

Mass Communication & Journalism- 2010

M.A. Mass Communication and Journalism

1. The book "Imagining India" is written by :
(a) Nandan Nilekani (b) Arundhati Roy
(c) Kiran Desai (d) Vikram Seth
2. The book "The Idea of Justice" is authored by :
(a) Justice Tarkunday (b) Nani Palkiwala
(c) Amartya Sen (d) Arun Shourie
3. The book "Rogue Agent" is written by :
(a) Kiran Bedi (b) Nandita Haksar
(c) Mariana Dovtwaski (d) None of the above
4. The book "Jinnah-India, Partition, Independence" was written by :
(a) L.K. Advani (b) Arun Shourie
(c) M.J. Akbar (d) None of the above
5. Who has written the book, "The Museum of Innocence" ?
(a) Vikram Chandra (b) Orhan Pamuk
(c) Amitav Ghosh (d) Nirad Chaudhuri
6. The book, "The Sea of Poppies" is written by :
(a) Mahmood Mamdani (b) Khalid Husaini
(c) Vir Sangvi (d) Pankaj Mishra
7. The book, "Difficulty of being good" is written by :
(a) Gurcharan Das (b) Kiran Bedi
(c) Col. V. Ramachandaran (d) Ram Jethmalani
8. Who has written the book "Better India, Better Life" ?
(a) L.K. Advani (b) Amartya Sen
(c) Narayana Murthi (d) Sam Pitroda
9. The book "Nine Lives" is authored by :
(a) Samuel Huntington (b) William Dalrymple
(c) Aravind Adiga (d) Richard Dawkins

10. Who authored the book, "Islam, Women and Violence in Kashmir : Between India and Pakistan" :
- (a) Nyla Ali Khan (b) Karen Armstrong
(c) Timeena Durani (d) None of the above
11. DBS stands for :
- (a) Dish Broadcast Service (b) Digital Broadcast Service
(c) Direct Broadcast Satellites (d) Digital Broadcast Satellites
12. HDTV is the short form of :
- (a) Hard Disk Television (b) High Digital Television
(c) High Digital Terrestrial Vision (d) High Definition Television
13. NAB stands for :
- (a) National Audio Broadcasting
(b) National Association of Broadcasters
(c) Negative Audio Band
(d) None of the above
14. CCTV is the acronym for :
- (a) Charge Coupled Television (b) Close Circuit Television
(c) Camera Controlled Television (d) Circuit Controlled Television
15. CCD stands for :
- (a) Close Circuit Disk (b) Camera Circuit Disk
(c) Charge Circuit Device (d) Charged Coupled Device
16. DAT is acronym of :
- (a) Digital Audio Tape (b) Direct Audio Transmission
(c) Digital Audio Transmission (d) Disk Audio Transmission
17. Which among the following events was held in Copenhagen in 2009 ?
- (a) World Peace Conference (b) International Media Conference
(c) Commonwealth Fund Meet (d) Climate Change Conference

18. Er. Abul Rashid, who came into prominence during the Assembly Elections of 2008 in Kashmir is an MLA from which assembly constituency :
- (a) Langate (b) Handwara
(c) Kupwara (d) Lolab
19. Who among the following worked as CEO of Pepsi ?
- (a) Lakshmi Mittal (b) Indira Nuyi
(c) Pankaj Mittal (d) Ravidra Jovti
20. The Nobel Peace Prize for the year 2009 was given to :
- (a) Bill Clinton (b) Tony Blair
(c) Sir John Crofton (d) None of the above
21. The Chief Minister of Andhra Pradesh, who died in a plane crash in 2009 :
- (a) R. Jagmohan Reddy (b) Rajasekhara Reddy
(c) Jagdeswar Reddy (d) None of the above
22. Who among the following heads MNS in Maharashtra ?
- (a) Raj Thakrey (b) Bal Thakrey
(c) Uddhav Thakrey (d) Shirish Parkar
23. The 'Liberhan Commission' was constituted to look into :
- (a) Issues concerning minorities (b) Babri Masjid Demolition
(c) Muslim representation in Govt. (d) Gujarat Communal Riots
24. The virus responsible for the swine flu is identified as :
- (a) H1N1 (b) N1H1
(c) F1N1 (d) N1F1
25. Who among the following is closely associated with elephants and statues ?
- (a) Uma Bharti (b) Mamta Bannerji
(c) Mayawati (d) Vijayraje Scindia
26. The alleged CIA double agent linked to 26/11 terror attack in Mumbai :
- (a) John Dingel (b) David Headly
(c) Peter Browni (d) Alan Grayson

27. Before joining active politics and Union Ministry as Minister of State for foreign affairs, Shashi Tharoor worked as :
- (a) Under - Secretary General at UN
 - (b) Secretary General at UNICEF
 - (c) Indian Ambassador in UK
 - (d) First Secretary at Indian Embassy in France
28. Who among the following replaced L.K. Advani as Leader of Opposition in the Indian Parliament in 2009 ?
- (a) Arun Jaitley
 - (b) Nitin Ghatkari
 - (c) Kalraj Mishra
 - (d) Sushma Swaraj
29. Who among the following is the founder Chairman of Unique Identification Authority of India ?
- (a) Nandan Nilekani
 - (b) Sam Pitroda
 - (c) Narayana Murthi
 - (d) P. Mongerkar
30. Who was the President of Sri Lanka when the country fought a decisive battle against LTTE in 2009, leading to the death of LTTE Chief Prabhakaran ?
- (a) Chandrika Kumaratunga
 - (b) Mahindra Rajapakse
 - (c) Sarath Fonseka
 - (d) None of them
31. Who among the following has never been on the editorial board of weekly news magazine TEHELKA ?
- (a) Tarun Tilnani
 - (b) Harinder Baweja
 - (c) Ajit Sahi
 - (d) Shoma Chaudhuri
32. Who among the following often represents Congress Party, in debates on various issues, in the national electronic News Media Channels ?
- (a) M.J Akbar
 - (b) Sajjan Kumar
 - (c) Abhishek Singhvi
 - (d) Ashok Gehlot
33. Which Indian won Oscar in 2009 for the film "Slumdog Millionaire" in Sound Mixing ?
- (a) A.R Rahman
 - (b) Resul Pookutty
 - (c) Rajgopal Kombayil
 - (d) Rajmohan Rao

