

**ENTRANCE TEST-2024**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**Paper—I**

Total Questions : 60  
Time Allowed : 70 Minutes

Question Booklet Series **D**  
Roll No. : 

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**Instructions for Candidates :**

1. Write your Entrance Test Roll Number in the space provided at the top of this page of Question Booklet and fill up the necessary information in the spaces provided on the OMR Answer Sheet.
2. OMR Answer Sheet has an Original Copy and a Candidate's Copy glued beneath it at the top. While making entries in the Original Copy, candidate should ensure that the two copies are aligned properly so that the entries made in the Original Copy against each item are exactly copied in the Candidate's Copy.
3. All entries in the OMR Answer Sheet, including answers to questions, are to be recorded in the Original Copy only.
4. Choose the correct / most appropriate response for each question among the options A, B, C and D and darken the circle of the appropriate response completely. The incomplete darkened circle is not correctly read by the OMR Scanner and no complaint to this effect shall be entertained.
5. Use only blue/black ball point pen to darken the circle of correct/most appropriate response. In no case gel/ink pen or pencil should be used.
6. Do not darken more than one circle of options for any question. A question with more than one darkened response shall be considered wrong.
7. There will be '**Negative Marking**' for wrong answers. Each wrong answer will lead to the deduction of 0.25 marks from the total score of the candidate.
8. Only those candidates who would obtain positive score in Entrance Test Examination shall be eligible for admission.
9. Do not make any stray mark on the OMR sheet.
10. Calculators and mobiles shall not be permitted inside the examination hall.
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14. At the end of the examination, hand over the OMR Answer Sheet to the invigilator who will first tear off the original OMR sheet in presence of the Candidate and hand over the Candidate's Copy to the candidate.

1. Who among these was the former Station Director of Akashvani & Doordarshan Srinagar?
- (A) Yusuf Jameel
  - (B) Farooq Nazki
  - (C) Altaf Hussain
  - (D) None of the above
2. Sonia Singh is the Editorial Director with :
- (A) The Mirror Now
  - (B) The WION
  - (C) NDTV
  - (D) India Today
3. Hard News is :
- (A) Cultural news
  - (B) Background information
  - (C) Daily public news
  - (D) Box item story
4. Information about the publication of the newspaper such as editor, place of publication, printer, manager, press, etc. are carried in the newspaper daily :
- (A) Imprintline
  - (B) Infoline
  - (C) Byline
  - (D) Logoline
5. Mandatory deadline for the release of a story is called
- (A) Hold
  - (B) Scoop
  - (C) Release
  - (D) Embargo
6. One line copy that describes the illustration, drawing or photograph is known as :
- (A) On-line
  - (B) Cutline
  - (C) Cut-off
  - (D) Cut out
7. The text that continuously runs at the bottom of the screen is called:
- (A) Crawler
  - (B) News text
  - (C) Letters
  - (D) Runner
8. Akashvani means :
- (A) Waves of the Sky
  - (B) Volume of the Sky
  - (C) Frequency of the Sky
  - (D) Voice from the Sky
9. Creating a storyboard of a video programme is usually at :
- (A) Production stage
  - (B) After the shoot
  - (C) Pre-production stage
  - (D) Scripting stage
10. OB stands for :
- (A) Object Bandwidth
  - (B) Outside Broadcast
  - (C) Object Broadcast
  - (D) Outside Bandwidth

11. Which title did Mithali Thakur bag in the National Creators Award?
- (A) Cultural Ambassador of the Year  
(B) Sports Person of the Year  
(C) Storyteller of the year  
(D) None of the above
12. Which prominent Radio Broadcaster who presented Binaca Geetmala passed away recently?
- (A) Harish Bhimani  
(B) Jasdev Singh  
(C) Melville de Mellow  
(D) Ameen Sayani
13. Who among the following won the Ramon Magsaysay Award in 2023 ?
- (A) Bezwada Wilson  
(B) Ravish Kumar  
(C) Dr. R. Ravi Kanan  
(D) Dr. S. Radakrishnan
14. Indian-origin actor-writer Meera Syal recently received which prestigious award ?
- (A) BAFTA  
(B) Golden Globe  
(C) Grammy  
(D) Academy Awards
15. Who is the Speaker of Lok Sabha?
- (A) Mahua Moitra  
(B) Jagdeep Dhankhar  
(C) M. Venkaiah Naidu  
(D) Om Birla
16. What is the rank of Indian Global Gender Gap index released by World Economic Forum ?
- (A) 101  
(B) 127  
(C) 136  
(D) 120
17. Alexander Stubb is the President of:
- (A) Sweden  
(B) Denmark  
(C) Finland  
(D) Norway
18. The two friends \_\_\_\_\_ each other for ages.
- (A) Known  
(B) Has been knowing  
(C) Have known  
(D) Are knowing
19. They went on a trip \_\_\_\_\_ it rained heavily.
- (A) In Spite  
(B) Although  
(C) Despite  
(D) However
20. I will visit them soon unless something urgent \_\_\_\_\_.
- (A) Doesn't happen  
(B) Won't happen  
(C) Will happen  
(D) Happens

21. The Prince abdicated the crown and returned to his castle. Word 'Abdicated' means :
- (A) Gave up  
(B) Soled  
(C) Reinvested into  
(D) Auctioned
22. Which State has decided to create a fact-checking unit to curb fake news on social media?
- (A) Karnataka  
(B) Kerala  
(C) Tamil Nadu  
(D) West Bengal
23. 'Blue subscriber service' is a premium service of which social media company?
- (A) Facebook  
(B) Twitter  
(C) WhatsApp  
(D) Instagram
24. Data that helps you track the performance of your social media content is:
- (A) Facebook  
(B) Blog  
(C) Analytics  
(D) Algorithm
25. RSS feed is a format for delivering regularly changing web content. RSS stands for:
- (A) Research System Services  
(B) Rich Site Summary  
(C) Rich Soft Site  
(D) Refresh System Settings
26. A software program that filters all the data coming through the internet is :
- (A) Antivirus  
(B) Malware  
(C) Cookies  
(D) Firewall
27. Who is the captain of Women's Cricket Team in India?
- (A) Deepti Sharma  
(B) Harmanpreet Kaur  
(C) Richa Ghosh  
(D) Shafali Varma
28. Who is the President of the Board of Control for Cricket in India (BCCI) ?
- (A) Sourav Ganguly  
(B) Roger Binny  
(C) Rahul Dravid  
(D) Jay Shah
29. Ganesh Prabharakran received the Dronacharya Award for :
- (A) Swimming  
(B) Football  
(C) Mallakhamb  
(D) Wrestling
30. Who won the Men's Singles in Wimbledon Tennis in 2023 ?
- (A) Novak Djokovic  
(B) Rafael Nadal  
(C) Roger Federer  
(D) Carlos Alcaraz

31. Who among the following is the author of the book 'Trust'?
- (A) Justin Torres  
(B) Hernan Diaz  
(C) Abraham Verghese  
(D) Chetna Maroo
32. The lyrical memoir 'The Black Period' is written by:
- (A) Khatalin Kharike  
(B) Beverly Gage  
(C) K. Minq Chang  
(D) Hafizah Augustus Geter
33. Paul Lynch won Booker Prize for his novel:
- (A) The Promise  
(B) Prophet Song  
(C) The Seven Moons of Maali Al Meida  
(D) Shuggle Bain
34. Prince Harry, The Duke of Sussex authored which of the following?
- (A) In the Darkroom  
(B) H is for Hawk  
(C) Spare  
(D) Belonging
35. 'To kill a Mocking Bird' is written by:
- (A) Harper Lee  
(B) William Boyd  
(C) Caryl Phillips  
(D) Chimamanda Ngozi Adichie
36. 'Far From the Madding Crowd' is written by:
- (A) John Milton  
(B) William Shakespeare  
(C) Thomas Hardy  
(D) Ruskin Bond
37. 'A Bend in the River' is written by:
- (A) Tripurdarman Singh  
(B) Ramachandra Guha  
(C) V.S. Naipaul  
(D) Sagarika Ghosh
38. 'Dr. Zhivago' is a classic novel written by:
- (A) Boris Pasternak  
(B) Anne Frank  
(C) Victor Hugo  
(D) Charles Dickens
39. AFP stands for:
- (A) Agency for Foreign Press  
(B) Agence France-People  
(C) Agency for Foreign People  
(D) Agence France-Presse
40. SEO stands for:
- (A) Search Evaluation Optimisation  
(B) Search Engine Optimization  
(C) Search Engine Operation  
(D) Search Evaluation Operation

41. ABP News stands for :
- (A) Ananda Bihar Patrika
  - (B) Ananda Bazar Patrika
  - (C) Assam Bazar Patrika
  - (D) Ananda Bhaskar Patrika
42. RNI stands for :
- (A) Registrar of Newspapers for India
  - (B) Registry of Newspaper for India
  - (C) Registrar of New-Media for India
  - (D) Regional News for India
43. 'Democracy Dies in Darkness' is the slogan of :
- (A) The Wall Street Journal
  - (B) The New York Times
  - (C) The Washington Post
  - (D) The Boston Globe
44. 'Whatever it Takes' is the slogan of which of the following?
- (A) Doordarshan
  - (B) NewsX
  - (C) India Ahead
  - (D) CNN-IBN
45. Which English Newspaper has the Slogan 'First Voice, Last Word'?
- (A) Mid-Day
  - (B) DNA
  - (C) Business Standard
  - (D) Hindustan Times
46. 'Free-Fair-Fearless' is the slogan of:
- (A) Outlook
  - (B) Caravan
  - (C) Tehelka
  - (D) Vogue
47. 'Eat Fresh' is the slogan of:
- (A) Dunkin
  - (B) Burger King
  - (C) Subway
  - (D) KFC
48. 'Think Different' is the slogan of:
- (A) Samsung
  - (B) Apple
  - (C) LG
  - (D) Panasonic
49. 'Grace, Space, Pace' is the slogan of:
- (A) BMW
  - (B) Toyota
  - (C) Rolls Royce
  - (D) Jaguar
50. 'Its everywhere you want to be' is the slogan of:
- (A) Visa
  - (B) MasterCard
  - (C) Citi Bank
  - (D) None of the above

51. Which film has been given the 'Best Film' award at the Dadasaheb Phalke International Film festival 2023 ?
- (A) The Kerala Story  
(B) Brahmastra  
(C) The Kashmir Files  
(D) RRR
52. Which film won the best picture for the 95<sup>th</sup> Academy Awards?
- (A) The Whale  
(B) Everything Everywhere All at Once  
(C) Elvis  
(D) All Quiet on The Western Front
53. Which film won the National Award for Best Feature Film?
- (A) Miri  
(B) The Kashmir Files  
(C) Rocketry  
(D) Gangubai Kathiawadi
54. The Golden Globe Award for the best Director was won by :
- (A) Martin Scorsese  
(B) Bradley Cooper  
(C) Yorgos Lanthimos  
(D) Christopher Nolan
55. Tavleen Singh is a columnist with :
- (A) Times of India  
(B) The Pioneer  
(C) The Indian Express  
(D) None of the above
56. Who is the editor of The Week ?
- (A) V.S. Jayaschandran  
(B) Vir Sanghvi  
(C) Bobby Ghosh  
(D) Raj Kamal Jha
57. Who is the chief editor of Malayala Manorama?
- (A) Rajdeep Sardesai  
(B) Mammen Mathew  
(C) Rahul Karwal  
(D) Vishnu Som
58. Suresh Menon is a columnist with :
- (A) The Hindu  
(B) The Tribune  
(C) The Asian Age  
(D) None of the above
59. Who is the founder of Network 18 and owns channels like CNN-IBN, CNBC-TV18 ?
- (A) Rajdeep Sardesai  
(B) Raghav Bahl  
(C) Piyal Roy  
(D) Prannoy Roy
60. Subash Chandra is the founder of :
- (A) Zee Entertainment Enterprises Limited  
(B) Sony Entertainment  
(C) Star Network  
(D) Sun Network

Sr. No. ....113.....

**ENTRANCE TEST-2024**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**Paper-II**

Total Questions : 5  
Time Allowed : 2.30 Hrs.

Roll No. :

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**Note :—** Attempt all questions.

1. Write an essay on any **one** among the following themes :— 15
  - (a) Mobile Phones and Children
  - (b) Unemployment
  - (c) Climate Change.
2. Write a Personality Profile on any **one** of the following :— 10
  - (a) Cristiano Ronaldo
  - (b) Mamta Banerjee
  - (c) Vikrant Massey.
3. Comment on the challenges of Urdu Print Media in Kashmir. 10
4. Comment on the role of Electronic Media as a tool of information and education. 10
5. Write a creative feature/poem/literary piece on any **one** of the following themes :— 15
  - (a) Biggest Challenges in my Life
  - (b) Simplicity
  - (c) All that glitters is not gold.

Sr. No. ....

# ENTRANCE TEST-2023

## SCHOOL OF SOCIAL SCIENCES MASS COMMUNICATION & JOURNALISM

Paper-I

Question Booklet Series

A

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Time Allowed : 70 Minutes

Roll No. :

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1. Who among the following wrote the book titled: 'Atal Bihari Vajpayee'?
  - (A) M. J. Akbar
  - (B) Sagarika Ghose
  - (C) Sanjeev Sanyal
  - (D) Nidhi Razdan
2. Which book among the following is authored by Jhumpa Lahiri ?
  - (A) Whereabouts
  - (B) The bench
  - (C) Elephant in the womb
  - (D) Fearless Governance
3. Who authored the book titled, 'How to Prevent the Next Pandemic'?
  - (A) Dr. Arvind Kumar
  - (B) Gary Shteyngart
  - (C) Bill Gates
  - (D) Catherine Howard
4. Who among the following won the Booker Prize, in 2022, for the book "The Seven Moons of Maali Almeida"?
  - (A) Shehan Karunatilaka
  - (B) Leila Mottley
  - (C) Maddie Mortimer
  - (D) Geetanjali Shree
5. The author of the book 'Animal Farm' is:
  - (A) Ruskin Bond
  - (B) Amitav Ghosh
  - (C) J. K. Rowling
  - (D) George Orwell
6. Which book among the following is authored by Leo Tolstoy?
  - (A) Hamlet
  - (B) War and Peace
  - (C) Pride and Prejudice
  - (D) The Last Man in the Tower
7. Who wrote the book "The clash of civilizations"?
  - (A) Samuel Huntington
  - (B) Nelson Mandela
  - (C) Richard Dickson
  - (D) Mark Twain
8. Which among the following books is NOT authored by Jalaluddin Rumi ?
  - (A) The Purity of Desire
  - (B) The Masnavi
  - (C) Love's Ripening
  - (D) Shahnama
9. What does **CRS** stand for ?
  - (A) Content Research Setting
  - (B) Community Radio Station
  - (C) Comic Research System
  - (D) Commonwealth Readership Subject
10. What does **SMM** stand for ?
  - (A) Social Multimedia Morphing
  - (B) System Managed Mode
  - (C) Social Media Management
  - (D) Super Media Method

11. **'PPC'** is an abbreviation for:  
 (A) Pay Per Click  
 (B) Proper Press Conference  
 (C) People Per Channel  
 (D) Progressive Panel Code
12. What does **'OTT'** stand for?  
 (A) Over The Television  
 (B) Over The Top  
 (C) Open Television Training  
 (D) Operation Testing Team
13. "Whatever it Takes", is the slogan of which broadcast news channel?  
 (A) NDTV  
 (B) TV Today  
 (C) Times Now  
 (D) CNN IBN
14. "*Desh Badalna Hai To Channel Badlo*", is the tagline of which news channel?  
 (A) ETV Urdu  
 (B) NDTV India  
 (C) India TV  
 (D) IBN-7
15. The tagline of Radio Big FM (92.7) is:  
 (A) *Dhun badal ke toh dekho*  
 (B) *Bajate Raho*  
 (C) *Hardum Musti*  
 (D) *Jiyo Dil Se*
16. "Journalism of Courage" is the slogan of which Newspaper?  
 (A) Kashmir Reader  
 (B) The Hindu  
 (C) The Indian Express  
 (D) The Tribune
17. "Do what you can't" represents which of the following brands?  
 (A) Samsung  
 (B) BMW  
 (C) Nike  
 (D) Disneyland
18. "Desh ki Dhadkan" is the slogan of:  
 (A) Bajaj Motors  
 (B) Hero Honda  
 (C) Tata Salt  
 (D) Indian Army
19. "Sar Utha ke Jiyo" is the slogan of media campaign of:  
 (A) Life Insurance Corporation  
 (B) Sprite  
 (C) ICICI Lombard  
 (D) HDFC Life
20. "Impossible is nothing", is part of ad campaign of which brand?  
 (A) TATA Steel  
 (B) Adidas  
 (C) ThumsUP  
 (D) Go Indigo
21. Who among the following directed Oscar award winning film, "Dune" in 2022?  
 (A) Anil Ariya  
 (B) Ahmir Questlove  
 (C) Byron Howard  
 (D) Denis Villeneuve

22. Jane Campion won the best Director award for which of the following films?
- (A) Coda  
(B) The power of the dog  
(C) West side story  
(D) Don't look up
23. The Composer of 'Naatu Naatu' song of RRR, shortlisted for the 95<sup>th</sup> Academy Awards (Oscar award) 2023 is:
- (A) SS Rajamouli  
(B) Kala Bhairava  
(C) Rahul Sipligunj  
(D) MM Keeravaani
24. Name the film, directed by Sudha Kongara, that won best feature film Award, in National Film Awards 2022:
- (A) Soorari Pottru  
(B) Dollu  
(C) Sachy  
(D) Sumi
25. Who among the following is considered founder of English Newspaper, "The Asian Age" published from Delhi, Mumbai, Kolkata and London?
- (A) Seema Mustafa  
(B) Zubin Mehta  
(C) M J Akbar  
(D) G V Krishnamurthy
26. Journalist Naseer Ganai, from Kashmir, is associated with which of the following News Magazines as Editor/Reporter?
- (A) Outlook  
(B) India Today  
(C) Front Lone  
(D) The Week
27. Who among the following is a regular columnist of Daily Greater Kashmir, published from Srinagar ?
- (A) Muzamil Jaleel  
(B) Altaf Pandith  
(C) Ayaz Gani  
(D) Sajjad Bazaz
28. The Pulitzer Prize for 2022, on coverage of Covid-19 crisis in India, was awarded to :
- (A) Salman Siddiqui  
(B) Adnan Abidi  
(C) Naresh Dave  
(D) Razia Farouqi
29. Who among the following hosted famous Television show, "Left, Right and Centre" on NDTV ?
- (A) Gargi Rawat  
(B) Nabeela Jamal  
(C) Zakka Jacob  
(D) Sweta Singh
30. Who among the following has NOT been a fulltime broadcaster, associated with All India Radio, Srinagar ?
- (A) Talha Jahangir  
(B) Javid Sofi  
(C) Nawaz Nengroo  
(D) Arif Shafi Wani
31. Who, among the following TV News Anchors, founded Digital Video News Platform "Editorji" in 2018 ?
- (A) Burkha Dutt  
(B) Vikram Chandra  
(C) Sagarika Ghose  
(D) Karan Thapar

32. Who among the following is considered the first women news anchor of Doordarshan?
- (A) Pratima Puri  
(B) Rini Simon Khanna  
(C) Usha Albuquerque  
(D) Neelum Sharma
33. Adding or modifying color in a video image is called:
- (A) Chroma Key  
(B) Colorization  
(C) Colorimetry  
(D) Cue
34. The use of a Close-Up shot of something within a scene in order to show added details is called:
- (A) Cut-in-shot  
(B) Cutaway shot  
(C) Cutting on the action  
(D) Cutting on beat
35. In a Three-point lighting, in addition to Key Light and Fill Light, which light among the following is the third light?
- (A) Soft Light  
(B) Front Light  
(C) Kicker  
(D) Back Light
36. A visual effect in which an image is broken down into a moving pattern of squares is called:
- (A) Mosaic  
(B) Montage  
(C) Collage  
(D) Composite
37. A smaller Newspaper, almost half the size of the broadsheet newspaper, is normally called:
- (A) Tear Sheet  
(B) Tabloid  
(C) Narrow sheet  
(D) Masthead
38. The white space or the crease between two opposite pages of a newspaper or magazine is called:
- (A) Split  
(B) Insertion  
(C) Noting  
(D) Gutter
39. A story or picture running across centre of two middle pages of a newspaper or magazine is called:
- (A) News Peg  
(B) Bleed  
(C) Centre Spread  
(D) Middle
40. The main headline on the top of a page covering all columns is known as:
- (A) Banner  
(B) Lead  
(C) Blurb  
(D) Slug
41. Who among the following was awarded Padma Shri Award by the Government of India in 2023?
- (A) Ghulam Mohammad Zaz  
(B) Rehman Rahi  
(C) Amitabh Mattoo  
(D) Prof Hamidi Kashmiri

