



International Institute of Mass Media

Delhi

अन्तर्राष्ट्रीय जन-संसूचना माध्यम संस्थान

Master 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- I – All questions are compulsory (50x1)

Q1. Who is the current (2012) speaker of Lok Sabha?

- A. Hamid Ansari
- B. Meira Kumar
- C. Rabi Ray
- D. Somnath Chatterjee

Ans :

Q2. Write the full form of the following abbreviation-

- A. UNICEF
- B. DTH

Q3. When is 'Hindi Diwas' celebrated?

- A. September
- B. Jug Suraiya
- C. Dileep Padgonkar
- D. N Ram

Ans :

Q4. The term 'fourth estate' is used for?

- A. The press
- B. The parliament
- C. The judiciary
- D. The executive

Ans :

Q5. Pulitzer award is given to which of the following category-

- A. Films
- B. Books
- C. Social Work
- D. Cricket

Ans :

Q6. Which actor/actress has not hosted a television show?

- A. Raveena Tandon
- B. Kareena Kapoor
- C. Farukh Sheikh
- D. Aamir Khan

Ans :

Q7. Which popular film star acted in the television serial 'Fauji'?

- A. Salman Khan
- B. Aamir Khan
- C. Arbaz Khan
- D. Shahrukh Khan

Ans :

Q8. Which Indian airlines have suffered a huge financial loss in recent years?

- A. Jet Airways
- B. Indigo
- C. Kingfisher
- D. Air India

Ans :

Q9.Which Indian state has highest literacy rate?

- A. Tamil Nadu
- B. Kerala
- C. Uttar Pradesh
- D. Karnataka

Ans :

Q10.Who is the editor of 'Times of India'?

- A. Jaideep Bose
- B. DileepPadgonkar
- C. Jug Suraiya
- D. N Ram

Ans :

Q11.Which city is called 'Gods's own country'?

- A. Kerela
- B. Lucknow
- C. Jaipur
- D. Bangalore

Ans :

Q12.Which is the largest state of India?

- A. Uttar Pradesh
- B. Rajasthan
- C. Karnataka
- D. Bihar

Ans :

Q13.How many states and union territories are there in India?

- A. 28 states, 7 Union territories
- B. 28 states, 5 Union territories
- C. 29, states, 7 Union territories
- D. 26 states, 7 Union terretories

Ans :

Q14.Who was the 13th women's Chief Minister of India?

- A. Mamta Banerjee
- B. Sheila Dixit
- C. Rabri Devi
- D. Uma Bharti

Ans :

Q15.What is the term used to refer North East states?

- A. 7 sisters
- B. Gods' own country
- C. The Eastern Gateway

Ans :

Q16.Match the following novels with their respective writers

- A. Pride and Prejudice
- B. The Tale Of Two cities
- C. Two States
- D. The Da Vinci Code
- Dan Brown
- Jane Austen
- Charles Dickens
- Chetan Bhagat

Q17. Who was awarded with the Academy Awards (Oscars) for the song- "o Saya"- Slumdog Millionaire

- A. A R Rahman
- B. Alan Arkin
- C. Roger Goodman

Ans :

Q18. Who wrote the national anthem of India

- A. RabindraNath Tagore
- B. Khushwant Singh
- C. Aabid Ali
- D. Ram Singh Thakur

Ans :

Q19. Which is the national fruit of India?

- A. Apple
- B. Watermelon
- C. Mango

Ans :

Q20. Who is the writer of popular comic- 'Archie'?

- A. Bob Montana
- B. Vic Bloom
- C. Kevin Keller

Ans :

Q21. The man behind the global huge Apple?

- A. Steve Jobs
- B. .Mac Zodiac
- C. Bill Gates

Ans :

Q22. 'We The People' is a television talk show is broadcasted on which channel?

- A. Zee TV
- B. NDTV
- C. Star Plus
- D. CNN

Ans :

Q23. Which film won the best film Oscars award in 2012?

- A. The Artist
- B. Hugo
- C. The King's Speech

Ans :

Q24. Who was the first Indian to win an Oscar Award?

- A. Bhasvati Bhattacharya
- B. Satyajit Ray
- C. BhanuAthaiya
- D. A R Rehman

Ans :

Q25. Right to freedom of speech is extracted from which article of constitution?

- A. Article 896
- B. Article 14
- C. Article 19 a
- D. Article 319

Ans :

Q26. Sony Entertainment Television was launched in India in India on-

- A. December 10, 1999
- B. October 20, 1996
- C. October 8, 1995
- D. November 11' 1997

Ans :

Q27. Which was the first talkie film made in India?

