Roll No.

Signature of Invigilators

1. _____

2. _____

2518

PAPER–II

Subject Code : 25

Question Booklet Series | **X**

Question Booklet No.

(Identical with OMR
Answer Sheet Number)

MASS COMMUNICATION AND JOURNALISM

Time : 2 *Hours*   *Maximum Marks:* 200

Instructions for the Candidates

1. Write your Roll Number in the space provided on the top of this page as well as on the OMR Sheet provided.

2. At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and verify it:

    (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page.

    (ii) Faulty booklet, if detected, should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.

    (iii) Verify whether the Question Booklet No. is identical with OMR Answer Sheet No.; if not, the full set is to be replaced.

    (iv) After this verification is over, the Question Booklet Series and Question Booklet Number should be entered on the OMR Sheet.

3. This paper consists of One hundred (100) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.

4. Each Question has four alternative responses marked: (A) (B) (C) (D). You have to darken the circle as indicated below on the correct response against each question.

    Example: (A) (B) ● (D), where (C) is the correct response.

5. Your responses to the questions are to be indicated correctly in the OMR Sheet. If you mark your response at any place other than in the circle in the OMR Sheet, it will not be evaluated.

6. Rough work is to be done at the end of this booklet.

7. If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except in the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.

8. Do not tamper or fold the OMR Sheet in any way. If you do so, your OMR Sheet will not be evaluated.

9. You have to return the Original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry question booklet and duplicate copy of OMR Sheet after completion of examination.

10. **Use only Black Ball point pen.**

11. **Use of any calculator or mobile phone etc. is strictly prohibited.**

12. **There are no negative marks for incorrect answers.**

[Please Turn Over]

MASS COMMUNICATION AND JOURNALISM

PAPER II

1. Remediation of Media is an idea of which researcher?

(A) Marshal McLuhan

(B) J. Lanchaster

(C) Wilbur Schramm

(D) P. Levy

2. In Communication, a *sign* consists of

(A) Signifier

(B) Signified

(C) Signifier and Signified

(D) Speech

3. Canted or oblique camera angle is popularly known as

(A) Dutch tilt or angle

(B) Eye level angle

(C) Point of view angle

(D) Bird's eye view angle

4. Select the proper/correct chronology of films directed by Mrinal Sen.

(i) Ek din Achanak

(ii) Bhuvan Shome

(iii) Antareen

(iv) Mrigayaa

(A) (ii) (iv) (i) (iii)

(B) (i) (ii) (iii) (iv)

(C) (ii) (iii) (i) (iv)

(D) (iii) (i) (ii) (iv)

5. For introduction of a new product or service which form of advertising is used?

(A) Informative Advertising

(B) Persuasive Advertising

(C) Reminder Advertising

(D) Inferential Advertising

6. Which among the following news agencies has been established first?

(A) Press Trust of India

(B) Hindustan Samachar

(C) Samachar Bharati

(D) Associated Press of India

7. 'Ferment in the Field' is a special issue of

(A) Journal of Mass Communication

(B) Journal of Communication

(C) Journal of Communication Research

(D) Journal of Communication Studies

8. Brand Recall is required in which phase?

(A) During Brand Promotion

(B) At the Point of Purchase

(C) While watching the ad message

(D) During delivery of goods/services

9. Which is not a POP ad?

(A) Instant Coupons

(B) Shelf mounted Signs

(C) Hanging Posters

(D) TV ad

10. Which medium is not suitable for directional advertising?

(A) Yellow Pages

(B) Search Engine

(C) Television

(D) Online Review Sites

11. Signs that possess a resemblance to their referents are considered:
- (A) indexical
- (B) associational
- (C) iconic
- (D) negotiable

12. In terms of ethical practices, the concept of Golden Mean was advocated by
- (A) Socrates
- (B) Homer
- (C) Plato
- (D) Aristotle