42. Who took over as the 50<sup>th</sup> Chief Justice of India in the year 2022?
- (A) Rajendra Mal Lodha  
 (B) Sharad Arvind Bobde  
 (C) D Y Chandrachud  
 (D) Ranjan Gogoi
43. Who among the following acquired Twitter Inc., in 2022?
- (A) Bill Gates  
 (B) Donald Trump  
 (C) Mark Zuckerberg  
 (D) Elon Musk
44. Mr. Jagdeep Dhankhar, the 14<sup>th</sup> Vice President of India, was Governor of which Indian State immediately before becoming the Vice President?
- (A) Assam  
 (B) West Bengal  
 (C) Maharashtra  
 (D) Rajasthan
45. **iNCOVACC**, the world's first intranasal vaccine for COVID, is manufactured by:
- (A) Bharat Biotech  
 (B) Cipla  
 (C) Pfizer  
 (D) Moderna
46. In December 2022, which business person became the major stakeholder of NDTV?
- (A) Ratan Tata  
 (B) Mukesh Ambani  
 (C) Gautam Adani  
 (D) Uday Kotak
47. Which Indian State/UT launched country's first Virtual School in 2022?
- (A) Kerala  
 (B) Telangana  
 (C) Pondicherry  
 (D) New Delhi
48. Who among the following was sworn in as the 41<sup>st</sup> Prime Minister of New Zealand in January 2023?
- (A) Carmel Sepuloni  
 (B) Chris Hipkins  
 (C) Jacinda Ardern  
 (D) Chris Carlson Cook
49. Which one from the below choices is opposite to or antonym of 'Nebulous' ?
- (A) Conclusive  
 (B) Spurious  
 (C) Ambiguous  
 (D) Frigate
50. The frightened father.....his son for jumping dangerously in front of the car.
- (A) Abolished  
 (B) Implored  
 (C) Admonished  
 (D) Extorted
51. The defense lawyer was satisfied with the acquittal, but the prosecutor felt the judge's decision was .....
- (A) Astute  
 (B) Arbitrary  
 (C) Arduous  
 (D) Auspicious

52. All her attempts to .....the situation not only failed, but actually seemed to exacerbate the problem.
- (A) Ameliorate  
(B) Disseminate  
(C) Objurgate  
(D) Excoriate
53. The process of removing or taking off either part in the beginning or end of a video clip or recording is called:
- (A) Digital Signal Processing  
(B) Resampling  
(C) Splicing  
(D) Trimming
54. In photography the ratio of camera's sensor size and a traditional 35mm film frame is called:
- (A) BMP Indicator  
(B) GIF Factor  
(C) JPEG Ratio  
(D) Crop Factor
55. A social media marketing term, that refers to misleading or manipulative content, that entices users to click on it :
- (A) Clickbait  
(B) Chatbot  
(C) Dark Post  
(D) Hashtag
56. The number of times your content has been shown on the feeds of social media users is termed as:
- (A) Blogging  
(B) Impressions  
(C) Conversion rate  
(D) Ephemeral Content
57. Who scored most goals in FIFA World Cup 2022 in Qatar and won the Golden Boots?
- (A) Lionel Messi  
(B) Ronaldo  
(C) Julian Alvarez  
(D) Kylian Mbappe
58. Indian athlete P T Usha took over as the first woman President of which of the following in 2022?
- (A) Indian Olympic Association  
(B) Asian Women Athletes Organisation  
(C) Commonwealth Games  
(D) International Women Athletes Association
59. Who among the following sports stars ended her Grand Slam Career at Melbourne in January 2023?
- (A) Serena Williams  
(B) Maria Sharapova  
(C) Sania Mirza  
(D) Sania Nehwal
60. In which category did Sakshi Malik win the Gold Medal for India in Commonwealth Games held in Birmingham in 2022 ?
- (A) Weightlifting  
(B) High Jump  
(C) Table Tennis  
(D) Wrestling

# ROUGH WORK

Sr. No. ....

**ENTRANCE TEST-2023**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**Paper-II**

**Total Questions : 5**

**Time Allowed : 2.30 Hrs.**

**Roll No. :**

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**Note :— Attempt all the questions.**

1. Write an essay on any **one** of the following :— 15
  - (a) National Education Policy 2020
  - (b) G20 and Sustainable Development Goals
  - (c) Russia Ukraine War – the Global Concerns.
2. Draw the personal profile of any **one** of the following :— 10
  - (a) Elon Musk
  - (b) APJ Abdul Kalam
  - (c) Sir Syed Ahmad Khan.
3. Analyse the contribution of Doordarshan Srinagar during COVID-19. 10
4. Discuss in detail the impact of social media on the Newspaper Industry. 10
5. Write a creative piece, Poetry/Prose, on any **one** of the following :— 15
  - (a) Dreams to be realized
  - (b) Artificial Intelligence
  - (c) Creating Scientific Temper in Society.













Sr. No. ....

**ENTRANCE TEST-2021**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**PAPER—I**

Question Booklet Series

**A**

**Total Questions : 60**

**Time Allowed : 70 Minutes**

**Roll No. :**

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**Instructions for Candidates :**

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3. All entries in the OMR Answer Sheet, including answers to questions, are to be recorded in the Original Copy only.
4. Choose the correct / most appropriate response for each question among the options A, B, C and D and darken the circle of the appropriate response completely. The incomplete darkened circle is not correctly read by the OMR Scanner and no complaint to this effect shall be entertained.
5. Use only blue/black ball point pen to darken the circle of correct/most appropriate response. In no case gel/ink pen or pencil should be used.
6. Do not darken more than one circle of options for any question. A question with more than one darkened response shall be considered wrong.
7. There will be '**Negative Marking**' for wrong answers. Each wrong answer will lead to the deduction of 0.25 marks from the total score of the candidate.
8. Only those candidates who would obtain positive score in Entrance Test Examination shall be eligible for admission.
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10. Calculators and mobiles shall not be permitted inside the examination hall.
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12. OMR Answer Sheet must be handled carefully and it should not be folded or mutilated in which case it will not be evaluated.
13. Ensure that your OMR Answer Sheet has been signed by the Invigilator and the candidate himself/herself.
14. At the end of the examination, hand over the OMR Answer Sheet to the invigilator who will first tear off the original OMR sheet in presence of the Candidate and hand over the Candidate's Copy to the candidate.

1. Whose reports have been compiled into a book titled: *The Dirty War in Kashmir*?
  - (A) Yousuf Jameel
  - (B) Shujaat Bukhari
  - (C) Ved Bhasin
  - (D) Muzamil Jaleel
2. The book titled *The Ickabog* released online for children during the lockdown period is authored by :
  - (A) JK Rowling
  - (B) Jeff Kinney
  - (C) Jordan Scott
  - (D) James Berry
3. Game Changer is the autobiography of:
  - (A) Waseem Akram
  - (B) Shahid Afridi
  - (C) Virat Kohli
  - (D) Virendra Sehwal
4. Azadi: Freedom. Fascism. Fiction is a collection of essays by :
  - (A) Arvind Krishna
  - (B) Mohsin Hamid
  - (C) Basharat Peer
  - (D) Arundhati Roy
5. The author of book *Catcher in the Rye* is:
  - (A) JD Salinger
  - (B) Boris Pasternak
  - (C) Emily Bronte
  - (D) Anna Sewell
6. The book *To Kill a Mocking Bird* is written by:
  - (A) Charles Dickens
  - (B) Harper Lee
  - (C) Jane Austin
  - (D) George Eliot
7. *Tess of the d'Urbervilles* is written by:
  - (A) F. Scott Fitzgerald
  - (B) E.M. Forster
  - (C) Thomas Hardy
  - (D) Ralph Ellison
8. The author of *Middle March* is:
  - (A) George Eliot
  - (B) Ralph Elison
  - (C) Charlotte Bronte
  - (D) Mark Twain
9. BAFTA stands for
  - (A) British Animated Films and Television Arts
  - (B) British Animation Films and Television Academy
  - (C) British Academy of Film and Television Arts
  - (D) British Association of Film and Television Artists
10. AP stands for:
  - (A) All Programmes
  - (B) Associated Press
  - (C) Associated Programmes
  - (D) All Press
11. Full form of NCTJ is:
  - (A) New Council for Trained Journalists
  - (B) National Council for Training of Journalists
  - (C) National Council for Trained Journalists
  - (D) New Community of Trained Journalists
12. PSA :
  - (A) Public Service Announcement
  - (B) Public Security Advertisement
  - (C) People's Social Association
  - (D) Print Service Association
13. "Money Matters Simplified" is the slogan of:
  - (A) NDTV Profit
  - (B) Business Today
  - (C) Zee Business
  - (D) CNBC
14. The slogan of Economic Times is:
  - (A) Whatever it takes
  - (B) The Power of Knowledge
  - (C) For managing tomorrow
  - (D) First in Business
15. "Sharp news for Sharp people" is the tagline of:
  - (A) CNN IBN
  - (B) BBC
  - (C) Headlines today
  - (D) India Today

16. The tagline of Hindustan Times is:  
 (A) The Name India trusts for News  
 (B) Journalism of Courage  
 (C) Indian's National Newspaper Since 1878  
 (D) Let The Truth Prevail
17. 'Think different' is the company slogan of which brand?  
 (A) Apple  
 (B) HP  
 (C) BMW  
 (D) Samsung
18. The slogan of Coca Cola is:  
 (A) You like it, it likes you  
 (B) Open happiness  
 (C) Taste the feeling  
 (D) That's What I like
19. 'Let's go places' is the slogan of  
 (A) Maruti Suzuki  
 (B) Hyundai  
 (C) Toyota  
 (D) Renault
20. 'Jeweller for generation' is a tagline of which of the following Indian Jewellery brand?  
 (A) Tanishq  
 (B) P C Jewellers  
 (C) Kalyan Jewellers  
 (D) Caratlane
21. 66<sup>th</sup> national award for best popular film providing wholesome entertainment was for:  
 (A) Badhai ho Badhai  
 (B) Chhichore  
 (C) Dil bechara  
 (D) Housefull 4
22. Arijit Singh won the 66<sup>th</sup> national award for best playback singer for which song?  
 (A) Ve Maahi  
 (B) Bint e dil  
 (C) Khariyat  
 (D) Tu hi yaar mera
23. 92<sup>nd</sup> Academy Award for best animated feature went to:  
 (A) How to Train Your Dragon: The Hidden World  
 (B) I Lost My Body  
 (C) Missing Link  
 (D) Toy Story 4
24. Who was adjudged the critics Best Actor In a leading role at 65th Amazon Filmfare Awards 2020?  
 (A) Ranveer Singh  
 (B) Ayushman Khurana  
 (C) Vickey Kaushal  
 (D) Akshay Kumar
25. Who is the Editor of the national newspaper 'The Hindu'?  
 (A) Suresh Nambath  
 (B) Mukund Padmanabhan  
 (C) N Ravi  
 (D) N Ram
26. The editor of fortnightly magazine Sports Star is:  
 (A) Rahul Bhattacharya  
 (B) Ayon Sengupta  
 (C) Sambit Bal  
 (D) Rohit Brijnath
27. The Middle East correspondent of UK based "The Independent" who passed away in October 2020 and authored the book, *The Great war for Civilization*:  
 (A) Michael Moore  
 (B) Robert Fisk  
 (C) James Steele  
 (D) Shereen Bhan
28. Three Jammu and Kashmir-based photojournalists who won prestigious Pulitzer Prize for their coverage of Kashmir's lockdown after the abrogation of Article 370, work for:  
 (A) Greater Kashmir  
 (B) Associated Press  
 (C) Press Trust Of India  
 (D) Reuters

29. Kus Bani Koshur Karorpaet (Who Will Become a Kashmiri Millionaire), a Kashmiri television game show broadcast on DD Kashir, was hosted by?
- (A) Talha Jahangir  
 (B) Rayees Mohiuddin  
 (C) Azhar Hajini  
 (D) Sardar Nasir Ali
30. Live radio game show 'Dhadkan', initially hosted by Syed Humayun Kaiser on AIR Srinagar, is now hosted by:
- (A) Rashid Nizami  
 (B) Javeed Sofi  
 (C) Ashfaq Lone  
 (D) Danish Iqbal
31. 'We the People' on NDTV 24x7 is presented by:
- (A) Sonia Singh  
 (B) Sarah Jacob  
 (C) Barkha Dutt  
 (D) Vikram Chandra
32. Who is the Director programmes of Srinagar Doordarshan Kendra?
- (A) Bashir Arif  
 (B) Qayoom Wadera  
 (C) Gulabuddin Tahir  
 (D) Naseeb Singh Manhas
33. A book that provides consistent guidelines to a journalist in terms of grammar, spelling, punctuation, numerals and language usage in a newspaper is called:
- (A) Guideline book  
 (B) Style book  
 (C) Grammar book  
 (D) Personal book
34. Situation where more than one advertisement is present in a single panel or more than one panels are present in close proximity is called:
- (A) Clutter  
 (B) Litter  
 (C) Chaos  
 (D) Commotion
35. What is gutter ?
- (A) White space between two opposite sides of a newspaper  
 (B) White space between two words in a newspaper  
 (C) Margins  
 (D) Columns
36. Another name for gross coverage is :
- (A) Gross availability  
 (B) Gross penetration  
 (C) Gross duplication  
 (D) Gross readership
37. TRP stands for:
- (A) Television Rating Points  
 (B) Television Research Points  
 (C) Television Reach Points  
 (D) Television Reach and Penetration
38. Metal flaps that can open and close, covering the left, right, top, and bottom of the studio strobes or hot lights are called:
- (A) Base boards  
 (B) Barn doors  
 (C) Windows  
 (D) Light flaps
39. JPEG stands for:
- (A) Joint Photographic Experts Group  
 (B) Joint Photography Experts Group  
 (C) Joint Photographic Experts Graphics  
 (D) Joint Photography Experts Graphics
40. A programming element such as an anthem or musical song produced by professional studio singers for commercials or radio station promotional announcements is called:
- (A) Jingle  
 (B) Tinkle  
 (C) Dingle  
 (D) Crinkle

41. Name the first Indian artist to have a planet named after him :
- (A) Pandit Ravi Shankar  
 (B) Pandit Jasraj  
 (C) Shashank Subramaniam  
 (D) A R Rehman
42. The first woman fighter pilot to take part in the Republic Day parade, on 26<sup>th</sup> January 2021, was:
- (A) Bhawana Kanth  
 (B) Mona Singh  
 (C) Avni Chaturvedi  
 (D) Sami Ara
43. The United States recently passed an Act that requires the United States Agency for International Development (USAID) to award at least 50% of scholarship to Pakistani women between 2020 and 2022. It is named after:
- (A) Benazir Bhutto  
 (B) Fehmida Mirza  
 (C) Malala Yousufzai  
 (D) Fatima Jinnah
44. Who is the Director of Tourism in Kashmir?
- (A) G N Itoo  
 (B) Nisar Ahmad Wani  
 (C) Fayaz Ahmad Banday  
 (D) Talat Parvez
45. Which country is currently India's largest trading partner?
- (A) USA  
 (B) UK  
 (C) China  
 (D) Japan
46. Which year was adopted as "International Year for Millets" by UNGA based on the resolution initiated by India?
- (A) 2021  
 (B) 2022  
 (C) 2023  
 (D) 2025
47. Which department was recently renamed as Jal Shakti Department by J&K administration?
- (A) Irrigation and flood control  
 (B) Public Health Engineering  
 (C) Both  
 (D) None
48. The Prime Minister of India has inaugurated the 'Maitri Setu' bridge to strengthen connectivity with which country?
- (A) Maldives  
 (B) Bangladesh  
 (C) Nepal  
 (D) Sri Lanka
49. Change from active to passive voice: "They will rebuild the entire block."
- (A) The entire block is being rebuilt.  
 (B) The block may be rebuilt entirely.  
 (C) The entire block will have to be rebuilt.  
 (D) The entire block will be rebuilt.
50. Complete the sentence by filling up with present perfect continuous tense: "Workers \_\_\_\_\_ day and night."
- (A) had been working  
 (B) have been working  
 (C) has been working  
 (D) are working

51. Choose the future indefinite tense form of the given sentence : “The parcel has been delivered.”
- (A) The parcel had been delivered.  
 (B) The parcel will be delivered.  
 (C) The parcel was delivered.  
 (D) The parcel would have been delivered.
52. Synonym of “Essential” is :
- (A) Desirable  
 (B) Advisable  
 (C) Beneficial  
 (D) Unavoidable
53. A user’s account name on Twitter is called:
- (A) Hashtag  
 (B) Profile  
 (C) Handle  
 (D) Page
54. An animated overlay effect that is used while users are taking a ‘selfie’ is called:
- (A) Lens  
 (B) Filter  
 (C) Editor  
 (D) Snapchat
55. The number of times your posts have been seen by users on social media is called:
- (A) Shares  
 (B) Likes  
 (C) Impressions  
 (D) Clicks
56. An image that’s copied and slightly altered to make a point that spreads online is called :
- (A) Viral  
 (B) Meme  
 (C) Emoji  
 (D) Regram
57. Who recently became the third cricketer to hit 6 sixes in an over?
- (A) Chris Gayle  
 (B) Martin Guptil  
 (C) Kieron Pollard  
 (D) Evin Lewis
58. Who won the Men’s Australian Open tennis tournament 2021?
- (A) Novak Djokovic  
 (B) Rafael Nadal  
 (C) Roger Federer  
 (D) D Medvedev
59. Who is the captain and coach of Jammu and Kashmir’s women’s football team?
- (A) Nuzhat Ara  
 (B) Afshan Ashiq  
 (C) Samina Tariq  
 (D) Tajamul Islam
60. N. Usha recently won the Dhyan Chand Award, National Sports Awards 2020. From which of the following sports she is associated?
- (A) Athletics  
 (B) Boxing  
 (C) Football  
 (D) Badminton

## **ROUGH WORK**

Sr. No. ....

**ENTRANCE TEST-2021**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**Paper-II**

**Total Questions : 5**

**Time Allowed : 2.30 Hrs.**

**Roll No. :**

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**Note :— Attempt all questions.**

1. Write an essay on any one of the following topics :— 15
  - (a) COVID19 and Migration
  - (b) New Education Policy 2020 : Opportunities and Challenges
  - (c) Digital Learning and its future
  - (d) Change in US government and its impact on world
2. Write a personality profile of any of the following :— 10
  - (a) Joe Biden
  - (b) Kangana Ranaut
  - (c) Nirmala Sitharaman
  - (d) Virat Kohli
3. Comment on the coverage given to gender issues by local dailies. Elucidate with the help of examples. 10
4. Indian TV news channels are deviating from basic guidelines for presentation of news with focus on TRPs and are showing more of sensational content. Discuss your opinion on this. 10
5. Write a 300 word creative piece on any of the following. Give a catchy title. 15
  - (a) A road trip
  - (b) My dream Job
  - (c) Happiness
  - (d) Light at the end of the tunnel.













