

Entrance Examination-2015  
MA (Communication)

H-33

Max. Marks: 60

Time: 2 Hours

<b>HALL TICKET NUMBER</b>

**GENERAL INSTRUCTIONS**

- Please check if there are **eight pages excluding** this page.
- Please read the instructions for **each section** carefully.
- **Enter your hall ticket number** on the **question paper** and the **OMR sheet** without fail.
- **Read the instructions** on the **OMR sheet** carefully before proceeding.
- Please **return the filled in OMR sheet** to the invigilator.
- You may keep the question paper with you.
- Answer all the **questions** in the **OMR sheet** only.
- All questions carry equal **negative marks**. 0.33 marks will be subtracted for every wrong answer.

**TOTAL NUMBER OF PAGES EXCLUDING THIS PAGE: 08 (EIGHT)**

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

*Enter the correct answer in the OMR Sheet.*

1. **'The Substance and the Shadow' is the autobiography of**  
A) Rajesh Khanna      B) Dilip Kumar      C) Amitabh Bachchan      D) Vinod Khanna
  
2. **Gadgil Committee Report deals with conservation of**  
A) Himalayan Pine Forests      B) Tropical Rain Forests of Assam  
C) Eastern Ghats      D) Western Ghats
  
3. **If a money bill is rejected by Rajya Sabha**  
A) It is annulled automatically      B) It should be reconsidered by Lok Sabha  
C) It is still deemed to have passed      D) None of the above
  
4. **The capital of Emperor Ashoka was?**  
A) Ujjain      B) Hastinapura      C) Pataliputra      D) Taxila
  
5. **Which among the following actors has recently been appointed the UN Women's Goodwill Ambassador for South Asia?**  
A) Farhan Akhtar      B) Shahrukh Khan      C) Sonakshi Sinha      D) Aamir Khan
  
6. **Who succeeded Steve Jobs as the CEO of Apple Inc in 2011?**  
A) Tim Cook      B) Steve Wozniak      C) Jeff Bezos      D) Bob Mansfield
  
7. **Which TV channel telecasts the Reality Show "Bigg Boss"?**  
A) Star Plus TV      B) Colors TV      C) Zee TV      D) Sony TV
  
8. **The Nobel Prize in Physics 2014 was given for inventing**  
A) Blue LED      B) Higgs Boson Particle      C) Spiral CFL      D) High precision lasers
  
9. **The internet channel that spoofs Indian journalism & journalists is**  
A) The Hoot      B) NewsLaundry      C) Media Crooks      D) Media Watch

10. Who is the current chairperson of the Press Council of India?

- A) GN Ray    B) Markandeya Katju    C) Chandramauli K. Prasad    D) Jayachandra Reddy

11. Who among the following is credited with the invention of newsprint?

- A) Joseph Pulitzer    B) William Randolph Hearst  
C) Charles Fenerty    D) Johannes Gutenberg

12. Which of the following magazines conducts the poll Person of the Year?

- A) TIME    B) The New Yorker    C) America Magazine    D) The Week

13. Which among the following cricketers is referred to as "The Don"?

- A) Vivian Richard    B) Donald Bradman    C) Gary Sobers    D) Wasim Akram

14. Who is the author of 'Lean In: Women, Work, and the Will to Lead'?

- A) Sheryl Sandberg    B) Marissa Mayer    C) Tina Fey    D) Meg Whitman

15. The controversial 969 movement originated in\_\_?

- A) Nepal    B) Myanmar    C) Bhutan    D) Srilanka

16. The recent dips in global crude prices have been attributed to?

- A) Shale gas production in the US    B) New reserves found in Venezuela  
C) Increasing use of renewable energy sources    D) Lower demand from India and China

17. Who is the Chairman of Prasar Bharati?

- A) Justice Markandey Katju    B) Ms. Vijaya Laxmi Chhabra  
C) A. Surya Prakash    D) Justice K.G. Balakrishnan

18. Rajdeep Sardesai shifted from CNN-IBN to become the Consulting Editor of

- A) Times Group    B) India Today Group  
C) Hindustan Times    D) Anand Bazar Patrika Group

**19. Who is the captain of the national women's cricket team of India?**

- A) Mithali Raj      B) Diana Eduljee      C) Soniya Dabir      D) Ekta Bisht

**20. In which year was Colour Television introduced in India?**

- A) 1980      B) 1981      C) 1982      D) 1983

**21. Who is the Defence Minister of India?**

- A) Arun Jaitley      B) ManoharParrikar      C) Ravi Shankar Prasad      D) Nitin Gadkari