13. The traditional scientific research is
- (A) inductive
- (B) deductive
- (C) non-hypothetical
- (D) non-theoretical

14. In which year did broadcasting sector come under the purview of TRAI?
- (A) 2002
- (B) 2003
- (C) 2004
- (D) 2005

15. Which of the following is not a part of the 'communication mix'?
- (A) PR
- (B) Publicity
- (C) Group Discussion
- (D) Sales Promotion

16. An effective PR programme requires co-ordination of all efforts towards
- (A) Policy making
- (B) Defined goals
- (C) Budgeting
- (D) Planning

17. Which is the largest spoken language of the world?
- (A) Mandarin
- (B) Hindi
- (C) English
- (D) Spanish

18. "For Managing Tomorrow" is the tagline of which magazine?
- (A) Business India
- (B) Business World
- (C) Business Today
- (D) Business and Economy

19. If a newspaper is of 600 mm × 380 mm, it is known as of
- (A) tabloid size
- (B) broadsheet size
- (C) standard size
- (D) non-standard size

20. A Research Design that entails the collection of data on more than one case and at a single point of time in order to collect a body of quantitative data in connection with two or more variables is known as
- (A) Experimental Design
- (B) Cross-sectional Design
- (C) Observational Design
- (D) Operational Design

21. Parasocial Interaction Theory (PSI) explains how
  (A) groups develop relationship with each other.
  (B) audience sends feedback to media houses.
  (C) individual audience develops one-sided relationship with media and mediapersons.
  (D) social groups interact with media.

22. The study of space during communication is known as
  (A) Cybernetics
  (B) Kinetics
  (C) Proxemics
  (D) Polemics

23. The 'Bengal Gazette' was first published on
  (A) January 29, 1870
  (B) January 01, 1870
  (C) January 29, 1780
  (D) January 01, 1780

24. NHK is a Public Service Broadcaster in which country?
  (A) Canada
  (B) Japan
  (C) India
  (D) China

25. Which of the following committees recommended for the split of Samachar news agency into PTI, UNI, Samachar Bharati and Hindustan Samachar during the Janata Party rule?
  (A) Verghese Committee
  (B) Kuldip Nayar Committee
  (C) Joshi Committee
  (D) Vardarajan Committee

26. Which FM Radio Station belongs to ABP Group?
  (A) Amar FM
  (B) Friends FM
  (C) Big FM
  (D) Power FM

27. Sina Weibo of China is a/an
  (A) Internet Service Provider
  (B) Social Networking Site
  (C) Microblogging Website
  (D) Television Station

28. At present a Single Tweet in English of Twitter has how many characters?
  (A) 140
  (B) 160
  (C) 200
  (D) 280

29. Baidu is a
  (A) TV Station
  (B) Radio Station
  (C) Search Engine
  (D) Newspaper

30. The news ingredients of balance and fairness are used to understand the concept of reporting
  (A) investigative
  (B) impersonal
  (C) interpretative
  (D) embedded

31. TAM is what kind of technique?
   (A) Picture Matching
   (B) Frequency Matching
   (C) Genre Matching
   (D) Language Matching

32. Which folk form is concentrated mostly in North Bengal?
   (A) Baul
   (B) Bhadu
   (C) Gambhira
   (D) Bhatiyali

33. What is a Morgue?
   (A) Space for storing old magazines
   (B) Newsroom Library
   (C) Old Newspaper storage space
   (D) Space for storage of Newsprint

34. Who of the following was never a Chairperson of CBFC?
   (A) Sharmila Tagore
   (B) Leela Samson
   (C) Govind Nihalani
   (D) Prasoon Joshi

35. Which one is a popular folk drama of South Bengal?
   (A) Bhadu
   (B) Bolan
   (C) Baul
   (D) Tusu

36. Lionel Fielden was associated with which mass medium?
   (A) Newspaper
   (B) Television
   (C) Radio
   (D) Internet

37. The Hypothetico-deductive Model/Method was proposed by
   (A) Singleton and Straits
   (B) K. Popper
   (C) G. Solomon
   (D) S. Hall

