A****II. Language Competence**

This section is designed to test your ability to work with the English language in terms of reading and analyzing information and understanding correct usage.

**Section 1: VERBAL ABILITY (10 X 1 = 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) Front/Back (B) Up/Down (C) Low/High (D) Minor/Major
27. (A) Apple/Fruit (B) Banyan/Tree (C) Peas/Pod (D) Shirt/Apparel
28. (A) Black/White (B) Big/Small (C) Decrease/Increase (D) Window/Door
29. (A) Representation/Election (B) Entertainment/Television (C) Public Opinion/Poll  
(D) Performance/Evaluation
30. (A) Product/Buy (B) Food/Eat (C) Movie/Watch (D) Book/Read
31. (A) Hunger/Famished (B) Thirst/Parched (C) Desire/Fulfilled (D) Want/Covet
32. (A) Day/Breaks (B) Sound/Rises (C) Night/Falls (D) Horse/Gallops
33. (A) Mistake/Punishment (B) Accident/Damage (C) Performance/Praise (D) Success/Reward
34. (A) Dance/Choreography (B) Song/Lyrics (C) Music/Composition (D) Film/Direct
35. (A) Parliament/Speaker (B) Army/Platoon (C) Film/Sequence (D) Poem/Verse

**Section 2: ENGLISH USAGE & GRAMMAR (10 X 1 = 10 marks)**

Select the appropriate phrase from the options to fill in the blank in each of the given sentences.

36. I \_\_\_\_\_ to the University by 9 a.m. every day. That's been my routine for many years.  
A. Am coming  
B. Come  
C. Will be coming  
D. Have come
37. \_\_\_\_\_ about the organization?  
A. Were any questions asked  
B. Asked questions anyone  
C. Did anyone asked  
D. Any one ask questions
38. \_\_\_\_\_ his carelessness our work was ruined.  
A. Ever since  
B. Because of  
C. Result of  
D. Consequence of
39. Kamala \_\_\_\_\_ there because the work is interesting.  
A. Is enjoying  
B. Is liking  
C. Enjoys it  
D. Enjoyed it
40. He \_\_\_\_\_ to arrive at a practical solution.  
A. Could able to  
B. Was able to  
C. Could  
D. Will able to
41. Shanti has been \_\_\_\_\_ the radio programme for the past 20 minutes.  
A. Hearing to  
B. Hearing  
C. Listening to  
D. Listening
42. They have bought \_\_\_\_\_ for the wedding.  
A. Jewellery worth Rs 15000  
B. Jewelleries worth Rs 15000

- C. A jewellery worth Rs 15000
- D. Many jewelleryes

43. Do you understand what \_\_\_\_\_?

- A. He is meaning
- B. He means
- C. He mean
- D. He had meant

44. The Director is unlikely to give up the plan. \_\_\_\_\_ pet project.

- A. Its his
- B. It's his
- C. It is being his
- D. It will be

45. Last year there were \_\_\_\_\_ to the resort than in previous years.

- A. Fewer visitors
- B. Less visitors
- C. Lesser visitors
- D. More fewer

**Section 3: WORD USE AND ABUSE (10 X 1 = 10 marks)**

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

46. After five days of \_\_\_\_\_ rain, the area was facing a flood warning.

- A. Continuous
- B. Continuously
- C. Continual
- D. Interminable

47. The red scarf is a perfect \_\_\_\_\_ to your outfit.

- A. Complement
- B. Companion
- C. Foil
- D. Compliment

48. I felt \_\_\_\_\_ honored when I was asked to preside.

- A. Greatly
- B. Completely
- C. Amazingly
- D. Largely



49. She was so fond of him that she was blind to his \_\_\_\_\_.  
A. Mistakes  
B. Faults  
C. Virtuosity  
D. Bad side
50. As a stranger to this country, I am not aware of the local \_\_\_\_\_.  
A. Habits  
B. Rituals  
C. Customization  
D. Customs
51. Her research was aimed at uncovering the \_\_\_\_\_ cause of the disease.  
A. Principal  
B. Leading  
C. Important  
D. Principle
52. Shernaz enjoys \_\_\_\_\_ games.  
A. External  
B. Outdoor  
C. Exterior  
D. Outdoors
53. It is as good a \_\_\_\_\_ novel as one can hope to find.  
A. Historic  
B. History  
C. Historical  
D. Historiographic
54. The \_\_\_\_\_ person in this room is the professor.  
A. Oldest  
B. Older  
C. Eldest  
D. Elder
55. You need to give up your \_\_\_\_\_ habits and exercise regularly.  
A. Stationary  
B. Standing  
C. Settled  
D. Sedentary

