

M.Phil./Ph.D. Entrance Examination, August - 2018
JOURNALISM**Day and Date : Friday, 10 - 08 - 2018****Total Marks : 100****Time : 1.00 p.m. to 03.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Each question carries 2 marks.
 - 3) Answers should be marked in the given OMR answer sheet by darkening the appropriate option.
 - 4) Use black ball point pen only for marking the circle. Do not make any stray mark on the OMR Answer sheet.
 - 5) Follow the instructions given on OMR sheet.
 - 6) Rough work shall be done on the sheet provided at the end of question paper.
 - 7) Only non-programmable calculators are allowed.

1. What is research?

- A) It is careful investigation of inquiry
- B) Collecting data
- C) It is not related to find out solution
- D) It is not concerned with reason

2. Social Science research is a study of _____.

- A) Society and societal behaviour
- B) Study of nature
- C) Laboratory testing
- D) Constant reproduction of results

3. ____ is the structure of any scientific work

- A) Report writing
- B) Research method
- C) Research design
- D) Review of literature

4. Pure science is related to — .

- A) Experiential Data
- B) Experiments and Observations
- C) Interview
- D) Group discussion

5. What is primary data collection?

- A) Review of literature
- B) Data collected by someone else
- C) Data collected by researcher himself
- D) None of these

6. The last step of formulation of research problem is ____ .

- A) Writing research paper
- B) Writing research report
- C) Review of literature
- D) Publishing research

7. Experimental Method is related to ____ .

- | | |
|--------------------|-----------------------|
| A) Interview | B) Experiment |
| C) Human behaviour | D) Consumer behaviour |

8. _____ is a data collection tool

- A) Survey
- B) Research Methods
- C) Research design
- D) Research report

9. _____ is less expensive tool of data collection

- A) Structured interview
- B) Group discussion
- C) Experiment
- D) Survey

10. What is public opinion Poll?

- A) Type of Survey
- B) Voting behaviour
- C) Election polling
- D) Voting preference to candidate

11. The book entitled “Mass Media Research: An Introduction” is written by _____.

- A) Bernard Berelson
- B) Gunter Barrie
- C) Pauline Young
- D) Joseph Dominick and Roger Wimmer

12. Content analysis is research tool used for _____ research

- A) Qualitative
- B) Quantitative
- C) Both Qualitative and Quantitative
- D) None of these

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- 13.** The main purpose of diagnostic research is _____.
A) To increase knowledge B) To set hypothesis
C) To find solution to a problem D) None of these
- 14.** Readership research is mainly a part of _____.
A) Research profile B) Media Habits
C) Internet research D) Media literacy
- 15.** ____ were the initiators of broadcast research
A) Broadcasters B) Advertisers
C) Media researcher D) A.C. Nielson
- 16.** The major limitation of social science research is _____.
A) Subjectivity B) Objectivity
C) Quality D) None of these
- 17.** A research problem is feasible only when
A) It is researchable
B) It is new and adds something to knowledge
C) It has utility and relevance
D) All of these
- 18.** A researcher selects a probability sample of 100 out of the total population. It is _____.
A) cluster sample
B) Radom Sample
C) A stratified sample
D) A systematic sample
- 19.** Prasar Bharti Act came into force in _____.
A) 1990 B) 1994
C) 1997 D) 2000

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20. Deliberate manipulation of communication was referred to as _____.
A) Campaigning B) Propaganda
C) Advertising D) Public relations

21. ____ is the first handwritten newspaper published in ancient Rome.
A) Tipoo B) Bao
C) Diamond Sutra D) Acta Diuma

22. The concept of 'Ombudsman' originated from _____.
A) USA B) Britain
C) India D) Sweden

23. ____ is the first woman Cabinet Minister of Ministry of Information and Broadcasting.
A) Indira Gandhi B) Ambika Soni
C) Sushama Swaraj D) Smriti Irani

24. ____ is the first women newsreader of Doordarshan.
A) Salma Sultan
B) Pratima Puri
C) Manjiri Joshi
D) Sarala Maheshwary

