

Roll No.

--	--	--	--	--	--	--	--

(Write Roll Number from left side exactly as in the Admit Card)

Signature of Invigilators

1. \_\_\_\_\_

2. \_\_\_\_\_

**2517**

Question Booklet Series

**X**

PAPER-II

Question Booklet No.

(Identical with OMR Answer Sheet Number)

Subject Code : 25

## MASS COMMUNICATION AND JOURNALISM

Time : 1 Hour 15 Minutes

Maximum Marks: 100

### Instructions for the Candidates

- Write your Roll Number in the space provided on the top of this page as well as on the OMR Sheet provided.
- At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and verify it:
  - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page.
  - Faulty booklet, if detected, should be get replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
  - Verify whether the Question Booklet No. is identical with OMR Answer Sheet No.; if not, the full set to be replaced.
  - After this verification is over, the Question Booklet Series and Question Booklet Number should be entered on the OMR Sheet.
- This paper consists of fifty (50) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.
- Each Question has four alternative responses marked: (A) (B) (C) (D). You have to darken the circle as indicated below on the correct response against each question.

*Example:* (A) (B) (●) (D), where (C) is the correct response.
- Your responses to the questions are to be indicated correctly in the OMR Sheet. If you mark your response at any place other than in the circle in the OMR Sheet, it will not be evaluated.
- Rough work is to be done at the end of this booklet.
- If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
- Do not tamper or fold the OMR Sheet in any way. If you do so, your OMR Sheet will not be evaluated.
- You have to return the Original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry question booklet and duplicate copy of OMR Sheet after completion of examination.
- Use only Black Ball point pen.**
- Use of any calculator or mobile phone etc. is strictly prohibited.**
- There are no negative marks for incorrect answers.**

[Please Turn Over]



**MASS COMMUNICATION AND JOURNALISM****PAPER II**

1. The word 'journalist' is derived from:
  - (A) Journalography
  - (B) Diurna
  - (C) Diurnalis
  - (D) Journology
  
2. Which was the first newspaper to offer an online edition in India?
  - (A) The Times of India
  - (B) The Nav Bharat Times
  - (C) The Hindustan Times
  - (D) The Hindu
  
3. Transforming thoughts, ideas and messages into verbal and non-verbal signs is referred to as:
  - (A) Mediation
  - (B) Encoding
  - (C) Decoding
  - (D) Channelisation
  
4. The Press Council of India is a
  - (A) non-judicial body
  - (B) non-statutory body
  - (C) quasi-judicial body
  - (D) private body
  
5. Short wave frequencies are used for radio communication of
  - (A) short distance
  - (B) long distance
  - (C) location specific distance
  - (D) specific distance
  
6. In communication, cognitive dissonance brings about psychological:
  - (A) adjustments
  - (B) passivity
  - (C) dynamism
  - (D) conflicts
  
7. When a straight forward proposition is used in advertising, it is called
  - (A) Emotional approach
  - (B) Creative approach
  - (C) Dogmatic approach
  - (D) Typical approach
  
8. The list of population elements from which the sample is drawn is called
  - (A) population register
  - (B) sample register
  - (C) sampling frame
  - (D) population frame

9. Identify the newspaper which is published in tabloid form.

- (A) The Telegraph
- (B) The Deccan Herald
- (C) The Navbharat Times
- (D) Mail Today

10. Which of the following traditional forms of communication uses rasa, tal, laya and bhava?

- (A) Yatra
- (B) Pala
- (C) Bhaona
- (D) Kuchipudi

11. Manipulation is always a part of

- (A) Historical research
- (B) Fundamental research
- (C) Descriptive research
- (D) Experimental research

12. The Radio Club of Bombay started its first regular programmes in June 1923. Which of the following was second after Bombay to start broadcasting service in November 1923?

