

**Master of Mass Communication**

**IIMM Entrance Examination 2014**

Please read the instructions carefully.

Any candidate found using unfair means will be summarily expelled from the selection process.

Section A

Objective Type Questions 60 X 1 = 60 Marks

Section B

Short notes 2 X 10 = 20 Marks

Section C

Essay Type answers 1 X 20 = 20 Marks

Maximum Marks = 100

Time Allowed 2 hrs

**Section A**

Attempt all objective type questions. Each question carries 1 mark. There is no negative marking.

Please mention the full forms of:

- 1) SAARC
- 2) IBM
- 3) CBI
- 4) ASEAN

Name five leading Hindi newspapers of India

5)

6)

7)

8)

9)

Name five leading English newspapers of India

10)

11)

12)

13)

14)

Match the following:

15) HRD Minister of India

16) Finance Minister of India

17) Foreign Minister of India

18) Prime Minister of India

Narendra Modi

Smriti Irani

Arun Jaitley

Sushma Swaraj

19) Who was the longest serving President of U.S.A.

Bill Clinton

George Washington

Franklin D. Roosevelt

Barack Obama

20) Who was the longest serving Prime Minister of India

Jawaharlal Nehru

Indira Gandhi

Dr. Manmohan Singh

Atal Bihari Vajpayee

21) Who was the second woman leader to be a member of India's CCS (Cabinet Committee on Security)

Indira Gandhi

Sushma Swaraj

Maneka Gandhi

Sonia Gandhi

22) Who was Humayun's son

Babur

Shah Jahan

Jahangir

Akbar

23) Who was Akbar's son

Shah Jahan

Jahangir

Aurangzeb

Humayun

24) Which article of the Constitution of India gives special status to the state of Jammu and Kashmir

Article 356

Article 342

Article 370

Article 371

25) Who is the first sportsperson to be awarded the Bharat Ratna in India

Dhyan Chand

Satpal Singh

Mahendra Singh Dhoni

Sachin Tendulkar

26) Who is the Governor of the RBI

Raghuram Rajan

Bimal Jalan

C Rangarajan

IG Patel

27] Yoga has become a very popular type of exercise, but it may not be for everyone. Before you sign yourself up for a yoga class, you need to examine what it is you want from your fitness routine. If you're looking for a high-energy, fast-paced aerobic workout, a yoga class might not be your best choice.

This paragraph best supports the statement that

- A.yoga is more popular than high-impact aerobics.
- B.before embarking on a new exercise regimen, you should think about your needs and

desires.

- C.yoga is changing the world of fitness in major ways
- D.yoga benefits your body and mind
- E. most people think that yoga isn't a rigorous form of exercise

28] Statement: A very large number of students have failed in the final high school examination due to faulty questions in one of the subjects.

Courses of Action:

1. All the students who have failed in the subject should be allowed to take supplementary examination.
2. All those who are responsible for the error should be suspended and an enquiry should be initiated to find out the facts.

- A.Only I follows
- B.Only II follows
- C.Either I or II follows
- D.Neither I nor II follows
- E. Both I and II follow

29] **Statement:** To investigate the murder of the lone resident of a flat, the police interrogated the domestic servant, the watchman of the multi-storeyed buildings and the liftman.

**Assumptions:**

1. The domestic servant, watchman and the liftman can give a clue about the suspected murder.
2. Generally in such cases the persons known to the resident are directly or indirectly involved in the murder.

- A.Only assumption I is implicit
- B.Only assumption II is implicit
- C.Either I or II is implicit
- D.Neither I nor II is implicit
- E. Both I and II are implicit

30) Narendra Modi is the \_\_\_\_\_ Prime Minister of India

12<sup>th</sup>

6<sup>th</sup>

15<sup>th</sup>

18<sup>th</sup>

31) To boost growth, should a government or a central bank

Increase interest rates

Reduce interest rates

Keep interest rates constant

Do none of the above

32) X is father of Y and Z. Y is son of X but Z is not the son of X. How is Z related to X?

Niece

Son in law

Daughter

Grandson

33) Where were the Winter Olympics held in 2014

Sochi

Kochi

Canberra

Moscow

34) What is a vote on account

parliament passes just enough money to keep the government going till a new regime takes charge

Voting is on the account of delayed polls

Accountants vote to elect a leader

None of the above

35) Which team won the IPL 2014

Mumbai Indians

Delhi Daredevils

Kolkata Knight Riders

Chennai Super Kings

36) How many laws of motion did Newton Propound?

One

Two

Three

Four

37) Which planet has India sent a space mission to?

