

Bachelor of Mass Communication
Part A

Objective Questions

Answer all questions. Each question carries one mark.

- l). Write the full form of following abbreviations:
- a) IPL _____
 - b) R&AW _____
 - c) IB _____
 - d) NIA _____
1. Which of the following will not be classified as a traditional medium
- a) Radio
 - b) Television
 - c) Internet
 - d) Newspaper
2. Who among the following was not accused of match fixing?
- a) Sreesanth
 - b) Sourav Ganguly
 - c) Ajay Jadeja
 - d) Hansie Cronje
3. The movie 'The Social Network' was based on which social medium?
- a) LinkedIn
 - b) Facebook
 - c) Ibibo
 - d) Google+
4. Who received the Dada Saheb Phalke Award in 2013?
- a) Satyajit Ray
 - b) Shah Rukh Khan
 - c) Pran
 - d) Kajol
5. Who is not a Bharat Ratna awardee?
- a) Mahatma Gandhi
 - b) Indira Gandhi
 - c) Rajiv Gandhi
 - d) Pandit Ravi Shankar
6. Which of the following is not a continent?
- a) Africa
 - b) Australasia
 - c) Antarctica
 - d) Europe
- Match the following (7 to 10)
- 7. Kapil Sibal
 - 8. Pawan Kumar Bansal
 - 9. Manmohan Singh
 - 10. Akhilesh Kumar
- a) Chief Minister of Uttar Pradesh
 - b) Prime Minister of India
 - c) Railway Recruitment Scam
 - d) Law Minister
11. Which football player hung his boots (retired) in 2013?
- a) Wayne Rooney
 - b) Lothar Matthaeus
 - c) Lionel Messi
 - d) David Beckham

12. Which of the following companies came up with the advertising slogan “Karo Zyada Ka Irada”
- | | |
|--------------------------------|--------------|
| a) LIC | b) GIC |
| c) Max New York Life Insurance | d) HDFC Life |

Match the following (13 to 16)

- | | |
|--------------|-------------|
| 13. BJP | a) Elephant |
| 14. BSP | b) Bicycle |
| 15. Congress | c) Lotus |
| 16. SP | d) Hand |
17. In approximately how many years will the Sun extinguish its Hydrogen fuel?
- | | |
|--------------------|--------------------|
| a) 2 billion years | b) 6 billion years |
| c) 5 billion years | d) 8 billion years |
18. Which company uses the “OWN NOW” marketing and advertising campaign for its mobile phones
- | | |
|-------------|------------|
| a) Nokia | b) Samsung |
| c) Micromax | d) RIM |
19. Who was the first Non Congress Prime Minister of India
- | | |
|-------------------------|-----------------------|
| a) Morarji Desai | b) Charan Singh |
| c) Atal Bihari Vajpayee | d) Jayprakash Narayan |
20. Where did Chinese forces intrude recently 19 km deep into Indian territory
- | | |
|-----------|----------------------|
| a) Ladakh | b) Arunachal Pradesh |
| c) Sikkim | d) Manipur |
21. Priti scored more than Rahul. Yamuna scored as much as Divya. Lokita scored less than Manju. Rahul scored more than Yamuna. Manju scored less than Divya. Who scored the lowest?
- | | |
|-----------|-----------|
| a) Yamuna | b) Lokita |
| c) Rahul | d) Manju |
22. Winner of the Australian Open Men’s Singles Title in 2013 is
- | | |
|------------------|-------------------|
| a) Roger Federer | b) Novak Djokovic |
| c) David Ferrer | d) Andy Murray |
23. Julia Gillard is the Prime Minister of
- | | |
|----------------|--------------|
| a) Canada | b) Australia |
| c) New Zealand | d) Belgium |

41. Who won the recent elections in Pakistan?
- a) Nawaz Sharief b) Imran Khan
c) Pervez Musharraf d) Yousaf Raza Gillani
42. Who is the new Prime Minister of China?
- a) Wen Jiabao b) Li Keqiang
c) Zhu Rongji d) Li Peng
43. In which year did Indian cinema complete 100 years?
- a) 2010 b) 2011
c) 2012 d) 2013
44. At what temperature does water boil?
- a) 80 degrees Celsius b) 90 degrees Celsius
c) 100 degrees Celsius d) 110 degrees Celsius
45. What are nerve cells called?
- a) Mitochondria b) Zygote
c) Neuron d) Enzyme
46. Who is the captain of the Indian cricket team?
- a) Sachin Tendulkar b) Virat Kohli
c) M.S. Dhoni d) Gautam Gambhir
47. Which of the following is not a mammal?
- a) Bat b) Dog
c) Human Being d) Pigeon
48. What does Newton's Third Law of Motion deal with
- a) Action and Reaction b) Friction
c) Velocity d) Relativity
49. Put the correct mathematical signs in the following equation from the given alternatives
 $33 \ ? \ 11 \ ? \ 3 \ ? \ 6 = 115$
- a) X, /, - b) /, X, X
c) -, X, + d) +, -, X

Part C
Essay type questions

Attempt any three out of the following seven questions. Each question carries ten marks.

निम्नलिखित सात प्रश्नों में से किन्हीं तीन का उत्तर दें। प्रत्येक प्रश्न 10 अंक के हैं

- 1) Should there be government censorship of social media? Why/why not?
1)सामाजिक मीडिया पर क्या कोई सरकारी सेंसरशिप होनी चाहिए? क्यों? क्यों नहीं
- 2) In your view, how should the problem of corruption in India be solved?
2)आपकी राय में भारत में भ्रष्टाचार की समस्या का समाधान कैसे किया जाना चाहिए
- 3) In your view, who is the all time greatest actress and why?
3)आपकी राय में सर्वकालिक महानतम अभिनेत्री कौन है और क्यों?
- 4) What should be done by the government to revive economic growth in India?
4)भारत में आर्थिक विकास के पुनरुत्थान के लिए सरकार को क्या करना चाहिए?
- 5) Write an essay on the problem of spot fixing and match fixing in cricket as borne out by recent events.
5) हाल की घटनाओं में सामने आए क्रिकेट में स्पॉट फिक्सिंग और मैच फिक्सिंग की समस्या पर एक निबंध लिखिए
- 6) Critically analyse the good and bad points of the TV news media in India.
6)भारत में टीवी न्यूज़ मीडिया के गुणों और अवगुणों की समालोची विवेचना कीजिए
- 7) Write a review of a movie that you have seen recently.
7) आपके द्वारा हाल में देखी गई किसी फिल्म की समीक्षा कीजिए