

AJCMCRC, Jamia Millia Islamia, New Delhi

Mass Communication

Section 1

News and Current Affairs (20 x 1 = 20 marks)

This section will test your awareness about current news, developments and issues reported and discussed in mainstream Indian media during the past few months.

1. Who in Indian politics is popularly known as 'muffler-man'?
 - A. Anna Hazare
 - B. Arvind Kejriwal
 - C. Narendra Modi
 - D. Rahul Gandhi

2. Which of the following statements was *not* made in the Railway Budget of 2015?
 - A. 10 new trains between the four metros announced
 - B. Introduction of 'set trains' between Delhi and Mumbai/Howrah for faster travel
 - C. Introduction of bullet train between Mumbai and Ahmedabad from April 2015
 - D. E-order of food on select trains

3. The cricket matches that began in Australia and New Zealand in February are a part of
 - A. Australasia Cup
 - B. Ashes Series
 - C. ICC World Cup
 - D. Australian Premier League

4. In Jammu and Kashmir, two months after the elections, a new coalition government assumed office. The two parties that came together are ...
 - A. NC and INC
 - B. INC and PDP
 - C. PDP and NC
 - D. BJP and PDP

5. Who was Bihar's Chief Minister whom Nitish Kumar replaced in February 2015?
 - A. Ram Vilas Paswan
 - B. Lalu Prasad Yadav
 - C. Jiten Ram Manjhi
 - D. Nitish Kumar did not replace anyone; he was the CM always

6. RSS chief Mohan Bhagwat recently said 'along with social work she also encouraged conversion'. Whom was he referring to?
 - A. Indira Gandhi
 - B. Maneka Gandhi
 - C. Mamata Banerjee
 - D. Mother Teresa

7. Which of these heads of state did not visit India after the new government took over in May 2014?
- A. Japanese Prime Minister Shinzo Abe
 - B. Chinese President Xi Jinping
 - C. Sri Lankan President Maithripala Sirisena
 - D. Australian Prime Minister Tony Abbott
8. The nationwide cleanliness campaign launched by the Prime Minister is known as
- A. Swadeshi Bharat Abhiyan
 - B. Swachh Bharat Abhiyan
 - C. Swachh Swadeshi Bharat
 - D. Swadesh Jagran Manch
9. Which chief minister of an Indian state was imprisoned last year for 22 days in a disproportionate assets case, and disqualified for six years?
- A. J Jayalalitha
 - B. Mamata Banerjee
 - C. Shivraj Singh Chouhan
 - D. Vasundara Raje Scindia
10. Which of these recent Bollywood films is about 'an alien that loses its remote control'?
- A. PA
 - B. PK
 - C. PQ
 - D. PM
11. To revive the Indian economy and kick start manufacturing activities in India the government has initiated a new policy with a catchy slogan...
- A. Make in India
 - B. India is India
 - C. Nothing but India
 - D. Made in India
12. Who was the chief guest at India's Republic Day Parade this year?
- A. Pakistan President Mamnoon Hussain
 - B. Russian President Vladimir Putin
 - C. US President Barack Obama
 - D. Singapore President Tony Tan
13. In the Union Budget 2015 which of these was proposed?
- A. Contributions to Swachh Bharat and Ganga Rejuvenation are tax free
 - B. Raising the personal income tax limit from the current Rs.2,50,000 to Rs.5,00,000
 - C. Lowering the service tax payable for utilizing services from 12 % to 10 %
 - D. Abolition of income tax for salaried employees in metro cities

14. On the day of the swearing-in the new government in Jammu and Kashmir courted controversy because ...
- A. The MLAs refused to take oath in the name of the Indian Constitution
 - B. The prime minister walked out of the swearing-in ceremony mid-way
 - C. The new cabinet did not take oath of office
 - D. The new chief minister said Pakistan and separatists had allowed a fair and free poll in J&K
15. The current edition of IPL (2015) will be the _____ edition.
- A. Seventh
 - B. Eighth
 - C. Ninth
 - D. Tenth
16. Pahlaj Nihalani, the new chief of the Censor Board, was in the news because ...
- A. He warned producers against exceeding a budget of Rs.50 crores for each movie
 - B. He issued a list of cuss words not to be used in feature films
 - C. He issued detailed guidelines about the length of feature films
 - D. Being a film producer he certified his own films
17. Which app-based taxi operator was banned recently in Delhi and some other states for violating transport permit rules after the rape of a woman passenger by one of its drivers?
- A. Ola Cabs
 - B. Taxi for Sure
 - C. Uber Cabs
 - D. Easy Cabs
18. After last year's scam and subsequent intervention by the Supreme Court, the government auctioned which natural resource this year?
- A. Coal
 - B. Oil
 - C. Water
 - D. Wind
19. In February a former president was arrested on charges of terrorism because of which the Indian Prime Minister had to postpone/cancel his visit to that country. Which nation are we talking about?
- A. Mauritius
 - B. Maldives
 - C. Madagascar
 - D. Malaysia