- A. Alamara
- B. KisanKanya
- C. Pukar
- D. Devdas

Ans :

Q28. When was the first printing press established in India?

- A. 1670
- B. 1672
- C. 1664
- D. 1676

Ans :

Q29. Who is known as the ' Father of Indian Cinema'?

- A. Torney
- B. J F Madan
- C. KisanKanya
- D. Shakuntala

Ans :

Q30. The word 'Stringer' is used for?

- A. Writer
- B. Reporter
- C. Proof-reader
- D. Sub-editor

Ans :

Q31. Yellow Journalism

- A. Doesn't spoil the society
- B. Help the publisher/journal mint millions
- C. Is an essential prerequisite for succeeding in commercial terms in the mass media scenario of today
- D. All the above

Ans :

Q32. Interpersonal communication is

- A. Communication with crowd
- B. Communication with its own mind
- C. Communication with public
- D. Communication between two individuals

Ans :

Q33. Name or bits of information superimposed on the TV screen is called?

- A. Stand-u
- B. Supers
- C. Sound bite
- D. Voice-over

Ans :

Q34. Write the full form of –

- A. HDTV
- B. PTI

Ans :

Q35. Arrange the below jumbles letter to form a meaningful word.

- A. OITEMPE
- B. ERRPTO

Ans :

Q36. 1 litre of water is equivalent to?

- A. 100 mil
- B. 50 ml
- C. 1000 ml

Ans :

Q37. If 'L' denotes 12 and 'P' denotes 16, then what does letter 'W' denotes?

- A. 12
- B. 20
- C. 23
- C. 19

Ans :

Q38. Information & Communication Technology includes?

- A. Email
- B. Internet
- C. Phone
- D. All of the above

Ans :

Q39. If Suresh is 17 years old, and his father is 26 years older than him, what is his father's age?

- A. 43
- B. 50
- C. 53
- C. 36

Ans :

Q40. If 20% of a = b, the b% of 20 is the same as?

- A. 4% of a
- B. 20% of a
- C. 5% of a
- D. None of the above

Ans :

Q41. Following incomplete series is presented, find out the number 'x' which will complete the series – 4,16, 36, 64, x?

- A. 300
- B. 200
- C. 100
- D. 150

Ans :

Q42.http://www.examination.com - is an example of?

- A. URL
- B. HTML
- C. LAN
- C. XML

Ans :

Q43.Maximum threat to the world is form?

- A. Global warming
- B. Air pollution
- C. Water pollution
- D. Soil erosion

Ans :

Q44.The average of a, b, & c is 50, if d = 10, what is the average of a, b, c, & d?

- A. 15
- B. 30
- C. 40
- C. 60

Ans :

Q45.Which of the following trees has medicinal value?

- A. Pine
- B. Oak
- C. Neem
- C. Teak

Ans :

Q46.An invigilator studied the census for a given area and prepared a write-up on them, such write up is called?

- A. Research paper
- B. Article
- C. Thesis
- D. Research report

Ans :

Q47.When is mother's day celebrated?

- A. 13th May
- B. 11th May
- C. 6th January
- C. 11th January

Ans :

Q48.The first multi-lingual television network of India was?

- A. Zee
- B. Etc
- C. Jan
- D. a.Etv

Ans :

Q49. Which movie was made by M.F.Hussain with Madhuri Dixit as the lead actress?

- A. Talash
- B. Monsoon Wedding
- C. GajGamini
- D. ChaarDiwarein

Ans :

Q50.Hindi film 'SaatKhoonMaaf' is adaptation of a story by?

- A. Ruskin Bond
- B. Daniel Brown
- C. ChetanBhagat
- C. AmitavGhosh

Ans :

SECTION- II Answer any 2 question- (10x2)

- 1. Write a critical analysis of any film of your choice.
- 2. Do you think the anti-corruption cause started by Anna Hazare has made any difference or it was just an eye wash for public?
- 3. Write a short story for based on this photograph with a suitable title.-



1. With the coming of breaking news, the quality of news coverage has gone down. Do you agree? Yes or No give your opinion.

SECTION-III Answer any 2 (15x2)

1. 'Justice delayed is justice denied' illustrate this phrase in context of any news that you have read or heard in recent time?

2. The on-going debate over media censorship is an important one in today's changing media climate. With many media outlets heading toward more convergent formats, censorship affects everyone's lives in ways. Do you think censorship is important? Yes or No give arguments in support of your views.

3. Just like a coin has two sides, our addictive social networking sites come with their share of highs and lows. Give your opinion.