

Ph.D. ENTRANCE TEST-2023**SUBJECT (MASS COMMUNICATION & JOURNALISM)**

Total Questions: 100

Time Allowed : 110 Minutes

Roll No.

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Instructions for Candidates

1. Write your roll number in the space provided at the top of this page of question booklet and fill up the necessary information in the spaces provided on OMR Answer sheet.
2. OMR Answer sheet has an original copy and a candidate's copy glued beneath it at the top. While making entries in the original copy, candidate should ensure that the two copies are aligned properly so that the entries made in the original copy against each item are exactly copied in the candidate's copy.
3. All entries in the OMR answers sheet including answers to questions are to be recorded in the original copy only.
4. Use only blue/ black ball point pen to darken the circle of correct / most appropriate response. In no case gel/ ink pen or pencil should be used.
5. Do not darken more the one circle of option for any question. A question with more than one darkened response shall be considered wrong.
6. There will be no "Negative Marking" for wrong answers.
7. Only those candidates who would obtain positive score in entrance test examination shall be eligible for admission
8. Do not make any stray mark on the OMR sheet
9. Calculators and mobiles shall not be permitted inside the examination hall
10. Rough work, if any, should be done on the blank sheets provided with the question booklet.
11. OMR answer sheet must be handled carefully and it should not be folded or mutilated in such case it will not be evaluated.
12. Ensure that your OMR Answer sheet has been signed by the invigilator and the candidate himself/herself.
13. At the end of the examination hand over the OMR answer sheet to the invigilator who will first tear off the original OMR sheet in presence of the candidate and hand over the candidate's copy to the candidate.
14. If any of the information in the response sheet/question paper has been found missing or not mentioned as stated above the candidate is solely responsible for that lapse.

SEAL

Part I (General Aptitude 2023)

1. Tariq wants to sell a watch at a profit of 20%. He bought it at 10% less and sold it at ₹ 30 less, but still he gained 20%. The cost price of watch is.....
 - A. ₹ 250
 - B. ₹ 225
 - C. ₹ 240
 - D. ₹ 220
2. If today is Sunday then three days from now will be....
 - A. Saturday
 - B. Friday
 - C. Thursday
 - D. Wednesday
3. Absar is brother of Mehdi. Iqra is sister of Gulshan. Mehdi is son of Iqra. How is Absar related to Iqra?
 - A. Son
 - B. Brother
 - C. Nephew
 - D. Father
4. Ankit can do a piece of work in 6 days and Basharat in 9 days. How many days will both take together to complete the work?
 - A. 7.5 days
 - B. 5.4 days
 - C. 3.6 days
 - D. 3 days
5. The book "To Hell and Back: Humans of COVID" is authored by?
 - A. Kavitha Iyer
 - B. Jhumpa Lahiri
 - C. Barkha Dutt
 - D. Arundhati Roy
6. If PARTICLE is coded RCTVKENG, then how is SCIENCE coded?
 - A. TBJUOMF
 - B. TDJFODF
 - C. UEKGPEG
 - D. QBSUDMF
7. Where is the headquarter of the United Nations Environment Programme (UNEP) located?
 - A. Nairobi, Kenya
 - B. Venice, Italy
 - C. Munich, Germany
 - D. Geneva, Switzerland
8. Two years ago, Jane's age was three times Sam's age. If Jane is now 18, how old is Sam?
 - A. 6 years
 - B. 8 years
 - C. 10 years
 - D. 12 years
9. If WORK is coded as 4-12-9-16, then how will WOMAN be coded?
 - A. 4-12-14-26-13
 - B. 4-26-14-13-12
 - C. 23-12-26-14-13
 - D. 123-15-13-1-14
10. Which of the following states is not included in the sixth schedule of Indian Constitution?
 - A. Meghalaya
 - B. Tripura
 - C. Mizoram
 - D. Manipur

11. Letter : Word

- A. Homework : School
- B. Club : People
- C. Product : Factory
- D. Page : Book

12. The speed of a bus is 54 km/h if we don't let it stop at any point. If the bus stops at the bus-stops, the speed of the bus is 45 km/h. What is the time that the bus stops for per hour?