7

Sr. No. .... 304

**ENTRANCE TEST-2020**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**  
**Paper-I**

Question Booklet Series **D**

Total Questions : 60  
Time Allowed : 70 Minutes

Roll No. :

**Instructions for Candidates :**

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SEAL

1. The teenage activist who received international recognition in 2019 for campaigning on/about climate change is :  
 (A) Greta Thunberg  
 (B) Millie Brown  
 (C) Ahed Tamimi  
 (D) Isra Hirsi
2. In 2019, Sudhir Pichai became the CEO of :  
 (A) Microsoft Corporation  
 (B) Google LLC  
 (C) Infosys Limited  
 (D) None of the above
3. The Middle East autocrat who ruled his country for thirty years, and passed away recently :  
 (A) Muammar Gaddafi  
 (B) Ali Abdullah Saleh  
 (C) Bashar al-Assad  
 (D) Mohammad Hosni Mubarak
4. Identify the Kashmiri look-alike of Hollywood actor Peter Dinklage who was in the news recently :  
 (A) Rozi Khan  
 (B) Tariq Mir  
 (C) Junaid Shah  
 (D) Majid Mir
5. Jair Bolsonaro, the chief guest on the Indian Republic Day Parade (2020), is the President of :  
 (A) Brazil  
 (B) South Africa  
 (C) Cambodia  
 (D) Thailand
6. The Cryptocurrency project announced by Facebook is named :  
 (A) Libra  
 (B) Scorpion  
 (C) Virgo  
 (D) Gemini
7. Which city witnessed massive protests for months in 2019 as a mark of opposition to its government's Extradition Bill ?  
 (A) Algiers  
 (B) Tehran  
 (C) Barcelona  
 (D) Hong Kong
8. Which Indian advocate was appointed as Queen's Counsel (QC) for the courts of England and Wales ?  
 (A) Abhishek Manu Singhvi  
 (B) Harish Salve  
 (C) Gopal Subramanyam  
 (D) Salman Khursheed
9. 'Aversion' is antonym of :  
 (A) Liking  
 (B) Hatred  
 (C) Loathe  
 (D) Detest
10. One word for *A remedy for all diseases* is :  
 (A) Stoic  
 (B) Panacea  
 (C) Marvel  
 (D) Recompense
11. Synonym of *Baffle* is :  
 (A) Defame  
 (B) Antagonize  
 (C) Frustrate  
 (D) Foster
12. *A man of straw* means :  
 (A) A man of no substance  
 (B) An honest person  
 (C) A selfless person  
 (D) An unreasonable person

JJ-331

JJ-331-D

13. A theme in which people share old pictures or posts with their followers/friends is called :
- (A) Follow Friday  
(B) Favourite Friday  
(C) Flashback Friday  
(D) Flashback Sunday
14. When someone does or says something that is unbelievably stupid, is :
- (A) Facepalm  
(B) Cray  
(C) Slay  
(D) Fire
15. VPN stands for :
- (A) Virtual Proxy Network  
(B) Virtual Phishing Network  
(C) Virtual Paid Network  
(D) Virtual Private Network
16. SaaS stands for :
- (A) Service as a Software  
(B) Software as a Service  
(C) Service and a Software  
(D) None of the above
17. The J&K female cricketer selected for the Women's Indian Premier League 2019 :
- (A) Iqra Rasool  
(B) Neeru Manhas  
(C) Aditi Aryan  
(D) Jasia Akhtar
18. Rajiv Gandhi Khel Ratna Award in 2019 was given to :
- (A) Saina Nehwal  
(B) Virat Kohli  
(C) Bajrang Punia  
(D) Vimal Kumar
19. Star Scottish football player who coaches *Real Kashmir F. C.* (Football Club) is :
- (A) David Robertson  
(B) Mason Robertson  
(C) Richard Gough  
(D) David Goodwillie
20. Who ranks First in ICC Player Rankings for ODI All-rounders 2020 ?
- (A) Joe Root (England)  
(B) Steven Smith (Australia)  
(C) Virat Kohli (India)  
(D) Mohammad Nabi (Afghanistan)
21. The author of *The Guardians* is :
- (A) Tom Clancy  
(B) John Grisham  
(C) David Enrich  
(D) James Patterson
22. Michelle Obama is author of :
- (A) Hard Choices  
(B) This I Remember  
(C) A White House Diary  
(D) Becoming
23. Who is the author of *Politics of Juggad : The Coalition Handbook* ?
- (A) Saba Naqvi  
(B) Sagarika Ghose  
(C) Rana Ayyub  
(D) Sonia Singh
24. The 2019 Pulitzer Prize (Fiction) was awarded to book titled :
- (A) The Great Believers  
(B) The Overstory  
(C) Less  
(D) There There

1. 25. The author of *The Grapes of Wrath* is :  
(A) Victor Hugo  
(B) Aldous Huxley  
(C) John Steinbeck  
(D) Leo Tolstoy
2. 26. Margaret Mitchell is author of :  
(A) Gone with the Wind  
(B) Little Women  
(C) The Book Thief  
(D) Pride and Prejudice
3. 27. The book *Middlemarch* is written by :  
(A) Mark Twain  
(B) Charles Dickens  
(C) Joseph Heller  
(D) George Eliot
4. 28. *One Hundred Years of Solitude* is written by :  
(A) Miguel de Cervantes  
(B) Jane Austen  
(C) Gabriel Garcia Marquez  
(D) Harper Lee
5. 29. BPS stand for :  
(A) Basic Performing Sound  
(B) Bytes Per Sound  
(C) Binary Per Second  
(D) Bits Per Second
6. 30. What is ITN ?  
(A) Indian Television News  
(B) Independent Television News  
(C) Indian Television Network  
(D) Independent Television Network
7. 31. ABP means :  
(A) Amar Bazar Patrika  
(B) Adhaar Bhomi Patrika  
(C) Arbindo Bhai Patrika  
(D) Ananda Bazar Patrika
8. 32. WION stands for :  
(A) World is One News  
(B) World in One Network  
(C) World in Only News  
(D) None of the above
9. 33. *Democracy Dies in Darkness* is the slogan of the newspaper :  
(A) The New York Times  
(B) The Guardian  
(C) The Washington Post  
(D) The Wall Street Journal
10. 34. *Read a Bestseller Everyday* is the slogan of :  
(A) The Economic Times  
(B) The Statesman  
(C) The Daily Telegraph  
(D) None of the above
11. 35. The tagline of NDTV 24x7 News Channel is :  
(A) Sharp News for Sharp People  
(B) Fight for Change. You've Got a Friend  
(C) Clarity in a Complex World  
(D) Always with the News
12. 36. *Think Beyond, Stay Ahead* is the tagline of :  
(A) Outlook Magazine  
(B) Sportstar Magazine  
(C) Filmfare Magazine  
(D) Digit Magazine
13. 37. The brand slogan of Reebok is :  
(A) Be More Human  
(B) Be What's Next  
(C) Go Further  
(D) Line Boldly
14. 38. *Every Little Helps* is the company slogan of :  
(A) Mastercard Inc  
(B) Wal-Mart Stores  
(C) American Express  
(D) Tesco PLC

39. Which of the following e-shopping company has the correct tagline ?
- (A) Snapdeal-Want it Get it  
(B) Myntra-The Online Megastore  
(C) Jabong-Delivering Lifestyle  
(D) Flipkart-Bachatey Raho
40. *Pagalpanti Bhi Zaroori Hai* is the tagline of soft drink brand :
- (A) Mountain Dew  
(B) Mirinda  
(C) Maaza  
(D) Minute Maid
41. Academy Award (2019) for best picture was given to :
- (A) The Favourite  
(B) Green Book  
(C) A Star is Born  
(D) Black Panther
42. Academy Award (2020) for best actor was conferred on Joaquin Phoenix for his role in movie :
- (A) Marriage Story  
(B) Two Popes  
(C) Joker  
(D) Pain and Glory
43. National Film Award (2019) for best Urdu film was given to :
- (A) Sardari Begum  
(B) Harud  
(C) Muhafiz  
(D) Hamid
44. The Filmfare Award (2020) for best director was bagged by :
- (A) Nitesh Tiwari (Chhichhore)  
(B) Aditya Dhar (Uri)  
(C) Jagan Shakti (Mission Mangal)  
(D) Zoya Akhtar (Gully Boy)
45. Who is the Chief Editor of local Urdu newspaper *Chattan* ?
- (A) Tahir Mohi-ud-din  
(B) Tariq Ali Mir  
(C) Haroon Rishi  
(D) G. N. Shaida
46. The Chairman of Press Council of India is :
- (A) Justice G. N. Ray  
(B) Justice Markanday Katju  
(C) Justice Chandramauli Kumar Prasad  
(D) Justice Jayachandra Reddy
47. Who is the founder of famous book publishing and reading platform Juggernaut ?
- (A) Chiki Sarkar  
(B) Ritu Kapur  
(C) Shobhaa De  
(D) Tavleen Singh
48. Who writes the column *Inside Track* for The Indian Express ?
- (A) Harish Iyer  
(B) Bachi Karkaria  
(C) Coomi Kapoor  
(D) Vir Sanghvi
49. Who hosted the Kashmiri television game show *Kus Bani Koshur Karorpaet* (2019) ?
- (A) Tabraiz Madani  
(B) Rayees Mohiuddin  
(C) Ashfaq Lone  
(D) Zahid Mukhtar
50. The Exchange4media News Broadcasting Awards ENBA (2020) for lifetime achievement was conferred on :
- (A) Ravish Kumar  
(B) Rajat Sharma  
(C) Rahul Kanwal  
(D) Rajdeep Sardesai

- 2 51. Rajeev Masand hosts :
- (A) Faceoff Tonight  
(B) Now Showing  
(C) Off Centre  
(D) View Point
- 2 52. Who is the creative director of India Today's popular politoon *So Sorry* ?
- (A) Paresh Mehta  
(B) Cyrus Broacha  
(C) Kunal Vijayakar  
(D) Madhu Trehan
- 2 53. The main news story on the front page is known as :
- (A) Skyscraper  
(B) Splash  
(C) Slug  
(D) Streamer
- 2 54. The printed title of a newspaper on editorial page is called :
- (A) Ribbon  
(B) Head  
(C) File  
(D) Flag
- 2 55. A publicity story or a story that contains unwarranted superlatives is called :
- (A) Slant  
(B) Puffery  
(C) Running story  
(D) Bright
- 3 56. Captions on the front cover of magazine are called :
- (A) Bylines  
(B) Headlines  
(C) Coverlines  
(D) None of the above
57. The number of different people who tune into a radio or TV channel in a given time period is called :
- (A) Target Audience  
(B) Hits  
(C) Cume  
(D) Penetration
58. An on-screen listing/display of all key people involved in a production is termed as :
- (A) Credits  
(B) Crawl  
(C) Copyright  
(D) Contribution
59. The listeners who contact any radio show/program and make requests or participate in contests or interact with the host are called :
- (A) Activists  
(B) Pro-actives  
(C) Audiences  
(D) Actives
60. When an unpopular television program is placed and shown between two popular TV programs to get more viewership it is termed as :
- (A) Dayparting  
(B) Padding  
(C) Encryption  
(D) Hammocking

1. Who is the Nobel Prize winner of Literature in 2018 ?
- (A) Kazuo Ishiguro  
(B) Paulo Coelho  
(C) Marcel Proust  
(D) None of the above
2. "Tell her everything" is written by :
- (A) Vikram Seth  
(B) Arundhati Roy  
(C) Chetan Bhagat  
(D) Mirza Waheed
3. Who won the Man Booker Prize for Fiction in 2018 ?
- (A) Anna Burns  
(B) Emily Fridlund  
(C) Mohsin Hamid  
(D) By Olga Tokarczuk
4. "History of Srinagar" is written by :
- (A) Z G Muhammed  
(B) Chitralekha Zutshi  
(C) Khalid Bashir  
(D) Ishaq Khan
5. Poetica is :
- (A) A long, analytical treatise  
(B) A long poem  
(C) A long play  
(D) A long Novel
6. Miguel De Cervantes is the author of :
- (A) The Great Gatsby  
(B) The Great Train Robbery  
(C) A Tale of Two Cities  
(D) Don Quixote
7. Who compiled Sahih Muslim ?
- (A) Imam Bukhari  
(B) Imam Tirmidhi  
(C) Imam Muslim  
(D) Imam Abu Dawood
8. Mein Kampf is written by :
- (A) Karl Marx  
(B) Vladimir Lenin  
(C) Adolf Hitler  
(D) Arthur Miller
9. DD is :
- (A) A Regional Broadcaster  
(B) A National Broadcaster  
(C) A Global Broadcaster  
(D) All of the above
10. TRT stands for :
- (A) Trans Regional Transmission  
(B) The Russian TV  
(C) Tanzania Regional TV  
(D) Turkish Radio & Television Corp
11. CBFC stands for :
- (A) Censor Board of Film Corporation  
(B) Censor Board of Film Certification  
(C) Central Board of Film Committee  
(D) Central Board of Film Censor
12. TLC stands for :
- (A) Travel, Living and Cuisine  
(B) The Learning Channel  
(C) The Tourism Channel  
(D) Travel, Learning Channel
13. What is the slogan of New York Times ?
- (A) The truth is more important now than ever  
(B) Never too far away  
(C) Bare facts  
(D) All the news that's fit to print
14. Most Trusted : Most watched is the slogan of :
- (A) CNN  
(B) BBC  
(C) Fox News  
(D) Bloomberg

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- (A) CNN  
(B) BBC  
(C) Fox News  
(D) Bloomberg

15. HBO stands for :
- High Broadcast Operation
  - Home Box Office
  - Home Box Online
  - Home Box Organization
16. What is IPTV ?
- Indian Press TV
  - International Protocol Transmission
  - Internet Protocol TV
  - None of the above
17. "So Good" is the slogan of :
- KFC
  - Coke
  - Shalimar Paints
  - Pizza Hut
18. "Growth is Life" is the slogan of :
- Tata Steel
  - Reliance
  - Kohinoor
  - Indian Oil
19. "I am lovin it" is the slogan of :
- MacDonald
  - Kentucky Fried Chicken
  - Pepsi Cola
  - Thums up
20. "Main bhi Chowkidar" is the campaign tagline of :
- BJP
  - Congress
  - Samajwadi Party
  - NC
21. The Shape of Water won the Oscar in :
- 2013
  - 2018
  - 2016
  - 2019
22. Best Filmfare Film Critics award winner for 2018 is :
- Hindi Medium
  - Newton
  - Pink
  - Kapoor & Sons
23. Indian official entry for 2018 Oscar awards was :
- Newton
  - Bahubali 2
  - Raes
  - Ek Prem Katha
24. IMDB is :
- International Movie Data Base
  - Film Review Website
  - Movie Vendor
  - Film Distribution Co
25. Who writes the weekly column "Nostalgia" in Greater Kashmir ?
- Ajazul Haq
  - ZGM
  - Javed Iqbal
  - ML Kotru
26. Who is the founding editor of The Quint ?
- Sidharth Vardharajan
  - Shekhar Gupta
  - Barkha Dutt
  - Raghav Bahl
27. Republic's Founding Editor is :
- Rajeev Chandrasekhar
  - Nidhi Razdan
  - Vikram Chandra
  - Arnob Mukherjee
28. Rana Ayyub is famous for :
- Political Reportage
  - Gujarat Files
  - Entertainment Editor
  - Media Activist

29. Prannoy Roy is the promoter of one of the following :
- (A) Star Plus
  - (B) Zee TV
  - (C) NDTV
  - (D) Aaj Tak
30. Twentieth Century Fox is the owner of :
- (A) Colors
  - (B) MBC
  - (C) CNN
  - (D) Fox News
31. Farid Zakaria's show is on ?
- (A) DD News
  - (B) Sky News
  - (C) ABC
  - (D) CNN
32. In 2018 who was the CEO of Prasar Bharti ?
- (A) Karan Thapar
  - (B) Mukesh Ambani
  - (C) Shashi Shekhar Vempati
  - (D) Radha Kumar
33. SMS stands for :
- (A) Short Message Service
  - (B) Short Media Satellite
  - (C) Social Media Service
  - (D) Social Message Satellite
34. Broadsheet is :
- (A) Mast head
  - (B) Flag
  - (C) Headline all across the page
  - (D) The largest of newspaper formats which is characterized by long vertical pages
35. Commercial refers to :
- (A) News story structure
  - (B) Non-profitable incentive
  - (C) Paid Advertisement on Electronic Media
  - (D) Business Propaganda
36. WhatsApp is :
- (A) An instant messaging app
  - (B) Content on smart phones
  - (C) Saying hello to buddies
  - (D) Displaying application for an advertiser
37. Ticker is :
- (A) Continuous Scroll
  - (B) Breaking News
  - (C) Continuous Clock
  - (D) Repeat Sensational Story
38. Aspect Ratio stands for :
- (A) Different angles to a story
  - (B) Frame size of TV
  - (C) Percentage of various aspects
  - (D) Ratio of interviews
39. TVC means :
- (A) Advertising slot
  - (B) TV Commercial
  - (C) The Video Channel
  - (D) To Various Channels
40. Signature tune is :
- (A) Digital Music
  - (B) Audio/Video ID of a channel
  - (C) Electronic Signature
  - (D) Rock Music
41. Christian Amanpour is famous for :
- (A) GPS
  - (B) Money Express
  - (C) Inside Africa
  - (D) Amanpour
42. Shehla Rashid is :
- (A) Youth Leader
  - (B) Cast Campaigner
  - (C) Arts Campaigner
  - (D) All of the above

43. Zoya Akhtar is :
- (A) Cine Actor  
(B) Cinematographer  
(C) Lyricist  
(D) Film Director
44. Rupert Murdoch is the founder of :
- (A) ABC TV  
(B) Sky Channel  
(C) MBC TV  
(D) NBC TV
45. Who won the 2018 Pulitzer Prize in breaking News ?
- (A) Staff of Press Democrat  
(B) New York Times  
(C) Washington Post  
(D) Indian Express
46. JKPM was launched in :
- (A) 2018  
(B) 2019  
(C) 2017  
(D) 2016
47. Who made it to the Time Person of the year 2018 ?
- (A) Donald Trump  
(B) Beyonce  
(C) Imran Khan  
(D) Jamal Khashoggi
48. Manohar Parikkar died when he was the Chief Minister of :
- (A) Rajasthan  
(B) Arunachal Pradesh  
(C) Uttarakhand  
(D) Goa
49. Fill in the blanks with the most appropriate phrase or word for the following questions :  
A \_\_\_\_\_ glance pays \_\_\_\_\_ attention to detail.
- (A) Fleeting, vigilant  
(B) cursory, little  
(C) Concealed, secret  
(D) Keen, scanty
50. Fill in the blanks with the correct word :  
The teacher suspected cheating as soon as he noticed the pupil's \_\_\_\_\_ glances at his classmates.
- (A) Futile  
(B) Sporadic  
(C) Furtive  
(D) Inconsequential
51. Fill in the right word :  
Murmurs of \_\_\_\_\_ were heard at the conference.
- (A) Dissent  
(B) Discard  
(C) Reject  
(D) Eliminate
52. Write the correct word in the blank part.  
If your \_\_\_\_\_ is to a person here, please name him.
- (A) deprecate  
(B) testify  
(C) allusion  
(D) insinuate
53. The plot of the story is so \_\_\_\_\_ that I can predict the outcome.
- (A) intricate  
(B) pivotal  
(C) trite  
(D) theoretical
54. He hasn't answered all questions, \_\_\_\_\_ he hopes to pass in Physics.
- (A) nevertheless  
(B) besides  
(C) moreover  
(D) lest

55. I shall \_\_\_\_\_ nothing from you.  
(A) hold up  
(B) hold on  
(C) hold out  
(D) hold back
56. We must \_\_\_\_\_ ourselves to our changing environment.  
(A) adept  
(B) adopt  
(C) adapt  
(D) none of the above
57. David Beckham was :  
(A) An athlete  
(B) A boxer  
(C) A tennis player  
(D) A professional footballer
58. 'Rovers Cup' is associated with which of the following sports ?  
(A) Football  
(B) Hockey  
(C) Golf  
(D) Basketball
59. BCCI stands for :  
(A) The Board of Control for Cricket in India  
(B) The Board of Commercial Circulation of India  
(C) The Board of Cricket Council of India  
(D) The Board of Council for Chartered Accounts of India
60. Which game is Davis Cup associated with ?  
(A) Football  
(B) Sprinter  
(C) Tennis  
(D) Billiards

1. Who is the Nobel Prize winner of Literature in 2017 ?
  - (A) Kazuo Ishiguro
  - (B) Paulo Coelho
  - (C) Marcel Proust
  - (D) Edward Albee
2. The Ministry of Utmost Happiness is written by :
  - (A) Vikram Seth
  - (B) Arundhati Roy
  - (C) Chetan Bhagat
  - (D) Kamla Das
3. Who won the Man Booker Prize for Fiction in 2017 ?
  - (A) Paul Auster
  - (B) Emily Fridlund
  - (C) Mohsin Hamid
  - (D) George Saunders
4. Kashmir : Exposing the Myth behind the Narrative is written by :
  - (A) Z.G. Muhammed
  - (B) Chitrakleha Zutshi
  - (C) Khalid Bashir
  - (D) Nayla Ali Khan
5. Anna Karenina is :
  - (A) A long essay
  - (B) A long poem
  - (C) A long play
  - (D) A long novel
6. F. Scott Fitzgerald is the author of :
  - (A) The Great Gatsby
  - (B) The Great Train Robbery
  - (C) A Tale of Two Cities
  - (D) Lolita
7. Who compiled Sahih Bukhari ?
  - (A) Imam Bukhari
  - (B) Imam Tirmidhi
  - (C) Imam Muslim
  - (D) Imam Abu Dawood
8. Das Kapital is written by :
  - (A) Karl Marx
  - (B) Vladimir Lenin
  - (C) Adolf Hitler
  - (D) Arthur Miller
9. ABP stands for :
  - (A) Anand Bazar Patrika
  - (B) Australian Broadcast Panel
  - (C) Asian Broadcast Patrika
  - (D) Asian Bazar Preview
10. NBC stands for :
  - (A) News Bureau of Circulation
  - (B) National Broadcasting Company
  - (C) Newark Broadcasting Company
  - (D) National Bureau of Companies
11. FM denotes :
  - (A) Frequent mode
  - (B) Frequency modulation
  - (C) Frequent modulation
  - (D) Fast Music
12. GEC stands for :
  - (A) General Entertainment Channel
  - (B) Great Eastern Channel
  - (C) General European Council
  - (D) General European Committee

13. Sabse Tez is the tagline of :
- (A) Aaj Tak  
(B) ZEE News  
(C) Sahara Samay  
(D) Doordarshan
14. CNN : Go Beyond Borders is the slogan of :
- (A) CNN  
(B) BBC  
(C) Fox News  
(D) Bloomberg
15. Journalism of Courage is the tagline of :
- (A) Hindustan Times  
(B) Times of India  
(C) The Indian Express  
(D) DNA
16. The New York Times changed its slogan to :
- (A) The truth is more important now than ever  
(B) Never too far away  
(C) Bare facts  
(D) If it's news, It's here
17. "Just do it" is the slogan of :
- (A) Nike  
(B) Coke  
(C) Shalimar Paints  
(D) Pizza Hut
18. "A Diamond is for ever" is the tagline of :
- (A) De Beers  
(B) Tanishq  
(C) Kohinoor  
(D) Tribhovan Das Bhimji Zaveri
19. "I am lovin' it" is the slogan of :
- (A) MacDonald  
(B) Kentucky Fried Chicken  
(C) Pepsi Cola  
(D) Thums up
20. "An idea can change your life" is the tagline of :
- (A) Idea  
(B) Airtel  
(C) Vodafone  
(D) BSNL
21. Moonlight won the Oscar in :
- (A) 2013  
(B) 2018  
(C) 2016  
(D) 2017
22. Best Filmfare award winner for 2017 is :
- (A) Dangal  
(B) Sultan  
(C) Pink  
(D) Kapoor & Sons
23. Indian official entry for 2018 Oscar awards was :
- (A) Newton  
(B) Bahubali 2  
(C) Raees  
(D) Ek Prem Katha
24. Rotten Tomatoes is :
- (A) Decomposed veggies  
(B) Film Review Website  
(C) Movie Vendors  
(D) Film Distribution Co.