- (A) Madras
- (B) Amritsar
- (C) Lucknow
- (D) Calcutta

13. World Press Freedom Day is celebrated on which date since 1991?

- (A) 3rd May
- (B) 16th November
- (C) 29th January
- (D) 15th August

14. The signals through fibre-optics are transmitted by

- (A) light waves
- (B) electric waves
- (C) magnetic waves
- (D) sound waves

15. Identify the shot that is not frequently used in television.

- (A) Close-up
- (B) Long shot
- (C) Extreme close-up
- (D) Mid-shot

16. Who among the following is a celebrated cartoonist?

- (A) Bachhi Karkaria
- (B) Arvind Adiga
- (C) Abu Abraham
- (D) Sevanti Ninan

17. An inductive method is normally used in  
(A) statistical tests  
(B) content analysis  
(C) path analysis  
(D) exploratory research
18. What is 'ambient light'?  
(A) Back light placed behind the object  
(B) Back ground light  
(C) Dim night light  
(D) Natural light available to shoot
19. Newcomb's ABX model is an extension of  
(A) cultivation theory  
(B) socialisation theory  
(C) pleasure theory  
(D) balance theory
20. Rainbow is the FM channel of AIR. Gold is the FM channel of which of the following?  
(A) The Times of India  
(B) Reliance  
(C) AIR  
(D) Anna University
21. What would you call the journalism that promotes civic commitment and citizen participation in a democratic process?  
(A) Advocacy journalism  
(B) Public journalism  
(C) Alternative journalism  
(D) Counter media
22. The positivist paradigm adopted by researchers in mass communication, makes a liberal use of:  
(A) Descriptions  
(B) Fictional narratives  
(C) Aesthetics  
(D) Quantifications
23. Ballooning in cartoons contain:  
(A) Picture  
(B) Guidelines  
(C) Sound bytes  
(D) Text
24. Which form of advertising is heavily used to introduce a new product?  
(A) Persuasive advertising  
(B) Reminder advertising  
(C) Inferential advertising  
(D) Informative advertising
25. Who is the Chairman of the CBFC?  
(A) Pahlaj Nihalani  
(B) Anupam Kher  
(C) Sharmila Tagore  
(D) Prasoon Joshi

**26.** *Assertion (A):* The RTI has created hurdles for good governance in India.

*Reason (R):* The RTI has become a credible source of news for investigative journalism.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**27.** *Assertion (A):* Monogamy is the most common form of marriage in the contemporary society.

*Reason (R):* Status of women get enhanced through monogamy.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true and (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**28.** *Assertion (A):* Media cannot set any agenda for the society.

*Reason (R):* Media audience select contents of their choice.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**29.** *Assertion (A):* Unlike mass communication, semiology prefers a microscopic approach.

*Reason (R):* In semiology, the emphasis is on deconstruction of texts with surgical precision.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**30.** *Assertion (A):* New media has a negative impact on the writing skills of new generation.

*Reason (R):* New media has altered the art of writing.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**31.** *Assertion (A):* The Indian press has become quite distinct from the Western press during the last few years.

*Reason (R):* The Indian press has registered a quantitative jump in terms of number of publications and circulation.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

**32.** Match *List-I* with *List-II*:

<i>List-I(Interviews)</i>	<i>List-II(Meanings)</i>
(a) Structured interviews	(i) greater flexibility approach
(b) Unstructured interviews	(ii) attention on the questions to be answered
(c) Focused interviews	(iii) individual life experience
(d) Clinical interviews	(iv) pre-determined questions

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iv)	(ii)	(iii)	(i)
(B)	(ii)	(iii)	(iv)	(i)
(C)	(iv)	(i)	(ii)	(iii)
(D)	(iv)	(iii)	(ii)	(i)

33. Match *List-I* with *List-II*:

<i>List-I</i>	<i>List-II</i>
(a) Rasalila	(i) Gujarat
(b) Dashavtar	(ii) Mathura
(c) Giddad	(iii) Maharashtra
(d) Garba	(iv) Rajasthan

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(ii)	(i)
(B)	(ii)	(iii)	(iv)	(i)
(C)	(ii)	(iii)	(i)	(iv)
(D)	(iii)	(ii)	(iv)	(i)

34. Match *List-I* with *List-II*:

<i>List-I</i>	<i>List-II</i>
(a) Naam Shabana	(i) Manoj Bajpayee
(b) Guzaarish	(ii) Naseerudin Shah
(c) Waiting	(iii) Hrithik Roshan
(d) Blue Umbrella	(iv) Pankaj Kapur

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(i)	(ii)
(B)	(ii)	(iii)	(iv)	(i)
(C)	(i)	(iii)	(ii)	(iv)
(D)	(i)	(iii)	(iv)	(ii)

35. Match *List-I* with *List-II*:

<i>List-I</i>	<i>List-II</i>
(a) Harold D. Lasswell	(i) Linear model of communication
(b) Shannon and Weaver	(ii) Two step flow of communication
(c) Ruge and Galtung	(iii) Political communication
(d) Paul Lazarsfeld	(iv) Selective gate keeping

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(ii)	(i)
(B)	(i)	(ii)	(iii)	(iv)
(C)	(ii)	(iii)	(i)	(iv)
(D)	(iii)	(i)	(iv)	(ii)

36. Match *List-I*(AIR services) with *List-II*(Year of Commencement):

<i>List-I</i>	<i>List-II</i>
(a) External Services	(i) 1967
(b) Vividh Bharati	(ii) 1936
(c) News Services	(iii) 1957
(d) Commercial broadcasting	(iv) 1943

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iii)	(ii)	(i)	(iv)
(B)	(iv)	(iii)	(ii)	(i)
(C)	(iv)	(ii)	(iii)	(i)
(D)	(ii)	(iv)	(i)	(iii)

37. Match *List-I* with *List-II*:

<i>List-I</i>	<i>List-II</i>
(a) Daniel Bell	(i) Austrian School
(b) J. Habermas	(ii) Third Wave
(c) Alvin Toffler	(iii) Post-industrial society
(d) Joseph Schumpeter	(iv) Public sphere

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(i)	(iii)	(iv)	(ii)
(B)	(i)	(iv)	(ii)	(iii)
(C)	(iii)	(iv)	(i)	(ii)
(D)	(iii)	(iv)	(ii)	(i)