20. The new buzzword in the government and among economic analysts after the 2015 budget is 'JAM'. What does it mean?
- A. Government's social security strategy through Jan Dhan Yojana, Aadhar and Mobile Number of beneficiaries
 - B. Government's 'Just A Minute' online portal to solve citizen's problems
 - C. HRD minister's new Joint Admission test for Master's degree programmes to central universities
 - D. Government's new Judicial Accountability and Management Act passed in Parliament
-

Section 2
General Knowledge on India (20 x 1 = 20 marks)

This section will test your knowledge levels related to Government, Politics, Judiciary, Constitution, Centre-State Relations, India's Foreign Relations, Society and Religion; fundamental knowledge essential to any media/communications professional

- 1. The NDA government under Narendra Modi has set up a new institution for planning and development replacing the decades-old Planning Commission. It is called ...
 - A. New Planning Commission (NPC)
 - B. New Commission for Planning and Development (NCPD)
 - C. National Institution for Transforming India (NITI) Ayog
 - D. Development Institution of India
- 2. For the May 2014 swearing in ceremony of the new NDA government the heads of which countries were invited?
 - A. BARC countries
 - B. SAARC countries
 - C. TRAC countries
 - D. BRIC countries
- 3. The 29th state of India that came into existence in 2014 is
 - A. Andhra Pradesh
 - B. Telangana
 - C. Pondicherry
 - D. Vidarbha
- 4. The presiding officer of the Rajya Sabha is called
 - A. Speaker
 - B. Listener
 - C. Chairman
 - D. President

5. The Government of India gives the Dronacharya Award to
 - A. Umpires
 - B. Coaches
 - C. Players
 - D. Selectors

6. Which of the following is the sole responsibility of state governments and does not come under the purview of the Union Government in India?
 - A. Beaches/Coast Guard
 - B. Law and Order/Police
 - C. Education/Schools
 - D. Connectivity/Telecommunication

7. Choose the correct lower to higher hierarchical order of these awards given by the Government of India.
 - A. Padma Shri – Padma Bhushan – Padma Vibhushan
 - B. Padma- Bhushan – Padma Shri – Padma Vibhushan
 - C. Padma Vibhushan – Padma Bhushan – Padma Shri
 - D. Padma Vibhushan – Pasma Shri – Padma Bhushan

8. The Indian Parliament is a
 - A. Unicamarel Legislature
 - B. Bicamarel Legislature
 - C. Tricamarel Legislature
 - D. Multicamarel legislature

9. The council of ministers in any state government is headed by
 - A. The Governor
 - B. The Chief Minister
 - C. The Deputy Chief Minister
 - D. The Chief Secretary

10. Which of the following promissory statements is printed on a currency note in India?
 - A. I want to pay the holder a sum of ... Rupees
 - B. I promise to pay the bearer the sum of ... Rupees
 - C. I promise to pay the recipient the sum of ... Rupees
 - D. I would like to pay the bearer the sum of ... Rupees

11. The government and people of which Indian state has been agitating against the plight of ethnic minorities in Sri Lanka and the war crimes committed by the Sri Lankan regime on them?
 - A. Kerala
 - B. Karnataka
 - C. Orissa

D. Tamil Nadu

12. Which of these is a constitutional body in India?

- A. Reserve Bank of India
- B. Cauvery River Authority
- C. National Green Tribunal
- D. Election Commission of India

13. How many times has the Indian Constitution been amended since its inception in 1950?

- A. 202 times
- B. 98 times
- C. 65 times
- D. Not even once

14. We, the people of India have solemnly resolved to constitute India into a sovereign, socialist, secular, democratic republic ... where are these words used?