38. Which Postmodern theorist wrote The Ecstasy of Communication?
   (A) J. Baudrillard
   (B) F. Jameson
   (C) J. F. Lytord
   (D) C. Jencks

39. *Breathless* is considered as a/an
   (A) German Surreal Film
   (B) French New Wave Film
   (C) American Underground Film
   (D) Italian Neo-Realist Film

40. Paul Lazarsfeld researched on which area of Media?
   (A) Media Violence
   (B) Audience
   (C) Opinion Leader
   (D) Reach of Media

41. Information and Broadcasting Ministry in January, 2017 has permitted Community Radio Stations to broadcast

(A) AIR news bulletins and traffic updates

(B) Information regarding International News

(C) National Political Debates

(D) Mann Ki Baat

42. The Macroscopic theory of media represents an effort to increase the effectiveness of mass media based information campaigns through greater understanding of societal and psychological factors is known as

(A) Information Processing Theory

(B) Social Marketing Theory

(C) Dependency Theory

(D) Critical Theory

43. Making stories suitable for multiple media outlets by producing them in various styles or formats by emphasizing different angles are called

(A) Shovelware

(B) Retraction

(C) Versioning

(D) Public Journalism

44. Journalism that is produced, distributed and received continuously via new communication technologies such as social networking sites or microblogging sites is known as

(A) Online Journalism

(B) Ambient Journalism

(C) Alternative Journalism

(D) Broadcast Journalism

45. A shot which focuses on a view other than the principal action and is used frequently to provide transitional footage is known as

(A) cut in

(B) cut away

(C) cut off

(D) cue

46. An advertisement that appears in a window on your computer screen while you are waiting for the webpage to load is called _____.

(A) CPC

(B) Interstitial

(C) Gopher

(D) Pop-up

47. A form of journalism that relies on recycling Press Releases and Agency Copies which involves very little reporting or verification is known as

(A) Churnalism

(B) Campaigning Journalism

(C) Bi-media Journalism

(D) Repeatative Journalism

48. Activity of the media in proposing the Values and Standards by which objects of media attention can be judged (almost setting agenda) is known as

(A) Reception analysis

(B) Priming

(C) Schema

(D) Hybridization

49. Which law specifically forbids Mass media from reporting the identity of any child or juvenile (victim, witness or one in conflict with law)?

(A) SITA 1956

(B) Juvenile Justice Act, 2000

(C) Child Marriage Restraint Act, 1929

(D) Child Labour Prohibition and Regulation Act, 1986

50. The kind of interview where the source is quoted in the newspaper but not named is known as _____.

(A) Unstructured Interview

(B) Casual Interview

(C) Blind Interview

(D) Anonymous Interview

51. Mass Media : The Image, Role and Social Conditions of Women; was published by which agency?

    (A) UNIFEM

    (B) UNESCO

    (C) UNICEF

    (D) WHO

52. Which of the following is a primary colour?

    (A) Blue

    (B) Yellow

    (C) Cyan

    (D) Magenta

53. The positivist paradigm, adopted by researchers in Mass Communication, makes a liberal use of

    (A) descriptions

    (B) aesthetics

    (C) fictional narratives

    (D) quantifications

54. In which year was ARPANET started?

    (A) 1949

    (B) 1959

    (C) 1969

    (D) 1979

55. What is the name given to a system of servers and software that allows messages to be sent to a particular individual in accordance with agreed standards?

    (A) Flaming

    (B) Email

    (C) Interface

    (D) Troll

56. What is Windows?

    (A) Hypertext mark up language

    (B) Rich site summary

    (C) Graphical user interface

    (D) Computer generated imagery

57. Identify the author of this book — Introduction to Communication Studies.

    (A) J. Lyotard

    (B) M. McLuhan

    (C) M. Foucault

    (D) J. Fiske

58. The first director of 'Bureau of Social Research' (BASR) was

    (A) Wilbur Schramm

    (B) Leo Lowenthal

    (C) Paul Lazarsfeld

    (D) Daniel Lerner

59. David Berlo developed the SMCR model of communication in which year?

    (A) 1960

    (B) 1957

    (C) 1948

    (D) 1953

60. What is the name of the transition where a circular masking closes the picture to a black screen?

    (A) Dissolve

    (B) Wipe

    (C) Iris

    (D) Cross fade

61. *Assertion (A)*: Sales promotion of products at a discounted price is always harmful for the long term business.