38. Match *List-I* with *List-II*:

<i>List-I</i>	<i>List-II</i>
(a) C. R. Irani	(i) The Hindu
(b) Bal Gangadhar Tilak	(ii) Mirat-ul-Akhbar
(c) Raja Ram Mohan Roy	(iii) Kesari
(d) Kasturi Ranga Iyengar	(iv) The Statesman

*Codes:*

	(a)	(b)	(c)	(d)
(A)	(iv)	(ii)	(iii)	(i)
(B)	(iii)	(iv)	(ii)	(i)
(C)	(iv)	(iii)	(ii)	(i)
(D)	(ii)	(iii)	(iv)	(i)

- 39.** The correct sequence of adopters of innovation is  
 (A) Innovators—Early adopters—Laggards—Early majority—Late majority  
 (B) Laggards—Late majority—Early majority—Early adopters—Innovators  
 (C) Innovators—Early majority—Early adopters—Late majority—Laggards  
 (D) Innovators—Early adopters—Early majority—Late majority—Laggards
- 40.** Identify the correct chronological sequence based on their establishments.  
 (A) Havas, Associated Press, PTI, UNI  
 (B) Havas, PTI, Associated Press, UNI  
 (C) Associated Press, Havas, PTI, UNI  
 (D) UNI, PTI, Associated Press, Havas
- 41.** Identify the correct chronological order of:  
 (A) The Hindu, The Times of India, The Statesman, The Hindustan Times  
 (B) The Times of India, The Hindu, The Hindustan Times, The Statesman  
 (C) The Times of India, The Statesman, The Hindu, The Hindustan Times  
 (D) The Statesman, The Times of India, The Hindu, The Hindustan Times
- 42.** Identify the correct sequence of production of visual programmes.  
 (A) Rough cut, Dailies, Fine cut, Final cut  
 (B) Dailies, Rough cut, Fine cut, Final cut  
 (C) Rough cut, Fine cut, Dailies, Final cut  
 (D) Dailies, Final cut, Fine cut, Rough cut
- 43.** Identify the correct sequence of research in content analysis.  
 (A) Data analysis, Subject categories, Units of analysis, Coding  
 (B) Units of analysis, Subject categories, Coding, Data analysis  
 (C) Subject categories, Units of analysis, Coding, Data analysis  
 (D) Coding, Subject categories, Units of analysis, Data analysis
- 44.** Identify the correct sequence of Dennis McQuail's five basic functions of media.  
 (A) Information, Continuity, Correlation, Entertainment, Mobilisation  
 (B) Information, Correlation, Continuity, Entertainment, Mobilisation  
 (C) Mobilisation, Information, Continuity, Correlation, Entertainment  
 (D) Correlation, Information, Mobilisation, Entertainment, Continuity
- 45.** Which of the following is a mismatch?  
 (A) DPA—Germany  
 (B) Xinhua—China  
 (C) A.P—U.S.A  
 (D) UPI—U.K



**Read the following passage and answer the Question 46 to 50:**

A formula, for our purposes, can be defined as a statement expressing some fundamental truth or principles. It often has a mathematical nature, but not always. In the chart below, it is shown how Lasswell formula is related to Jakobson's model of the communication process.

<i>Lasswell</i>	<i>Jakobson</i>
<i>Who?</i>	<i>An addresser or sender of a message</i>
<i>Says what?</i>	<i>The message or content</i>
<i>In which Channel?</i>	<i>The medium or contact</i>
<i>To whom?</i>	<i>The addressee or receiver of the message</i>
<i>With what effect?</i>	<i>The functions of the message</i>

Models can be defined as abstract representations of processes that occur in the world, and as such, they have their values and their limitations. One value they have is that they generally can be represented graphically and thus give people an easy-to-understand overview of whatever the model is describing. One limitation they have is that they tend to simplify complicated matters and often leave out important considerations.

The Lasswell formula assumes that communication is always based on influencing receivers and thus having certain desired effects. This is highly questionable, for though a great deal of communication is created to have certain effects - think, for example of advertising- there is always some communication that is not based on persuasion. There is what is known as phatic communication that is used to express emotions rather than communicate information. Think, for example, of the way men grunt in gyms when they are lifting weights. Is that meant to influence and persuade others? And when communication does have effects, researchers have been divided, for many years, about whether the effects are powerful and long lasting or short and trivial.

46. Which of these is a main advertising objective?
- To entertain
  - To create humour
  - To persuade
  - To increase good will
47. Lasswell and Jakobson's models are mainly applicable for
- phatic communication
  - persuasive communication
  - intrapersonal communication
  - one-way communication
48. Models make people easy to understand what it tends to describe, because
- it includes all the important considerations
  - it simplifies complicated matters
  - it can be graphically represented
  - it does not have any limitations
49. Phatic communication is used to express
- emotions
  - information
  - education
  - persuasion
50. According to Lasswell model "says what" refers to
- content
  - sender
  - receiver
  - function

*2517-II*

**X-10**

**ROUGH WORK**

**X-11**

**2517-II**

**ROUGH WORK**

*2517-II*

**X-12**

**ROUGH WORK**