**Ph.D. COMMON ENTRANCE TEST**

**SUBJECT – JOURNALISM AND MASS COMMUNICATION**

**Roll No:**

**PART B**

**Duration: 60 minutes Maximum Marks: 50**

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| **Instructions:**   1. **This entrance test question paper is not to be taken out of the examination hall** 2. **Question paper consists of Section A and Section B** 3. **Section A consists of 30 MCQs carrying 1 Mark each. Write the Alphabet of the correct answer in the space given.** 4. **Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B** |

**SECTION – A**

**Answer the following questions by writing the Alphabet of the correct answer in the Box given: 30 X 1 = 30**

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|  | 1. What is the full form of PTI?   1. Press Trust of India 2. Press Trust of Indonesia 3. Processing Text for Information 4. None of the Above 5. What is embargo? 6. Stop the cargo 7. A ban on publication before a specific date 8. A story, with an end 9. None of the above      1. What is editorial? 2. Interview of eminent personality 3. Point of view of the newspaper 4. Articles written by government employees 5. None of the above 6. The major functions of Television are to provide: 7. Information 8. Entertainment 9. Education 10. All the above 11. What is ABC? 12. Audit Bureau of Circulation 13. American Business Corporation 14. African Business Corporation 15. None of the above 16. In digital mass communication, the audience is: 17. Small 18. Passive 19. Participatory 20. None of the above 21. Dissemination of information – facts, rumours, half-truths, or lies – to influence public opinion; often through mass media is known as: 22. Propaganda 23. Advertising 24. Public Relations 25. None of the above 26. ‘Diffusion of Innovations’ theory was proposed by: 27. Aristotle 28. Everett Rogers 29. Wilbur Schramm 30. Marshall McLuhan 31. "the medium is the message" was coined by:     1. Everett Rogers     2. Wilbur Schramm     3. Marshall McLuhan     4. Harold Lasswell 32. NWICO stands for     1. New World Information Communication Order     2. New World Innovation Center for Organisations     3. New World Innovative Communist Order     4. None of the above 33. What is RTI?     1. Right to information Act     2. Right to involve     3. Right to Innovate     4. None of the above      1. What is Automated Journalism?    1. News articles written without computer    2. News articles generated by computer programs    3. News articles on automobiles    4. None of the above 2. OTT platforms in India:    1. Netflix    2. Amazon prime    3. Hotstar    4. All the above 3. What is stylesheet?    1. Different styles of headlines    2. Different types of graphics    3. a reflection of the style standards and practices of a publisher of newspapers, books, or magazines    4. None of the above 4. Name of India’s first full-length feature film:    1. Raja Harishchandra    2. Kisan Kanya    3. Alam Ara    4. None of the above 5. What is Post truth?    1. Circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.    2. Truth posted on webpages    3. Truth revealed after an elaborate post on social media    4. None of the above 6. First newspaper in India:    1. Bengal Gazette    2. Bombay Gazette    3. Calcutta Gazette    4. None of the above 7. What is Podcast?    1. Podcast is a digital audio program consisting of a series of audio episodes that you can download or stream from the internet.    2. a program made available in digital format for download over the Internet.    3. "Podcast" is a portmanteau of "iPod" and "broadcast".    4. All the above 8. A publication started by Mahatma Gandhi:    1. Times of India    2. Statesman    3. Harijan    4. None of the above 9. What is 4k resolution?    1. 2,160 pixels x 3,840 pixels    2. Ultra-High Definition    3. 4K images has over 8 million pixels    4. All the above 10. Digital divide     1. Gap between people who have access to modern information and communications technology and those who don't.     2. unequal access to digital technology     3. gap between those with Internet access and those without it     4. All the above 11. Watergate scandal was investigated by:     1. N Ram     2. Arun Shourie     3. Bob Woodward and Carl Bernstein     4. None of the above 12. “Comment is free, but facts are sacred” was given by:     1. Mahatma Gandhi     2. Thomas Jefferson     3. CP Scott     4. None of the above 13. Digital natives refer to:     1. A person who has grown up in the information age     2. People who have grown up under the ubiquitous influence of the internet     3. A person who is very familiar with digital technology, computers, etc. because they have grown up with them     4. All the above 14. Oldest newspaper in India:     1. Times of India     2. The Hindu     3. Bombay Samachar     4. None of the above 15. HTML denotes:     1. High text middle language     2. Hyper Text Markup Language     3. Hyper Threading Main Language     4. None of the above 16. Click baits     1. An exaggerated or misleading headline, image, or piece of content designed to entice users to click on a link and visit a specific webpage.     2. Practice of writing sensationalized or misleading headlines in order to attract clicks on a piece of content.     3. Something (such as a headline) designed to make readers want to click on a hyperlink     4. All the above 17. Different types of Radio programmes     1. Talk shows     2. Music shows     3. Radio dramas     4. All the above 18. Article 19 (1) A states:     1. Right to freedom of speech and expression     2. Right to religion     3. Right to equality     4. None of the above 19. Parts of an ad-copy:     1. Headline     2. Body copy     3. Illustrations     4. All the above   **Section - B**  **Answer any four questions (Each question carry 5 marks 4x5 = 20**   1. Elucidate the importance of theoretical framework in communication research? 2. Discuss the difference between opinion poll and exit poll with suitable examples? 3. Write a note on the ‘uses and gratifications’ theory. 4. Discuss the freedom of press in India with suitable examples. 5. Discuss Copyright act with reference to Chat GPT. 6. Elucidate the role of social media in development communication. |
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