**PART-A**

### III. Reading Comprehension (5 x 1 = 5 marks)

**Read the following passage carefully and select the most appropriate answer for each question.**

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It is said that the principal difference between folklore and popular culture is media of production and distribution that is primarily oral and manual versus mechanical and electronic technologies. Oral and manual methods ensure that folklore is produced locally, usually in face-to-face interaction, while the technologies of popular culture make possible a much greater separation between producers and consumers in time, space and personal relations. The important point is that mass production and distribution requires fixity and uniformity, whereas folklore is as variable as the tongue and the hand. Of course, some verbal folklore is fixed, but even quoting a proverb is conditioned by the wit of the speaker and its reception by listeners.

Print, like the rise of the middle class, has been held responsible for a good many things. Writers have argued that the emergence of printing led to a fundamental shift in social and economic relations, to a print culture in which knowledge is produced more quickly, and is transmitted not by personal experience but mediated through manuals, digests, and almanacs. This new, mechanized means of cultural production reputedly brought forth our modern concepts of copyright, plagiarism, and censorship, and redefined our ideas of authorship and creativity. Even nationalism, according to Benedict Anderson, is the consequence of print culture, especially its standardization of language and its visual fixity, which create and demonstrate a simultaneity and a collective belonging upon which a national identity rests. Print, apparently, was also one of the weapons by the West in its conquest of the Islamic world.

Beneath these various formulations, there is also a consensus on a fundamental point: print disrupted a prior oral culture. The primary consequence of print was a disruption in the relation between tellers and listeners, the separation between makers and users. To some writers, this change is creative since splitting off narrators from direct contact with audiences produced a new heterogeneous, unconnected readership for mass-produced and widely distributed print. For Anderson, this fragmentation across time and space led to a new audience: the nation. Similarly, for Bakhtin, this disruption of traditional storytelling led to a new genre: the novel. Or, consider this triumphant conclusion by Febvre and Martin to their study of the coming of the book in Europe: 'Unified Latin culture of Europe was finally dissolved by the rise of vernacular languages which was consolidated by the printing press'.

**56. In popular culture, as opposed to folklore, what creates the separation between producers and consumers?**

- (A) Oral and manual methods
- (B) face-to-face interaction
- (C) technology
- (D) none of the above

**57. According to the passage, what are the shifts that printing introduced?**

- (A) mechanized means of cultural production
- (B) standardization of language
- (C) disruption in relation between tellers and listeners
- (D) all of the above

**58. What, according to Benedict Anderson, created the conditions for the emergence of nationalism?**

- (A) national identity
- (B) print culture
- (C) orality
- (D) all of the above

**59. What are the consequences of the disruption in relation between the makers and users in print culture?**

- (A) mass-produced and widely distributed print
- (B) heterogeneous, unconnected readership
- (C) both (a) & (b)
- (D) none of the above

**60. According to Febvre and Martin, what did the printing press make possible in Europe?**

- (A) a unified Latin culture
- (B) the rise of vernacular languages

(C) all of the above

(D) none of the above

## **PART- B**

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

**I. Answer any one of the following in 500 words (10 x 1 = 10 marks)**

- a) What are the ethical questions facing media persons in the wake of the Radia tapes expose?
- b) What was the role of social media in catalysing popular resistance in some parts of the Arab world?

**II. Discuss any one of the following in 200 words (5 x 1 = 5 marks)**

- a) Euthanasia & the Right to Die
- b) Corruption and Judicial Activism

## **PART- C**

### **STATEMENT OF PURPOSE**

Write in not more than **250 words** why you want to join the M.A. 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 write this.**

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