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#### Total No. of Pages: 12

# M.Phil./Ph.D. Entrance Examination, May - 2019 (Special Drive) JOURNALISM

Day	and I	Date : Wed	dnesday, 22 - 05 - 2019		Total Marks: 100	
Tim	e : 4.	00 p.m. to	6.00 p.m.			
Instructions:  1) All questions ar 2) Each question of 3) Answers should darkening the a 4) Use black ball postray mark on of 5) Follow the instruction of the company of t			darkening the appropriate of Use black ball point pen only stray mark on the OMR Art Follow the instructions give Rough work shall be done of paper.	rries 2 marks.  be marked in the given OMR answer sheet by propriate option.  nt pen only for marking the circle. Do not make any		
1)		•	tionnaire to a respondent ed	with	a request to complete and return	
	A)	Mail Sur	vey	B)	Interview	
	C)	Observat	tion	D)	Panel	
2)	In I	ndia TRP	is recently measured by _			
	A)	INS		B)	IRS	
	C)	BARC		D)	IBM	
3)	Clos	sed ended	type of questions are que	estion	ns calling for	
	A)	Simple '	yes-no'	B)	Agree-disagree answers	
	C)	Multiple	choice type of responses	D)	All of these	

4)	Cen	sus method of research is	typ	e of research.
	A)	Qualitative	B)	Quantitative
	C)	Responsive	D)	All of these
5)		is not type of hypothe	sis.	
	A)	Alternative hypothesis	B)	Null hypothesis
	C)	Mathematical hypothesis	D)	Complex hypothesis
6)		main objective of will help define problems.	Study is to	gather preliminary information
	A)	Exploratory	B)	Descriptive
	C)	Diagnostic	D)	All of these
7)	Res	earch conducted to find solution	n for an in	nmediate problem is
	A)	Fundamental Research	B)	Analytical Research
	C)	Survey	D)	Action Research
8)	Que	estionnaire is a		
	A)	Research method	B)	Measurement technique
	C)	Tool for data collection	D)	Data analysis techique

9)	Foc	us group interviews need a		_·
	A)	Moderator	B)	Recordist
	C)	Analyzer	D)	Projectionist
10)	A st	audy of media habits of youth is an	exam	pple of
	A)	Diagnostic Research	B)	Exploratory Research
	C)	Descriptive Research	D)	Historical Research
11)		research aims to finding a soluciety.	ition:	for an immediate problem facing
	A)	Pure Research	B)	Applied Research
	C)	Descriptive Research	D)	Historical Research
12)		method of heavy media usage for a g	given	period of time for advertising is
	A)	Survey method	B)	Experimental method
	C)	Wave method	D)	Exploratory method
13)	Res	earch wing of Doordarshan is		
	A)	Audience Research Unit	B)	DART
	C)	ILS	D)	None of these

14)		data can be obtained either the	roug	h experiment or through survey.
	A)	Secondary	B)	Random
	C)	Primary	D)	None of these
15)	In-c	lepth interview is type of i	esear	rch.
	A)	Quantitative	B)	Pure
	C)	Qualitative	D)	None of these
16)	Wel	osites are sources of dat	a.	
	A)	Primary	B)	Secondary
	C)	Experimental	D)	None of these
17)	IRS	publishes report based on		research.
	A)	Readership	B)	Public Relations
	C)	Circulation	D)	None of these
18)	The	snowball sampling is useful when	the ui	niverse is
	A)	Unknown	B)	In large number
	C)	General	D)	None of these

19)	SPS	S is used for		
	A)	Data Analysis	B)	Posttest
	C)	Content analysis	D)	None of these
20)	Sala	ry is type of variable.		
	A)	Dependent	B)	Independent
	C)	Corelational	D)	None of these
21)		is a statement of assumptio	n wh	ich researcher wants to deny.
	A)	Alternative Hypothesis	B)	Null Hypothesis
	C)	Simple hypothesis	D)	None of these
22)	Sele	ection of sample by lottery method	is	
	A)	Cluster Sampling	B)	Quota Sampling
	C)	Random Sampling	D)	None of these
23)	grou	is a form of qualitative researcl up of people are asked about their p		sisting of interviews in which a otions, opinions.
	A)	Field Observation	B)	Case study Method
	C)	Focus Group Method	D)	Content analysis