**22. Who is the current Prime Minister of Fiji?**

- A) Sitiveni Rabuka      B) Frank Bainimarama  
C) Kamisese Mara      D) Mahendra Chaudhry

**23. What is the healthy target blood pressure?**

- A) About 80/60      B) Less than 150/100  
C) About 120/80      D) Less than 140/100

**24. Who is the editor of the magazine Caravan?**

- A) Krishna Prasad      B) Vinod K. Jose  
C) Siddharth Varadarajan      D) Arnab Goswami

**25. Who founded Amazon?**

- A) Johnny Depp      B) Mark Zuckerberg  
C) Will Smith      D) Jeff Bezos

## II. Language Competence

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

### Section 1: VERBAL ABILITY (10X1=10 MARKS)

In each of the questions below, one of the pairs does not fall into the same category or conceptual group as the rest. Pick out the odd one in each set of pairs.

- |   |   |
|---|---|
| 26. (A) spectacles/frame<br>(C) dress/design          | (B) page/margin<br>(D) book/cover             |
| 27. (A) dog/bark<br>(C) buffalo/horn                  | (B) cat/mew<br>(D) cock/crow                  |
| 28. (A) handloom/weaver<br>(C) building/architect     | (B) company/worker<br>(D) furniture/carpenter |
| 29. (A) research/finding<br>(C) exploration/discovery | (B) experiment/invention<br>(D) trial/error   |
| 30. (A) tap/water<br>(C) shelf/books                  | (B) horn/sound<br>(D) lamp/light              |
| 31. (A) film/editor<br>(C) university/vice-chancellor | (B) school/principal<br>(D) company/director  |
| 32. (A) arm/sleeve<br>(C) foot/sock                   | (B) head/hair<br>(D) eyes/goggles             |
| 33. (A) speed/fast<br>(C) light/bright                | (B) sound/loud<br>(D) taste/good              |
| 34. (A) prize/competition<br>(C) doubt/raise          | (B) question/ask<br>(D) problem/pose          |
| 35. (A) to be/was<br>(C) to lie/lay                   | (B) to have/had<br>(D) to drink/drunk         |

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

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

36. I tried to call him but his line was \_\_\_\_\_.  
 A) engaged                      B) occupied                      C) taken                      D) connected
37. Nobody can fool me. I'm never \_\_\_\_\_ in.  
 A) giving                      B) taken                      C) taking                      D) given
38. Coal is still \_\_\_\_\_ in Bellary.  
 A) manufactured                      B) grown                      C) built                      D) mined
39. Come to my party -----Friday night.  
 A) in                      B) on                      C) at                      D) off
40. It has been four years since I last \_\_\_\_\_ German.  
 A) have spoken                      B) spoken                      C) spoke                      D) was speaking
41. You must always tell \_\_\_\_\_ truth!  
 A) the                      B) is                      C) by                      D) a
42. She \_\_\_\_\_ like football very much.  
 A) hasn't                      B) doesn't                      C) wasn't                      D) not
43. Water turns \_\_\_\_\_ ice.  
 A) a                      B) in                      C) into                      D) of
44. I do not want to depend \_\_\_\_\_ my parents.  
 A) for                      B) in                      C) to                      D) on
45. \_\_\_\_\_ was restored, and the judge proceeded with the case.  
 A) Quiet                      B) Quite                      C) Quest                      D) Quit

**Section 3: WORD USE AND ABUSE (10X1= 10 MARKS)**

*In the following sentences, choose the correct word from the options provided.  
Enter the correct answer in the OMR Sheet.*

46. She worked harder \_\_\_\_\_ she had ever worked before.  
A) then      B) than      C) there      D) their
47. "All animals, except man, know that the \_\_\_\_\_ business of life is to enjoy it."  
A) principle      B) principal      C) pressure      D) price
48. The professor was given \_\_\_\_\_ to materials in the research library.  
A) excess      B) access      C) axis      D) excuse
49. The police threatened to \_\_\_\_\_ the faulty goods.  
A) cease      B) cess      C) seize      D) excise
50. I ordered \_\_\_\_\_ even though I was already full.  
A) dessert      B) desert      C) dipper      D) dissertation
51. The future is \_\_\_\_\_, said the scientist.  
A) black      B) bleak      C) bloke      D) broke
52. The clothes were \_\_\_\_\_ in purple colour.  
A) died      B) dyed      C) dried      D) dyeing
53. The students were in no mood to \_\_\_\_\_ the teacher's argument.  
A) access      B) accept      C) except      D) acquire
54. "Tall \_\_\_\_\_ of leaders don't fill stomachs, providing work does," said the philosopher.  
A) statutes      B) stature      C) status      D) statues
55. A type of corn is called \_\_\_\_\_.  
A) haze      B) daze      C) maze      D) maize

