

Seat No.	
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**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

- 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



- 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 Akasvani  
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 Januwitz
- 34.** Bernard Berelson developed the research method \_\_\_\_\_.  
A) Survey  
B) Interview  
C) Focus group research  
D) Content analysis



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 lacks 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



- 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



**Rough Work**

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