24)	Rev	iew of literature is useful for finding	g	·
	A)	Data	B)	People
	C)	Research gap	D)	None of these
25)		research is a qualitative method a a study's participants in their real-li		
	A)	Survey	B)	Focus Group
	C)	Ethnographic	D)	Case study
26)	Cato	egory of people to whom the advert	iser i	s trying to reach is
	A)	Social Group	B)	Target Group
	C)	Pressure Group	D)	All of these
27)	Hea	dquarter of Films Division is situate	ed in	·
	A)	Kolkata	B)	Pune
	C)	Mumbai	D)	New Delhi
28)	The	soviet media theory had its roots in	L	
	A)	Italian Fascist philosophy		
	B)	German ideology		
	C)	Free enterprise approach of the we	est	
	D)	Japanese imperialist edicts		

29)	The	community radio concept is identified	fied v	vith
	A)	Broadcasting	B)	Narrowcasting
	C)	Personal casting	D)	Podcasting
30)	The	Right to Information Act was enac	ted in	1
	A)	Year 2004	B)	Year 2003
	C)	Year 2005	D)	None of these
31)	Wit	ten defamation is known as		
ĺ				
	A)	Slander	B)	Libel
	C)	Slug	D)	None of these
22)	<b>T</b> 1	10 : 1 1		
32)	1 V	18 is owned by		
	A)	Subhash Chandra	B)	Mukesh Ambani
	C)	Rupert Murdoch	D)	Ratan Tata
33)	Pras	sar Bharati Act passed in	<b>_</b> •	
	A)	November 1997	B)	September 1990
	C)	July 1977	D)	June 1990

34)	Hea	dquarter of international	ıl nev	vs agency is situated in Londor
	A)	Reuterb	B)	AFP
	C)	AP	D)	TASS
35)	Diff	fusion of innovation of developmen	ıt was	s coined by
	A)	Evertt Regers	B)	Wilbur Shramm
	C)	Daniel Lerner	D)	Nora Qubral
36)	CNI	BC TV channel is famous for		_·
	A)	Development Reporting	B)	Sports Reporting
	C)	War Reporting	D)	Business Reporting
37)		is not a natural disaster.		
	A)	Flood	B)	Earthquake
	C)	Tsunami	D)	Explosion
38)	Mul	ti-tasking in journalism is due to		·
	A)	Media globalization	B)	Economic liberalization
	C)	Social integration	D)	Technology convergence

39)	A stı	rategy that is integrated into commun	nicati	on for development is
	A)	Religious lecture	B)	Social marketing
	C)	Propaganda	D)	Rural publicity
40)	Pres	s release is the most important tool	for _	relations.
	A)	Employees	B)	Shareholders
	C)	Media	D)	Community
41)	Wik	ipedia was launched in	<b>.</b>	
	A)	Year 1999	B)	Year 2000
	C)	Year 2001	D)	Year 2002
42)		measures the average number of ee, read or hear the advertiser messa		es the target audience is exposed
	A)	Reach	B)	Frequency
	C)	Weight	D)	None of these
43)	adve	media weight theory sugges ertise in only one medium.	ts th	at advertiser should prefer to
	A)	Wave	B)	Media Concentration
	C)	Media Dominance	D)	None of these

44)	The Shannon and Weaver model of communication is			nication is
	A)	Modular	B)	Circular
	C)	Linear	D)	Non-linear
45)	Uni	ted news of India was founded on		·
	A)	19 December 1959		
	B)	29 December 1959		
	C)	18 December 1959		
	D)	09 December 1959		
46)	Ben	nett and Coleman Company have cl	naller	nged in Supreme Court.
	A)	Working Journalist Act		
	B)	Essential Commodities Act		
	C)	Price and page Schedule Act		
	D)	All of these		
47)	Dad	abhai Navroji was related to		newspaper.
	A)	Al Hilal	B)	RastGoftar
	C)	Mirat-ul-Akbhar	D)	Comrade

48)	Cha	irman of First Press Commission		IVI/I EIVI I
70)	Cna			·
	A)	K.K. Mathew	B)	G.S. Rajadhyaksha
	C)	P.C. Goswami	D)	All of these
49)		was editor of 'Vijayi Maratha	' new	spaper.
	A)	Mukundrao Patil	B)	Shripatrao Shinde
	C)	Dinkarrao Javalkar	D)	All of these
50)		en communication is studied, the nu Shannon and Weaver are	mber	of levels of problems identified
	A)	Two	B)	Three
	C)	Four	D)	Five
		$\rightarrow$ $\rightarrow$	$\rightarrow$	-

## Rough Work