International Institute of Mass Media
New Delhi
Post Graduate Diploma in Advertising, Public Relations and Marketing
Entrance Exam-2011

DO NOT OPEN THE SEAL OF THE BOOKLET UNTIL YOU ARE TOLD TO DO SO

Student's Name   : _____

Student's Signature   : _____

Roll No.   : _____

Date   : _____

Time: 1 Hrs and 45 minutes   Marks: 100

INSTRUCTION TO THE CANDIDATES

Read the following instruction carefully before you begin to answer the questions. This booklet contain question in English only.

a) All questions are compulsory

b) There will be no negative marketing for wrong answer.

c) Answer sheet must be handed over to invigilator after the prescribed time.

d) No rough is to be done on the answer sheet.

e)Answer the question as quickly and as carefully as you can. Some question may be difficult and other easy. Do not spend too much time on question.

Section A   **20 Marks**

Choose the correct option and circle it.

1] For which of the following disciplines is Nobel Prize awarded?

A.Physics and Chemistry

B. Physiology or Medicine

C.Literature, Peace and Economics

D.All of the above

2] Headquarters of UNO are situated at

A.New York, USA

B.Haque (Netherlands)

C.Geneva

D.Paris

3] Escape velocity of a rocket fired from the earth towards the moon is a velocity to get rid of the

A.Earth's gravitational pull

B.Moon's gravitational pull

C.Centripetal force due to the earth's rotation

D.Pressure of the atmosphere

4] Fire temple is the place of worship of which of the following religions?

A.Taoism

B.Judaism

C.Zoroastrianism (Parsi Religion)

D.Shintoism

5] Film and TV institute of India is located at

A.Pune (Maharashtra)

B.Rajkot (Gujarat)

C.Pimpri (Maharashtra)

D.Perambur (Tamilnadu)

6] Free market is

A.a condition in the international market where nations do not impose customs duty or other taxes on import of goods

B.market where the price of a commodity is determined by free play of the forces of supply and demand

C.ports that are exempted from payment of customs duty on articles of commerce, primarily to encourage tourism