Uranus

Neptune

Jupiter

Mars

38) Who was the Prime Minister of India when India detonated a "Peaceful Nuclear Explosion" (PNE) at Pokhran as a technology demonstrator?

Atal Bihari Vajpayee

Rajiv Gandhi

Indira Gandhi

Jawaharlal Nehru

39) Who is not a Bharat Ratna

Mahatma Gandhi

Lata Mangeshkar

Pandit Ravi Shankar

Rajiv Gandhi

40) Who won the Battle of Tarain in 1192

Sikandar Lodhi

Ibrahim Lodhi

Prithviraj Chauhan

Muhammad of Ghor



41) Which of the following is not a news agency?

IANS

PTI

ANI

TOI

42) Who was the Prime Minister of India who first declared "India is now a nuclear weapons state"

Indira Gandhi

P.V. Narasimha Rao

Atal Bihari Vajpayee

Narendra Modi

43) Who played the male leading role in the movie "Dilwale Dulhania Le Jayengey"

Amitabh Bachchan

Shah Rukh Khan

Salman Khan

Amir Khan

44) Which actress did not join politics or political activism

Hema Malini

Jaya Bhaduri

Madhubala

Shabana Azmi

45) Which of the following actors did we see in the movie "Baghban"

Shah Rukh Khan

Amir Khan

Amitabh Bachchan

Devanand

46) If  $A + B$  means B is the brother of A;  $A \times B$  means B is the husband of A;  $A - B$  means A is the mother of B and  $A \% B$  means A is the father of B, which of the following relations shows that Q is the grandmother of T?

a)  $P + Q \% R - T$

b)  $P \times Q \% R + T$

c)  $Q - P + R \% T$

d)  $P \times Q \% R - T$

47) A student has to obtain 33% of the total marks to pass. He got 125 marks and failed by 40 marks. The maximum marks are

a) 500

b) 300

c) 1000

d) 800

48) Which number is the odd one out, 6, 9, 15, 21, 24, 28, 30

a) 21

b) 28

c) 30

d) 24

49) Which one of the following is a prime number?

a) 203

b) 247

c) 307

d) 437

50) A man buys a cycle for Rs. 1400 and sells it at a loss of 15%. What is the selling price of the cycle?

a) Rs. 1160

b) Rs. 1202

c) Rs. 1090

d) Rs. 1190

51) In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total number of votes was 7500, the number of valid votes that the other candidate got, was

a) 3100

b) 2700

c) 3000

d) 2500

52) What is the odd number out, 9421, 7532, 9854, 8612, 6531, 8541?

a) 6531

b) 8612

c) 9854

d) 7532

53) What is the product of all the numbers in the dial of a telephone?

a) 1,59,480

b) 1,59,450

c) 1,59,480

d) **None of these**

54) A train speeds past a pole in 15 seconds and a platform 100m long in 25 seconds. Its length is

a) **150m**

b) 200m

c) 250m

d) 50m

55) 1.5, 3, 5.5, 9, 13.5, ?

a) 23

b) **19**

c) 21

d) 25

56) Tree is to forest as Grass is to?

a) Park

b) Field

c) Garden

d) **Lawn**

57) On selling 17 balls at \$720, there is a loss equal to the cost price of 5 balls. The cost price of a ball is

a) \$45

b) **\$60**

c) \$55

d) \$50

58) A is two years older than B who is twice as old as C. The total of the ages of A, B and C is 27. How old is B?

- a) 9
- b) 10
- c) 7
- d) 8

59) There are deer and peacocks in a zoo. By counting heads they are 80. The number of their legs is 200. How many peacocks are there?

- a) 20
- b) 60
- c) 50
- d) 30

60) A book was sold for Rs 27.50 with a profit of 10%. If it were sold for Rs. 25.75, then what would have been the percentage of profit or loss?

- a) 4%
- b) 3%
- c) 2%
- d) 5%

#### Section B

Write short notes on any two of the following

10 X 2 = 20 marks

- 1) Should there be capital punishment for rape? Why/why not ?
- 2) How can the position of women be improved in India?
- 3) Describe the last film that you watched
- 4) What do you understand by the term "mass media"? Please explain with examples.

#### Section C

Write an essay on any one of the following:

20 X 1 = 20 marks

- 1) Who is your favourite television news anchor and why?
- 2) Analyse the role played by the mass media in the recently concluded general elections. Are you happy with the role played by the media?
- 3) How do you expect IIMM to help you in fulfilling your career goals and ambitions?
- 4) Do you support government censorship of social media? Why/why not?