- A. 7 mins
- B. 10 mins
- C. 21 mins
- D. 22 mins

13. Blood does not coagulate inside the body due to the presence of _____?

- A. Fibrin
- B. Haemoglobin
- C. Heparin
- D. Plasma

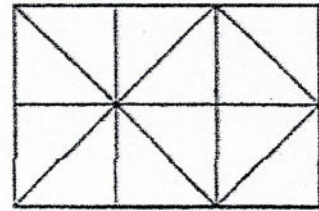
14. If a triangle has angles measuring 30 degrees, 60 degrees, and 90 degrees, what type of triangle is it?

- A. Equilateral
- B. Isosceles
- C. Scalene
- D. Right-angled

15. The of the Minister's statement cannot be verified by people who have no access to official records.

- A. veracity
- B. verbosity
- C. ambiguity
- D. validity

16. The number of squares in the given figure is.....



- A. 7
- B. 8
- C. 9
- D. 10

17. What is the percentage of profit if the cost price is 95% of the selling price?

- A. 5%
- B. 5.26%
- C. 4%
- D. 4.75%

18. If you start facing east and turn 135 degrees clockwise, which direction are you facing now?

- A. North
- B. West
- C. North-East
- D. South-East

19. Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) has been extended till which year recently?

- A. 2025
- B. 2028
- C. 2030
- D. 2032

20. Who is the present chairman of ISRO?

- A. Sh. Heeralal Samariya
- B. Sh. Harsh Chouhan
- C. Sh. Ravneet Kaur
- D. Sh. S Somanath

PAPER-II (Dec2023)

Q.21: According to Edward T. Hall's proxemics theory, what does the term "intimate distance" refer to?

- a) 0-18 inches
- b) 18-48 inches
- c) 4-12 feet
- d) 12 feet and beyond

Q.22: Diplomatic dealings pursued through non-officials (businessmen, non-government organizations etc.) is known as

- a). Track 1 Diplomacy
- b). Track 2 Diplomacy
- c). Track 3 Diplomacy
- d). Track 4 Diplomacy

Q.23: What is the primary goal of advocacy communication in development contexts?

- a). To maintain the status quo
- b). To challenge and change policies and practices
- c). To promote one-way communication
- d). To enforce strict regulations

Q.24: Which of the following is a key theoretical perspective in development communication?

- a) Psychoanalytic theory
- b) Structural-functional theory
- c) Chaos theory
- d) Literary theory

Q.25: A technique of projecting positive or negative qualities (praise or blame) of a person, entity, object or value onto another to make the second more acceptable or to discredit it, is known as _____

- a) Name-calling
- b) Bandwagon
- c) Transfer
- d) Flag-waving

Q.26: In the context of mass media economics, what does CPM stand for?

- a). Cost Per Minute
- b). Cost Per Mille
- c). Consumer Price Model
- d). Communication Planning Matrix

Q27. Sample is regarded as a subset of

- a). Set
- b). Data
- c). Population
- d). Distribution

Q.28: According to the "CNN Effect", how does media influence international relations?

- a). By promoting diplomatic solutions
- b). By shaping public opinion and influencing policy
- c). By facilitating secret negotiations
- d). By providing unbiased reporting

Q.29: What theory suggests that media can play a role in the democratization process by providing information and facilitating public discourse?

- a). Dependency theory
- b). Modernization theory
- c). Democratization theory
- d). Cultural imperialism theory

Q.30. Which of the following is/are not the main function/s of Circulation department in a newspaper organization?

- a). Selling the newspaper
- b). Delivering it
- c). Printing the newspaper
- d). All of the above

Q.31: What psychological phenomenon is propaganda most likely to exploit to influence public opinion?

- a). Groupthink
- b). Cognitive dissonance
- c). Stockholm syndrome
- d). Hindsight bias

Q.32. Why do you need to review the literature?

- a). To make sure you have a long list of references
- b). Because without it, you could never reach the required word-count
- c). To find out what is already known about your area of interest
- d). To help in your general studying

Q.33: What is the concept of "relationship management" in the context of public relations?

- a). Building and maintaining positive relationships with key stakeholders.
- b). Managing relationships only within the organization.
- c). Focusing solely on media relationships.

d). Ignoring relationships and prioritizing individual tasks.