34. In Hindi feature film "PAA", Auro, played by Amitabh, is afflicted by a disease called :
- (a) Acute Arthritis (b) Polio
(c) Progeria (d) Degeneria
35. The "Buck Stops Here" on NDTV is mostly anchored by :
- (a) Pranab Roy (b) Vikram Chandra
(c) Burkha Dutt (d) Maloni Bhat
36. The Kashmir University Video Digest telecast on DD Kashmir weekly at prime time is titled as :
- (a) Horizon (b) Quest
(c) Digest (d) Vision
37. Who among the following has been closely associated with the production of famous Radio Kashmir Srinagar Programme, "Shaherbeen" :
- (a) Abdal Mahjoor (b) Rashid Beatab
(c) Himayun Qaiser (d) Bashir Arif
38. The weekly Newspaper, *Sangarmal*, published from Srinagar is in which Language ?
- (a) Urdu (b) Hindi
(c) Kashmiri (d) English
39. Manas Chakravarty's weekly column in Hindustan Times :
- (a) Beyond the Obvious (b) Loose Canon
(c) Counter point (d) Horizon
40. The politician who writes weekly column "Seats of Power" in daily "Asian Age" :
- (a) Arun Nehru (b) Mani Shankar Aiyer
(c) Chandan Mitra (d) Arun Shourie
41. A STRINGER in media refers to :
- (a) A newspaper reporter who reports through wire
(b) A newspaper correspondent not on the regular staff
(c) A media person who writes under Pseudonym
(d) A cameraman who works as a full timer with any News Channel
42. "With you - all the way" and "the Nation Banks on us....." are the slogan of :
- (a) State Bank of India (b) ICICI Bank
(c) Reserve Bank of India (d) Canara Bank

43. "Taste the thunder" was a slogan used in the ad campaign of :
(a) Mountain Dew (b) Sprite
(c) Thumbs Up (d) Limca
44. "*Dou Boondh Zindagi Kay*" is the slogan of :
(a) Pulse Polio (b) Hamdard Honey
(c) Blood Donation (d) Chicken Pox Vaccine
45. The Direct to Home Service of Doordarshan is called :
(a) DTH Service (b) Direct Dish Service
(c) DD Dish TV (d) DD Direct Plus
46. The "Banner Headline" is :
(a) Text written on a banner
(b) Headline across the page
(c) News Headline in the middle of the page
(d) None of the above
47. "Advertorial" in Newspapers refer to :
(a) Advertisements on the editorial page
(b) Editorial on Advertisements
(c) A soft copy of Advertisement
(d) Advertisement written as Editorial
48. "Proof Reading" in publishing process means :
(a) Reading for argument
(b) Checking the spellings
(c) Reading a questionnaire for accuracy
(d) None of the above
49. "By Line" in news paper / magazine reports / articles reflect :
(a) Name of the reporter (b) Name of the sub editor
(c) Name of the chief editor (d) Name of the group editor
50. "PTC" in broadcast journalism stands for :
(a) News Story with visuals
(b) Reporter facing the camera
(c) Reporter behind the camera with voice
(d) Written news brief with tape

Vocabulary and Grammar

(From Q. No. 51 to Q. No. 60, replace the underlined word / phrase by the most appropriate word from the given choices, that best keeps the meaning of the original sentence)

51. A ferocious dog chased away the sheep grazing in the field :
(a) Angry (b) Irritating
(c) Savage (d) Annoying
52. Shashi Tharoor's presposterous, 'cattle class' remark, embarrassed Sonia Gandhi and the Congress party :
(a) Indiscreet (b) Ambiguous
(c) Ridiculous (d) Rude
53. South Indians consume a lot of coconut because of an abundant supply of the same in that part of the country :
(a) An exuberant (b) An extreme
(c) An ample (d) A varied
54. The inventor had to mull over his ideas for several weeks :
(a) Scrutinize (b) Ponder
(c) Remember (d) Organize
55. The Chief Minister could not put his ephemeral thoughts into words during the cabinet meeting :
(a) Fleeting (b) Profound
(c) Vacuous (d) Ethereal
56. The clear mountain air add to the serenity of Gulmarg meadow in Kashmir valley :
(a) Lucidity (b) Wholesomeness
(c) Tranquility (d) Brilliance
57. The situation in Telangana area is too precarious to take a decision at this stage :
(a) Hazardous (b) Ludicrous
(c) Facetious (d) Marvelous
58. The player was ostracized by his own teammates during the foreign trip :
(a) Beleaguered (b) Counteracted
(c) Endorsed (d) Excluded

59. Sarfaraz deduced what had happened during their trip to Goa :
- (a) Provoked (b) Surmised
(c) Condoned (d) Appealed
60. The group was believed to be involved in several subversive activities :
- (a) Charitable (b) Questionable
(c) Rebellious (d) Preposterous