D.None of the above

7] Fa-Hien was

A. the first Buddhist pilgrim of China to visit India during the reign of Chandragupta Vikramaditya

B. the discoverer of Puerto Rico and Jamaica

C. the first Buddhist pilgrim of India to visit China

D.None of the above

8] Exposure to sunlight helps a person improve his health because

A. the infrared light kills bacteria in the body

B.resistance power increases

C.the pigment cells in the skin get stimulated and produce a healthy tan

D.the ultraviolet rays convert skin oil into Vitamin D

9] The ozone layer restricts

A.Visible light

B.Infrared radiation

C.X-rays and gamma rays

D.Ultraviolet radiation

10]Ecology deals with

A.Birds

B.Cell formation
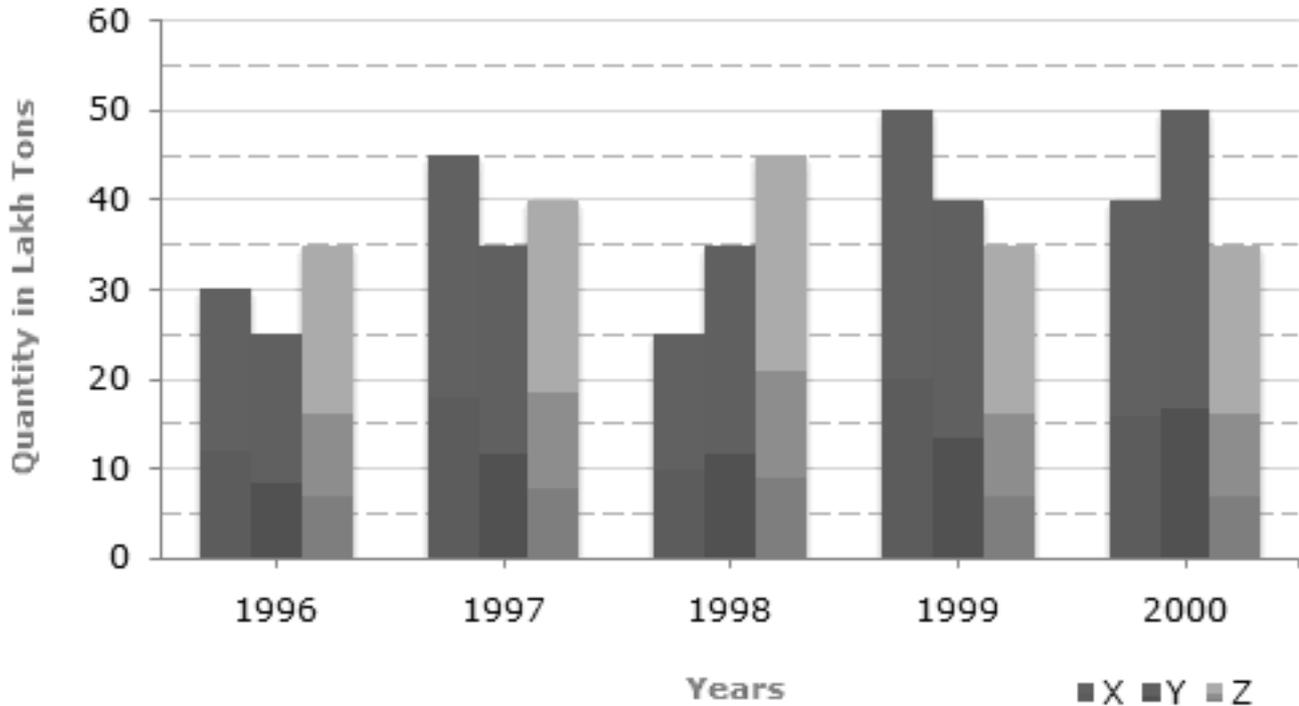
C.Relation between organisms and their environment

D.Tissues

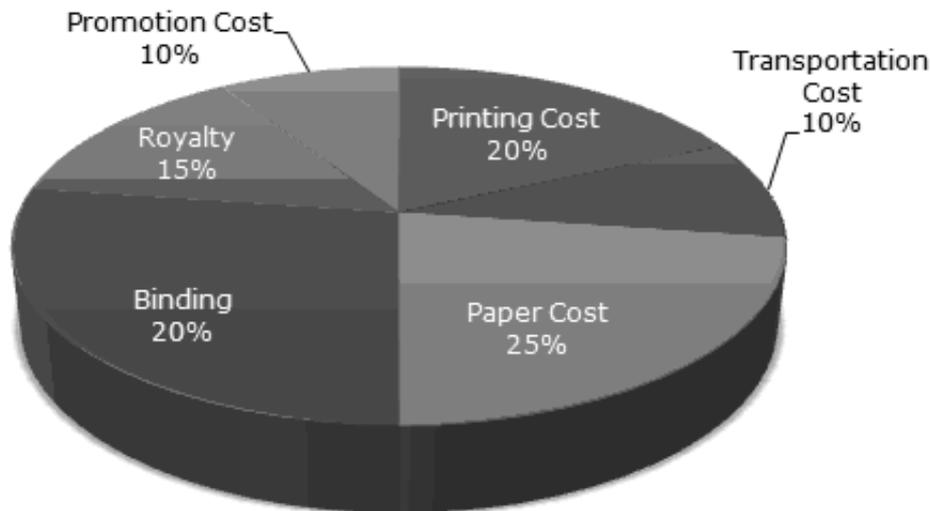**Section B**   **20 Marks**

1]   The bar graph given below shows the data of the production of paper (in lakh tonnes) by three different companies X, Y and Z over the years.

Production of Paper (in lakh tonnes) by Three Companies X, Y and Z over the Years.

1.   For which of the following years, the percentage rise/fall in production from the previous year is the maximum for Company Y?

        A. 1997   B. 1998

        C. 1999   D. 2000

2.   What is the ratio of the average production of Company X in the period 1998-2000 to the average production of Company Y in the same period?

