



# Master of Mass Communication

## IIMM Online Entrance Examination 2015

### Section A

Objective Questions

Answer all questions. Each question carries one mark.

Time: 2hour

Marks: 100

1. An apparatus used for locating submerged objects is known as:

- a). Rader
- b).Sonar
- c).Quasar
- d).Pulsar

2. Main cause for agitations for separate states in India is

- a). Regionalism
- b).Growing regional imbalances
- c).People's political consciousness
- d).Social inequalities

3. Which revenue earned by Union government is not distributed among State Governments?

- a). Excise duty
- b).Income Tax
- c).Customs duty
- d).None of these

4. Iron Man of India /Strong Man of India is the nick name of

- a). Dadabhai Naoroji
- b).Sardar Vallabhbhai Patel
- c).Lal Bahadur Shastri
- d).Subhash Chandra Bose

5. Frontier Gandhi was the nick name of

- a). Dadasahib Phalke
- b).Mahatma Gandhi
- c).Khan Abdul Ghaffar Khan
- d).Hippocrates

6. The bird that never makes a nest is

- a).Albatross
- b).Cuckoo
- c).Swift
- d).Kiwi

7. The fastest bird is

- a).Ostrich
- b).Cuckoo
- c). Sift
- d). Humming Bird

8. Name the nurse of KEM Hospital, Mumbai whose story became a cornerstone for euthanasia debate in India. She died on 18 May 2015 after being in vegetative state for 42 years.

- a). P Rathinam
- b). Pinki Virani
- c). Gian Kaur
- d). Aruna Shanbaug

9. Booker Prize is given in the field of

- a). Medicine
- b).Science
- c). Fiction Writing
- d). Aviation

10. Who presides over the sessions of the Lok Sabha

- a). The President
- b). The Speaker of the Lok Sabha
- c). The Prime Minister
- d). The minister for Parliamentary Affairs

11. Match the name of the brand with its slogan

Amul

Asian Paints

a) Do you have it in you?

b) No one can eat just one

Bingo

Indian Army

Lays

- c) Jiyo sar utha ke
- d) Har Khar Kuchch Kahta hein
- e) No Confusion, Great Combination
- f) The taste of India

12. Match the line with the name of the person it is associated with

Vande Mataram

He Ram

Swaraj Hamara Janm Sidh Adhikar Hai

Vedon Ki Or Lauto

Jai Jawan, Jai Kisaan

- a) Babasaheb Ambedkar
- b) Lal Bahadur Shastri
- c) Jiyo sar utha ke
- d) Har Khar Kuchch Kahta hein
- e) No Confusion, Great Combination
- f) The taste of India

13. Match the line with the name of the person it is associated with

Narendra Modi

Smriti Irani

Rajnath Singhi

Piyush Goyal

Arun Jaitely

- a) Home Ministerr
- b) Information & Broadcasting
- c) Finance
- d) Prime Minister
- e) Human Resource Development
- f) Power & Renewable Energy

14. When was the last soccer FIFA World Cup held and who won it

- a). 2015, Brazil
- b). 2014, Germany
- c). 2014, Spain
- d). 2015, Germany

15. When was the last Cricket ICC World Cup held and who won it

- a). 2015, India
- b). 2015, Australia
- c). 2014, India
- d). 2014, Australia

16 Write the full form of ESMA

- a). President
- b). Prime Minister
- c). Speaker of the Loksabha
- d). Vice President

17. Write the full form of GAIL

18. Write the full form of GPRS

19. Write the full form of HDI

20. Write the full form of IPR

Study the following table and answer the questions based on it. Expenditures of a Company (in Lakh Rupees) per Annum Over the given Years.

Year	Item of Expenditure	Salary	Fuel and Transport	Bonus	Interest on Loans
1998	288	98	3.00	23.4	83
1999	342	112	2.52	32.5	108
2000	324	101	3.84	41.6	74
2001	336	133	3.68	36.4	88
2002	420	142	3.96	49.4	98

21. What is the average amount of interest per year which the company had to pay during this period?

- a). Rs. 32.43 lakhs
- b). Rs. 33.72 lakhs
- c). Rs. 34.18 lakhs
- d). Rs. 36.66 lakhs

22. The total amount of bonus paid by the company during the given period is approximately what percent of the total amount of salary paid during this period?

- a). 0.1%
- b). 0.5%
- c). 1%
- d). 1.25%

23. Total expenditure on all these items in 1998 was approximately what percent of the total expenditure in 2002?

- a). 62%
- b). 66%
- c). 69%
- d). 71%

24. The total expenditure of the company over these items during the year 2000 is?

- a). Rs. 544.44 lakhs
- b). Rs. 501.11 lakhs
- c). Rs. 446.46 lakhs

d). Rs. 478.87 lakhs

25. The ratio between the total expenditure on Taxes for all the years and the total expenditure on Fuel and Transport for all the years respectively is

a). 4:7

b). 10:13

c). 15:18

d). 5:8

26. Which is known as the Garden City of India.

a). Delhi

b). Chandigarh

c). Bengaluru

d). Shimla

27. Which are the Blue Mountains of India

a). Neeli Pahadi

b). The Sahyadris

c). The Himalayas

d). The Nilgiri Hills

28 Which is known as the City of Seven Hills

a). Paris

b). Delhi

c). Rome

d). London

29 Which is the City of Dreaming Spires

a). Reading

b). London

c). Oxford

d). Stratford upon Avon

30 Which is the Key to the Mediterranean?

a). Somalia

b). Egypt

c). Gibraltar

d). Israel

## Section B

Write short notes on any four. Each question carries 05 marks.

- 1) Mass Communications and you
- 2) Radio and its re-emergence as a mass media in society.
- 3) Media and its role in Indian Society
- 4) The new Social Welfare Schemes of the government.
- 5) Review of a film you have seen recently.
- 6) 'Make in India'.
- 7) What are your views on Narendra Modi's evolving foreign policy? Please discuss with special emphasis on India – Israel, India – U.S.A. and Sino – Indian relations.

## Section C (Essay Type)

Write long answer on any two questions. Each question carries 10 marks.

- 1) If you become the chief minister of a state what would you be doing in the first month.
- 2) What role does 'social media' play in your life? Should there be government control on it?
- 3) Write about the recent controversy involving Maggi. How did it affect you personally and how did it make a difference to the public at large?
- 5) " Safety of Women". Discuss this in the Indian context.
- 6) Please compare the economic policies of Jawaharlal Nehru, Dr. Manmohan Singh and Narendra Modi. Also rank them in ascending order of your preference. Explain your answer.