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PD - 31

Total No. of Pages : 14

Ph.d Entrance Examination March - April, 2026
JOURNALISM AND MASS COMMUNICATION
Subject Code : 87258

Day and Date : Tuesday, 06-10-2026

Total Marks : 100

Time : 04.00 p.m. to 06.00 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. How can the objectivity of the research be enhanced?
 - A) Through its impartiality
 - B) Through its reliability
 - C) Through its validity
 - D) All of these
2. Why is Vestigial Sideband (VSB) modulation used in analog television broadcasting for the video signal instead of Double Sideband (DSB) AM?
 - A) To conserve valuable radio spectrum bandwidth while retaining the simplicity of receiver circuitry for the video carrier
 - B) To completely eliminate the carrier wave and double the video resolution
 - C) To prevent ghosting caused by multi-path signal reflections in urban environments
 - D) To shift the audio component entirely into the digital domain

3. A research problem is not feasible only when
 - A) it is researchable
 - B) it is new and adds something to the knowledge
 - C) it consists of independent and dependent variables
 - D) it has utility and relevance
4. What is the primary mode of radio wave propagation for Very High Frequency (VHF) and Ultra High Frequency (UHF) television broadcasts?
 - A) Ionospheric skywave propagation, reflecting off the F2 layer back to Earth
 - B) Line-of-sight propagation, limited by the curvature of the Earth and physical obstructions
 - C) Ground wave propagation following the exact contour of the Earth's surface over thousands of miles
 - D) Tropospheric ducting across ocean basins as the only reliable method
5. The process not needed in experimental research is
 - A) Observation
 - B) Manipulation and replication
 - C) Controlling
 - D) Reference collection
6. In broadcast terminology, what does the 'i' in 1080i stand for, and how does it render frames?
 - A) Interleaved; displays full frames sequentially at double the frame rate.
 - B) Integrated; combines RGB and luminance signals into a single pass.
 - C) Interlaced; alternates between displaying odd and even scan lines to form a complete frame.
 - D) Instantaneous; transmits pixel data without buffering or delays.

7. When a research problem is related to heterogeneous population, the most suitable sampling method is
- A) Cluster Sampling B) Stratified Sampling
C) Convenient Sampling D) Lottery Method
8. What is the standard widescreen aspect ratio universally adopted for High-Definition Television (HDTV) broadcasting?
- A) 16:9 B) 4:3
C) 21:9 D) 1.85:1
9. Generalised conclusion on the basis of a sample is technically known as
- A) Data analysis and interpretation
B) Parameter inference
C) Statistical inference
D) All of the above
10. What fundamental advantage does OLED (Organic Light Emitting Diode) displays have over traditional LCD screens regarding black levels?
- A) OLED uses a bright backlighting array that can be intensified dynamically in dark scenes.
B) LCD relies on local dimming zones that completely eliminate light bleeding.
C) OLED pixels reflect ambient light to create deep shadows without utilizing power.
D) OLED pixels are individually emissive and can be completely turned off to achieve true black.

11. The experimental study is based on
- A) The manipulation of variables B) Conceptual parameters
 - C) Replication of research D) Survey of literature
12. What distinguishes diegetic sound from non-diegetic sound in film communication?
- A) Diegetic sound originates outside the narrative world and cannot be heard by the characters, while non-diegetic sound belongs to the story space.
 - B) Diegetic sound refers only to dialogue, whereas non-diegetic sound refers exclusively to sound effects and Foley.
 - C) Diegetic sound has its source within the narrative world of the film and can be perceived by the characters, whereas non-diegetic sound comes from outside the story space.
 - D) Diegetic sound is recorded during post-production synchronization, whereas non-diegetic sound is captured live on set.
13. Which one is called non-probability sampling?
- A) Cluster sampling B) Quota sampling
 - C) Systematic sampling D) Stratified random sampling
14. Which term describes a photographic composition and lens choice where objects in both the extreme foreground and the deep background remain in sharp, clear focus simultaneously?
- A) Deep focus B) Rack focus
 - C) Soft focus D) Shallow focus
15. Field-work-based research is classified as
- A) Empirical B) Historical
 - C) Experimental D) Biographical