Q.34: What is the concept of "issue salience" in corporate communication?

- a). It refers to the immediate resolution of corporate issues.
- b). It involves prioritizing issues based on their significance and relevance to stakeholders.
- c). It signifies the avoidance of controversial issues in communication.
- d). It emphasizes secrecy around sensitive corporate matters.

Q.35: In cluster sampling, what distinguishes a cluster from a stratum?

- a). Clusters are more homogeneous
- b). Clusters are randomly selected
- c). Clusters are larger groups containing multiple elements
- d). Clusters are mutually exclusive subsets of the population

Q.36. Ethically journalists should:

- a). Avoid conflicts of interest, real or perceived, but don't disclose unavoidable conflicts
- b). Distinguish news from advertising and shun hybrids that blur the lines between the two. Prominently label sponsored content
- c). Distort facts or context, including visual information, if required. No need to label illustrations and re-enactments
- d). All of the above

Q.37. Which of the following is not the role of media?

- a). Education and persuasion
- b). Serving as a public forum for debates and discussions
- c). Acting as a watchdog for government, business and other institutions
- d). Entertaining, but not providing scope for imagination

Q.38. The scientific study of body language is called _____

- a). Kinesics
- b). Facial expressions
- c). Proxemics
- d). Posture

Q.39. Tools used in diplomacy

- a). Political and Cultural tools
- b). Security tools
- c). Commercial tools
- d). All of the above

Q.40: In typography, what does the term "kerning" refer to?

- a) Adjusting the space between lines of text
- b) Adjusting the space between individual letters

- c) Aligning text with the baseline grid
- d) Adding hyphenation to improve readability

Q.41: In backpack journalism, what is the significance of the term "one-man band"?

- a) Refers to a journalist who works independently without any equipment
- b) Describes a journalist who covers multiple roles, including reporting, shooting, and editing
- c) Indicates a journalist who specializes in solo reporting only
- d) Describes a journalist with expertise in multimedia storytelling

Q.42. A _____ is moved to criticize the government for specific actions or policies

- a). Privilege Motion
- b). Censure Motion
- c). Leave of Absence
- d). Crossing the Floor

Q.43. The Hourglass structure has three distinct parts (follow the sequence):

- a). The Top; the Turn and the Narrative
- b). The Narrative; the Turn and the Top
- c). The Top; the Narrative and the Turn
- d). The Narrative; the Top and the Turn

Q.44. _____ includes any apparatus for representation of moving pictures or series of pictures under The Cinematograph Act, 1952

- a). Board
- b). Tribunal
- c). Public exhibition
- d). Cinematograph

Q.45: In experimental research, what is the purpose of a control group?

- a) To receive the experimental treatment
- b) To provide a baseline for comparison with the experimental group
- c) To validate the research hypothesis
- d) To minimize external variables

Q.46. For the purpose of enabling the Board of Film Censors to efficiently discharge its functions under The Cinematograph Act, the Central Government may establish _____ at such regional centres as it thinks fit

- a). Advisory panels
- b). Research cells
- c). Monitoring centres
- d). Regional cells

Q.47: Which scale of measurement allows for the ranking of variables and the calculation of meaningful intervals but does not have a true zero point?

- a) Nominal scale
- b) Ordinal scale
- c) Interval scale
- d) Ratio scale

Q.48: What term describes the process by which a copy editor checks for consistency in formatting, such as font usage and spacing, throughout a document?

- a) Line editing
- b) Proof reading
- c) Style editing
- d) Format consistency review

Q.49. An image, video, or text that is widely shared and adapted, often for humorous or satirical purposes

- a). Metaphor
- b). Medium
- c). Meme
- d). Morphology

Q.50: What statistical analysis is commonly used to measure the strength and direction of relationships between two variables in media research?

- a) Analysis of Variance (ANOVA)
 - b) Chi-square test
 - c) Pearson correlation
 - d) Regression analysis
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PAPER-III

Q.51: Which era of mass communication theory is marked by the rise of the internet and digital media, emphasizing user-generated content and interactivity?