25. Who writes the weekly column "Write Hand" in Greater Kashmir ?
- (A) Ajaz ul Haq  
(B) ZGM  
(C) Javed Iqbal  
(D) M.L. Kotru
26. Who is the founding editor of Wire ?
- (A) Sidharth Vardharajan  
(B) Shekhar Gupta  
(C) Barkha Dutt  
(D) M.J. Akbar
27. NDTV's Founding Editor is :
- (A) Nidhi Razdan  
(B) Pranoy Roy  
(C) Vikram Chandra  
(D) Sonia Singh
28. Rana Ayyub is famous for :
- (A) Political Reportage  
(B) Gujarat Files  
(C) Entertainment Editor  
(D) Media Activist
29. Subhash Chandra is the promoter of one of the following:
- (A) Star Plus  
(B) Zee TV  
(C) Times Now  
(D) Aaj Tak
30. Rupert Murdoch is the owner of:
- (A) Colors  
(B) MBC  
(C) CNN  
(D) None of the above
31. Christian Amanpour hosts a show on ?
- (A) Fox News  
(B) Sky News  
(C) ABC  
(D) CNN
32. In 2017 who was the CEO of Prasar Bharti ?
- (A) Karan Thapar  
(B) Mukesh Ambani  
(C) Shashi Shekhar Vempati  
(D) Ashok Kumar Tandon
33. Byline is :
- (A) Editing jargon  
(B) Writer's credit line  
(C) Repetitious line  
(D) Double space
34. Streamer is :
- (A) Mast head  
(B) Flag  
(C) Headline all across the page  
(D) Slogan
35. Pyramid is :
- (A) News story structure  
(B) Egyptian monument  
(C) Middle Eastern Landmark  
(D) African heritage
36. BLEED is :
- (A) Run off the edges of a page  
(B) Blood from a cut  
(C) Red Colour  
(D) To suffer

37. RSS stands for :
- (A) Rashtriya Swayamsevak Sangh  
(B) Really Simple Syndication  
(C) Radio Sanchar Service  
(D) Repeat Sensational Story
38. OB stands for :
- (A) Over Board  
(B) Outside Broadcast  
(C) Onetime Beep  
(D) Over burdened
39. TVC means :
- (A) Advertising slot  
(B) TV Commercial  
(C) The Video Channel  
(D) To various channels
40. Celluloid is :
- (A) Digital Tape  
(B) Film  
(C) Spool  
(D) Cartridge
41. Fareed Zakaria is famous for :
- (A) GPS  
(B) Health Bulletin  
(C) Hourly News  
(D) Film Critic
42. Hardik Patel is :
- (A) Youth Leader  
(B) Cast Campaigner  
(C) Quota Campaigner  
(D) All of the above
43. Tayyip Erdogan is :
- (A) Cine actor  
(B) Politician  
(C) Billionaire  
(D) Banker
44. Ted Turner was the founder of :
- (A) BBC  
(B) Sky Channel  
(C) CNN  
(D) Fox News
45. UNGA rejected Jerusalem as Israel's capital by how many votes in 2017 ?
- (A) 34  
(B) 128  
(C) 79  
(D) 83
46. Which of the following won the Ram Nath Goenka award in 2017 ?
- (A) Mihir Bose  
(B) Muzammil Jaleel  
(C) Neeraj Badhwar  
(D) Shereen Bhan
47. Who made it to the Time Person of the year 2017 ?
- (A) The Silence breakers  
(B) Beyonce  
(C) Hillary Clinton  
(D) Rashid bin Salman
48. First phase of CPEC is scheduled to be completed by :
- (A) 2018  
(B) 2021  
(C) 2019  
(D) 2023

49. Fill in the blank with the most appropriate word : \_\_\_\_\_ not, it is a curse that we have to carry.
- (A) Sure  
(B) More often than  
(C) You worry  
(D) Always
50. Fill in the blank with the correct word :  
I did not \_\_\_\_\_ here.
- (A) went  
(B) go  
(C) sat  
(D) arrived
51. Fill in the right word :  
I met the reverend sage, \_\_\_\_\_ said to meditate daily.
- (A) they  
(B) he  
(C) implied  
(D) indicated
52. Write the correct word in the blank part :  
I have studied \_\_\_\_\_ for this exam.
- (A) mostly  
(B) hard  
(C) uniquely  
(D) aptly
53. Snapchat is :
- (A) Chatting site  
(B) Visual interface  
(C) Blog  
(D) Photo App
54. Flickr is :
- (A) Image hosting site  
(B) Photo editor  
(C) Photo filter  
(D) None of the above
55. Webinar is :
- (A) Web based seminar  
(B) Website name  
(C) Web art  
(D) Web in narcotics
56. Netiquette is :
- (A) Racquet  
(B) Net etiquette  
(C) Never quiet  
(D) Noisy
57. Muhammad Ali was :
- (A) An athlete  
(B) A boxer  
(C) A tennis player  
(D) A soccer player
58. Kareem Abdul Jabbar was born a :
- (A) Christian  
(B) Muslim  
(C) Hindu  
(D) Jew
59. India won its first Olympic Hockey Gold in the year :
- (A) 1928  
(B) 1932  
(C) 2002  
(D) 2011
60. Which game is Davis Cup associated with ?
- (A) Football  
(B) Sprinter  
(C) Tennis  
(D) Billiards

Sr. No. .... 432

**ENTRANCE TEST-2017**  
**SCHOOL OF SOCIAL SCIENCES**  
**MASS COMMUNICATION AND JOURNALISM**

**Paper-I**

**Question Booklet Series** **B**

**Total Questions : 60**

**Time Allowed : 70 Minutes**

**Roll No. :**

**Instructions for Candidates :**

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41 Qm score 100

1. I love Twitter.... it's like owning your own newspaper— without the losses.  
Who said this?  
(A) Barack Obama (B) Donald Trump  
(C) Sushma Swaraj (D) Narendra Modi
2. Short film series launched by Ministry of Drinking Water and Sanitation on Swachh Bharat people's movement is  
(A) An Open Mind (B) An Open Issue  
(C) An Open Shop (D) An Open Question
3. Bob Dylan won the Nobel Prize for  
(A) Music (B) Art  
(C) Peace (D) Literature
4. Htin Kyaw was sworn in as the first civilian President of  
(A) Myanmar (B) Maldives  
(C) Bhutan (D) Nepal
5. With which country did Prasar Bharati sign a Memorandum of Understanding (MoU) to exchange news and television programmes in 2016?  
(A) Mexico (B) Brazil  
(C) Argentina (D) Peru
6. Project Sunrise was launched in eight North-Eastern States of India in 2016  
(A) To fight against corruption  
(B) For prevention of AIDS  
(C) For education among Tribals  
(D) To keep the environment clean
7. White helmets is a volunteer group working in search and rescue operation in  
(A) Afghanistan (B) Iraq  
(C) Columbia (D) Syria
8. Who is the Chairman of Legislative Council in J&K?  
(A) Haji Inayat Ali  
(B) Ali Mohammad Dar  
(C) Jahangir Hussain Mir  
(D) Naeem Akhtar
9. GIF stands for:  
(A) Graphics Internet Form  
(B) Google Internet Forum  
(C) Graphics Interchange Format  
(D) Google Instragam Filter
10. MEME :  
(A) Provides website traffic and demographics for websites  
(B) A thought, idea, joke, or concept that's widely shared online  
(C) Picture that is typically taken using the reverse camera screen on a smartphone  
(D) Program that allows for text, audio, and video chats between users
11. Circle is  
(A) Clusters of a user's friends, colleagues, family, or connections on Google  
(B) A social news website that allows members to submit and vote for articles  
(C) Forum within the social website reddit that is dedicated to a specific topic or theme  
(D) None of the above
12. Bitmoji is  
(A) Non-Personalized avatar  
(B) Personal emoji  
(C) Search Engine Optimizer  
(D) All of the above

13. Fill the following sentence with the appropriate preposition given below:  
I am anxious \_\_\_\_\_ to get home in time to meet his grandfather.  
(A) That he (B) For him  
(C) About Him (D) He has
14. Gait: Gate is a pair of  
(A) Homonyms (B) Antonyms  
(C) Synonyms (D) Heteronyms
15. Read the following and complete the sentence giving the correct verb form:  
I don't think he'll give up \_\_\_\_\_  
(A) To drink coffee (B) Drinking coffee  
(C) And drink coffee (D) Drink coffee
16. 'It won't snow this winter' is an example of which type of negative tense?  
(A) Future Simple  
(B) Future Continuous  
(C) Future Perfect  
(D) Future Perfect Continuous
17. Who among the following was adjudged as the 'Player of the Match' in the final match of 2016 Indian Premiere League?  
(A) Chris Gayle (B) Ben Cutting  
(C) Virat Kohli (D) Mark Selby
18. Who won the Asian Youth Karate Championship in the sub-junior category in New Delhi in 2016?  
(A) Hashim Mansoor (B) Tajamul Islam  
(C) Mehrajudin Wadoo (D) Syed Jaffer
19. Who is the first Indian woman to bag a medal in Paralympics by clinching a silver in women's F53 shot put in 2016?  
(A) Pooja Malik (B) Deepa Malik  
(C) Sakshi Malik (D) Geeta Malik
20. Who won the host country Brazil's first Olympic gold medal in the Rio Games in 2016 ?  
(A) Rafaela DeSilva (B) Rafaela Silva  
(C) Rafaela Garcia (D) None of the above
21. Who is the author of the book 'Gone with the Wind'?  
(A) John Steinbeck  
(B) Ernest Hemingway  
(C) Robert Louis Stevenson  
(D) Margaret Mitchell
22. Baileys fiction prize formerly known as Orange Prize for 2016 was won by  
(A) J. K. Rowling (B) Zadie Smith  
(C) Lisa McInerney (D) Arundhati Roy
23. Barkha Dutt is the author of the book  
(A) Accidental India  
(B) Combating Terrorism  
(C) Fault lines  
(D) The Unquiet Land
24. The book 'When Breath Becomes Air' is written by  
(A) Paul Kalanithi (B) Jennifer Weiner  
(C) Hope Jahren (D) Elif Shafiq
25. 'The Divine Comedy' is written by  
(A) James Joyce (B) Dante Alighieri  
(C) D.H.Lawrence (D) Joseph Conrad

26. Who is the author of '1984'?

- (A) Ken Follet (B) George Orwell  
(C) Cal Newport (D) Adam Grant

27. 'The Canterbury Tales' is written by

- (A) George Eliot (B) John Milton  
(C) Geoffrey Chaucer (D) Ernest Hemingway

28. 'Munnu: A Boy from Kashmir' has been written by

- (A) Malik Sajad (B) Javed Iqbal  
(C) Habib Naqash (D) Altaf Hussain

29. ANI stands for

- (A) All News India  
(B) All News International  
(C) Asian News International  
(D) Asia News International

30. CBFC stands for

- (A) Censor Board of Film Committee  
(B) Censor Board of Film Certification  
(C) Central Board of Film Committee  
(D) Central Board of Film Certification

31. TLC stands for

- (A) Travel, Living and Cuisine  
(B) The Learning Channel  
(C) The Tourism Channel  
(D) Travel, Learning Channel

32. CNBC stands for

- (A) Consumer News and Business Channel  
(B) Cable Network Broadcasting Channel  
(C) Cable News and Business Channel  
(D) Consumer Network Broadcast Channel

33. The slogan of FX channel is

- (A) The Edge of entertainment  
(B) Entertainment Redefined  
(C) You are what you watch  
(D) All Eyes on New

34. What is the slogan of 'The Times of India'?

- (A) Journalism of Courage  
(B) The Name India trusts for News  
(C) Let the truth prevail  
(D) Speak Up

35. 'Think' is the slogan of

- (A) The Washington Post  
(B) The Guardian  
(C) The Wall Street Journal  
(D) The News of the World

36. 'Go There' is the slogan of

- (A) CNN (B) BBC  
(C) Times Now (D) WION

37. 'Think Different' is the slogan of

- (A) Acer (B) Lenovo  
(C) Hewlett Packard (D) Apple

38. 'Growth is Life' is the slogan of

- (A) Tata Steel  
(B) Reliance Industries  
(C) Hindalco Industries  
(D) Indian Oil Corporation

39. 'Wherever you are, we will take care of you', is the campaign of

- (A) Volkswagen (B) Hyundai  
(C) Samsung (D) Make my trip

40. The slogan of Adhaar is  
 (A) Mera Adhaar Meri Zindagi  
 (B) Mera Adhaar Meri Pechaan  
 (C) Mera Adhaar, Meri Zaroorat  
 (D) Mera Adhaar, Mera Adhikaar
41. Which film won the national award in the popular film for wholesome entertainment category for 2016?  
 (A) Bajirao Mastani  
 (B) Baahubali  
 (C) Bajirangi Bhajjaan  
 (D) M.S.Dhoni-The Untold Story
42. Which film won the Palme d'Or at the Cannes Film Festival for 2016?  
 (A) The Child (B) Winter Sleep  
 (C) The Tree of Life (D) I, Daniel Blake
43. Who were the producers of the Oscar winning film 'Spotlight' in 2016?  
 (A) Simon Kinberg, Ridley Scott, Michael Schaefer and Mark Huffam  
 (B) Finola Dwyer and Amanda Posey  
 (C) Michael Sugar, Steve Golin, Nicole Rocklin and Blye Pagon Faust  
 (D) Doug Mitchell and George Miller
44. The director of the blockbuster Baahubaali is  
 (A) S. S. Rajamouli (B) Ram Gopal Verma  
 (C) Karan Johar (D) Sukumar
45. 'Fifth Column' in the Indian Express is written by  
 (A) C. Raja Mohan (B) Coomi Kapoor  
 (C) Shailja Bajpai (D) Tavleen Singh
46. Karan Thapar's column in The Hindustan Times is titled  
 (A) Loose Cannon (B) Sunday Sentiments  
 (C) Red Herring (D) Viewpoint
47. 'No Boundaries' in The Hindu is written by  
 (A) Nirmal Shekhar (B) Harsh Munder  
 (C) Chetan Bhagat (D) Shashi Tharoor
48. Swapan Das Gupta contributes 'Usual Suspects' to  
 (A) The Telegraph (B) The Hindu  
 (C) The Pioneer (D) The Asian Age
49. Sushant Mehta is the host of which programme on India Today?  
 (A) Bollywood Calling  
 (B) In Da Club  
 (C) Now Showing  
 (D) Thank God its Friday
50. Big 5@10 on CNN 18 is hosted by  
 (A) Shiv Tharoor (B) Maha Sidiqui  
 (C) Bhupen Chaubey (D) Rajiv Makhni
51. 'Left, Right and Centre' on NDTV is hosted by  
 (A) Maya Mirchandani (B) Nidhi Razdan  
 (C) Vikram Chandra (D) Vishnu Som
52. Oscar Winner Mike Pandey hosts on Doordarshan  
 (A) Earth matters (B) Our Environment  
 (C) Being Green (D) Nurture Nature
53. Caption is  
 (A) A broadcast commercial aired between two programs instead of in the middle of one program  
 (B) A long (more than two minutes) commercial providing extensive product/service description and sales information  
 (C) A program scheduled at the same time each day, typically Monday-Friday  
 (D) Explanation under or beside a photograph.

54. Beat is
- (A) Area assigned to a reporter for regular coverage
  - (B) Printed title of a newspaper on page one
  - (C) Article expressing the opinion of an editor
  - (D) To delete a section from copy or to discard the entire story.
55. Pull Quote is
- (A) A page containing graphics or other information
  - (B) A quote from the story that is enlarged and appears within the text
  - (C) A story that joins two or more events with a common theme
  - (D) Short, related story added to the end of a longer one.
56. Bleed is
- (A) Putting together of visual images to form a sequence.
  - (B) Printing that is deliberately intended to resemble editorial matter
  - (C) Printing that extends to the trimmed edge of a printed page.
  - (D) All of the above
57. Extended and unwanted silence due to technical or human error in broadcasting
- (A) Dead Air
  - (B) Air Check
  - (C) Air Waves
  - (D) Dead Pan
58. Single episode of a proposed series
- (A) Playlist
  - (B) Pilot
  - (C) Hook
  - (D) Cue
59. Mise-en-scene is
- (A) Visual Dissolve
  - (B) Animation
  - (C) Whatever appears within the frame
  - (D) Encoding
60. What is the Google's new messaging app?
- (A) Hallo
  - (B) Hello
  - (C) Ello
  - (D) Allo

Sr. No. ....367.....

**ENTRANCE TEST-2016**  
**FACULTY OF SOCIAL SCIENCES**  
**M.A. MASS COMMUNICATION AND JOURNALISM**

**Paper-I**

**Question Booklet Series**

**A**

**Total Questions : 60**  
**Time Allowed : 70 Minutes**

**Roll No. :**

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SEAL

**M.A. Mass Communication and Journalism, Paper-I/A**

1. The author of the book 'Editor Unplugged: Media, Magnates, Netas and Me' is :  
(A) Siddharth Varadarajan (B) Vinod Mehta  
(C) Saeed Naqvi (D) Chandan Mitra
2. Who is the author of 'In a State of Violent Peace: Voices From The Kashmir Valley' ?  
(A) Meera Khanna (B) Nandita Haksar  
(C) Nyla Ali Khan (D) Humra Quraishi
3. The 2015 Pulitzer Prize (Fiction) was awarded to novel :  
(A) The Moor's Account (B) Lovely, Dark, Deep  
(C) All the Light We Cannot See (D) None of the above
4. The book 'Jinnah Often Came to our House' is written by :  
(A) Nisid Hajari (B) Kiran Doshi  
(C) Jairam Ramesh (D) Jaswant Singh
5. The author of 'War and Peace' is :  
(A) Homer (B) Dante Alighieri  
(C) Mark Twain (D) Leo Tolstoy
6. Emily Bronte is the author of :  
(A) Wuthering Heights (B) Nineteen Eighty Four  
(C) To the Lighthouse (D) Middlemarch
7. The book 'The Trial' is written by :  
(A) Anton Chekhov (B) Franz Kafka  
(C) Jonathan Swift (D) George Eliot
8. 'The Sun Also Rises' is written by :  
(A) E. M. Forster (B) James Joyce  
(C) Ernest Hemingway (D) Victor Hugo

9. UPI stands for :
- (A) Universal Protocol Internet                      (B) Universal Protocol International  
(C) United Press Internet                              (D) United Press International
10. What is PDF ?
- (A) Post Document Format                              (B) Portable Document Format  
(C) Plain Document Format                              (D) Printable Document Format
11. SFX means ?
- (A) Additional sounds other than dialogue or music  
(B) Sound for Film Production  
(C) Special effects or devices to create visual illusions  
(D) Static Film Form
12. MTV means :
- (A) Music Television                                      (B) Movie Television  
(C) Master Television                                      (D) Motion Television
13. The slogan of *The Guardian*, a British daily newspaper is :
- (A) Read and think...                                      (B) Read on...  
(C) Read...    (D) Think...
14. What is the slogan of *Tehelka* magazine ?
- (A) Fair and Fearless                                      (B) Free. Fair. Fearless  
(C) Free and Fairless                                      (D) Fearless. Free. Fair
15. The tagline of *Times Now* news channel is :
- (A) Fight for Change. You've Got a friend  
(B) Sharp News For Sharp People  
(C) Action Begins Here  
(D) News You Can Use
16. *CNN* carries the following slogan :
- (A) Go Beyond Borders                                      (B) Clarity in a Complex World  
(C) Nothing but News                                        (D) Whatever it Takes

17. The Wikipedia has the following slogan :
- (A) Wikipedia, the Free Encyclopedia
  - (B) Free Knowledge, Free Encyclopedia
  - (C) Free Encyclopedia
  - (D) None of the above
18. *Zindagi ke Saath bhi, zindagi ke baad bhi* is a slogan of :
- (A) BhartiAxa
  - (B) ICICI
  - (C) LIC
  - (D) BajajAllianz
19. Corporate slogan for Yahoo is :
- (A) Do you... Yahoo! ?
  - (B) Do Yahoo! ?
  - (C) Yahoo... You do! ?
  - (D) It's You, Yahoo !
20. The slogan *Clean Bean Got Hygiene* is related to :
- (A) Dirt free Campaign
  - (B) Sarva Shiksha Abhiyan
  - (C) Green India Campaign
  - (D) Swachh Bharat Abhiyan
21. The director of 'Ankhon Dekhi', winner of 2014 Filmfare Award for Best Story is :
- (A) Ritesh Batra
  - (B) Rohit Shetty
  - (C) R. Balki
  - (D) Rajat Kapoor
22. In blockbuster *Bajrangi Bhaijaan*, the role of Pakistani journalist Chand Nawab is played by :
- (A) Javaid Jaffrey
  - (B) Nawazuddin Siddiqui
  - (C) Inamul Haq
  - (D) Saqib Saleem
23. The movie which won maximum number of 2015 National Film Awards was :
- (A) Haider
  - (B) Queen
  - (C) Mary Kom
  - (D) Court
24. Which of the following bagged 2015 Oscars for best Documentary Feature?
- (A) Last Days in Vietnam
  - (B) Citizen Four
  - (C) Amy
  - (D) The Salt of the Earth