        A. 1:1   B.15:17

        C. 23:25   D.27:29

3.   The average production for five years was maximum for which company?

        A.X   B.Y

        C.Z   D.X and Z both

4.   In which year was the percentage of production of Company Z to the production of Company Y the maximum?

        A.1996   B.1997

        C.1998   D.1999

5.   What is the percentage increase in the production of Company Y from 1996 to 1999?

        A.30%   B.45%

        C.50%   D.60%

2] **The following pie-chart shows the percentage distribution of the expenditure incurred in publishing a book. Study the pie-chart and the answer the questions based on it.**

Various Expenditures (in percentage) Incurred in Publishing a Book

1. If for a certain quantity of books, the publisher has to pay Rs. 30,600 as printing cost, then what will be amount of royalty to be paid for these books?

      A.Rs. 19,450   B.Rs. 21,200

      C.Rs. 22,950   D.Rs. 26,150

2. What is the central angle of the sector corresponding to the expenditure incurred on Royalty?

      A.15º   B.24º

      C.54º   D.48º

3. The price of the book is marked 20% above the C.P. If the marked price of the book is Rs. 180, then what is the cost of the paper used in a single copy of the book?

      A.Rs. 36   B.Rs. 37.50

      C.Rs. 42   D.Rs. 44.25

4. If 5500 copies are published and the transportation cost on them amounts to Rs. 82500, then what should be the selling price of the book so that the publisher can earn a profit of 25%?

      A.Rs. 187.50   B.Rs. 191.50

      C.Rs. 175   D.Rs. 180

5. Royalty on the book is less than the printing cost by:

      A. 5%   B.33   1%5

      C.20%   D.25%

Section C   **Marks 10**

Find the statement that must be true according to the given information.

1]   Rohini is twelve years old. For three years, she has been asking her parents for a dog.
       Her parents have told her that they believe a dog would not be happy in an apartment,
       but they have given her permission to have a bird. Rohini has not yet decided what
       kind of bird she would like to have.
       A. Rohini's parents like birds better than they like dogs.
       B. Rohini does not like birds.
       C.Rohini and her parents live in an apartment.
       D. Rohin and her parents would like to move.

2]   When they heard news of the hurricane, Maya and Julian decided to change their
       vacation plans. Instead of traveling to the island beach resort, they booked a room at a
       fancy new spa in the mountains. Their plans were a bit more expensive, but they'd
       heard wonderful things about the spa and they were relieved to find availability on
       such short notice.
       A. Maya and Julian take beach vacations every year.
       B. The spa is overpriced.
       C. It is usually necessary to book at least six months in advance at the spa.
       D. Maya and Julian decided to change their vacation plans because of the hurricane.

3]   Ten new television shows appeared during the month of September. Five of the shows
       were sitcoms, three were hour-long dramas, and two were news-magazine shows. By
       January, only seven of these new shows were still on the air. Five of the shows that
       remained were sitcoms.
       A. Only one of the news-magazine shows remained on the air.
       B. Only one of the hour-long dramas remained on the air.
       C. At least one of the shows that was cancelled was an hour-long drama.
       D. Television viewers prefer sitcoms over hour-long dramas.

4]   Sara lives in a large city on the East Coast. Her younger cousin Mita lives in the Mid-
       west in a small town with fewer than 1,000 residents. Mita has visited Sara several
       times during the past five years. In the same period of time, Sara has visited Mita only
       once.
       A. Mita likes Sara better than Sara likes Mita.
       B. Sara thinks small towns are boring.
       C. Sara is older than Mita.
       D. Mita wants to move to the East Coast.

Section D
Marks 30

1] Select any advertisement that you have seen recently. In 250 words critically analyse the ad and tell us why you liked or disliked it?

2] What do you understand of Advertising and Public Relations? How do you see your future in this field? [250 words]

3] Why is advertising important for you? How do you find it useful in your life? [250 words]

Section E [answer in 250 words each]
Marks20

1] Discuss the recent happenings related to the Lokpal Bill. What is your point of view on this subject?

2] What is the role of the media in society? Discuss with suitable examples.