- a) Authoritarian Era
- b) Developmental Era
- c) Postmodern Era
- d) Social Responsibility Era

Q.52: During the "Developmental Era" of mass communication theory, which concept emphasized the role of media in promoting economic and social development in developing countries?

- a) Dependency Theory
- b) Modernization Theory
- c) Cultural Imperialism
- d) Globalization Theory

Q.53: Out of the following, which one is not a form of Sociological Perspective?

- a) Marxian Perspective
- b) Formal Perspective
- c) Structural Functional Perspective
- d) Evolution Perspective

Q.54: Farm Radio Forums was founded in which of the following country?

- a) America
- b) France
- c) Canada
- d) England

Q.55: In the new view of development, communication is?

- a) An important catalyst for change
- b) An important cause of change
- c) The only catalyst of change
- d) Not important in bringing change

Q.56. Development Communication using various media is possible only with the active involvement of

- a). Voluntary groups
- b). Citizens
- c). Non-government organizations
- d). All of the above

Q57. The portrayal of individuals, groups, or events in the media, often reflecting social, cultural, and political values and ideologies

- a) Media Regulation
- b) Multimodal communication
- c) Media Representation
- d) Media Effects

Q.58. The key feature/s of Modernisation Approach is/are:

- a). Industry is the prime mover of economy. Thus, a major part of investment must go to industry and what are required are raw material, transportation and training
- b). The profit from industries should not trickle down to other sectors, especially agriculture and rural technology
- c). Public education, health care and family planning do not require intensive intervention for participatory governance and well-being of masses
- d). All of the above

Q59. Sensationalist or misleading headlines or content designed to attract clicks and views

- a). Chronemics
- b). Collocation
- c). Classism
- d). Clickbait

Q.60: The year 1760 is generally accepted as the "eve" of -----

- a) The French Revolution
- b) The Industrial Revolution
- c) Elite Revolution
- d) Good Will Revolution

Q.61: In the context of crisis management, what is the primary goal of the "prevention" phase?

- a) Minimizing the impact of a crisis once it occurs
- b) Identifying and addressing the root causes of potential crises
- c) Communicating effectively during a crisis
- d) Implementing recovery strategies after a crisis

Q.62: Which document, adopted at the 1986 UNESCO General Conference, marked the end of the NWICO movement and emphasized the importance of a free and pluralistic media environment?

- a) MacBride Report
- b) Windhoek Declaration
- c) Canons of Journalism
- d) Declaration of Alma-Ata

Q.63: Which principle of NWICO emphasized the need for a more equitable representation of diverse cultural and regional perspectives in global media?

- a) Free flow of information
- b) Cultural diversity
- c) Information sovereignty
- d) Media pluralism

Q.64: What is the purpose of a "slug" in journalism?

- a) A headline for online articles
- b) A short and catchy subheading
- c) A simplified summary of a news story
- d) A short label for internal tracking and organization

Q.65: What is the central concept behind cultural imperialism theory?

- a) Cultural relativism
- b) Cultural hybridity
- c) Cultural hegemony
- d) Cultural diversity

Q.66: According to cultural imperialism theorists, what role does media play in the process of cultural domination?

- a) It promotes cultural diversity.
- b) It reflects cultural authenticity.
- c) It reinforces cultural boundaries.
- d) It facilitates cultural exchange.

Q.67: Who was the first Director-General of the BBC, serving from 1927 to 1938 and playing a crucial role in shaping the organization?

- a) John Reith
- b) David Attenborough
- c) Mark Thompson
- d) Greg Dyke

Q.68: Who is the founder of Al Jazeera?

- a) Sheikh Khalifa bin Zayed Al Nahyan
- b) Sheikh Hamad bin Khalifa Al Thani
- c) Sheikh Tamim bin Hamad Al Thani
- d) Sheikh Mohammed bin Rashid Al Maktoum

Q.69. _____ model introduced the concept of 'Noise' while _____ model focused on the concept of gatekeeper in mass communication

- a). Bruce Westley and Malcolm MacLean; Shannon Weaver
- b). Shannon Weaver; Bruce Westley and Malcolm MacLean
- c). Shannon Weaver; Harold Lasswell and Wilbur Schramm
- d). Wilbur Schramm and Harold Lasswell; Bruce Westley and Malcolm MacLean

Q.70: Which journalism tool is commonly used for collaborative writing and editing among a team of journalists working on the same story?