Reason (R): Customers buy more than they require during sales promotion, they do not buy the same product for long.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

62. *Assertion (A)*: The media houses are unable to present objective reports and analysis of events to the audience.

Reason (R): There is nothing called objectivity in reporting.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

63. *Assertion (A)*: The basis of the concept of *Product Life Cycle* or Brand Life Cycle is flawed.

Reason (R): The Product or Brand is considered as a biological thing having birth, growth, maturity and decline.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

64. *Assertion (A)*: The number of vernacular newspapers and the circulation is on the rise in India.

Reason (R): The neo-literates buy newspapers to keep their literacy skill functional.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

65. *Assertion (A)*: The qualitative research designs are not popular among the research scholars of communication in India.

Reason (R): Only statistical treatment of data is considered to be the important part of research.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

66. *Assertion (A)*: Corporate Social Responsibility (CSR) is not yielding the expected results.

Reason (R): Communication is not being given importance in CSR programmes by the business companies.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

67. *Assertion (A)*: Communication gestalt is the key for the success of an advertisement.

Reason (R): Advertisement is successful when the sale increases.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

68. *Assertion (A)*: The number of multiplexes has increased in the cities in India.

Reason (R): Multiplexes have been providing atmosphere comfortable ambience for film watching.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

69. *Assertion (A)*: The news websites, particularly the dot com(s) are very popular among the young generation.

Reason (R): The current young generation is a viewing generation.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

70. *Assertion (A)*: Film is called as the sixth art.

Reason (R): Film is the latest art form that is accepted in human society.

Codes:

(A) Both *(A)* and *(R)* are true.

(B) Both *(A)* and *(R)* are true, but *(R)* is not the correct explanation of *(A)*.

(C) *(A)* is true, but *(R)* is false.

(D) *(A)* is false, but *(R)* is true.

71. Match *List-I* with *List-II*.

	List-I		*List-II*
	(Concept/Models/Books)		(Authors)
(a)	Fine Art of Propaganda	(i)	F.E.X. Dance
(b)	The Passing of the Traditional Society	(ii)	Dallas Smythe
(c)	Cultural screen	(iii)	Alfred Lee & Elizabeth Lee
(d)	Helical Model	(iv)	Daniel Lerner

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(iv)	(iii)	(i)	(ii)
(C)	(ii)	(i)	(iv)	(iii)
(D)	(iii)	(iv)	(ii)	(i)

72. Match the following:

	List-I		*List-II*
(a)	Copy editing	(i)	Editing of a wide variety of write up.
(b)	Photo cropping	(ii)	Skill to interpret maps and graphs
(c)	Graphicacy	(iii)	Visual aspect of language
(d)	Pictograph	(iv)	Editing of pictures/photos

Codes:

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(ii)	(i)
(B)	(i)	(iv)	(ii)	(iii)
(C)	(i)	(iv)	(iii)	(ii)
(D)	(iv)	(ii)	(i)	(iii)

73. Match *List-I* with *List-II*.

	List-I	*List-II*
	(Concept/Theory)	(Author/Expert)
(a)	Risk Society	(i) Herbert Schiller
(b)	Post-modernism	(ii) Ulrich Beck
(c)	Network Society	(iii) Jean Lyotard
(d)	Cultural Imperialism	(iv) Manuel Castells

Codes:

	(a)	(b)	(c)	(d)
(A)	(iii)	(iv)	(i)	(ii)
(B)	(iv)	(i)	(ii)	(iii)
(C)	(i)	(ii)	(iii)	(iv)
(D)	(ii)	(iii)	(iv)	(i)

