



# Bachelor of Mass Communication

## IIMM ENTRANCE EXAMINATION PAPER 2015

### Part A

Objective Questions

Answer all questions. Each question carries one mark.

Time: 2hou

Marks: 100

1. Narendra Modi has renamed the Planning Commission as

- a). Sanchar Aayog
- b). Aarthik Aayog
- c). Niti Aayog
- d). Vitta Aayog

2 Match the following

Manohar Parrikar	<input type="text"/>	a) Prime Minister
Smriti Irani	<input type="text"/>	b) Finance Minister
Narendra Modi	<input type="text"/>	c) Defence Minister
Arun Jaitley	<input type="text"/>	d) HRD Minister

3. Which party won the recent elections in the U.K.?

- a). The Labor Party
- b). The Liberal Democrats
- c). The Conservative Party
- d). The British National Party (BNP)

4. How many seats did the AAP win in the Delhi Assembly recently

- a). 65
- b). 67
- c). 63
- d). 69

5. Which is Rahul Gandhi's Lok Sabha constituency

- a). Rai Bareilly
- b). Amethi
- c). Varanasi
- d). Vadodara

6. The two 'equinoxes' take place respectively in the months of

- a). January and June
- b). July and December
- c). March and September
- d). September and December

7. Jeevan Rekha (Life line) express is

- a). first hospital on wheels in the world
- b). first railway express
- c). oldest train
- d). None of the above

8. When is the International Workers' Day?

- a). 15th April
- b). 12th December
- c). 1st May
- d). 1st August

9. The most important ore of aluminium is

- a). galena
- b). calamine
- c). calcite
- d). Pandit Ravi Shanka

10. Which of the following measures are effective for soil conservation in India?

I Avoiding crop rotation

II. Afforestation

III. Encouraging the use of chemical fertilizers

IV. Limiting shifting cultivation

- a). I and II

- b). II and IV
- c). III and IV
- d). I, II and III

11. In which Indian state did the game of Polo originate?

- a). Meghalaya
- b). Rajasthan
- c). Manipur
- d). West Bengal

12. Numismatics is the study of

- a). coins
- b). numbers
- c). stamps
- d). space

13. The reptile which changes its colour

- a). Boa
- b). Cobra
- c). Crocodile
- d). Chameleon

14. Match the following

Lucknow, Uttar Pradesh	<input type="text"/>	a) Hooghly
Guwahati, Assam	<input type="text"/>	b) Yamuna
Srinagar, Jammu & Kashmir	<input type="text"/>	c) Godavari
Nasik, Maharashtra	<input type="text"/>	d) Brahmaputra
Kolkata, West Bengal	<input type="text"/>	e) Gomti

15. Match the name of the Chief Minister with the state.

Arvind Kejriwal	<input type="text"/>	a) Tamil Nadu
Mamta Banerjee	<input type="text"/>	b) Haryana
Akhilesh Yadav	<input type="text"/>	c) Delhi
Jayalalitha	<input type="text"/>	d) Kerala
M. L. Khattar	<input type="text"/>	e) West Bengal

16. When was the last soccer FIFA World Cup held and who won it ?

- a). 2015, Brazil
- b).2014, Germany
- c). 2014, Spain
- d). 2015, Germany

17. When was the last Cricket ICC World Cup held and who won it

- a). 2015, India
- b). 2015, Australia
- c). 2014, India
- d). 2014, Australia

18. Write the full form of BARC

19. Write the full form of AIIMS

20. Write the full form of CSIR

Classification of 100 Students Based on the Marks Obtained by them in Physics and Chemistry in an Examination.

Subject Marks out of 50

Subject	40 and above	30 and above	20 and above	10 and above	0 and above
Physics	9	32	80	92	100
Chemistry	4	21	66	81	100
Average (Aggregate)	7	27	73	87	100

21. What is the different between the number of students passed with 30 as cut-off marks in Chemistry and those passed with 30 as cut-off marks in aggregate?

- a). 3
- b). 4
- c). 5
- d). 6

22.If at least 60% marks in Physics are required for pursuing higher studies in Physics, how many students will be eligible to pursue higher studies in Physics?

- a). 27
- b).32

c). 34

d). 41

23. The percentage of number of students getting at least 60% marks in Chemistry over those getting at least 40% marks in aggregate, is approximately?

a). 21%

b). 27%

c). 29%

d). 31%

24. The number of students scoring less than 40% marks in aggregate is?

a). 13

b). 19

c). 20

d). 27

25. If it is known that at least 23 students were eligible for a Symposium on Chemistry, then the minimum qualifying marks in Chemistry for eligibility to Symposium would lie in the range?

a). 40-45

b). 30-40

c). 20-30

d). Below 20

26. Name the first vice president of India

a). Dr. Sarvepalli Radhakrishnan

b). Dr. Zakir Hussain

c). Dr. Rajendra Prasad

d). V.V. Giri

27. Who was the second Prime Minister of India

a). Indira Gandhi

b). Jawaharlal Nehru

c). Gulzari Lal Nanda

d). Morarji Desai

28. The reptile which changes its colour

- a). Boa
  - b). Cobra
  - c). Crocodile
  - d). Chamelion
29. Who was the first Chief Justice of India
- a). M. Patanjali Sastri
  - b). Harilal J. Kania
  - c). Mehr Chand Mahajan
  - d). B.K. Mukherjea
30. Who was the first CEC of India
- a).K.V.K. Sundaram
  - b). Sukumar Sen
  - c). S.P. Sen Verma
  - d). Dr. Nagendra Singh

## Section B

Write short notes on any four. Each question carries 5 marks

- 1) The TV serial I like the most.
- 2) The new Social Welfare schemes of the government.
- 3). Swachh Bharat Abhiyan.
- 4) Mass Communication and its importance.
- 5) Main aur meri Maggi. The controversy and its implications.
- 6) Nepal earthquake.
- 7) Can India catch up with China? Please share your views.
- 8) Do you prefer India's democracy with its slightly slower economic growth or Chinese dictatorship with its lack of civil freedoms. Please explain your views.

## Section C (Essay Type)

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

- 1) Write a review of a movie that you saw recently.

- 2) What role does 'social media' play in your life? Should there be government control on it?
- 3) 'Make in India'. How will this impact the common Indian and his life.
- 4) Television and its importance as a mass medium for India.
- 5) What are your views on net neutrality?
- 6) Do you support FDI in retail ? Why or why not?
- 7) International Yoga Day – June 21