25. Suhasini Haider, a leading TV journalist, occasionally writes on foreign affairs in the following daily newspaper :
- (A) The Hindu (B) The Indian Express  
(C) The Times of India (D) None of the above
26. Ved Bhasin was the founder editor of :
- (A) Daily Excelsior (B) Daily Kashmir Times  
(C) Daily Tribune (D) Daily Statesman
27. The chief editor of First Online Indian English newspaper *The Citizen* is :
- (A) Secma Mustafa (B) Sevanti Ninan  
(C) Pamella Philpose (D) Kalpana Sharma
28. The Chairman of News Channel who publicly apologized for wrong speculations about Bihar election results, was :
- (A) Rajat Sharma (B) Arnab Goswami  
(C) Rajdeep Sardesai (D) Prannoy Roy
29. Shereen Bhan of CNBC- TV 18 hosts the show :
- (A) Young Turks (B) Hard Talk  
(C) Money Matters (D) Straight Talk
30. Who hosts the satire show *The Week That Wasn't* on CNN-IBN ?
- (A) Veer Das (B) Cyrus Broacha  
(C) Ronnie Screwvala (D) None of the above
31. Who is known as “the man with a golden voice” in India, pioneering decades’ long popular radio show *Cibaca Geetmala* ?
- (A) Surajit Sen (B) Melville de Mellow  
(C) Preminda Premchand (D) Ameen Sayani
32. Who is the present director of Radio Kashmir ?
- (A) Ruksana Jabeen (B) T Angmu  
(C) Humayun Qaisar (D) Bashir Arif

33. What is Island Position ?

- (A) Infomercial
- (B) An ad in the centre of the page, surrounded by editorial
- (C) Advertorial
- (D) An ad that is wrapped around the newspaper

34. What is Broadsheet ?

- (A) A standard tabloid
- (B) A full-size magazine
- (C) A full-size newspaper
- (D) A standard weekly

35. A caption on a magazine cover is called :

- (A) Cover line
- (B) Credit line
- (C) Cutline
- (D) Tagline

36. The time the editor sets by which the reporter must submit a finished story is called :

- (A) Deadline
- (B) Jumpline
- (C) Dateline
- (D) Headline

37. A graphic plan for the frame-by-frame action in a film or on video is known as :

- (A) Montage
- (B) Mash up
- (C) Picture Feeds
- (D) Storyboard

38. What is Pilot ?

- (A) A Sample of Television Interviews
- (B) A Sample of a Proposed Television Series
- (C) A Sample of Television Ads
- (D) A Sample of a Proposed Television News

39. Broadcast of the audio portion of a TV program at the same time by radio stations is known as :

- (A) Narrowcast
- (B) Telecast
- (C) Simulcast
- (D) Mediacast

40. The act of constantly flipping through TV channels, watching several shows at once, brought on by the ease of remote-control units and the wider viewing selection that cable TV offers is known as :
- (A) Grazing (B) Winding  
(C) Surfing (D) Multiplexing
41. Who took over as the new Chief Election Commissioner of India ?
- (A) H.S. Brahma (B) Nasim Zaidi  
(C) Achal Kumar Jyoti (D) Om Prakash Rawat
42. Which noted character actor in Indian movies and British soap operas, famous for his roles in *Shatranj Ke Khiladi*, passed away recently ?
- (A) Ashraf-UI-Haq (B) Deven Sharma  
(C) Saeed Jaffrey (D) Mohan Bhandari
43. Oscar-winning cinematographer who filmed famous movie *One Flew Over the Cuckoo's Nest* passed away in December, 2015. His name was :
- (A) Arthur Miller (B) Haskell Wexler  
(C) Leon Shamroy (D) None of the above
44. A Kashmiri cricketer Parvez Rasool has been included in India-A Squad for the following trophy :
- (A) Deodhar Trophy (B) Ranji Trophy  
(C) Vijay Hazare Trophy (D) Syed Mushtaq Ali Trophy
45. Which of the following was voted as the 'Best Attraction' in the world for 2015 ?
- (A) Disney World's Magic Kingdom (B) London Eye  
(C) Statue of Liberty (D) Burj Khalifa
46. Which country officially abandoned its One Child Policy by passing a revised law on population and family planning ?
- (A) India (B) China  
(C) United States (D) Indonesia

47. After eleven years of negotiations, which country was recently granted membership in World Trade Organization (WTO) ?
- (A) Somalia (B) Afghanistan  
(C) Palestine (D) Syria
48. 'Varsh Ek Kaam Anek' was a slogan created in year 2015 by :
- (A) All India Congress Party (B) Peoples Democratic Party  
(C) Bharatiya Janata Party (D) Rashtriya Janata Dal
49. Which of the following option is closest in meaning to 'Urbane' ?
- (A) Friendly (B) Prominent  
(C) Well-dressed (D) Polished
50. Justice should be ..... even-handedly.
- (A) Administered (B) Discharged  
(C) Performed (D) Declared
51. 'Unequivocal' is antonym of:
- (A) Downright (B) Ambiguous  
(C) Unanimous (D) Crystal clear
52. Choose the correct modal verb for the sentence 'You have to meet my best friend'.
- (A) can (B) need to  
(C) should (D) must
53. Octothorpe is an another term for :
- (A) Facepalm (B) Favourite  
(C) Hashtag (D) Like
54. The web content with a misleading or sensational headline that entices readers to click through to the full story is called :
- (A) Clicktrap (B) Clickhole  
(C) Clickthrough (D) Clickbait

55. The attempt to acquire sensitive information such as usernames, passwords and credit card details for malicious reasons is known as :
- (A) Brandjacking (B) Phishing  
(C) Like-baiting (D) Trolling
56. Who is a Vlogger ?
- (A) One who creates and broadcasts video blogs  
(B) One who creates music for video blogs  
(C) One who edits online videos  
(D) One who writes text for video blogs
57. The Indian teenage cricketer to smash an unbeaten 1009 not out to notch up the highest individual score in minor cricket is :
- (A) Pranav Dhanawade (B) Prithvi Shaw  
(C) Ayush Dubey (D) Mobin Sheikh
58. Which batsman scored most runs in IPL 2015 ?
- (A) AB deVilliers (B) Ajinkya Rahane  
(C) Virat Kohli (D) David Warner
59. Who won both stages of 11<sup>th</sup> GK Invitational Golf Tournament held in Kashmir in 2015 ?
- (A) Ranjit Chowdary (B) Amit Luthra  
(C) S. M. Sahai (D) Poonam Chawla
60. The 2015 Women's Doubles Wimbledon Championship was won by :
- (A) Sania Mirza and Serena Williams  
(B) Serena Williams and Martina Hingis  
(C) Martina Hingis and Sania Mirza  
(D) None of the above

**ROUGH WORK**

## M.A. Mass Communication and Journalism

1. Who among the following was sworn-in as new President of Sri Lanka ?
 

(A) Mahinda Rajapaksa	(B) Chandrika Bandaranaike
(C) Maithiripala Sirisena	(D) None of the above
  
2. Who is the new Indian Space Research Organization (ISRO) Chief?
 

(A) A.S. Kiran Kumar	(B) Shailesh Nayak
(C) K. Radhakrishnan	(D) Madhavan Nair
  
3. The creator of comic book character *Chacha Chaudhary* passed away in 2014. His name was :
 

(A) K. Shankar Pillai	(B) Abu Abraham
(C) Pran Kumar Sharma	(D) None of the above
  
4. Which of the following received Sahitya Academy Award (2014) for literary work in Kashmiri language ?
 

(A) Rafiq Raaz	(B) Satish Vimal
(C) Ghulam Nabi Khayal	(D) Shad Ramzan
  
5. The six-decade year old Planning Commission in India was replaced with a new institution named as :
 

(A) National Institution for Reforming India (NIRI Aayog)
(B) National Institution for Transforming India (NITI Aayog)
(C) National Institution for Changing India (NICI Aayog)
(D) None of the above
  
6. The satirical *Charlie Hebdo* is a :
 

(A) Weekly newsmagazine	(B) Fortnightly tabloid
(C) Daily newspaper	(D) Monthly journal

- 3
7. Which famous movie among the following is inspired by the Arab Spring ?  
(A) Scream of the ants (B) The President  
(C) The Silence (D) Desert Rose
8. Which of the following became the latest country to join Euro currency zone ?  
(A) Poland (B) Lithuania  
(C) Denmark (D) Sweden
9. Which adverb describes the underlined action verb in the sentence, 'I carefully glued the last piece onto the model' ?  
(A) Onto (B) The  
(C) Carefully (D) Last
10. The most appropriate synonym for the underlined word in the sentence, 'Rehan makes everyone laugh when he makes goofy faces' is :  
(A) Chuckle (B) Giggle  
(C) Guffaw (D) None of the above
11. Find out the preposition in the sentence, 'Sajid sat on his new rocking chair' :  
(A) Rocking (B) Sat  
(C) His (D) On
12. Find out the correct pair of antonyms :  
(A) Argue, Squabble (B) Noisy, Quiet  
(C) Cold, Freezing (D) Bad, Adverse
13. What does YOLO mean ?  
(A) You only live once (B) You own life once  
(C) Your only life occasion (D) Your own luxury only
14. Splogs are :  
(A) Sports blogs (B) Special blogs  
(C) Spy blogs (D) Spam blogs

15. Crowdsourcing refers to :
- (A) The act of soliciting content, ideas or skills from online users outside your organization who collectively help you solve a problem
  - (B) The act of soliciting donations or investments from online users outside your organization who collectively raise money to support a cause
  - (C) The act of campaigning that seeks to create the impression of legitimate buzz or interest in a product, service or idea
  - (D) None of the above
16. Permalink is a :
- (A) Direct link to website
  - (B) Permanent link to portal
  - (C) Direct link to blog entry
  - (D) Permanent link to homepage
17. The top goal scorer in FIFA World Cup 2014 was :
- (A) Neymar
  - (B) James Rodriguez
  - (C) Cristiano Ronaldo
  - (D) Lionel Messi
18. All of the following tennis players have won 1000 career matches, except :
- (A) Roger Federer
  - (B) Ivan Lendl
  - (C) Jimmy Connors
  - (D) Milos Raonic
19. Who was awarded Man of the Match in Ranji Trophy historic win of Jammu & Kashmir over Mumbai in 2014 ?
- (A) Shubham Khajuria
  - (B) Parvez Rasool
  - (C) Hardeep Singh
  - (D) Waseem Raja
20. Which of the following boxers refused to take bronze at the Asian Games medal ceremony in year 2014 ?
- (A) Mary Kom
  - (B) Laishram Sarita Devi
  - (C) Kavita Goyat
  - (D) Pinky Jangra

21. Which of the following books got the Man Booker Prize in 2014 ?
- (A) The White Tiger  
(B) The Luminaries  
(C) The Narrow Road to the Deep North  
(D) The Inheritance of Loss
22. The author of the book '2014 : The Election That Changed India' is :
- (A) Shekhar Gupta (B) Rajdeep Sardesai  
(C) Kuldeep Nayar (D) M.J. Akhbar
23. What is the name of Sachin Tendulkar's autobiography ?
- (A) Playing it my way (B) Playing to bat  
(C) Playing to win (D) Playing Innings
24. Who is the author of the book "Kashmir in Sickness and in Health" ?
- (A) Basharat Peer (B) Gulzar Mufti  
(C) Mirza Waheed (D) Z. G. Mohammed
25. The author of "The Great Expectations" is :
- (A) William Shakespeare (B) Jonathan Swift  
(C) Charles Dickens (D) Albert Camus
26. The book "Leaves of Grass" is written by :
- (A) Voltaire (B) Geoffrey Chaucer  
(C) Charlotte Bronte (D) Walt Whitman
27. William Faulkner is the author of the book :
- (A) To the Lighthouse (B) The Trial  
(C) Heart of Darkness (D) As I Lay Dying
28. "How the Steel was Tempered" is written by :
- (A) Vladimir Nabokov (B) Nicolai Ostrovsky  
(C) Leo Tolstoy (D) Charles Bukowski

29. What is IPTV ?
- (A) Indian Press Television
  - (B) International Protocol Transmission
  - (C) Internet Protocol Television
  - (D) None of the above
30. OB stands for :
- (A) Outside Broadcast
  - (B) Outside Board
  - (C) Outside Bureau
  - (D) Outside Bulletin
31. HBO means :
- (A) High Broadcast Operation
  - (B) Home Box Online
  - (C) Home Box Organization
  - (D) Home Box Office
32. ESPN means :
- (A) European Sports Programming Network
  - (B) Entertainment and Sports Programming Network
  - (C) Entertainment Service Providing Network
  - (D) None of the above
33. What is the slogan of *The New York Times* ?
- (A) Fair and balanced
  - (B) All the news that's fit to print
  - (C) Just News
  - (D) Newsy Print
34. The tagline of *CNN IBN* is :
- (A) Clarity in a Complex World
  - (B) Sharp News for Sharp People
  - (C) Whatever it Takes
  - (D) Fight for Change. You've Got a Friend
35. *Al-Jazeera* carries the following slogan :
- (A) Every Story, Every Side
  - (B) Hear the Human Story
  - (C) Setting the News Agenda
  - (D) All of the above

36. The tagline of DD National is :
- (A) Satyam, Shivam, Sunderam (B) Satyamev Jayate  
(C) Satyam, Manoranjan (D) None of the above
37. The Lufthansa airlines has the following slogan :
- (A) We know why you Fly (B) There's no better way to Fly  
(C) Your Palace in the Sky (D) One of the best places on earth
38. *Maa Tujhe Salaam* is a slogan for which initiative :
- (A) National Health Mission  
(B) Rashtriya Bal Swasthya Karyakram  
(C) Continued Medical Education  
(D) Janani-Shishu Suraksha Karyakram
39. Corporate slogan for Google is :
- (A) It's faster than light (B) It's You  
(C) Don't be evil (D) We make it happen
40. UNICEF's campaign against open defecation in India bears the slogan :
- (A) Loo is Safe (B) Take Poo to the Loo  
(C) Poo is Clean (D) Poo Party
41. The Oscars 2013, Best Director Award was conferred on :
- (A) Mychael Danna, Life of Pi (B) Ang Lee, Life of Pi  
(C) Bill Westenhofer, Life of Pi (D) None of the above
42. Maximum awards in Oscars 2014 were won by :
- (A) American Hustle (B) 12 Years a Slave  
(C) Frozen (D) Gravity
43. The Filmfare Award 2014 for best film was given to :
- (A) The Lunchbox (B) Goliyon Ki Rasleela Ram-Leela  
(C) Bhaag Milkha Bhaag (D) Kai Po Che

44. The director of blockbuster film 'PK' is :  
(A) Rajkumar Hirani (B) Vijay Krishna Acharya  
(C) Karan Johar (D) Rohit Shetty
45. Who writes a weekly column *Statecraft* for daily Greater Kashmir ?  
(A) M. Ashraf (B) S. Mukhtar  
(C) Happymon Jacob (D) Riyaz Ahmad
46. The daily *Excelsior* was established by :  
(A) Ved Bhasin (B) S.D. Rohmetra  
(C) Balraj Puri (D) None of the above
47. The columnist of *Erratica* in Times of India is :  
(A) Jug Suraiya (B) Swapan Das Gupta  
(C) Bachi Karkaria (D) Jayati Ghosh
48. Who is the Editor of *Frontline* magazine ?  
(A) Mohan Sivanand (B) Vinod Mehta  
(C) Aroon Purie (D) Narasimhan Ram
49. Which debate show does Anjana Kashyap of Aaj Tak host ?  
(A) India 360 (B) Aap Ki Adalat  
(C) Daily News and Analysis (D) Halla Bol
50. Who presents the show *What's Your Choice* on NDTV24x7 ?  
(A) Barkha Dutt (B) Vikram Chandra  
(C) Prannoy Roy (D) Nidhi Razdan
51. Who is the Chairman of Prasar Bharti Board ?  
(A) Muzaffar Ali (B) Dr. A Surya Prakash  
(C) S. K. Barua (D) F. Sheheryar

52. During 2014 September Floods, which of the following radio presenters was on air until waters flooded Radio Kashmir premises ?
- (A) Abdaal Mehjoor (B) Ruksana Jabeen  
(C) Masood Muntazir (D) Talha Jehangir
53. What is meant by Byline ?
- (A) A name that indicates who wrote a story  
(B) A name that indicates who edited a story  
(C) A name that indicates who printed a story  
(D) All of the above
54. What is a Scoop ?
- (A) An interview for TV News Channel  
(B) An exclusive story that no-one else has reported  
(C) An opinion piece for newspaper on issue that is breaking  
(D) An exclusive feature for magazine on issue already reported
55. What name is given to a page in a publication that contains name of publication, date of issue, frequency, serial number, publication office and subscription price ?
- (A) Indicia (B) Credit  
(C) Dateline (D) None of the above
56. Pass-along readership is also called :
- (A) Primary Audience (B) Target Audience  
(C) Fixed Audience (D) Secondary Audience
57. Video filmed by a camera crew that requires editing is known as :
- (A) Rushes (B) Picture Feeds  
(C) Float (D) Prospects
58. A synonym for lower thirds, the graphics on the bottom part of a television screen is :
- (A) Preemption (B) Actives  
(C) B-roll (D) Aston

59. A type of short interview where members of the public are stopped at random and asked a question is known as :

- (A) Voice over
- (B) Sting
- (C) Vox Pops
- (D) Byte

60. Super is :

- (A) Name of presenter
- (B) A caption on screen
- (C) Super shot
- (D) None of the above

## M.A. Mass Communication and Journalism/A

### Section—A : Books and Authors

1. Who is the author of "Dear Life"?
 

(A) Philip Roth	(B) Alice Munroe
(C) Haruki Murakami	(D) Margaret Atwood
  
2. Who among the following authored "The City of Joy"?
 

(A) Kiran Desai	(B) Arundhati Roy
(C) Vikram Seth	(D) Dominique Lapierre
  
3. Who is the author of "The Great Gatsby"?
 

(A) P.F. Scott Fitzgerald	(B) John Green
(C) Stephen King	(D) Dan Brown
  
4. "Don Quixote" has been authored by :
 

(A) Vladimir Nabokov	(B) Miguel de Cervantes
(C) Marcel Proust	(D) George Eliot
  
5. "And the Mountains Echoed" has been authored by :
 

(A) Thomas Pynchon	(B) Max Hastings
(C) Khaled Hosseini	(D) Peter Baker

### Section—B : Abbreviations Media Related

6. ABP news stands for :
 

(A) Ananda Business Patrika	(B) Ananda Bazaar Patrika
(C) Anand Bombay Publications	(D) Asian Bazaar Publicity
  
7. ABC is the full form of :
 

(A) Audit Bureau of Circulation	(B) Audit Bureau of Circulations
(C) Australian Broadcasting Company	(D) Australian Broadcasting Corporation
  
8. FM :
 

(A) Fast Music	(B) Frequency Modulation
(C) Frequent Music	(D) Frequent Modulation

9. UGC :
- (A) User generated content
  - (B) University grants committee
  - (C) User generated commission
  - (D) University guidelines commission

**Section—C : Slogans (Media Organizations/Ad Campaigns)**

10. "So good" is the ad slogan of :
- (A) KFC
  - (B) McDonald
  - (C) Pizza Hut
  - (D) Dominos
11. "This journey is fun" is the slogan of which television channel ?
- (A) NDTV Good Times
  - (B) Fox Traveller
  - (C) TLC
  - (D) National Geographic
12. "Free, Fair and Fearless" is the slogan of which magazine ?
- (A) India Today
  - (B) Outlook
  - (C) Tehelka
  - (D) The Frontline

**Section—D : Movies (Award Winning National and International)**

13. Which film won the national award Best Investigative Film among the following in 2013 ?
- (A) Autumn
  - (B) Inshallah Kashmir
  - (C) Vicky Donor
  - (D) Delhi Safari
14. Who was the first recipient of the Centenary Award for the Indian Film Personality of the year at the IFFI ?
- (A) Asha Parekh
  - (B) Amitabh Bachchan
  - (C) Waheeda Rehman
  - (D) Rani Mukherjee
15. On 21<sup>st</sup> September 2013, which film was nominated as India's official entry to 2014 Oscars in the Best Foreign Film category ?
- (A) Chennai Express
  - (B) The Good Road
  - (C) Ugly
  - (D) Lunch Box

**Section—E : Who is Who in media**

16. Who among the following writes the newspaper "On the Record" column ?
- (A) Parvez Bukhari
  - (B) M. Ashraf
  - (C) Shujaat Bukhari
  - (D) Javed Iqbal