74. Match the following:

	List-I	*List-II*
(a)	ABC	(i) Film certification
(b)	RNI	(ii) Newspaper registration
(c)	PCI	(iii) Print media watchdog
(d)	CBFC	(iv) Auditing of circulation of newspapers

Codes:

	(a)	(b)	(c)	(d)
(A)	(iii)	(ii)	(iv)	(i)
(B)	(ii)	(iv)	(iii)	(i)
(C)	(iv)	(ii)	(iii)	(i)
(D)	(i)	(ii)	(iii)	(iv)

75. Match the following:

	List-I	*List-II*
(a)	Matrubhoomi	(i) Gujarat
(b)	Dinamalar	(ii) Odisha
(c)	Sadhana	(iii) Kerala
(d)	Dharitree	(iv) Tamil Nadu

Codes:

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(i)	(ii)
(B)	(i)	(ii)	(iii)	(iv)
(C)	(ii)	(iv)	(i)	(iii)
(D)	(iii)	(iv)	(i)	(ii)

76. Match the following:

	List-I	*List-II*
(a)	Interpersonal	(i) Dyadic
(b)	Intrapersonal	(ii) Multiadic
(c)	Intragroup	(iii) Association
(d)	Intergroup	(iv) Within the mind

Codes:

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(ii)	(i)
(B)	(i)	(iv)	(iii)	(ii)
(C)	(iii)	(iv)	(i)	(ii)
(D)	(ii)	(i)	(iii)	(iv)

77. Match the following:

	List-I	*List-II*
(a)	Geographic	(i) Segmentation as per location
(b)	Demographic	(ii) Segmentation based on family size
(c)	Buying behaviour	(iii) Segmentation based on life style
(d)	Psychographic	(iv) Segmentation based on brand loyalty

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(iii)	(ii)	(iv)
(B)	(i)	(ii)	(iv)	(iii)
(C)	(iii)	(ii)	(i)	(iv)
(D)	(i)	(iv)	(iii)	(ii)

78. Match *List-I* with *List-II*.

	List-I	*List-II*
	(News Agencies)	(Countries)
(a)	APS	(i) Indonesia
(b)	AFP	(ii) Pakistan
(c)	Antara	(iii) USA
(d)	UPI	(iv) France

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(ii)	(iv)	(i)	(iii)
(C)	(iv)	(iii)	(ii)	(i)
(D)	(iii)	(i)	(iv)	(ii)

79. Match *List-I* with *List-II*.

List-I	*List-II*
(Oscar winning foreign language films)	(Year)
(a) A Fantastic woman	(i) 2014
(b) The Salesman	(ii) 2015
(c) Son of Saul	(iii) 2016
(d) Ida	(iv) 2017

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(ii)	(iv)	(i)	(iii)
(C)	(iii)	(i)	(iv)	(ii)
(D)	(iv)	(iii)	(ii)	(i)

80. Match *List-I* with *List-II*.

List-I	*List-II*
(Concepts related to Representation)	(Authors theorised)
(a) Connotation and denotation	(i) Claude Levi Strauss
(b) Binary opposites	(ii) Ronald Barthes
(c) Discourse/knowledge	(iii) Jean Baudrillard
(d) Simulacra	(iv) Michel Foucault

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(iv)	(iii)	(i)	(ii)
(C)	(ii)	(i)	(iv)	(iii)
(D)	(iii)	(iv)	(ii)	(i)

81. Match *List-I* with *List-II*.

List-I	*List-II*
(Concepts)	(Theory/Book)
(a) Classical Conditioning	(i) Diffusion of Innovation
(b) Forced Compliance	(ii) Learning theory
(c) Complementary transaction	(iii) Cognitive dissonance
(d) Homophily	(iv) Games people play

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(iv)	(i)	(ii)	(iii)
(C)	(ii)	(iii)	(iv)	(i)
(D)	(iii)	(iv)	(i)	(ii)