25. People meter is used to measure _____.
A) Newspaper readers B) TRP
C) Cinema viewers D) Radio Listeners

26. Indian film actor Shashi Kapoor was awarded Dadasaheb Phalke award in _____.
A) 2012 B) 2013
C) 2014 D) 2015

27. Radio is invented by _____.
A) John Logie Baird B) Gugliemo Marconi
C) Henrich Hertz D) Nikola Tesla

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28. World Radio Day is celebrated on _____.
A) 13 February B) 16 May
C) November D) None of the above

29. The word ‘cinema’ was coined in _____.
A) The United States B) The Soviet Union
C) Great Britain D) France

30. ____ is the commercial wing of Akashvani
A) Vividh Bharti B) FM Rainbow
C) FM Bold D) None of these

31. The tag line of Radio Mirchi is _____.
A) Jiyo Dil Se B) It’s hot
C) Suno Sunao, life banao D) Bajate Raho

32. Radio Jockey (RJ) replaced the term _____.
A) Newsreader B) Announcer
C) Video Jockey D) Disco Jockey

33. The book ‘Content analysis in Communication’ written by _____.
A) Bernard Berelson
B) Paul Lazarsfeld
C) Hazel Gaudet
D) Morris Janowitz

34. Bernard Berelson developed the research method _____.
A) Survey B) Interview
C) Focus group research D) Content analysis

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35. The first department of journalism in India was set up by P P Singh at ____.

- A) Lahore
- B) Delhi
- C) Chandigarh
- D) Jaipur

36. ‘Communication Today’ is published from ____.

- A) New Delhi
- B) Bangalore
- C) Chennai
- D) Jaipur

37. Indian Institute of Mass Communication established in 1965 was Conceptualized by ____.

- A) Denis McQuail
- B) Wilber Schramm
- C) Indira Gandhi
- D) None of the above

38. ‘Media Mimasa’ is published by ____.

- A) IIMC
- B) Symbiosis Institute of Mass Communication
- C) St Xavier’s Institute of Communication, Mumbai
- D) Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

39. News participation observation studies involves ____.

- A) Reporting behaviour
- B) Selection of news
- C) Organization policies
- D) All of the above

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40. ____ methods used in studies relating to behaviour studies

- A) Observation method
- B) Interview method
- C) Survey method
- D) Content analysis

41. Dr George Gallup was founder of ____.

- A) A C Nielsen
- B) WAN
- C) Gallup Corporation
- D) None of these

42. ____ research is more applied research in mass communication research

- A) Advertising
- B) Public relation
- C) Social media
- D) Print media

43. The lack of access to communication technology among the people known as ____.

- A) Group conformity
- B) Technical savvy
- C) Digital divide
- D) None of these

44. Normative media theory explains ____.

- A) How to formulate media policies
- B) How a media system should operate in a society
- C) How to achieve an economic goal
- D) How to do market driven journalism

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45. The book ‘Four Theories of the Press’ was published in 1956 by _____.

- A) Fred Siehert, Theodore, Peterson and Wilbur Schramm
- B) Maxwell, Macomb and Donald Shaw
- C) Herbert Schiller
- D) Oliver Boyd Barrett

46. Who is the director of film Pad Man _____.

- A) R Balki
- B) Shree Narayan Singh
- C) Akshay Kumar
- D) Twinkle Khanna

47. In which news story does the news caster begins and then introduces the Reporter who speaks from the location _____.

- A) Stand up
- B) Sound bite
- C) Package
- D) Voice over

48. Chameli Devi Jain Award is given by _____.

- A) Media Foundation
- B) NWMI
- C) Thehoot.org
- D) Sanskruti

49. Sensational journalism is identified as _____.

- A) Yellow Journalism
- B) Celebrity Journalism
- C) Party Press
- D) New Journalism

50. The ability to access, analyses, evaluate and communicate media message is also known as _____.

- A) Cultural criticism
- B) Critical theory
- C) Media dependency
- D) Media literacy



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Rough Work

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Rough Work