17. Paresh Nath is the Editor-in-Chief of :
- |              |                    |
|--------------|--------------------|
| (A) Caravan  | (B) The Mint       |
| (C) The Week | (D) Business Today |
18. Rahul Kanwal on Headlines Today is :
- |                      |                     |
|----------------------|---------------------|
| (A) Editor-at-Large  | (B) Managing Editor |
| (C) Associate Editor | (D) News Editor     |
19. The Chief Editor of IANS is :
- |                |                        |
|----------------|------------------------|
| (A) P.S. Mitra | (B) M.R. Narayan Swamy |
| (C) Tarun Basu | (D) Aroon Purie        |
20. Who anchors "The Front Row" on Star World ?
- |                    |                    |
|--------------------|--------------------|
| (A) Karan Johar    | (B) Rohit Khilnani |
| (C) Anupama Chopra | (D) Denzil D'Souza |

**Section—F : Media Terminology**

21. SMS stands for :
- |                           |                              |
|---------------------------|------------------------------|
| (A) Short Message Service | (B) Social Media Service     |
| (C) Short Media Satellite | (D) Social Message Satellite |
22. Broadsheet is :
- (A) used to emphasize topics such as sensational crime stories, astrology, celebrity gossip and television
  - (B) the largest of newspaper formats and is characterized by long vertical pages
  - (C) also called as red top and compact
  - (D) shorter and narrower than berliner
23. Commercial refers to :
- (A) Non-profitable incentive for the marketers
  - (B) Advertisement or message aired on television, radio or cable which is paid for by an advertiser
  - (C) Mercantile conglomerate for non-transferable commerce
  - (D) Private concern for subjective enterprise
24. Whatsapp is :
- (A) An instant messaging application for smartphones
  - (B) What's applicable to the content on smartphones
  - (C) An application used in print for design on smartphones
  - (D) Displaying applications for the advertiser

25. Celluloid is :  
(A) Film (B) Cartridge  
(C) Digital Audio Tape (D) Magnetic Tape

**Section—G : Persons in News**

26. Who won the Macau Open Grand Prix Gold tournament title in Badminton ?  
(A) Sania Nehwal (B) P.V. Sandhu  
(C) Lin dan (D) Li Michelle
27. Who succeeded D. Subbarao as the governor of Reserve Bank of India ?  
(A) Raghuram Rajan (B) Y.V. Reddy  
(C) C. Rangarajan (D) S. Venkitaraman
28. Sachin Tendulkar retired from Indian Cricket after playing for India for :  
(A) 21 years (B) 22 years  
(C) 23 years (D) 24 years
29. The Indian author shot dead in Afghanistan, who became famous after her best seller book "Kabuliwalar Bengali Bou", was :  
(A) Ira Saxena (B) Sushmita Banerjee  
(C) Divya Mathur (D) Usha Priamvada
30. Edward Snowden who exposed NSA's project PRISM has been charged by American authorities for :  
(A) Stealing (B) Hacking  
(C) Deceit (D) Espionage
31. Who is the IAS officer who was suspended for launching a massive drive against corruption and illegal sand mining in UP ?  
(A) Pradeep Sharma (B) Durga Shakti Nagpal  
(C) Ravikant Singh (D) Y. Srilakshmi
32. Who was the Indian film celebrity who committed suicide by hanging in 2013 ?  
(A) Jiah Khan (B) Divya Bharati  
(C) Taruni Sachdev (D) Vijayasree

33. Who took over as the Ambassador and Permanent representative of India to UN Conference on Disarmament ?  
(A) Abhay Shankar Varma  
(B) Uday Kumar Varma  
(C) D. Bala Venkatesh Varma  
(D) Lt. General Goda Varma Raja
34. Who headed the Indian delegation at CHOGM in Sri Lanka ?  
(A) Mani Shanker Iyer  
(B) Sonia Gandhi  
(C) Salman Khurshid  
(D) Manish Tiwari
35. What was the name of India's renowned naturalist and ornithologist who passed away on 11<sup>th</sup> August 2013 ?  
(A) Zafar Futehally  
(B) Zaeim Futehally  
(C) Manazir Futehally  
(D) None of the above

**Section—H : Current Affairs**

36. Who was awarded Tagore Award 2013 for cultural harmony ?  
(A) Prof. Sugata Mitra  
(B) Ustad Amjad Ali Khan  
(C) G.D. Agarwal  
(D) Zubin Mehta
37. Who was appointed as the new chairman of GST panel on 21<sup>st</sup> July, 2013 ?  
(A) Ab Rahim Rather  
(B) Ali Mohd. Sagar  
(C) Sham Lal Sharma  
(D) Mohd. Akbar Lone
38. "Obabiyi Aishah Ajibola" who won Miss Muslimah world 2013 title is from which country ?  
(A) Nigeria  
(B) Kenya  
(C) Indonesia  
(D) Turkey
39. Who flagged off the Banihal-Quzigund Rail Link in J & K ?  
(A) Chief Minister  
(B) Prime Minister  
(C) Governor  
(D) President
40. The theme for 22<sup>nd</sup> ASEAN summit in Brunei was :  
(A) One Community, One Destiny  
(B) Partnership for Peace, Progress and Shared Prosperity  
(C) Our People, Our Future Together  
(D) None of the above

41. For Safeguarding of Intangible Heritage, UNESCO has included Jamdani Sari Craft in its heritage list from :
- (A) Bangladesh (B) Nepal  
(C) India (D) Pakistan
42. At the Canada International Film Festival, the Award of Excellence in the feature film category was given to :
- (A) Habba Khatoon (B) Partav  
(C) 23 Winters (D) Ocean of Tears
43. As 9<sup>th</sup> December is celebrated as the UN anti-corruption day, Human Rights day is on :
- (A) 9<sup>th</sup> March (B) 1<sup>st</sup> December  
(C) 1<sup>st</sup> March (D) 10<sup>th</sup> December
44. The telecommunication ministry stopped the telegram service in India after :
- (A) 166 years (B) 165 years  
(C) 164 years (D) 163 years
45. Typhoon Haiyan devastated portions of :
- (A) Phillipines (B) Orissa  
(C) Uttarakhand (D) None of the above

**Section—I : Language Usage (Vocabulary and Grammar)**

**Note :-** For the next 10 questions, fill in the blanks picking up a word or phrase from the choices given under each question that best completes the question :

46. A \_\_\_\_\_ glance pays \_\_\_\_\_ attention to detail.
- (A) fleeting : vigilant (B) cursory : little  
(C) keen : scanty (D) concealed : secret
47. The teacher suspected cheating as soon as he noticed the pupil's \_\_\_\_\_ glances at his classmates.
- (A) futile (B) sporadic  
(C) furtive (D) inconsequential
48. Murmurs of \_\_\_\_\_ were heard at the conference.
- (A) dissent (B) reject  
(C) discard (D) eliminate

49. If your \_\_\_\_\_ is to a person here, please name him.  
(A) deprecate (B) allusion  
(C) testify (D) insinuate
50. A diligent scholar, she devoted herself \_\_\_\_\_ to the completion of the book.  
(A) assiduously (B) ingenuously  
(C) sporadically (D) voluminously
51. The plot of the story is so \_\_\_\_\_ that I can predict the outcome.  
(A) intricate (B) pivotal  
(C) trite (D) theoretical
52. Ashok hasn't answered all questions, \_\_\_\_\_ he hopes to pass in Physics.  
(A) nevertheless (B) besides  
(C) moreover (D) lest
53. The officer was suspended for disobedience of orders, \_\_\_\_\_ there was a charge of corruption against him.  
(A) similarly (B) unless  
(C) furthermore (D) as though
54. I shall \_\_\_\_\_ nothing from you.  
(A) hold up (B) hold out  
(C) hold on (D) hold back
55. We must \_\_\_\_\_ ourselves to our changing environment.  
(A) adept (B) adopt  
(C) adapt (D) none of the above

**Note :-** For the next 5 questions find the word which has the same meaning to the underlined word :

56. I would rather acquiesce to her demands than listen to her constant screams.  
(A) grant (B) agree  
(C) acquire (D) abandon
57. Though he had many vicissitudes in life, nothing would stop him from becoming an entrepreneur.  
(A) difficulties (B) unchanging  
(C) accomplishment (D) triumphs

58. In an effort to assuage angry customers, the store issued everyone a full refund.
- (A) worsen (B) aggravate  
(C) exacerbate (D) appease
59. The job application is so convoluted it will probably take me two hours to read it.
- (A) straightforward (B) simple  
(C) understandable (D) tangled
60. While he was writing, the author became ill-tempered and showed a great deal of petulance.
- (A) bitterness (B) pleasantness  
(C) calmness (D) contentment

2013

**M. A. Mass Communication and Journalism/A**

**Section—A : Slogans (media organizations/ad campaigns)**

1. "Heera hai sada ki liyaa" is the ad slogan of :  
(A) Gitanjali Jewel (B) Tanishq Jewellery  
(C) Nakshatra (D) Asmi Diamond Jewellery
2. "The Best a Man can Get" is the tag line of which of the following ads :  
(A) Fogg (B) Gillette  
(C) Adidas : (D) Axe
3. "Journalism of courage" is the slogan of which newspaper :  
(A) Times of India (B) Greater Kashmir  
(C) The Indian Express (D) The New Indian Express

**Section—B : Movies (award winning National and International)**

4. Name the director of the much acclaimed Hindi feature film 'Kahani'  
(A) Abhinav Kashyap (B) Abhinav Basu  
(C) Sujoy Ghosh (D) Dibankar Banerjee
5. Hollywood Director Ang Lee has directed which of the below mentioned films :  
(A) The Twilight (B) The Artist  
(C) The Iron Lady (D) Life of Pi
6. Who gave the music of Yash Chopra's last directorial venture *Jab Tak Hai Jaan* ?  
(A) Vishal Shekhar (B) Sajid Wajid  
(C) A R Rehman (D) Jatin Lalit

**Section—C : Who is who in media**

7. Who among the following anchors the television programme 'Zindagi Live' on IBN7 ?  
(A) Mimal Pandey (B) Richa Anirudh  
(C) Shweta Singh (D) Pankaj Pachuri

8. The news programme titled 'Face the Nation' is telecast on which of the following news channel :

- (A) News X (B) Times Now  
(C) CNN-IBN (D) NDTV

9. Shalija Bajpai is a columnist for which of the following newspapers :

- (A) The Tribune (B) Hindustan Times  
(C) The Hindu (D) The Indian Express

10. Sandeep Bamzai is the editor of which of the following newspapers :

- (A) The Telegraph (B) Asian Age  
(C) Statesman (D) Mail Today

11. Who among the following writes the newspaper column "Counter Point" ?

- (A) Shoba De (B) Brahma Chelleny  
(C) Vir Sanghvi (D) Rajesh Mohapatra

**Section—D : Media Terminology**

12. What does Plagiarism in Journalism mean ?

- (A) Slander (B) Copying  
(C) Lying (D) None of the above

13. Twitter is limited to :

- (A) 140 characters (B) 125 characters  
(C) 120 characters (D) 130 characters

14. Prime Time in broadcasting means :

- (A) Peak evening television time  
(B) The prime access time  
(C) The temporary replacement of one programme by another  
(D) Projecting a rating at a particular time

15. TRP is :

- (A) Television Viewership analysis Firm  
(B) The sum of all ratings for all programmes in a schedule  
(C) Percentage of the target audience watching a programme  
(D) The number of persons who tune only one station at a time

16. Supplement refers to :

- (A) Refers to the sections added to the main body of a newspaper and distributed free of cost at regular frequency
- (B) A facility provided by publications to advertisers
- (C) An advertising displayed on an outdoor unit
- (D) Refers to an advertisement in a print medium

**Section—E : Persons in News**

17. Which South Indian singer turned down the Padma Bhushan recognition on Republic Day ?

- (A) Yasudas
- (B) S. Balaramanyam
- (C) S. Janaki
- (D) Kavita Krishnamoorthy

18. Mohammad Ajmal Mir Kasab was hanged at which jail :

- (A) Arthur Road Jail
- (B) Yerwada Jail
- (C) Talaja Jail
- (D) Tihar Jail

19. Who said, "My father brought computers, we brought FDI" ?

- (A) Sachin Pilot
- (B) Jatin Prasada
- (C) Rahul Gandhi
- (D) Jyotiraditya Madhavrao Scindia

20. Who became the President of Egypt on June 24, 2012 ?

- (A) Mustafa Abdul Jalil
- (B) Mohammad Mursi
- (C) Ali Zeidan
- (D) Mouaz-al-Khatib

21. Who is the Health Minister of J & K State ?

- (A) Shabir Ahmed Khan
- (B) Ali Mohd Sagar
- (C) Nasir Aslam Wani
- (D) G.M. Mir

22. Who became the 25<sup>th</sup> chief of Indian Army on May 31, 2012 ?

- (A) J.J. Singh
- (B) V.K. Singh
- (C) Bikram Singh
- (D) Dalbir Singh Suhag

23. Who became the first woman President of the Indian Chamber of Commerce and Industries (FICCI) ?

- (A) Shikha Sharma (B) Kiran Mazumdar Shaw  
(C) Naina Lal Kidwai (D) Maureen Wadia

24. Who took over the charge of the BJP President in January, 2013 ?

- (A) Nitin Gadkari (B) Arun Jaitley  
(C) Jaswant Singh (D) Rajnath Singh

25. The name of Indian nurse who committed suicide after being caught in a prank call by two Australian Road show presenters is :

- (A) Shruti Srikantha (B) B. Nagarathnamma  
(C) Jacintha Saldanha (D) Benedict Barboza

26. Who was named TIME Person of the year 2012 by the TIME magazine ?

- (A) Malala Yousufzai (B) Mohammad Mursi  
(C) Barack Obama (D) Hillary Clinton

**Section—F : Current Affairs**

27. Which day was declared as Malala Day by the United Nations ?

- (A) December 10, 2012 (B) September 10, 2012  
(C) November 10, 2012 (D) July 10, 2012

28. UK Government recently in November, 2012 lifted its travel advisory for an Indian State – name the State :

- (A) Chattisgarh (B) Jammu and Kashmir  
(C) Mizoram (D) Assam

29. Who was recently appointed as 17<sup>th</sup> Prime Minister of Pakistan ?

- (A) Raja Parvez Ashraf (B) Yousuf Raza Geelani  
(C) Syed Itezz Hassan (D) Shabaz Sharief

30. Which is the State where legislative assembly elections were not held in 2012 ?

- (A) Uttar Pradesh (B) Himachal Pradesh  
(C) Gujarat (D) Madhya Pradesh

31. Who among the following became the brand ambassador of the Super Fight League ?

- (A) Sushil Kumar (B) Yogeshwar Dutt  
(C) Mary Kom (D) Vijay Kumar

32. Which 3 member committee of jurists was constituted by the Government in December, 2012 to review laws to provide speedier justice in case of aggravated sexual assaults :

- (A) Justice Verma Committee  
(B) Justice Balkrishnan Committee  
(C) Justice S. Hegde Committee  
(D) Justice Markandey Katju Committee

33. Who was recently appointed as chairman of Tata Sons ?

- (A) Cyrus Mistry (B) Rajesh Singh  
(C) Ketan Parekh (D) Ratan Tata

34. Iron lady from Manipur, Irom Sharmila on 5<sup>th</sup> November, 2012 completed how many years of fast demanding cancellation of the Armed Forces Special Powers Act (AFSPA) ?

- (A) 15 Years (B) 12 Years  
(C) 13 Years (D) 14 Years

35. The devastating storm which hit the eastern coast of the United States on October 30, 2012 is named :

- (A) Hurricane Katrina (B) Hurricane Andrew  
(C) Hurricane Sandy (D) Hurricane Donna

36. The Film which has won 58<sup>th</sup> idea Filmfare best Film Award :

- (A) Kahani (B) Barfi  
(C) Pan Singh Tomar (D) Dabang 2

**Section—G : Abbreviations Media Related**

37. What does HTML stand for ?

- (A) Hyper Text Markup Language (B) HyperText Manipulation Language  
(C) Hyper Text Managing Links (D) Hyper Text Manipulating Links

38. ESPN stands for :

- (A) Entertainment Sports Programme Network
- (B) Eastern Sports Programming Network
- (C) Eastern Seaboard Programming Network
- (D) Entertainment and Sports Programming Network

39. DAVP stands for :

- (A) Deputy Associate Vice President
- (B) Directorate of Audio Visual Publicity
- (C) Directorate of Advertising and Visual Publicity
- (D) None of the above

40. What does PCI stand for ?

- (A) Press Commission of India
- (B) Press Council of India
- (C) Press Committee of India
- (D) Publicity Council of India

**Section—H : Books and Authors**

41. Who among the following authored the book, "Non Stop India" ?

- (A) Shashi Tharoor
- (B) Vikram Seth
- (C) Mark Tully
- (D) Kiran Desai

42. Who is the author of the novel, "Gods without Men" ?

- (A) Palash Krishna Malhotra
- (B) Toni Morrison
- (C) Hari Kunzru
- (D) Vinod Mehta

43. Who is the author of the book "The Collaborator" ?

- (A) Z.G. Mohammad
- (B) Waheed Mirza
- (C) M. J. Akbar
- (D) Arnab Goswami

44. The novel "The Casual Vacancy" is written by :

- (A) Kuldeep Nayar
- (B) Chetan Bhagat
- (C) Salman Rushdie
- (D) J.K. Rowling

45. The novel "Wuthering Heights" was written by :

- (A) Margaret Mitchell
- (B) Jane Austen
- (C) Emile Bronte
- (D) Dan Brown

**Section—I : Language Usage (Vocabulary and Grammar)**

**Note :—** For the next 5 questions (from 46 to 50) fill in the blanks picking up a word or phrase from the four choices given under each question that best completes the sentence.

46. \_\_\_\_\_ and ecstasy are two sides of a puzzle called life :
- (A) pain (B) anguish  
(C) losses (D) serendipity
47. The committee was in favour of the proposal but the President \_\_\_\_\_ it.
- (A) vetoed (B) countenance  
(C) sanctioned (D) condoned
48. To use a sporting \_\_\_\_\_, middle age is like half-time hockey match.
- (A) device (B) analogy  
(C) antonym (D) synonym
49. Jaya knew that to apologise would be \_\_\_\_\_ to admitting she had failed.
- (A) equate (B) tantamount  
(C) assumed (D) abrogate
50. There are several \_\_\_\_\_ categories of nouns in the English language.
- (A) various (B) disparate  
(C) discrete (D) divergent

**For the next five questions (from 51-55) find the word which has the same meaning to the capitalised word.**

51. ANTITHESIS :
- (A) Fixed Dislike (B) Musical Response  
(C) Lack of Feeling (D) Direct Opposite
52. MANOEUVRE :
- (A) Upset (B) Inflict  
(C) Scheme (D) Slow

53. ELATION:

- |               |                |
|---------------|----------------|
| (A) Happiness | (B) Naturalise |
| (C) Poverty   | (D) Parsimony  |

54. PANDEMONIUM:

- |             |            |
|-------------|------------|
| (A) Lack    | (B) Scheme |
| (C) Garment | (D) Uproar |

55. SWITCH:

- |             |            |
|-------------|------------|
| (A) Current | (B) Swap   |
| (C) Circuit | (D) Egress |

**For the next five questions (from 56 to 60), find the word which has an opposite meaning to the capitalised word :**

56. APPLAUD:

- |             |              |
|-------------|--------------|
| (A) Placate | (B) Denounce |
| (C) Order   | (D) Conserve |

57. MISLEAD:

- |            |              |
|------------|--------------|
| (A) Alter  | (B) Separate |
| (C) Malady | (D) Apprise  |

58. DISARRAY:

- |              |           |
|--------------|-----------|
| (A) Disorder | (B) Order |
| (C) Bore     | (D) Store |

59. AUDACIOUS:

- |            |             |
|------------|-------------|
| (A) Silent | (B) Polite  |
| (C) Astute | (D) Avarice |

60. ATROCIOUS:

- |              |             |
|--------------|-------------|
| (A) Grievous | (B) Serious |
| (C) Trivial  | (D) Tirade  |

## Mass Communication and Journalism–I/B

### Section A. Slogans (media organisations/ad campaigns)

1. “*Stronger than the strongest*” is the ad slogan of :
 

(A) TCI Cements	(B) Khyber Cements
(C) Ambhuja Cement	(D) TATA Steel
  
2. “I’m lovin’ it” is the catch line of which of the following ad ?
 

(A) KFC (Kentucky Fried Chicken)	(B) Sprite cold drinks
(C) Mcdonalds	(D) Burger King
  
3. “You press the button—we do the rest” is the ad tagline/slogan of which of the following ?
 