- a) Editorial calendar
- b) Cloud storage
- c) Wiki platform
- d) Audio recorder

Q.71: What does the term "plot twist" refer to in the context of generating story ideas?

- a) A type of font style
- b) Unexpected events that change the direction of the story
- c) A punctuation mark
- d) A type of character description

Q.72: How can cultural diversity contribute to the richness of story ideas?

- a) By enforcing stereotypes
- b) By limiting perspectives
- c) By providing varied perspectives and experiences
- d) By avoiding cross-cultural influences

Q.73: What does the term "muckraking" refer to in news reporting?

- a) Investigative journalism that exposes corruption
- b) Editing for grammatical accuracy
- c) Reporting on environmental issues
- d) Public relations for news agencies

Q.74: In Investigative journalism, what characterizes a "covert interview"?

- a) A publicized and scheduled interview
- b) An interview conducted with the subject's awareness
- c) An interview conducted without the subject's knowledge
- d) A formal and structured interview process

Q.75: How many styles are used in a screening interview?

- a) Two
- b) Five
- c) Three
- d) Four

Q.76: The term "ideology" was coined by?

- a) Louis Althusser
- b) Terry Eagleton
- c) Antoine Destutt de Tracy
- d) Fantz Fanan

Q.77: Which country enacted the first Official Secrets Act, laying the foundation for secrecy laws?

- a) United States
- b) United Kingdom
- c) Russia
- d) France

Q.78: In the context of the Official Secrets Act, what does the term "whistleblower" typically refer to?

- a) Government official leaking sensitive information
- b) A journalist reporting on classified material
- c) A witness in a court trial
- d) An advocate for government transparency

Q.79: In India, which year saw the enactment of the Right to Information Act?

- a) 2002
- b) 2005
- c) 2010
- d) 2015

Q.80: What distinguishes a "Blind Headline" from other types of headlines?

- a) It lacks a verb
- b) It conceals the main point of the story
- c) It is written in Braille for visually impaired readers
- d) It uses only numbers in the headline

Q.81: Which international document explicitly recognizes the right to freedom of speech and expression?

- a) Universal Declaration of Human Rights
- b) Kyoto Protocol
- c) Geneva Conventions
- d) Paris Agreement

Q.82: What statistical measure is used to describe the spread or dispersion of a set of data points in a distribution?

- a) Mean
- b) Median
- c) Standard Deviation
- d) Mode

Q.83: In data analysis, what does the term "p-value" represent?

- a) The probability of observing a result as extreme as the one obtained, assuming null hypothesis is true
- b) The average value in a dataset
- c) The margin of error in a sample
- d) The significance level of a study

Q.84: What type of statistical analysis is used to determine the strength and direction of the relationship between two continuous variables?

- a) T-test
- b) ANOVA
- c) Correlation analysis
- d) Chi-square test

Q.85: What does the term "ANOVA" stand for in the context of statistical analysis?

- a) Analysis of Nominal Variables and Attributes
- b) Association of Numerical and Ordinal Variables Analysis
- c) Analysis of Variance
- d) Assessment of Nonparametric Variables and Attributes

Q.86: In survey methodology, what does the term "sampling bias" refer to in the context of an opinion poll?

- a) The selection of participants without their consent
- b) A disproportionate representation of certain groups in the sample
- c) Manipulating poll questions to influence responses
- d) Presenting poll results without proper statistical analysis

Q.87: In the context of research, what is a potential limitation of a "cross-sectional study" compared to a longitudinal study?

- a) Longitudinal studies are more cost-effective
- b) Cross-sectional studies cannot establish cause-and-effect relationships
- c) Longitudinal studies are quicker to conduct
- d) Cross-sectional studies are less prone to bias

Q.88: In qualitative research, what distinguishes a "phenomenological approach" from a "grounded theory approach"?

- a) Phenomenological approach relies on statistical analysis
- b) Grounded theory approach focuses on exploring lived experiences
- c) Phenomenological approach aims to develop a theoretical framework
- d) Grounded theory approach uses predetermined categories

Q.89: In observational research, what is the primary challenge associated with "participant observation" as a data collection method?