16. Which of the following is considered a primary hallmark characteristic of Italian Neorealism?
- A) High-budget studio sets with elaborate expressionistic lighting and highly stylized theatrical acting.
 - B) Complex sci-fi CGI landscapes and fast-paced, high-concept narrative structures.
 - C) Strictly controlled laboratory color grading and fantasy-driven plots.
 - D) Location shooting on actual ruined streets with non-professional actors and a focus on the working class.
17. Which of the following sampling method is appropriate to study the prevalence of AIDS amongst male and female in India in 1976, 1986, 1996 and 2006?
- A) Cluster sampling
 - B) Systematic sampling
 - C) Quota sampling
 - D) Stratified random sampling
18. A horizontal rotation or pivoting of a stationary camera to the left or right on a fixed vertical axis is known as what camera movement?
- A) Tilt
 - B) Pan
 - C) Tracking shot
 - D) Zoom
19. The research that applies the laws at the time of field study to draw more and more clear ideas about the problem is
- A) Applied research
 - B) Action research
 - C) Experimental research
 - D) None of these

20. Which French term, literally translated as 'placing on stage', encompasses everything that is placed before the camera within the frame, including set design, lighting, actors, and costume?
A) Montage
B) Auteur theory
C) Mise-en-scène
D) Diegesis
21. Which of the following statement is correct?
A) Reliability ensures the validity
B) Validity ensures reliability
C) Reliability and validity are independent of each other
D) Reliability does not depend on objectivity
22. The cognitive phenomenon where viewers derive a new emotional meaning or contextual association from the juxtaposition of two sequential shots rather than from a single shot in isolation is called
A) The Kuleshov effect
B) The Hawthorne effect
C) The Doppler effect
D) The Zeigarnik effect
23. The first step of research is
A) Selecting a problem
B) Searching a problem
C) Finding a problem
D) Identifying a problem
24. What psychological or emotional effect is a high-angle camera shot traditionally used to convey regarding a subject within film communication?
A) It makes the subject appear dominant, powerful, & intimidating to the viewer.
B) It creates an objective, flat documentation without any tonal bias or narrative value.
C) It simulates a first-person point-of-view perspective of a character who is lying on the floor.
D) It makes the subject appear vulnerable, powerless, or diminished in their environment.

25. Research can be conducted by a person who
- A) holds a postgraduate degree
 - B) has studied research methodology
 - C) possesses thinking and reasoning ability
 - D) is a hard worker
26. If a character in a movie turns on a car radio and an instrumental song begins to play that the characters can sing along to, that music functions narrative-wise as
- A) Non-diegetic background score
 - B) Diegetic music
 - C) Asynchronous sound effects
 - D) A sonic bridge
27. To test null hypothesis, a researcher uses
- A) t test
 - B) ANOVA
 - C) X
 - D) factorial analysis
28. Authenticity of a research finding is its
- A) Originality
 - B) Validity
 - C) Objectivity
 - D) All of the above
29. Which component was formally emphasized and integrated by Warren Weaver into Claude Shannon's original mathematical model to represent signal interference during transmission?
- A) Channel
 - B) Feedback loop
 - C) Semantic encoder
 - D) Noise

30. Which technique is generally followed when the population is finite?
- A) Area Sampling Technique
 - B) Purposive Sampling Technique
 - C) Systematic Sampling Technique
 - D) None of the above
31. The Two-Step Flow model of mass communication suggests that media influence typically passes first from the mass media to which group before reaching the broader public?
- A) Advertisers
 - B) Regulators
 - C) Opinion leaders
 - D) Gatekeepers
32. Research problem is selected from the stand point of
- A) Researcher's interest
 - B) Financial support
 - C) Social relevance
 - D) Availability of relevant literature
33. Yellow journalism, which reached a peak in the late 19th century during the circulation battles between Joseph Pulitzer and William Randolph Hearst, is best defined by which of the following?
- A) Sensationalism, screaming headlines, and exaggerated stories
 - B) Strict adherence to objective, data-driven reporting
 - C) Government-funded investigative journalism
 - D) Radio broadcasts focusing on political debates
34. The research is always
- A) verifying the old knowledge
 - B) exploring new knowledge
 - C) filling the gap between knowledge
 - D) all of these