(A) Sony camcorder	(B) Canon Photocopier
(C) Kodak Camera	(D) Fuji Films

### Section B. Movies (award wining National and International)

4. In which, among the following, films did NOT Late Dev Anand appear as main protagonist ?
 

(A) Kala Pather	(B) Johny Mera Naam
(C) Jewel Thief	(D) Taxi Driver
  
5. Which, among the following Indian films, was NOT sent as India’s official entry for the Oscar award ?
 

(A) Peepli Live	(B) Tarey Zamin Par
(C) 3 Idiots	(D) Eklavya–The Royal Guard
  
6. Name the Director of Hindi feature film “Dabangg” starring Salman Khan :
 

(A) Sanjay Leela Bhansali	(B) Ashutosh Gowariker
(C) Vidhu Vinod Chopra	(D) Abhinav Kashyap

### Section C. Who is who in media

7. Who among the following anchors TV programme, “News Hour Debate” on CNN-IBN ?
 

(A) Arnab Goswami	(B) Srinivasan Jain
(C) Karan Thapar	(D) Prabhu Chawla

8. The News programme titled, "India Decides at 9" is telecast on which of the following News Channels :
- |             |               |
|-------------|---------------|
| (A) CNN-IBN | (B) Times Now |
| (C) NewsX   | (D) NDTV      |
9. Who among the following is the Chairman of the Press Council of India ?
- |                     |                         |
|---------------------|-------------------------|
| (A) N. Ram          | (B) Syed Naqvi          |
| (C) Markandey Katju | (D) Triloki Nath Razdan |
10. Who, among the following, authors the column, "POINT OF VIEW" in fortnightly news magazine FRONTLINE ?
- |                   |                      |
|-------------------|----------------------|
| (A) Chandan Mitra | (B) Bhaskar Ghose    |
| (C) Jayati Ghosh  | (D) Prem Shankar Jha |
11. Who, among the following, writes the Newspaper Column, "With malice towards one and all" ?
- |                      |                     |
|----------------------|---------------------|
| (A) Rajdeep Sardesai | (B) Barkha Dutt     |
| (C) George Vergese   | (D) Khushwant Singh |

**Section D. Media Terminology**

12. What does "air" in broadcasting mean ?
- |  |   |
|--|---|
| (A) To create an airy space in studio  | (B) To transmit a television programme      |
| (C) To blow fresh air in edit machines | (D) To remove a programme from transmission |
13. What is a "fish pole" ?
- |                                 |                              |
|---------------------------------|------------------------------|
| (A) Dead end of a camera sensor | (B) Central rod of tripod    |
| (C) Handheld microphone boom    | (D) Trolley mounted on rails |
14. "Headroom" in videography refers to :
- |   |
|---|
| (A) Safety margin at the top of the frame       |
| (B) Strong area of a video signal               |
| (C) Master control room of video studio         |
| (D) Space for inserting graphics and animations |

15. "Kicker" in print media refers to :
- (A) News story published in a box in the middle of newspaper
  - (B) News story planted by government agencies
  - (C) Portion of news story found defamatory by court
  - (D) Words in the intro of news story typed to grab attention
16. The word "Crop" in photojournalism means :
- (A) Unwanted text added to a photo feature
  - (B) Cut unwanted portions of photograph
  - (C) Adding text lines to give meaning to pictures
  - (D) Adding colour to photographs to make them attractive

**Section E. Persons in News**

17. Who among the following was NOT a member on team Anna, that launched an agitation for Jan Lokpal bill :
- (A) Prashant Bhushan
  - (B) Arvind Kejriwal
  - (C) Ram Vilas Paswan
  - (D) Shazia Ilmi
18. Who among the following was NOT a member of the official Central Interlocutors Committee constituted by the Central Govt. on Kashmir in 2010 ?
- (A) Dilip Padgaonkar
  - (B) Seema Mustafa
  - (C) M. M. Ansari
  - (D) Radha Kumar
19. Who among the following prominent leaders was sent to Tihar jail in 2G spectrum case in 2011 ?
- (A) Suresh Kalmadi
  - (B) T.R. Balu
  - (C) K.P.S. Gill
  - (D) A. Raja
20. The former Congress spokesperson who was later made Union Environment Minister of India is :
- (A) Ambika Soni
  - (B) Jayanti Natrajan
  - (C) Manish Tiwari
  - (D) Girja Vyas

21. The former Indian Secretary for foreign affairs, who was made India's ambassador in USA in 2011 is :
- (A) S. Menon (B) R. Srivastav  
(C) Nirupama Rao (D) P.C. Alexander
22. The Kashmiri awarded Sahitya Akademi Award in 2010-11 is :
- (A) Hamidi Kashmiri (B) Naseema Shafai  
(C) Shameema Dev (D) Rehman Rahi
23. Steve Jobs the co-founder and CEO of Apple Computers died in 2011 because of :
- (A) Cancer (B) Massive heart attack  
(C) Road Accident (D) Was killed by a gunman
24. Who, among the following, was the owner of the biggest British Sunday tabloid, "News of the World" that was closed following alleged phone hacking of celebrities ?
- (A) James Cameron (B) Hugh Grant  
(C) Prince William (D) Rupert Murdoch
25. Former Chief Minister and India's Defence Minister A. K. Antony is from which Indian State ?
- (A) Tamil Nadu (B) Kerala  
(C) Karnataka (D) Orissa
26. Name the batsman who has scored 219, the highest individual score by any batsman, in one day cricket ?
- (A) Tendulkar (B) Saeed Anwar  
(C) Sehwag (D) Brian Lara

**Section F. Current affairs**

27. Name of the hospital that was caught in a major fire accident killing around 100 people in November 2011 :
- (A) Tata Hospital Mumbai (B) Apollo Hospital Chennai  
(C) Ganga Ram Hospital Delhi (D) AMRI Hospital Kolkata

28. 116 year old “Mullaperiyar Dam”, in South India, is caught in a controversy for threatening life of people in five districts of which of the following States ?
- (A) Tamil Nadu (B) Kerala  
(C) Puduchery (D) Karnataka
29. Who, among the following, died in London in 2011 during his self imposed exile from India ?
- (A) Mansur Pataudi (B) Vasant Sathe  
(C) MF Hussain (D) Dorjee Khandu
30. Amar Singh, former General Secretary of Samajwadi Party, was sent to Tihar jail in September 2011, for his alleged involvement in :
- (A) Common Wealth Scam (B) Malegoan blast case  
(C) Tax evasion (D) Cash for Votes scam
31. Who, among the following, is credited with the resignation of the then Karnataka Chief Minister Yeddyurappa in 2011 ?
- (A) Justice Balakrishnan (B) Justice P. J. Thomas  
(C) Justice S. Hegde (D) Justice Ram Gopal
32. Who among the following became Chief Minister of West Bengal, after removing communists from power after 34 years, in 2011 ?
- (A) Mayawati (B) Mamata Banerjee  
(C) J. Jayalalitha (D) Sheila Dikshit
33. The film “*Aarakshan*” by Prakash Jah, that stars Amitabh Bachchan and Saif Ali Khan, was caught in a controversy in 2011 for :
- (A) Insensitive portrayal of Dalits  
(B) Indecent portrayal of women  
(C) Inflaming public anger on price rise  
(D) Inciting communal trouble
34. Name the Wikileaks man, who spent most part of 2011 in defending himself against extradition to Sweden in sex assault charges :
- (A) Strauss Kahn (B) Julian Assange  
(C) Colman Hadley (D) Rupert Murdoch

35. Which country, among the following, was rocked by an 8.9 magnitude earthquake followed by a devastating tsunami in 2011 ?
- (A) North Korea (B) China  
(C) Japan (D) South Korea
36. Arab leader Col. Gaddafi, killed in 2011 in rebel attack, was the ruler of which of the following countries ?
- (A) Egypt (B) Libya  
(C) Algeria (D) Tunisia

**Section G. Language Usage (Vocabulary and Grammar)**

**Note : For the next 10 questions (from 37 to 46) change the underlined word or phrase by the most appropriate word or phrase, from the given choices under each question, that best keeps the meaning of the original sentence.**

37. In western Himalayas the buildings of rich are often beautified with small carvings and paintings depicting wildlife.
- (A) created (B) described  
(C) adorned (D) engineered
38. Potatoes are the most abundant food material available in the north Indian States.
- (A) plentiful (B) varied  
(C) disruptive (D) discrete
39. Because animals like, shrews and moles, live on insects, they are very beneficial to humans.
- (A) distressing (B) forgiving  
(C) careful (D) helpful
40. Chromosomes usually adhere to each other in most cell stages.
- (A) adjust (B) cling  
(C) move (D) come
41. When a magnet is immersed in liquid oxygen, its pulling power is intensified.
- (A) exposed (B) submerged  
(C) dropped (D) dissolved

42. Architects always take noise levels into consideration while designing an auditorium.
- |                  |               |
|------------------|---------------|
| (A) into account | (B) seriously |
| (C) positively   | (D) into view |
43. Before settlements, the northern areas of Gulmarg were covered extensively with evergreen forests.
- |                |               |
|----------------|---------------|
| (A) externally | (B) widely    |
| (C) wholly     | (D) generally |
44. Galaxies consist of roughly a hundred million stars.
- |               |             |
|---------------|-------------|
| (A) integrate | (B) fulfill |
| (C) number    | (D) contain |
45. The intelligence agencies observe a rigid code of secrecy.
- |            |             |
|------------|-------------|
| (A) strict | (B) violent |
| (C) direct | (D) reliant |
46. The gigantic Chinars lining the Naseembagh are very impressive.
- |             |              |
|-------------|--------------|
| (A) heavy   | (B) frigid   |
| (C) awesome | (D) enormous |

**Note : For the next five questions (from 47 to 51) fill in the blanks by picking up a word or phrase from the four choices given under each question that best completes the sentence.**

47. \_\_\_\_\_ porpoises and dolphins, whales are mammals.
- |          |          |
|----------|----------|
| (A) as   | (B) when |
| (C) also | (D) like |
48. The surface of the moon was shaped by meteorites whose impact \_\_\_\_\_ craters of all sizes.
- |             |                 |
|-------------|-----------------|
| (A) form    | (B) formed      |
| (C) forming | (D) are forming |

49. Tina Munim was first famous as a Bollywood actress and then \_\_\_\_\_ industrialist Anil Ambani.
- (A) to be the wife of (B) she was the wife of  
(C) the wife of (D) as the wife of
50. Shri Manmohan Singh \_\_\_\_\_ as Prime Minister of India, was originally an economist.
- (A) because of being famous (B) who has achieved fame  
(C) who because he was famous (D) he achieved fame
51. \_\_\_\_\_ places which attract so many tourists as Kashmir and Ladakh.
- (A) Fewer (B) As few  
(C) There are few (D) That fewer

**Section H. Books and Authors :**

52. Who among the following authored the book, "The last man in Tower" ?
- (A) Kiran Desai (B) Vikram Seth  
(C) Aravind Adiga (D) Shaba Dey
53. Who is the author of novel, "The Lucknow boy" ?
- (A) Vinod Mehta (B) Mani Shanker Aiyar  
(C) M.J. Akber (D) Prabhu Chawla
54. Name the book on Kashmir authored by, Mr. Wajahat Habibullah, former Information Commissioner of India :
- (A) The Kashmir of my Dreams  
(B) Kashmir : my country my home  
(C) My Frozen Turbulences  
(D) My Kashmir : The Dying of the Light
55. The "Clash of Civilizations and the remarking of world order" was written by :
- (A) Arundhati Roy (B) Samuel Huntington  
(C) Salman Rushdie (D) Amartya Sen
56. Who among the following authored book titled "Understanding Media" ?
- (A) Marshall McLuhan (B) Wilbur Schramm  
(C) George Gerbner (D) H.G. Wells

**Section I. Abbreviations—media related**

57. What does PIB stand for ?
- (A) Public Information and Broadcasting
  - (B) Press Information and Broadcasting
  - (C) Press Information Bureau
  - (D) Press India Bureau
58. CCTV stands for :
- (A) Close Central Television
  - (B) Closed Circuit Television
  - (C) Central Circuit Television
  - (D) Compact Circuit Television
59. What does VTR stand for ?
- (A) Vision Test Recorder
  - (B) Video Transmission Recorder
  - (C) Video Transmission Receiver
  - (D) Video Tape Recorder
60. FAQ stands for :
- |                                  |                             |
|----------------------------------|-----------------------------|
| (A) Frequency Amplifier Quotient | (B) Fade And Quit           |
| (C) Frequently Asked Question    | (D) Fast Amplifying Quarter |

# Mass Communication & Journalism- 2010

## M.A. Mass Communication and Journalism

1. The book "Imagining India" is written by :  
(a) Nandan Nilekani (b) Arundhati Roy  
(c) Kiran Desai (d) Vikram Seth
2. The book "The Idea of Justice" is authored by :  
(a) Justice Tarkunday (b) Nani Palkiwala  
(c) Amartya Sen (d) Arun Shourie
3. The book "Rogue Agent" is written by :  
(a) Kiran Bedi (b) Nandita Haksar  
(c) Mariana Dovtwaski (d) None of the above
4. The book "Jinnah-India, Partition, Independence" was written by :  
(a) L.K. Advani (b) Arun Shourie  
(c) M.J. Akbar (d) None of the above
5. Who has written the book, "The Museum of Innocence" ?  
(a) Vikram Chandra (b) Orhan Pamuk  
(c) Amitav Ghosh (d) Nirad Chaudhuri
6. The book, "The Sea of Poppies" is written by :  
(a) Mahmood Mamdani (b) Khalid Husaini  
(c) Vir Sangvi (d) Pankaj Mishra
7. The book, "Difficulty of being good" is written by :  
(a) Gurcharan Das (b) Kiran Bedi  
(c) Col. V. Ramachandaran (d) Ram Jethmalani
8. Who has written the book "Better India, Better Life" ?  
(a) L.K. Advani (b) Amartya Sen  
(c) Narayana Murthi (d) Sam Pitroda
9. The book "Nine Lives" is authored by :  
(a) Samuel Huntington (b) William Dalrymple  
(c) Aravind Adiga (d) Richard Dawkins

10. Who authored the book, "Islam, Women and Violence in Kashmir : Between India and Pakistan" :
- (a) Nyla Ali Khan (b) Karen Armstrong  
(c) Timeena Durani (d) None of the above
11. DBS stands for :
- (a) Dish Broadcast Service (b) Digital Broadcast Service  
(c) Direct Broadcast Satellites (d) Digital Broadcast Satellites
12. HDTV is the short form of :
- (a) Hard Disk Television (b) High Digital Television  
(c) High Digital Terrestrial Vision (d) High Definition Television
13. NAB stands for :
- (a) National Audio Broadcasting  
(b) National Association of Broadcasters  
(c) Negative Audio Band  
(d) None of the above
14. CCTV is the acronym for :
- (a) Charge Coupled Television (b) Close Circuit Television  
(c) Camera Controlled Television (d) Circuit Controlled Television
15. CCD stands for :
- (a) Close Circuit Disk (b) Camera Circuit Disk  
(c) Charge Circuit Device (d) Charged Coupled Device
16. DAT is acronym of :
- (a) Digital Audio Tape (b) Direct Audio Transmission  
(c) Digital Audio Transmission (d) Disk Audio Transmission
17. Which among the following events was held in Copenhagen in 2009 ?
- (a) World Peace Conference (b) International Media Conference  
(c) Commonwealth Fund Meet (d) Climate Change Conference

18. Er. Abul Rashid, who came into prominence during the Assembly Elections of 2008 in Kashmir is an MLA from which assembly constituency :
- (a) Langate (b) Handwara  
(c) Kupwara (d) Lolab
19. Who among the following worked as CEO of Pepsi ?
- (a) Lakshmi Mittal (b) Indira Nuyi  
(c) Pankaj Mittal (d) Ravidra Jovti
20. The Nobel Peace Prize for the year 2009 was given to :
- (a) Bill Clinton (b) Tony Blair  
(c) Sir John Crofton (d) None of the above
21. The Chief Minister of Andhra Pradesh, who died in a plane crash in 2009 :
- (a) R. Jagmohan Reddy (b) Rajasekhara Reddy  
(c) Jagdeswar Reddy (d) None of the above
22. Who among the following heads MNS in Maharashtra ?
- (a) Raj Thakrey (b) Bal Thakrey  
(c) Uddhav Thakrey (d) Shirish Parkar
23. The 'Liberhan Commission' was constituted to look into :
- (a) Issues concerning minorities (b) Babri Masjid Demolition  
(c) Muslim representation in Govt. (d) Gujarat Communal Riots
24. The virus responsible for the swine flu is identified as :
- (a) H1N1 (b) N1H1  
(c) F1N1 (d) N1F1
25. Who among the following is closely associated with elephants and statues ?
- (a) Uma Bharti (b) Mamta Bannerji  
(c) Mayawati (d) Vijayraje Scindia
26. The alleged CIA double agent linked to 26/11 terror attack in Mumbai :
- (a) John Dingel (b) David Headly  
(c) Peter Browni (d) Alan Grayson

27. Before joining active politics and Union Ministry as Minister of State for foreign affairs, Shashi Tharoor worked as :
- (a) Under - Secretary General at UN
  - (b) Secretary General at UNICEF
  - (c) Indian Ambassador in UK
  - (d) First Secretary at Indian Embassy in France
28. Who among the following replaced L.K. Advani as Leader of Opposition in the Indian Parliament in 2009 ?
- (a) Arun Jaitley
  - (b) Nitin Ghatkari
  - (c) Kalraj Mishra
  - (d) Sushma Swaraj
29. Who among the following is the founder Chairman of Unique Identification Authority of India ?
- (a) Nandan Nilekani
  - (b) Sam Pitroda
  - (c) Narayana Murthi
  - (d) P. Mongerkar
30. Who was the President of Sri Lanka when the country fought a decisive battle against LTTE in 2009, leading to the death of LTTE Chief Prabhakaran ?
- (a) Chandrika Kumaratunga
  - (b) Mahindra Rajapakse
  - (c) Sarath Fonseka
  - (d) None of them
31. Who among the following has never been on the editorial board of weekly news magazine TEHELKA ?
- (a) Tarun Tilnani
  - (b) Harinder Baweja
  - (c) Ajit Sahi
  - (d) Shoma Chaudhuri
32. Who among the following often represents Congress Party, in debates on various issues, in the national electronic News Media Channels ?
- (a) M.J Akbar
  - (b) Sajjan Kumar
  - (c) Abhishek Singhvi
  - (d) Ashok Gehlot
33. Which Indian won Oscar in 2009 for the film "Slumdog Millionaire" in Sound Mixing ?
- (a) A.R Rahman
  - (b) Resul Pookutty
  - (c) Rajgopal Kombayil
  - (d) Rajmohan Rao

34. In Hindi feature film "PAA", Auro, played by Amitabh, is afflicted by a disease called :
- (a) Acute Arthritis (b) Polio  
(c) Progeria (d) Degeneria
35. The "Buck Stops Here" on NDTV is mostly anchored by :
- (a) Pranab Roy (b) Vikram Chandra  
(c) Burkha Dutt (d) Maloni Bhat
36. The Kashmir University Video Digest telecast on DD Kashmir weekly at prime time is titled as :
- (a) Horizon (b) Quest  
(c) Digest (d) Vision
37. Who among the following has been closely associated with the production of famous Radio Kashmir Srinagar Programme, "Shaherbeen" :
- (a) Abdal Mahjoor (b) Rashid Beatab  
(c) Himayun Qaiser (d) Bashir Arif
38. The weekly Newspaper, *Sangarmal*, published from Srinagar is in which Language ?
- (a) Urdu (b) Hindi  
(c) Kashmiri (d) English
39. Manas Chakravarty's weekly column in Hindustan Times :
- (a) Beyond the Obvious (b) Loose Canon  
(c) Counter point (d) Horizon
40. The politician who writes weekly column "Seats of Power" in daily "Asian Age" :
- (a) Arun Nehru (b) Mani Shankar Aiyer  
(c) Chandan Mitra (d) Arun Shourie
41. A STRINGER in media refers to :
- (a) A newspaper reporter who reports through wire  
(b) A newspaper correspondent not on the regular staff  
(c) A media person who writes under Pseudonym  
(d) A cameraman who works as a full timer with any News Channel
42. "With you - all the way" and "the Nation Banks on us....." are the slogan of :
- (a) State Bank of India (b) ICICI Bank  
(c) Reserve Bank of India (d) Canara Bank

43. "Taste the thunder" was a slogan used in the ad campaign of :  
(a) Mountain Dew (b) Sprite  
(c) Thumbs Up (d) Limca
44. "*Dou Boondh Zindagi Kay*" is the slogan of :  
(a) Pulse Polio (b) Hamdard Honey  
(c) Blood Donation (d) Chicken Pox Vaccine
45. The Direct to Home Service of Doordarshan is called :  
(a) DTH Service (b) Direct Dish Service  
(c) DD Dish TV (d) DD Direct Plus
46. The "Banner Headline" is :  
(a) Text written on a banner  
(b) Headline across the page  
(c) News Headline in the middle of the page  
(d) None of the above
47. "Advertorial" in Newspapers refer to :  
(a) Advertisements on the editorial page  
(b) Editorial on Advertisements  
(c) A soft copy of Advertisement  
(d) Advertisement written as Editorial
48. "Proof Reading" in publishing process means :  
(a) Reading for argument  
(b) Checking the spellings  
(c) Reading a questionnaire for accuracy  
(d) None of the above
49. "By Line" in news paper / magazine reports / articles reflect :  
(a) Name of the reporter (b) Name of the sub editor  
(c) Name of the chief editor (d) Name of the group editor
50. "PTC" in broadcast journalism stands for :  
(a) News Story with visuals  
(b) Reporter facing the camera  
(c) Reporter behind the camera with voice  
(d) Written news brief with tape

### Vocabulary and Grammar

(From Q. No. 51 to Q. No. 60, replace the underlined word / phrase by the most appropriate word from the given choices, that best keeps the meaning of the original sentence)