- A. In the Preamble to the Constitution of India
- B. In the appointment order of the Chief Justice of India
- C. In the oath taken by the Prime Minister of India
- D. In the currency notes printed by the RBI

15. Which article of the Indian Constitution deals with autonomy, special powers and privileges to the state of Jammu and Kashmir?

- A. Article 37
- B. Article 370
- C. Article 73
- D. Article 730

16. Which of the following agencies is not a federal agency in India?

- A. CBI
- B. RTO
- C. RPF
- D. NIA

17. India is a secular state. The term secular in our constitution implies ...

- A. There is no state religion
- B. There is no religion
- C. There is no state
- D. There is religion in state

18. Which of the following statements is incorrect?

- A. Members of Lok Sabha are elected by the people directly
- B. Members of Rajya Sabha are elected by the state legislative assemblies
- C. Prime Minister is elected directly by the people of India

D. President is elected by the members of Parliament

19. Which of the following statements is not true?

A. The current ruling coalition is National Democratic Alliance

B. The current ruling coalition is United Front

C. The previous ruling coalition was United progressive Alliance

D. The current ruling coalition is headed by the Bhartiya Janata Party

20. Which of these is an incorrect combination in the context of the current choices?

A. Indian National Congress – Sonia Gandhi

B. Bharatiya Janata Party – Narendra Modi

C. Trinamool Congress – Mamata Banerjee

D. Shiv Sena – Uddhav Thackeray

Section 3

Journalism and Media (20 x 1 = 20 marks)

This section will test your knowledge levels in Reporting, Editing, Radio, Television, Photography, Visual and Media Literacy

1. When private individuals do essentially what professional reporters do – report information about their surroundings, events and incidences they witness, including text, pictures, audio and video, the exercise is called...

A. Citizen Journalism

B. Public Interest Journalism

C. Local Journalism

D. Private Journalism

2. ABC in the context of print media refers to

A. Always Be Careful

B. Audit Bureau of Circulation

C. Avoid Bad Correspondents

D. All-time Business Channel

3. The 'Common Man' a constantly featured cartoon in The Times of India for over 40 years was created by

A. R K Narayan

B. R K Laxman

C. R K Pachauri

D. R K Raman

4. BBC is the national broadcaster of
 - A. Britain
 - B. Belgium
 - C. Brazil
 - D. Bhutan

5. In Photography today DSLR cameras are widely used. What does DSLR stand for?
 - A. Digital Single Lens Reflex
 - B. Double Standard Lenses Reflection
 - C. Digital Standard Lens Reflex
 - D. Double Standard Long Reflex

6. Transmission to a large number of people by radio or television is known as
 - A. Broadsheet
 - B. Broadway
 - C. Broadcast
 - D. Broadband

7. Which of these is an Indian Hindi television *news* channel?
 - A. Anmol
 - B. Awaaz
 - C. Rishtey
 - D. Utsav

8. An exclusive or first-published story on television or in a newspaper is called...
 - A. Scorn
 - B. Scoop
 - C. Soup
 - D. Smear

9. Copy of a laid-out newspaper page ready to be corrected is usually known as...
 - A. Proof
 - B. Page
 - C. Evidence
 - D. Draft

10. An extended unwanted silence on radio, often caused by technical or operating errors is called
 - A. Dead air
 - B. Dead voice
 - C. Dead silence
 - D. Dead line

11. A small set of blades in a lens, which can be widened or narrowed, and that controls how much light will enter the camera is known as
- A. Departure
 - B. Aperture
 - C. Premature
 - D. Nature
12. What is 'gutter' in journalism?
- A. Grammatically incorrect copy
 - B. A dustbin where unused reports are thrown
 - C. A vertical margin of white space where two pages meet
 - D. A thin wall between the editor's cabin and the rest of the newsroom
13. 'Feed' in journalism is most likely associated with
- A. Breaking for lunch
 - B. Teaching news gathering to interns
 - C. Transfer of information from reporter to studio
 - D. Allowing panelists to eat during a show
14. The commonly used font 'Arial' is an example of
- A. Sans-serif typeface
 - B. Serif typeface
 - C. Font serif typeface
 - D. Sans font typeface
15. Graphics or words superimposed over a television image giving details such as a person's name or where they are, is called
- A. Superb
 - B. Supper
 - C. Super
 - D. Sup
16. The most common structure for writing a news story, with the main news at the start and the rest of the detail following in decreasing order of importance is known as
- A. Inverted Triangle
 - B. Inverted Pyramid
 - C. Inverted Stick
 - D. Inverted Bucket
17. What do the terms R-G-B and C-M-Y-K stand for in media?
- A. Abbreviations of famous Bollywood directors
 - B. Television studio equipment
 - C. Colour codes in printing and publishing
 - D. Classification of consumers based on spending habits