- a) Lack of researcher involvement in the observed setting
- b) Observer bias and potential interference with the natural environment
- c) Difficulty in obtaining informed consent from participants
- d) Inability to establish rapport with participants

Q.90: What distinguishes "quantitative content analysis" from "qualitative content analysis" in data analysis methods?

- a) Quantitative content analysis focuses on text, while qualitative content analysis focuses on numbers
- b) Quantitative content analysis involves statistical techniques, while qualitative content analysis emphasizes thematic coding
- c) Quantitative content analysis relies on open-ended coding, while qualitative content analysis uses predefined categories
- d) Quantitative content analysis is primarily used in exploratory research, while qualitative content analysis is used in confirmatory research

Q.91: What is the primary focus of formative research in the context of program evaluation?

- a) Assessing the overall impact of a program
- b) Identifying areas for improvement and refinement during program development

- c) Summarizing key findings and outcomes
- d) Evaluating the long-term effectiveness of a program

Q.92: In healthcare research, how does summative evaluation differ from formative evaluation regarding patient outcomes?

- a) Formative evaluation focuses on measuring patient satisfaction, while summative evaluation assesses treatment efficacy
- b) Summative evaluation occurs during treatment, while formative evaluation occurs post-treatment
- c) Formative evaluation emphasizes long-term patient well-being, while summative evaluation focuses on short-term improvements
- d) Summative evaluation is concerned with patient experiences, while formative evaluation assesses clinical outcomes

Q.93: What role does the "narrative arc" play in digital storytelling?

- a) It refers to the shape and structure of the story, including exposition, rising action, climax, falling action, and resolution.
- b) It denotes the color scheme used in the digital story.
- c) It represents the background music accompanying the digital narrative.
- d) It measures the level of engagement in the story.

Q.94: What is the significance of the "digital footprint" in the context of digital storytelling?

- a) It refers to the physical space required for digital storage.
- b) It represents the unique identifier of a digital device.
- c) It denotes the trace left by an individual's online activities, influencing personalized storytelling.
- d) It indicates the resolution of digital images.

Q.95: What distinguishes the "Cultural Model" of mass communication from other models?

- a) It focuses exclusively on interpersonal communication.
- b) It emphasizes the impact of media on shaping cultural values and norms.
- c) It disregards the role of feedback in the communication process.
- d) It is primarily concerned with the physical transmission of messages.

Q.96: According to the "Spiral of Silence Theory," what factor influences an individual's willingness to express their opinion publicly?

- a) Personal conviction and passion for the opinion
- b) The perceived popularity or unpopularity of the opinion in the public sphere
- c) The level of anonymity in the communication process
- d) The degree of media coverage of the opinion

Q.97: What distinguishes a "scholarly journal" from other types of publications as a research source?

- a) Scholarly journals only contain opinions and subjective views.
- b) Scholarly journals are peer-reviewed and contain research articles written by experts in the field.
- c) Scholarly journals primarily focus on popular culture and entertainment.
- d) Scholarly journals do not require citations or references

Q.98: What is a potential challenge associated with using "grey literature" as a research source?

- a) Grey literature is not accessible to researchers.
- b) Grey literature is often biased and lacks credibility.
- c) Grey literature is exclusively available in print form.
- d) Grey literature is too recent to be considered valuable.

Q.99: What distinguishes "evaluative feedback" from "descriptive feedback"?

- a) Evaluative feedback is more detailed and specific.
- b) Descriptive feedback includes judgments and opinions.
- c) Evaluative feedback provides information without assessing performance.
- d) Descriptive feedback focuses on future actions rather than past performance.

Q.100: In the classification of editorials, what distinguishes a "Constructive Editorial" from an "Exhortatory Editorial"?

- a) Constructive Editorials focus on praising achievements, while Exhortatory Editorials focus on offering solutions.
 - b) Constructive Editorials exclusively criticize, while Exhortatory Editorials provide encouragement.
 - c) Constructive Editorials emphasize analysis, while Exhortatory Editorials focus on persuasive appeals.
 - d) Constructive Editorials address social issues, while Exhortatory Editorials cover cultural topics.
-