**III: READING COMPREHENSION (5X1=5 MARKS)**

*Read the following text carefully and answer the questions that follow, selecting the most appropriate option from the list provided. Enter the correct answer in the OMR Sheet.*

Today in Mumbai, Kolkata, Delhi - in any big city in India - people, old, young and in-between, are everywhere chatting on cell phones or mobiles. The ring tones that chime constantly from every conceivable nook and cranny are ubiquitous, adding it the general cacophony of a modern South Asian street scene. The sound of portable phones is the most recent addition to the hodgepodge of noises one might hear, intermingling with loudspeakers playing music from the latest Bollywood hits, car and bus horns blaring, vendors of food and others shouting out their wares, temple bells being struck, and the calling of Muslims to prayer. The new telecommunication technologies allow a person in Bangalore or Hyderabad to answer the questions of a customer of a multinational corporation calling from North America, while TV networks based in the West such as MTV, BBC, and CNN are now broadcast throughout the Indian subcontinent. Meanwhile, the Western pop culture transmitted to other parts of the globe is more and more permeated with influences from South Asia: Nora Jones, the daughter of world famous sitarist Ravi Shankar, is among the best selling artists of the early 2000s; the voice of the late Nusrat Ali Khan serves as a backdrop to the hit film *Dead Man Walking*; and the grocer Apu figures on the long-running animated TV show, *The Simpsons*. Cultural influences across national and regional people have exchanged ideas, technologies, and goods with different societies since the beginning of human history.

The food served at any good Indian restaurant offers a useful illustration of just how much the culture of each region of the world is indebted to others. Kabobs, keema, and korma are all derived from the cuisines of the Middle East and Central Asia; these areas also contributed the rich, creamy sauces that are so prominent in Indian restaurant fare abroad. Many items long considered staples of the Indian diet such as chili peppers, potatoes, and tomatoes were introduced from the New World beginning in the sixteenth century, as were fruits like pineapple and papaya. Other popular Indian foods like cauliflower and cabbage, of European origin were not grown in the subcontinent until after 1850. South Asia, in its turn, contributed the cucumber, black pepper, cinnamon, and possibly also the sweet orange and eggplant to the world; it also transmitted rice, sugarcane, citrus fruits, tea, and cotton to the lands lying to its west.

Although cross-cultural interaction has always been a factor in the history of South Asia, as in the history of every region of Eurasia, it was particularly significant during the period covered in this book, the years from 1200 to 1750. Beginning in 1200, much of North India came under the control of warriors whose family origins lay in Afghanistan or Central Asia. They were not large in number, but their political importance encouraged an influx of educated immigrants from the Islamic world and closer ties between South Asia and the regions to its west. The Central Asian ethnic heritage, Persian cultural orientation, and Islamic religious affiliation of this ruling class introduced many novel elements political ideologies and practices, and techniques of warfare. Muslim scholars, mystics, and institutions also received much patronage from these new political elite, leading eventually to the presence of a sizeable Muslim population in the subcontinent. The already pluralistic human landscape of South Asia was enriched as a consequence and, over time, a composite culture developed that drew on both the Indic and Perso-Islamic traditions. This is especially visible in the material culture of South Asia today, where forms of dress like the salwar-kamiz (tunics worn over long, loose pants) worn by many urban women, textile designs like paisley, or the enameled and filigreed patterns on metal objects owe their inspiration largely to contact with the Islamic world.

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**56. According to the first paragraph, cultural influences across national and regional boundaries seem to be now more pervasive than ever before. In the historical past, were these influences less obvious on the Indian sub continent?**

- A) Yes
- B) Partially true
- C) Partially untrue
- D) Fully True

**57. The food served in any good Indian restaurant display:**

- A) monolithic cuisine
- B) composite cuisine
- C) tasteless cuisine
- D) tasteful cuisine

**58. Indian cuisine uses vegetables and fruits that are not of native origin. In which case, the thing called Indian cuisine is:**

- A) an unfinished project
- B) constantly evolving
- C) a fiction
- D) None of the above

**59. Between 1200 to 1750, cross cultural interaction became more pronounced in Northern India. The major cultural influences that shaped the Indian subcontinent were:**

- A) Central Asia
- B) Persian contact
- C) Islamic contact
- D) All of the above

**60. According to the authors, the history of Indian nation cannot be studied without reference to:**

- A) foreign influences
- B) political and military conquests
- C) positive cultural influences
- D) all of the above

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