18. A product or service promotion written in the style of a news item or feature, often misleading readers to think the content is editorial is called
- A. Advertorial
 - B. Adversarial
 - C. Apolitical
 - D. Aesthetical
19. In videography moving a camera left and right smoothly to follow a subject or capture the distance between to objects is known as
- A. Scanning
 - B. Panning
 - C. Roaming
 - D. Wandering
20. The resolution of images taken by a digital camera is represented in?
- A. Mega sensors
 - B. Mega images
 - C. Mega colours
 - D. Mega pixels
-

Section 4

Marketing, Advertising and Public Relations (20 x 1 = 20 marks)

This section will test your knowledge levels in Marketing, Corporate Communication, Advertising, Public Relations, Retail, Selling and Media Planning

1. The marketing mix consists of
 - A. 4 Ps
 - B. 4 Ds
 - C. 4 Ms
 - D. 4 Cs
2. In marketing PEST analysis refers to ...
 - A. Analysing the macro market environment
 - B. Surveying the use of pesticides in retail outlets
 - C. Tracking the sales of pest control products
 - D. Analysing competitors and their direct selling strategies
3. A large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term is generally applied only to gatherings organized via telecommunications, social media, or viral emails. The reference is to...

- A. Viral Marketing
 - B. Consumer Profiling
 - C. Flash Mobs
 - D. Social Networking
4. Which of these is not a stage in the Product Life Cycle?
- A. Introduction
 - B. Growth
 - C. Maturity
 - D. Saturation
5. Positioning refers to ...
- A. How competitors perceive the product
 - B. How consumers perceive the product
 - C. How manufacturers perceive the product
 - D. How sellers perceive the product
6. Advertising is ...
- A. A non-personal paid form of communication
 - B. A personal paid form of communication
 - C. Unpaid form of communication
 - D. Unpaid non-personal form of communication
7. Cash discounts, rebates and buy-one-get-one-free offers are examples of ...
- A. Advertising
 - B. Public Relations
 - C. Sales Promotion
 - D. Direct Marketing
8. Which of these is a communication model used extensively to explain advertising?
- A. AIDS
 - B. SAID
 - C. ACID
 - D. AIDA
9. In Public Relations which of the following are considered to be 'internal public'?
- A. Colleges
 - B. Government
 - C. Shareholders
 - D. Customers
10. One of the functions of Public Relations is to work towards influencing government officials to take decisions favourable to their client's interests. This is known as ...
- A. Gatekeeping

- B. Terracing
 - C. Gardening
 - D. Lobbying
11. Saatchi, Ogilvy, J Walter Thomson, Law and Kenneth are names associated with ...
- A. Advertising agencies
 - B. Baby products
 - C. Global philanthropists
 - D. Tech innovators
12. Which of these is the correct order of decreasing size in apparel?
- A. XS, XL, M, L
 - B. XL, M, L, XS
 - C. XS, XL, M, L
 - D. XL, L, M, XS
13. Which of these statements best describes the definition of Corporate Social Responsibility (CSR)?
- A. Voluntary corporate activity for social causes
 - B. Acting in plays to highlight company's achievements
 - C. A company's presence on social media
 - D. A user's responsibilities on a company's social media site
14. What would you most likely associate the brand 'Chumbak' with?
- A. Fun magnets, key chains and pens
 - B. Natural home remedies
 - C. Organic grocery products
 - D. Coffee shop chain to hangout
15. In marketing Fabindia is associated with ...
- A. An Indian retail chain linking rural producers to urban markets
 - B. Tagline for India Tourism Department
 - C. Describing the high market share of MNCs in India
 - D. A niche brand of toiletries for Indian women
16. Where are the following terms 'upline' and 'downline' used in marketing?
- A. Sales Promotion
 - B. Public Relations
 - C. Multi-level Marketing
 - D. Advertising
17. Which of these web sites will you go to if you want to sell your car?
- A. Myntra.com
 - B. Flipkart.com

