



International Institute of Mass Media

Delhi

अन्तर्राष्ट्रीय जन-संसूचना माध्यम संस्थान

Bachelor in Mass Communication

जनसंचार में स्नाकोत्तर

Entrance Exam - 2012

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

इस पुस्तिका की सील आदेश होने पर ही खोलें

Student's Name :

परीक्षार्थी का नाम :

Student's Signature :

परीक्षार्थी का हस्ताक्षर :

Roll No :

क्रमांक:

Date :

दिनांक:

Time : 2hour

समय : 2 घंटा

Marks :100

पूर्णांक:100

INSTRUCTION TO THE CANDIDATES

परीक्षार्थी के लिये निर्देश

A) Read the following instruction carefully before you being to answer the questions

सभी प्रश्न अनिवार्य है। सभी के मान बराबर है।

B) There will be no negative marking for wrong answer

गलत उत्तर के लिये अंक नहीं काटे जाएंगे।

C) Answer sheet must be handed over to invigilator after 2 hour

उत्तर पुस्तिका 2 घंटे के बाद परीक्षक को जरूर लौटा दें।

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

उत्तर पुस्तिका पर रफ-कार्य न करें।

E) Answer the question as quickly and as carefully as you can. Some question may be

प्रश्नों के उत्तर यथासंभव जल्दी से और ध्यानपूर्वक लिखें। कुछ सरल हो सकते हैं तो कुछ कठिन।

difficult and other may be easy. Do not spend too much time on one question.

किसी प्रश्न पर ज्यादा समय न लगायें।

SECTION-A

All questions are compulsory

50x1 = 50

Q1.Which media would be ideal to attract the attention of children to sell chocolates to them ?

- A. Radio
- B. Newspapers
- C. TV (advertisements)
- D. Leaflets

Ans :

Q2.Which is the latest season of 'Big Boss' ?

- A. Season 4
- B. Season 5
- C. Season 6
- D. Season 7

Ans :

Q3.Which feature film got the award for being “the most entertaining film” ?

- A. Wanted
- B. Dabbang
- C. Dirty Picture
- D. Bodyguard

Ans :

Q4.Who is the finance minister of India

- A. P.C.Chidambaram
- B. A.K.Antony
- C. Pranab Mukherjee
- D. Ashok Sibal

Ans :

Q5.Which team won trophy of IPL 2012 ?

- A. Kolkatta Knight Riders
- B. Delhi Dear Devils
- C. Chennai Super kings
- D. Rajasthan Royal

Ans :

Q6.Which is the 'National Flower' Of India ?

- A. Rose
- B. Lotus
- C. Sunflower
- D. Lily

Ans :

Q7.Who developed first paper for mankind?

- A. The Chines
- C. The Aryans
- B. The Sumerians'
- D. The Mayans

Ans :

Q8. Who Invented T.V. ?

- A. John Logic Baird
- B. Alexander Graham Bell
- C. Francis Jenkins
- D. Chester Carlson

Ans :

Q9. Which of the following is not a modern media ?

- A. The Press
- B. Literature
- C. T.V.
- D. Sculpture

Ans :

Q10. Camera is a/an ?

- A. Visual Media
- B. Audio-Visual Media
- C. Audition Media
- D. Print Media

Ans :

Q11. Who wrote 'Godaan' ?

- A. Rabindranath Tagore
- B. Bankim Chatterjee
- C. Munshi Prem Chand
- D. Chakbast

Ans :

Q12. Which of the following is not a part of traditional media of INDIA?

- A. Puppet Theatre
- B. Folk Dances
- C. Radio broadcast
- D. None of these

Ans :

Q13. Which T.V. Channel states "Khabar wo hi jo Sach Dikhaye" ?

- A. Zee News
- B. Star News
- C. NDTV India
- D. D.D. News

Ans :

Q14. Who was awarded "Dada Saheb Phalke Award" this year ?

- A. A.K. Hangal
- B. Soumitra Chatterjee
- C. Vidya Balan
- D. All of these

Ans :

Q15. Which movie was made by M.F.Hussain with Madhuri Dixit in the lead side ?

- A. Talash
- B. DDLJ
- C. Gaj Gamini
- D. Monsoon Wedding

Ans :

Q16.The famous movie “Once upon a time in Mumbai” was based on the life of

- A . Chhota Rajan
- B. Haji Mastan
- C. Muda Liyar
- D. None of these

Ans :

Q17.The owner CEO of Balaji Telefilms is

- A . Anil Kapoor
- B. Kareena Kapoor
- C. Ekta Kapoor
- D. Randhir Kapoor

Ans :

Q18.Which was the film that ended the silent era of Indian Cinema ?

- A. Raja Harish Chandra
- B. Pathar Panchali
- C. Kisankanhaiya
- D. Alam Ara

Ans :

Q19.Which part of Human body co-ordinates functions of various organs ?

- A. Heart
- B. Liver
- C. Brain
- D. Eyes

Ans :

Q20.Who is the Chief Minister of Punjab ?

- A. Prakash Singh Badal
- B. Bhim Sen Sachar
- C. Sheila Dixit
- D. None of these

Ans :

Q21.General O Dwyer, who was responsible for Jallianwala Bagh Massacre was leveled by

- A. Madan Lal Dhingra
- B. Bhagat Singh
- C. Udham Singh
- D. Ashfaq Ullah

Ans :

Q22.Which one of the following is not a Country ?

- A. India
- B. U.K.
- C. U.S.A
- D. U.P.