35. In media studies and newsroom operations, what does the term 'gatekeeping' refer to?
- A) Advertisers dictating the physical layout of a newspaper page
 - B) Readers commenting and reviewing online articles
 - C) Legal authorities censoring state secrets prior to publication
 - D) Media messages being filtered, shaped, and selected for dissemination
36. Research is
- A) Searching again and again
 - B) Finding a solution to any problem
 - C) Working in a scientific way to search for the truth of any problem
 - D) None of the above
37. What is the primary legal distinction between libel and slander under traditional defamation law?
- A) Libel is written or broadcast defamation, whereas slander is spoken defamation
 - B) Libel applies only to public figures, while slander applies to private individuals
 - C) Slander carries criminal penalties, whereas libel is strictly civil
 - D) There is no legal distinction between the two terms in modern jurisprudence
38. A common test in research demands much priority on
- A) Reliability
 - B) Useability
 - C) Objectivity
 - D) All of the above

39. The concept of the 'Fourth Estate' attributes which function or role to the press?
- A) The fourth major source of advertising revenue for media conglomerates
 - B) The fourth tier of communication theory following interpersonal stages
 - C) A formal subsidiary of the judicial system overseeing copyright laws
 - D) A fourth branch of government that watches over the other branches
40. Which of the following is the first step in starting the research process?
- A) Searching sources of information to locate the problem.
 - B) Survey of related literature
 - C) Identification of the problem
 - D) Searching for solutions to the problem
41. In news reporting, what is the specific function of a 'nut graph'?
- A) To provide a sensational headline that catches immediate reader attention
 - B) To explain the core point or context of why a feature story matters
 - C) To state minor background details at the very end of a hard news article
 - D) To list the anonymous sources and citations used by an investigative reporter
42. Manipulation is always a part of
- A) Historical research
 - B) Fundamental research
 - C) Descriptive research
 - D) Experimental research

43. Harold Lasswell's 1948 verbal model of communication is famously structured around which core set of descriptive questions?
- A) How does feedback modify the source-receiver dynamic over time?
 - B) Who encodes what message under specific environmental noise conditions?
 - C) Who says what in which channel to whom with what effect?
 - D) When does information overload replace linear transmission in networks?
44. The research which is exploring new facts through the study of the past is called
- A) Philosophical research
 - B) Historical research
 - C) Mythological research
 - D) Content analysis
45. The rise of the 'Penny Press' in the 1830s transformed American journalism primarily by doing which of the following?
- A) Implementing strict government taxation and censorship on printed sheets
 - B) Making newspapers affordable to the working class through street sales and advertising
 - C) Focusing exclusively on long-form elite political party editorials
 - D) Introducing television networks as an alternate news medium
46. A null hypothesis is
- A) when there is no difference between the variables
 - B) the same as research hypothesis
 - C) subjective in nature
 - D) when there is difference between the variables

47. In the landmark Supreme Court case *New York Times Co. v. Sullivan* (1964), what legal standard was established for public officials suing for defamation?
- A) Actual malice (knowledge of falsity or reckless disregard for the truth)
 - B) Strict liability regardless of editorial intent or fault
 - C) Economic loss exceeding a specified financial threshold
 - D) Complete absence of a formal editorial retraction
48. We use Factorial Analysis for
- A) to know the relationship between two variables
 - B) to test the Hypothesis
 - C) to know the difference between two variables
 - D) to know the difference among the many variables
49. What is the primary purpose of the Intermediate Frequency (IF) stage in a superheterodyne radio receiver?
- A) To amplify the audio signal right before it reaches the loudspeaker
 - B) To convert the carrier frequency directly to a DC voltage for power management
 - C) To provide a fixed, constant frequency for efficient filtering and amplification regardless of the tuned incoming radio frequency
 - D) To prevent interference from the local oscillator leaking into the antenna
50. Action-research is
- A) Applied research
 - B) A research carried out to solve immediate problems
 - C) A longitudinal research
 - D) All the above

- Rough Work -

- Rough Work -