82. Match the following:

List-I	*List-II*
(a) Sentinel	(i) Gujarati
(b) Dainik Lokmat	(ii) Hindi
(c) Sandesh	(iii) Marathi
(d) Gujarat Vaibhav	(iv) English

Codes:

	(a)	(b)	(c)	(d)
(A)	(ii)	(iii)	(iv)	(i)
(B)	(iv)	(iii)	(ii)	(i)
(C)	(ii)	(i)	(iv)	(iii)
(D)	(iii)	(ii)	(i)	(iv)

83. Match the following:

List-I	*List-II*
(a) Nukkad	(i) Presenter
(b) Newspaper	(ii) Jockey
(c) Radio	(iii) Ombudsman
(d) TV	(iv) Artist

Codes:

	(a)	(b)	(c)	(d)
(A)	(i)	(iv)	(ii)	(iii)
(B)	(ii)	(iv)	(i)	(iii)
(C)	(iv)	(i)	(ii)	(iii)
(D)	(iv)	(iii)	(ii)	(i)

84. Which of the following is a mismatch?
(A) The Week – Malayala Manorama
(B) Front line – The Hindu
(C) India Today – Living media
(D) The Caravan – World Wide media

85. Match the films with their directors:

(a) Ajantrik   (i) Buddhadeb Dasgupta

(b) Uttara   (ii) Ritwik Ghatak

(c) Atanka   (iii) Tarun Majumdar

(d) Ganadevta   (iv) Tapan Sinha

Codes:

	(a)	(b)	(c)	(d)
(A)	(ii)	(i)	(iv)	(iii)
(B)	(iii)	(i)	(ii)	(iv)
(C)	(ii)	(iv)	(iii)	(i)
(D)	(i)	(ii)	(iii)	(iv)