- C. Amazon.com
- D. Quikr.com

18. If a company indirectly promotes products/brands banned from being advertised, it is known as

- A. Indirect advertising
- B. Surrogate advertising
- C. Hidden advertising
- D. Bold advertising

19. TAM, RAM, ABC, TRP are abbreviations associated with...

- A. Audience feedback
- B. Content syndicates
- C. Advertising
- D. Media planning and research

20. Visa, Maestro, Diners Club, American Express are brands likely associated with

- A. Casinos in Las Vegas
- B. Hollywood movies
- C. Credit cards
- D. Fine dine restaurants

Section 5

Digital and Social Media Awareness (1 x 20 = 20 marks)

This section will test your knowledge levels in New Media, Social Media Communication, Digital Media Advertising and day to day use of social media communication tools

1. When a streaming media player temporarily stores portions of a streaming audio or video file on a computer until there is enough information for the stream to begin playing, it is called...

- A. Halting
- B. Buffering
- C. Suffering
- D. Beaming

2. Android is a ...

- A. Mobile operating system
- B. New search engine
- C. Mobile App
- D. Robotic technology

3. Buying and selling products or services using computer networks and the internet is popularly known as
- A. I-commerce
 - B. E-commerce
 - C. C-commerce
 - D. N-commerce
4. Baidu, Bing and DuckDuckGo are ...
- A. Internet search engines
 - B. Web browsers
 - C. Mobile applications
 - D. Bulk email service providers
5. A tweet has a maximum of _____ characters.
- A. 110
 - B. 120
 - C. 130
 - D. 140
6. Which of these is a 'photo-organising, editing and sharing' site owned by Google?
- A. Picasa
 - B. Howcast
 - C. Photoshop
 - D. MySpace
7. Follow, Friend, Like, Tag ... these are some popular terms used in which social media platform?
- A. LinkedIn
 - B. Facebook
 - C. Gmail
 - D. YouTube
8. In SMS/chat lingo what would LOL usually mean?
- A. Lollypop
 - B. Lots of Lottery
 - C. Laughing Out Loud
 - D. Laugh Outside the Loo
9. All of us send out SMS every day. SMS stands for ...
- A. Simple Message Service
 - B. Short Message Service
 - C. Send Message Simply
 - D. Simple Message and Short

10. WWW stands for ...

- A. World Wide Work
- B. World Wide Web
- C. World Web Wide
- D. Web World Wide

11 – 20. Match the digital media platforms/web sites and their CEOs/founders.

Platforms/Web sites: Twitter, Instagram, Alibaba, Snapdeal, Pinterest, Google, Facebook, Amazon, Flipkart, Tumblr

Founders/CEOs

11. Kevin Systrom	-	_____
12. Daid Karp	-	_____
13. Jack Dorsey	-	_____
14. Ben Silbermann	-	_____
15. Kunal Bahl	-	_____
16. Mark Zuckerberg	-	_____
17. Larry Page	-	_____
18. Jeff Bezos	-	_____
19. Sachin Bansal	-	_____
20. Jack Ma	-	_____

Section 6

English Language (20 marks) and Essay-Writing (80 marks) (Total 100 marks)

Each sub section (A-E) carries 20 marks. Sub section A is compulsory. Answer four essay questions by choosing one question each from sub-section B, C, D, and E to answer. The essays will be evaluated based on structure (5 marks), original ideas (5 marks) and grammar (5 marks). Each essay should not be less than one page or more than two pages.

Sub section A

English Language (20 x 1 = 20 marks)

This section tests your vocabulary, grammar and sentence construction.

Listed here are five words added recently to the Oxford Dictionary. Select their meaning from the choices.