51. A ferocious dog chased away the sheep grazing in the field :  
(a) Angry (b) Irritating  
(c) Savage (d) Annoying
52. Shashi Tharoor's presposterous, 'cattle class' remark, embarrassed Sonia Gandhi and the Congress party :  
(a) Indiscreet (b) Ambiguous  
(c) Ridiculous (d) Rude
53. South Indians consume a lot of coconut because of an abundant supply of the same in that part of the country :  
(a) An exuberant (b) An extreme  
(c) An ample (d) A varied
54. The inventor had to mull over his ideas for several weeks :  
(a) Scrutinize (b) Ponder  
(c) Remember (d) Organize
55. The Chief Minister could not put his ephemeral thoughts into words during the cabinet meeting :  
(a) Fleeting (b) Profound  
(c) Vacuous (d) Ethereal
56. The clear mountain air add to the serenity of Gulmarg meadow in Kashmir valley :  
(a) Lucidity (b) Wholesomeness  
(c) Tranquility (d) Brilliance
57. The situation in Telangana area is too precarious to take a decision at this stage :  
(a) Hazardous (b) Ludicrous  
(c) Facetious (d) Marvelous
58. The player was ostracized by his own teammates during the foreign trip :  
(a) Beleaguered (b) Counteracted  
(c) Endorsed (d) Excluded

59. Sarfaraz deduced what had happened during their trip to Goa :
- (a) Provoked (b) Surmised  
(c) Condoned (d) Appealed
60. The group was believed to be involved in several subversive activities :
- (a) Charitable (b) Questionable  
(c) Rebellious (d) Preposterous

## MASS COMMUNICATION AND JOURNALISM 2008

I Book & Authors :

1. Which of the following is NOT written by Allama Iqbal :

- (A) Baal- i-Gibreel
- (B) Baang -i-Dara
- (C) Nairang -i-Khayal
- (D) Zarb-i-Kaleem

2. Who has written India : *An Introduction* ?

- (A) Khu hwant Singh
- (B) Joginder Singh
- (C) Tejpal Singh
- D Rajinder Singh

3. *Far From the Madding Crowd* is written by

- (A) Charles Dickens
- (B) John Ruskin
- (C) Thoma Hardy
- CD) Thoma De Quincy

4. George Orwell is NOT the author of :

- (A) *Lord Ullin's Daughter*
- (B) *A Clergyman's Daughter*
- (C) *The Road to Wigan Pier*
- CD) *Down and Out in Paris and London*

5). *My Years with Indira Gandhi* is written by :

- A PQ Alexander
- (B) PB Alexander
- (C) PC Alexander
- CD) PL Alexander

6. Who has written *Culture and Value* ?

- (A) Matthew Arnold
- (B) Ludwig Wittgenstein
- (C) Thomas Carlyle
- (D) Sigmund Freud

II. Abbreviations:

7. ITV stands for :

- (A) International Television
- (B) Intercontinental Television
- (C) Independent Television
- (D) Intranational Television

8. Expanded form of PPI is :

- (A) Pakistan Press International
- (B) Philippine Press International

- (C) Peru Press International
- (D) Palestine Press International

9. IAEA is an acronym for :

- (A) Indian Aeronautic Engineers Association
- (B) International Airport Engineers Association
- (C) International Atomic Energy Association
- (D) International Atomic Energy Agency

10. UNHCR is the short form for:

- (A) United Nations High Commission for Refugees
- (B) United Nations High Commission for Relief
- (C) United Nations High Commission for Rehabilitation
- (D) United Nations High Commission for Rwanda

11. YMCA stands for:

- (A) Young Men's Cricket Association.
- (B) Young Men's Canoe Association
- (C) Young Men's Christian Association
- (D) Young Men's Camping Agency

12. RAM is computer device and stands for:

- (A) Random Access Memory
- (B) Repeated Acclaimed Memory
- (C) Recounted Available Memory
- (D) Reusable Access Memory

### III. Capitals of Countries/States

13. Mogadishu is the capital of :

- (A) Sweden
- (B) Switzerland
- (C) Serbia
- (D) Somalia

14. The capital of Maldives is

- (A) Malay
- (B) Male
- (C) Mali
- (D) Malawi

15. Which is the capital of Kyrgyzstan ?

- (A) Akmola
- (B) Skopje
- (C) Bratislava
- (D) Bishkek

"

16. Brasilia is the capital of :

- (A) Brunei
- (B) Brazil
- (C) Bulgaria

CD) Burkina Faso

17. Chhattisgarh's capital is

- (A) Raipur
- (B) Jaipur
- (C) Jamnagar
- CD) Jamshedpur

18. Which is the capital of Goa ?

- (A) Belapur
- (B) Panjim
- (C) Vasco
- (D) Tubli

#### IV. Principal Languages

19. Dhivehi is the official language of :

- (A) Malawi
- (B) Malaysia
- (C) Maldives
- (D) Mali

20. Malaysia's official language is :

- (A) Malay
- (B) Malaysian
- (C) Mali
- (D) Malian

#### Vocabulary :

21. what does the underlined word in this sentence mean? "It revolts me to know that the world spends so much money on arms when millions are dying of hunger."

- (A.) damage
- (B) disgust
- (C) offend
- (D) Injure

22. Fill in the an appropriate expression : "The town's traditional handicrafts depends on two materials, leather and silk."

- (A) such as
- (B) e.g.
- (C) viz.
- (D) in other words

23. Choose appropriate word for the gap in "The hostage is writing a book about his six month "

- (A) glitch
- (B) snag
- (C) impediment
- (D) ordeal

24. Which of the given option would replace the underlined word in "When you go to university you will find a lot of new friends?"

- (A) make
- (B) get
- (C) contact
- (D) visit

25. What does the underlined expression mean in this sentence? "She's always beautifully turned out."

- (A) appear
- (B) dress
- (C) remove
- (D) powder

26. The underlined expression in "Rashid put his sister's back up by saying she would never be a good driver" means:

- (A) support
- (B) encourage
- (C) annoy
- (D) hate

27. The underlined expression in: "Two shoppers were injured when many people suddenly all moved quickly and in an uncontrolled way as shop doors opened on the first day of the sale" means :

- (A) when fleeing
- (B) while moving
- (C) in taking flight
- (D) in stampede

28. Fill in the gap with an appropriate word in : "..... off any bit skin that don't look very nice."

- (A) Pair
- (B) Pear
- (C) Pare
- (D) Peer

29. "Preserve" means' the same as

- (A) obtain
- (B) maintain
- (C) retain
- (D) reserve

30. The past tense form of "fly" is

- (A) flied
- (B) fled
- (C) flew
- (D) flowed

VI. Who is in print and electronic media

31. Tim Sebastian is associated with:

- (A) CNN
- (B) BNC

- (C) Aljazeera
- (D) BBC

32. Riz Khan is associated with:

- (A) Geo Tv
- (B) Q Tv
- (C) Aljazeera
- (D) PTV

33. Editor-in-Chief of the *Tehalka* is

- (A) Arun Shourie
- (B) Arun Nehru
- (C) Arun Joshie
- (D) Tarun Tejpal

34. Karan Thapar hosts:

- (A) Devil Advocate
- (B) LOC
- (C) Crime Reporter
- (D) Walk the Talk

35. Sagarika Gosh is associated with:

- (A) Zee News
- (B) Aajtak
- (C) CNN IBN
- (D) BBC

36. Shekhar Gupta host

- (A) Walk the Talk
- (B) Aap ki Adalat
- (C) Devil Advocate
- (D) Seedhi Baa t

## VII. Inventions and Discoveries

37. William Caxton invented

- (A) power loom
- (B) printing press
- (C) submarine
- (D) bullet

38. Pneumatic tyre was invented by:

- (A) Bohr
- (B) Braille
- (C) Dunlop
- (D) Bridgestone

39. Oxygen was discovered by :

- (A) John Priestley
- (B) Joseph Priestley
- (C) Joseph-Louis Proust

(D) J Oxygen

40. Who developed the first polio vaccine ?

- (A) Henry Sweet
- (B) Louis Pasteur
- (C) Alexander Fleming
- (D) JE Salk

41. Polaroid camera was invented by :

- (A) EH Land
- (B) AS Popov
- (C) CF Frank
- (D) CF Powell

42. Who discovered dynamite?

- (A) Nobel
- (B) Noble
- (C) Newton
- (D) None of the above

#### VIII. Terminology

43. Honoris causa is:

- (A) academic. degree
- (B) Botanic name of a plant
- (C) a Greek for self respect
- (D) none of the above

44. sphygmomanometer

- (A) heart beats
- (B) blood pressure
- (C) speed of a .vehicle
- (D) human pulse

45. 'Haiku' is a Japanese termred for a poem consisting of :

- (A) fourteen stanzas
- (B) four lines
- (C) three lines
- (D) three tanzas

46. 'Apiary' is a house for

- (A) ants
- (B) honey-bees
- (C) apes
- (D) antelopes

47. 'The Pacific Rim' refers to

- (A) the countries on the edge of the Pacific Ocean
- (B) an association of Japan, Australia and other adjacent countries
- (C) a militant organisation
- (D) all the above

48. Faux pas means a

- (A) mistake
- (B) French woman
- (C) four pence
- (D) foul play

49. 'Perestroika' is associated with:

- (A) uprising in Palestine
- (B) social, political and economic changes in the former USSR
- (C) militancy in J&K
- (D) anti-Modi campaign in Gujarat

#### IX. Persons in News and Current Affairs

50. 2007 Nobel Prize in literature was given to :

- (A) Kiran Desai
- (B) Anita Desai
- (C) Doris Lessing
- (D) MG Vassanji

51. Which TV channel gives footage of a Citizen Journalist?

- (A) NDTV
- (B) CNN IBN
- (C) India TV
- (D) PTV

52. "I'd like to return to my home as soon as possible", Tasleema Nasreen said in response to Jyoti Basu's statement. Which 'home' was she referring to?

- (A) Bangladesh
- (B) Kolkata
- (C) Gujarat
- (D) Sweden

53. Democracy is the best revenge." Who said it and when ?

- (A) Asif Zardari at the death of his wife
- (B) Benazir Bhutto before she was assassinated
- (C) Bilawal Zardari in his first press conference
- (D) Makhdoom Anjum Faheem on becoming the co-chairman of PPP

54. Bollywood actor Shah Rukh Khan tendered an apology to Manoj Kumar for a scene in

- (A) 'Don'
- (B) 'Dil wale Dulhania Lejayenge'
- (C) 'Mr. India'
- (D) 'Om Shanti Om'

55. A newscaster who owned a publishing house also recently died of heart attack. Who was it ?

- (A) Deepak Choudhary
- (B) Tjashwar Singh
- (C) Niti Razdan

(D) None of the above

56. "Nach Baliye 3" contest was won by :

- (A) Rakhisawant & Abhishekh
- (B) Sweta & Rex
- (C) Pooja & Hanief
- (D) Sanjeeda & Aamir

57. Which hospital was Benazir Bhutto taken to for treatment immediately after bomb blast at Rawalpindi ?

- (A) Rawalpindi General Hospital
- (B) Rawalpindi Military Hospital
- (C) Rawalpindi Private Hospital
- (D) Rawalpindi Special Hospital

58. Benazir Bhutto had willed that in the event of her death, Pakistan Peoples Party should be led by :

- (A) Bilawal Zardari
- (B) Sheeri Rehman
- (C) Makhdoom Amin Faheem
- (D) Asif Zardari

59. Who replaced Woolmer as Pakistan cricket coach?

- (A) Kristen
- (B) Rameez
- (C) Lawson
- (D) Miandad

60. Take the odd one out:

- (A) Dawn News
- (B) NDTV 24X7
- (C) Times Now
- (D) CNN IBM

## **MASS COMMUNICATION AND JOURNALISM 2007**

I. Name the authors of the following books:

1. Future Shock:

- (a) Thomas Moore
- (b) Allvin Toffler
- (c) Roger Harper
- (d) David Arthur

2. In the Line of Fire :

- (a) Hamid Karzai
- (b) George Bush
- (c) Pervez Musharraf
- (d) Tony Blair

3. Alice in wonderland

- a) Lewis Carrol
- b) Adam Smith
- c) Leo Tolstoy
- (d) J.M. Coetzee

4. Discovery of India :

- (a) Jawaharlal Nehru
- (b) Salman Rushdie
- c) M K Gandhi
- d) Vasco da Gama

5. Time Machine :

- (a) George Orwell
- (b) Charles. Dickens
- (c) John Milton
- (d) H.G. Wells

6. India Wins Freedom

- (a) R.K. Narayan
- (b) Jawaharlal Nehru
- (c) Abul Kalam Azad
- (d) Salman Rushdie

II. Expand the following abbreviations

7. CNN stands for :

- (a) Cable News Network
- (b) Central News Network
- (c) Cable National News
- (d) Cable National Network

8. INSAT stands for:

- (a) Indian National Science and Technology
- (b) Indian Natural Science and Technology
- (c) Indian National Satellite
- (d) International Satellite

9. IMF stands for:

- (a) Indian Monetary Fund
- (b) Islamic Monetary Fund
- (c) International Muslim Federation
- (d) International Monetary Fund

10. UPA stands for:

- (a) United Peoples Association
- (b) United Progressive Alliance
- (c) United Progressive Association
- (d) United Peoples Alliance

11. NFDC stands for :

- (a) National Forest Development Corporation

- (b) National Film Development Corporation
- (c) National Finance Development Corporation
- (d) None of the above

12. BBC stands for :

- a) Britain Broadcasting Corporation
- B) Boston Broadcasting Corporation
- (c) British Broadcasters Council
- (d) British Broadcasting Corporation

III. Choose the correct Capital of the following Countries/States

13. Iran

- (a) Teheran
- (b) Shiraz
- (c) Esfahan
- d) Hamadan

14. Italy

- (a) Brussels
- (b) Victoria
- (c) Rome
- (d) Paris

15. France:

- (a) Havana
- (b) Athens
- (c) London
- (d) Paris

16. Oman:

- (a) Doha
- (b) Muscat
- (c) Rabat
- (d) None of the above

17. Malaysia:

- (a) Malay
- (b) Luxembourg
- (c) Singapore
- (d) None of the above

18. Somalia:

- (a) Mogadishu
- (b) Manila
- (c) Belgrade
- (d) Lagos

IV. Choose the Principal Language of the following states

19. Bihar:

- (a) Bihari
- (b) Urdu
- (c) Hindi
- (d) Mokini

20. Karnataka:

- (a) Malayalam
- (b) Kannada
- (c) Santhali
- (d) Konkani

V. Vocabulary (Replace the underlined word from the following sentences with the most appropriate word, from the choices given under each, that best keeps the meaning of the original sentence.) :

21. The sixteenth century witnessed the creation of numerous types of Japanese ceramics.

- (a) was the judgement of
- (b) was the setting for
- (c) stood for
- (d) bypassed

22. In most countries, compulsory military service does not apply to women.

- a) superior
- (b) beneficial
- (c) mandatory
- (d) constructive

23. Most teachers spend considerable time planning lessons and correcting papers.

- (a) much
- (b) important
- (c) quality
- (d) Constructive

24 The aircraft carrier is indispensable in naval operations these days.

- (a) unique
- (b) novel
- (c) exotic
- (d) vital

25 The traditional Kashmiri dresses and ornaments still persist in some rural areas.

- a) succeed
- b) survive
- (c) improve
- (d) prevail

26. The University of Kashmir offers a myriad of activities during the summer break:

- (a) dearth
- (b) variety
- (c) series
- (d) tribe

27. A pungent smell permeated the whole hostel building.

- (a) penetrated
- (b) stormed
- (c) rampaged
- (d) insinuated

28. The early colonists bore many hardships.

- (a) reached
- (b) exposed
- (c) allowed
- (d) endured

29. The situation in rural areas of the valley is still precarious.

- (a) facetious
- (b) ludicrous
- (c) hazardous
- (d) marvelous

30. The antecedent of the horse was a small four-toed animal.

- (a) breeder
- (b) predecessor
- (c) competitor
- (d) rival

VI Who is Who in print and electronic media.

Name the Editor-in-Chief of the following Newspaper's/Magazines:

31. Daily "Hindustan Times" :

- a) Kanwar Sandhu
- b) Arindam Sen Gupta
- (c) Chaitanya Kalbag
- d) None of the above

32. Daily, "The Hindu"

- (a) S. Balajee
- (b) R. Sreeramalu
- (c) N. Ram
- d) None of the above

33. Weekly news magazine "India Today"

- (a) Prabhu Chawla
- (b) Aroon Purie
- (c) Shankar Iyer
- (d) R. Gopalswamy

34. Weekly news magazine "Outlook" :

- (a) V. Sudarshan
- (b) Sunil Menon
- c) Ashish Bagga
- d) Viod Mehta

Name the hosts of the following television programmes

35. "we the people" on NDTV

- (a) Pranoy
- (b) Rajdeep Sirdesai
- (c) Nidhi Razdan
- (d) Burkha Dutt

36. "Seedhi Baat" on Aajtak

- (a) Prabhu Chawla
- (b) Prabhu Kumar
- (c) Puns Prasun Vajpai
- (d) Deepak Chaurasia

VII. Inventions and Discoveries: (Who Invented or Discovered the following?)

37. Helicopter :

- (a) McMillon
- (b) Brequet
- (c) John Napier
- (d) Edison

38. Printing Press

- (a) Guttenberg
- (b) Jansen
- (c) Harvey
- (d) None of the above

39. Television:

- (a) Sholes
- (b) Fulton
- (c) J.L. Baird
- (d) Swinton

40 X-Ray:

- (a) Daimler
- (b) Torricelli
- (c) Cockrell
- (d) Roentgen

41. North Pole:

- (a) John Cabot
- (b) Robert Pear
- (c) Kepler
- (d) Robin Cook

42. Theory of Relativity

- (a) Newton
- (b) Einstein
- (c) Archimedes
- (d) None of the above

VIII. Terminology : Which one is the most relevant meaning of the following terms

43. Persona-non-grata:

- (a) a distant relation
- (b) an offender wanted by police
- (c) a diplomatic envoy not acceptable to host country
- (d) a minister without portfolio

44. Fourth Estate :

- (a) It refers to Press
- (b) It means Judiciary
- (c) It refers to Automobile Industry
- (d) It means the Housing Board of a state

45. Suffrage:

- (a) Suffering from a life threatening disease
- (b) The trouble one experience during travel
- (c) Right to vote in an election
- (d) Too much of every things available

46. Espionage

- (a) Throw grenades in public place
- (b) Planting IEDs on roads in the night
- (c) Laying an ambush for the army
- (d) Spying in the enemy countries

47. Glosnost:

- (a) Openness
- (b) Change
- (c) Revolution
- (d) Break

48. Elegy :

- (a) Song of mourning
- (b) Song of Joy
- (c) Short narrative poem for singing
- (d) Satirical poetry

49. Impeachment:

- (a) trial in public by people
- (b) trial by media and intelligentsia
- (c) trial by parliament
- (d) acquittal by High Court

IX. Persons in News and Current Affairs:

50. Name the Indian who has taken over the steel company ARCELOR

- (a) Susheel Modi
- (b) Ratan Tata
- (c) Sunil Ambani

(d) Sunil Mittal

51. Name the Indian author who won the Booker prize in 2006

- (a) Arundhati Roy
- (b) Vikram Seth
- (c) Kiran Desai
- (d) Khuswant Singh

52. Name the political leader who drafted a vision document on Kashmir called "Achievable Nationhood"

- (a) Prof. Abdul Gani
- (b) Ommer Abdullah
- (c) Bilal Gani Lone
- (d) . None of the above

53. Who is the Information and Broadcasting Minister of India ?

- (a) Jaipal Reddy
- (b) A.K. Antony
- (c) Priyaranjan Das Munshi
- (d) Ashok Gehlot

54. Name the Bangladeshi economist who won the Nobel Peace Prize in 2006:

- (a) Dr. M. Yunus
- (b) Prof. M. Aslam
- (c) Prof. M. Yousuf
- (d) Dr. M. Anees

55. Name the Haryana boy who spent over 48 hours in a tube well and was covered live by the major news channels of India

- (a) Raja
- (b) Prince
- (c) Bablu
- (d) Pintoo

56. Who is the Secretary General of United Nations ?

- (a) Kofi Annan
- (b) Michael Spence
- (c) Thaksin Shinawatra
- (d) Ban Kee Moon

57. The American President George Bush belongs to which national party

- (a) Democrats
- (b) Republicans
- (c) Nationalists
- (d) Patriots

58. Who is the prime accused in the serial killings at Nithari village of Noida .

- (a) K.S. Rathore
- (b) Davinder Singh
- (c) Moninder Singh
- (d) Narender Chauhan

59. Name the reality TV show on Britain's Channel 4 in which Bollywood actress Shilpa Shetty was initially made to weep and cry and finally emerged the Winner:

- (a) Big Boss
- (b) Big Brother
- (c) Celebrity Big Boss
- (d) Celebrity Big Brother

60. .Whoamong them is actively involved in "Narmada Bachao Andolan" ?

- (a) Sharmilla
- (b) Medha Patkar
- (c) Vasundra R. Scindia
- (d) Mamata Bannerjee