86. Identify the correct sequence of the evolution of Public Relations:

(A) Unidirectional, Bidirectional, Press Agentry, Public Information

(B) Unidirectional, Bidirectional, Public Information, Press Agentry

(C) Unidirectional, Public Information, Bidirectional, Press Agentry

(D) Unidirectional, Press Agentry, Public Information, Bidirectional

87. What is the correct sequence of emergence of following radio services?

(A) BBC, AIR, Community radio, FM

(B) AIR, BBC, FM, Community radio

(C) BBC, AIR, FM, Community radio

(D) BBC, FM, AIR, Community radio

88. Identify the correct chronological sequence of the following news agencies as per their establishment:

(A) Havas, Reuters, UPI, Bloomberg

(B) Havas, UPI, Reuters, Bloomberg

(C) Bloomberg, Havas, Reuters, UPI

(D) Havas, Bloomberg, Reuters, UPI

89. Identify the correct sequence of films as per their release years:

(A) Raja Harishchandra, Alam Ara, Guide, Mother India

(B) Raja Harishchandra, Alam Ara, Mother India, Guide

(C) Alam Ara, Mother India, Raja Harishchandra, Guide

(D) Alam Ara, Raja Harishchandra, Mother India, Guide

90. Identify the correct combination of elements of '*Circuit of Culture*' promoted by Stuart Hall:

(A) Idea, recording, production, storing, distribution

(B) Representation, idea, production, consumption, recording

(C) Production, consumption, regulation, representation, identity

(D) Production, consumption, recording, regulation, identity

91. Identify the correct sequence of the Dada Shaheb Phalke award winners starting 2014:

(A) Shashi Kapoor, Manoj Kumar, Kashinathuni Viswanath, Vinod Khanna

(B) Shashi Kapoor, Vinod Khanna, Manoj Kumar, Kashinathuni Viswanath

(C) Kashinathuni Viswanath, Manoj Kumar, Vinod Khanna, Shashi Kapoor

(D) Manoj Kumar, Vinod Khanna, Kashinathuni Viswanath, Shashi Kapoor

92. Identify the correct chronological sequence of the films winning the best feature film award:

(A) Village Rockstar, Court, Baahubali, Kaasav

(B) Village Rockstar, Kaasav, Court, Baahubali

(C) Court, Baahubali, Kaasav, Village Rockstar

(D) Kaasav, Court, Village Rockstar, Baahubali

93. Select the correct order of cinematic processes:

   (A) Direction, Scripting, Cinematography, Editing, Post-production

   (B) Cinematography, Scripting, Editing, Post-production, Direction

   (C) Scripting, Direction, Cinematography, Editing, Post-production

   (D) Editing, Scripting, Direction, Cinematography, Post-production

94. What is the correct sequence in the Information Processing theory?

   (A) Acceptance–comprehension–attention–retention–action

   (B) Attention–comprehension–acceptance–retention–action

   (C) Attention–retention–comprehension–acceptance–action

   (D) Comprehension–attention–acceptance–retention–action

95. Identify the correct sequence of the models, as per the year of publication.

   (A) Theodore NewComb's Symmetry, Charles Osgood, Westley and McLean, Shaw and McComb

   (B) Charles Osgood, Theodore NewComb's Symmetry, Shaw and McComb, Westley and McLean

   (C) Charles Osgood, Shaw and McComb, Theodore NewComb's Symmetry, Westley and McLean

   (D) Theodore NewComb's Symmetry, Charles Osgood, Shaw and McComb, Westley and McLean

Read the following passage and answer Questions 96 – 100 :

Research in any field is both a source and an outcome of the institutions that surround it. In communication research, the most obvious institutions are academic programs and the media industry's own research centers. These institutions are typically national and are firmly rooted in the respective political, economic and cultural conditions. Beyond them are international institutions, which come into play once similar establishments have emerged in several countries. These international institutions are relatively weak, but they both reflect and shape the national landscapes. What follows is a story of the most central international institution in media research, the International Association for Media and Communication Research (IAMCR), whose fifty-year history provides a panorama of how research in the field has developed and how it has been influenced by international contacts and cooperation.

Looking at histories of the emerging field of mass communication — in continental Europe from the late seventeenth century onward and in the United States from the early nineteenth century onward— leads one to notice how little and how late international institutions have played a role in shaping communication research. Although the roots of the field go back to the classics of sociology and political science, it is only in the twentieth century that we can find any systematic international networking of research, built through particular structures such as international meetings or associations among relevant scholars. Journalists and other "press people" had their first international congress in 1894, followed by their own international association(s) in the first half of the twentieth century. Global media policies began to take shape in the League of Nations in the 1920s — at a time when communication research was not only established but already being divided into various traditions. But communication research remained conspicuously remiss on its own international platforms and structures until the end of World War II.

The history of IAMCR begins in the first years of the United Nations Educational, Scientific and Cultural Organization (UNESCO), formed in the aftermath of World War II. In 1946, UNESCO proposed an "International Institute of the Press and Information, designed to promote the training of journalists and the study of press problems throughout the world." This initiative was marked by the idealism that had inspired the founding of the United Nations (UN) itself.

96. The research reports are generally produced by
    (A) the Universities and United Nations
    (B) the renowned professors and professionals
    (C) Academic programmes only
    (D) Academic programmes, Industry's research centres and International Institutions

97. The national institutions of research are generally based on
    (A) Principles of conducting research
    (B) Funding agencies
    (C) Surrounding of socio-economic and cultural environment
    (D) Conditionalities created by political leaders

98. From the studies of IAMCR events related to international institutions, one comes to know that they have
    (A) contributed immensely in research.
    (B) arrived late to the field.
    (C) contributed very little.
    (D) arrived late and contributed less.

99. The structure that helped the scholars to develop contacts were of
    (A) International meetings and associations
    (B) IAMCR
    (C) Political Science and Sociology
    (D) The new web technology

100. The UN Educational, Scientific and Cultural Organization proposed to study
    (A) Press freedom in every country
    (B) Press and Information channels
    (C) Problems related to press around the world
    (D) the problems related to World War II

ROUGH WORK