1. Guyliner ...
 - A. A cruise ship rented out only for bachelor parties
 - B. Eye liner worn by men
 - C. A guy who paints only lines
 - D. A guy who seduces only guys

2. Infomania ...
 - A. A person who hates information
 - B. Compulsive desire to accumulate news and information via mobile phone or computer
 - C. Compulsive desire to disseminate news to all
 - D. A person who loves to always be in the limelight

3. OMG ...
 - A. An abbreviation for Oh, my God! - an expression used to express surprise, excitement or disbelief, especially while sending mobile text messages
 - B. An abbreviation used to refer to a media group that indulges in faking news
 - C. A term used to refer to fat people who are attempting to reduce their waist size
 - D. A local, colloquial term in India used to let people know that one is presently on M G Road

4. Textspeak ...
 - A. An audio clip attached to a text message
 - B. A speech that is texted to the audience
 - C. The art of texting the same message as one speaks
 - D. Language regarded as characteristic of text messages, consisting of abbreviations, acronyms, initials, emoticons

5. Chillax ...
 - A. To calm down and relax
 - B. To keep something in a refrigerator permanently
 - C. A type of laxative used on a patient to reduce chill
 - D. Indifferent approach to solving a problem

Choose the appropriate words to fit the sentences.

6. _____ shall I say is calling. (whom / who)

7. The pen and paper _____ on your desk. (is / are)
8. One of my _____ is performing today. (friend / friends)
9. My sister is _____ home today. (at / in)
10. Neither my father _____ I know how to operate this machine. (or / nor)
11. A glass _____ water is kept on the table. (with / of)
12. My _____ is arriving from Kolkata today. (aunty / aunt)
13. I got _____ him after trying several times. (through / through to)
14. You normally _____ the file from the computer. (delete / erase)
15. My roommate _____ the book for 200 rupees. (brought / bought)

Choose the alternative that best expresses the meaning of the idiom/phrase.

16. My close friend got the sack from his first job recently.
 - A. Resigned
 - B. Got rid of
 - C. Was dismissed
 - D. Was promoted
17. The population of our country is increasing by leaps and bounds.
 - A. Rapidly
 - B. Slowly
 - C. Insignificantly
 - D. Irregularly
18. This strategy will not work in the long run.
 - A. Occasionally
 - B. Permanently
 - C. Ultimately
 - D. Successfully
19. I was at my wit's end during the debate.
 - A. Puzzled
 - B. Confused
 - C. Shocked
 - D. Paranoid

20. The new minister vowed to fight corruption tooth and nail.

- A. Oppose resolutely
- B. Fight physically
- C. Fight emotionally
- D. Protest formally

Sub section B

Creative Writing (1 x 20 = 20 marks)

- 1. Write a short story with the theme 'Flash Mob'.
- 2. Write a eulogy for R K Laxman's 'Common Man'.
- 3. Rewrite any five Indian brand taglines.

Sub section C

Government and Politics (1 x 20 = 20 marks)

- 1. Is Aam Admi Party the answer to a new India's political aspirations? How do you think the Delhi Assembly poll defeat will alter the power equations within the BJP and the Congress?
- 2. Comment on the recent Union Budget and its impact on India's economic independence and stability. Is 'Make in India' a reality?
- 3. The Prime Minister says for India to grow and develop faster, both competitive federalism and cooperative federalism are necessary. Do you agree? Discuss with examples.

Sub section D

Society and Religion (1 x 20 = 20 marks)

- A. Is 'Freedom of Expression' absolute in today's modern society? Comment with respect to the Charlie Hebdo case.
- B. Historians feel that religious intolerance, religious conversion and re-conversion are fundamentally linked to India's non-liberal social outlook over the centuries. Do you agree? Give reasons.
- C. Discuss the role of scientific temper in a developing nation like India. Can spirituality, religion, technology and science coexist? Give reasons.

Sub section E

Lifestyle and Entertainment (1 x 20 = 20 marks)

- A. 'All India Backchod' and 'The Viral Fever' are ideas whose time is yet to come in India. Frame your comments based on the recent controversial developments.
- B. 'Me, myself and my selfie'. Analyse this phenomenon in the context of today's social media generation. How will this help in an individual's personal growth?
- C. Mainstream Hindi cinema is a poor reflection of the real India. Do you agree? Give reasons.

This is modal paper of M.A in Mass Media, not a real entrance exam paper of Jamia Millia Islamia. The reason is Jamia doesn't allow to take the entrance paper back with them. Students have to write their answers on the same entrance paper and they have to submit their entrance paper in the examination hall.