Ans :

Q23. Who is the Vice-president of India ?

- A. V.V.Giri
- B. Hamid Ansari
- C. Meera Kumar
- D. Pratibha Patil

Ans :

Q24. The first railway line introduced in India ran between

- A. Calcutta and Agra
- B. Bombay and Thane
- C. Delhi and Calcutta
- D. Madras and Bombay

Ans :

Q25. A woman introduces a man as the son of the brother of her mother. How is the man related to the woman?

- A. Nephew
- B. Son
- C. Cousin
- D. Uncle

Ans :

Q26. During a Solar eclipse the shadow of what falls on what ?

- A. Moon on Sun
- B. Moon on Earth
- C. Earth on Moon
- D. Earth on Sun

Ans :

Q27. Where is "Pushkar Fair" held ?

- A. Jodhpur
- B. Ajmer
- C. Jaipur
- D. Udaipur

Ans :

Q28. Who is known as the "Lady with the Lamp" ?

- A. Sarojini Naidu
- B. Joan of Arc
- C. Mother Teresa
- D. Florence Nightingale

Ans :

Q29. The term "Forth Estate" used for

- A. The press and Newspaper
- B. Parliament
- C. Judiciary
- D. The Executive

Ans :

Q30. If I got Rs.50 investing Rs.5000 for a year, what rate of interest do I get

- A. 10%
- B. 1%
- C. 5%
- D. None of these

Ans :

Q31. Map Making is known as ?

- A. Cartography
- B. Calligraphy
- C. Topography
- D. None of these

Ans :

Q32. The cause of Night Blindness is

- A. Vitamin A
- B. Vitamin B
- C. Vitamin C
- D. Vitamin D

Ans :

Q33. Jai Jawan Jai Kisan was slogan of ?

- A. Lal Bahadur Shastri
- B. Indira Gandhi
- C. Morarji Desai
- D. Jawahar Lal Nehru

Ans :

Q34. Which of the following is not a Mass Media ?

- A. Radio
- B. TV
- C. Newspaper
- D. Letter

Ans :

Q35. Five Year Plan are finally approved by ?

- A. President
- B. Planning Commission
- C. National Development Board
- D. All of these

Ans :

Q36. Baba Ram Dev is associated with ?

- A. Patanjali Yogpith
- B. Yog Sansthan
- C. Ayurveda Sansthan
- D. None of these

Ans :

Q37. A woman is going with a boy is asked by another woman about the relationship between them. The woman replied, "My maternal uncle and uncle of his maternal uncle is the same". How the lady is related with the boy?

- A. Aunt and Nephew
- B. Mother and Son
- C. Grandson and Grandmother
- D. None of these

Ans :

Q38.Data is ?

- a) A collection of unorganized items that can include letters, numbers, symbols, images and sounds that computer process and organize it into meaningful information.
- b) Is a set of standards for controlling the transfer of business documents such as purchase orders and invoices, between computers.
- c) Both A & B
- d) None of the above

Ans :

Q39.Internet is ?

- a) Network run by the US Government
- b) Network run by the United Nations Organization
- c) A loose network not owned by anybody but, used by all universities and governments
- d) A commercial information service runs by Ziff Davis Co. in U.S.

Ans :

Q40.Which one of the following can be called purposeful creative activity ?

- A. Embroidery
- B. Dyeing
- C. Making Toys of clay
- D. All of these

Ans :

Q41.Which is the Largest selling English daily ?

- A. The Times of India
- B. The Hindustan Times
- C. Indian Express
- D. The Sunday Times

Ans :

Q42.Which place in India is famous for its 'Rock Garden'?

- A. Lucknow
- B. Chandigarh
- C. Ahmedabad
- D. Chennai

Ans :

Q43.What is minimum age prescribed for membership to the Lok Sabha?

- A. 21 years
- B. 25 years
- C. 30 years
- D. 18 years

Ans :

Q44. Ozone Day is observed on

- A. 16 september
- B. 1 October
- C. 22 April
- D. 5 June

Ans :

Q45. Find the missing number from the given alternatives

1 9	4 16	9 25
/	/	/
25	36	?

- a) 49
- b) 54
- c) 45
- d) 16

Q46. Saina Nehwal is associated with

- A. Cricket
- B. Squash
- C. Badminton
- D. Tennis

Ans :

Q47. In a leap year how many months have 29 days ?

- A. One Month
- B. Two Months
- C. Three Months
- D. All Months

Ans :

Q48. The abbreviation TRP denotes

- A. Technical Research Project
- B. Trade Related Procedures
- C. Tax Related Protocols
- D. Television Rating Point

Ans :

Q49. Who built the following monuments

- A. Red Fort
- B. Qutub Minar

Q50. Match the following.

- | | |
|----------------------|--------------|
| A. Print media | 1. Telephone |
| B. Broadcast media | 2. Radio |
| C. Telecommunication | 3. Books |

Ans :

SECTION- B

Write short notes of 200 words on any two of the following

15x2=30

1. Mahatma Gandhi's role in freedom movement.
2. Corruption in India
3. Indian Premier League(IPL)
4. Popular film of the last year
5. TV Serial "I like most"

SECTION- C

Answer any two from the following:

10x2=20

1. Television is more powerful than other media of mass communication'.
Do you agree with this view?
2. Why do you want to pursue mass communication? What do you aspire to do after joining this institute?
3. Which newspaper do you read and write about the features of that newspaper