

SUBJECT CODE		SUBJECT		PAPER	
B-10-17		JOURNALISM & MASS COMMUNICATION		II	
HALL TICKET NUMBER			QUESTION BOOKLET NUMBER		
			200051		
OMR SHEET NUMBER					
DURATION	MAXIMUM MARKS	NUMBER OF PAGES	NUMBER OF QUESTIONS		
1 Hour 15 Minutes	100	12	50		

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidate's Signature

Name and Signature of Invigilator

INSTRUCTIONS FOR THE CANDIDATES

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to **open the booklet and compulsorily examine it as below**:
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.

Example : (A) (B) (C) (D)

where (C) is the correct response.
- Your responses to the items are to be indicated in the OMR Answer Sheet given to you. If you mark at any place other than in the circle in the OMR Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. The candidate is allowed to take away the carbon copy of OMR Sheet and used Question Paper Booklet at the end of the examination.
- Use only Blue/Black Ball point pen.
- Use of any calculator or log table etc., is prohibited.
- There is no negative marks for incorrect answers.

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నాపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నాపత్రమును తెరిచి కింద తెలిసిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలు లేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నాపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన నమూనా ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తెలిపి ఇచ్చివేసి దానికి బదులుగా సరిగా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నాపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నాపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిసిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిసిన విధంగా పూరించాలి.

ఉదాహరణ : (A) (B) (C) (D)

(C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిక్కుపడిన ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్ణీత స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులువుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కులు తగ్గింపు లేదు.

SEAL



FORM 1
7-2010 (REV. 1-27-10)

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JOURNALISM & MASS COMMUNICATION

Paper - II

1. The concept that audience consciously or unconsciously work to preserve their existing views is known as :
 - (A) Cognitive dissonance
 - (B) Stereotype
 - (C) Cognitive consistency
 - (D) Frame of reference
2. The first broadcaster in the United States to use satellites was :
 - (A) Rupert Murdoch
 - (B) Ted Turner
 - (C) Henry Luce
 - (D) Paul Harvey
3. Broadcast and narrowcast codes are defined by the nature of :
 - (A) The source
 - (B) The message
 - (C) The audience
 - (D) The channel
4. Chenu - Chelaka is an agricultural programme in :
 - (A) V6
 - (B) HMTV
 - (C) T News
 - (D) 6 TV
5. Soft news is characterised by :
 - (A) Orthodoxy
 - (B) Timeliness
 - (C) Off-beat incidents
 - (D) Conflicts of power
6. C.P. Pierce model of communication, if diagrammatically represented, looks like a :
 - (A) Straight line
 - (B) Rectangle
 - (C) Hexagon
 - (D) Triangle
7. George Gerbner's model of communication relates to :
 - (A) Imagination
 - (B) Networks
 - (C) Cyber world
 - (D) Reality
8. If messages are associated with strong emotions to stimulate large-scale mass action, they are known as :
 - (A) Iconic messages
 - (B) Ritual messages
 - (C) Phatic symbols
 - (D) Master symbols
9. The concept of attribution is used in :
 - (A) News reporting
 - (B) TV production
 - (C) Radio advertisements
 - (D) Basic survey
10. Light used to separate and add dimension to a scene from the rear of the subject is called as :
 - (A) Key light
 - (B) Background light
 - (C) Back light
 - (D) Fill light



11. _____ includes broadcast television standards of more than 1000 lines, plus the 720 lines interlaced format.
- (A) SDTV
 - (B) IPTV
 - (C) HDTV
 - (D) LEDTV
12. One of the earliest experiments in developmental Journalism in India was made possible by :
- (A) Television rural forums
 - (B) Radio rural forums
 - (C) Film rural forums
 - (D) Newspaper rural forums
13. NWICO stands for :
- (A) New World Internet and Communication Order.
 - (B) New World Information and Communication Order.
 - (C) New World Information and Communication Order.
15. In any exhaustive theory of an organisation, "Communication is the life blood". To whom do you attribute this ?
- (A) Philip Lesley
 - (B) Chester Bernard
 - (C) Henry Taylor
 - (D) Frank Jeffkens
16. Convergence model of communication was propounded by _____ .
- (A) Lawrence Kincaid
 - (B) Doug Newsom
 - (C) Bob Carrel
 - (D) Breau Solis
17. Cultural imperialism in global communication was first theorised by :
- (A) Herbert Schiller
 - (B) Raymond Williams
 - (C) Wilbur Schramm
 - (D) Daniel Lerner
18. The frequency of listenership of a particular broadcast station is _____



20. The United News of India news agency was framed under the leadership of :
- (A) G.G. Mirchandani
 - (B) M.M. Gupta
 - (C) B.C. Roy
 - (D) Kasturi Srinivasan
21. A special edition of a newspaper for a specific area or event is called :
- (A) Snap
 - (B) Softliner
 - (C) Bouquet
 - (D) Slip
22. A survey of the people with practical experience as regards the problem under study is referred to as :
- (A) Practical Survey
 - (B) Exploratory Survey
 - (C) Conceptual Survey
 - (D) Experience Survey
23. Book reviewing is shaped by the occupational _____ of journalism.
- (A) Hazards
 - (B) Values
 - (C) Revenue
 - (D) Technicalities
24. Filter is a market research method to eliminate :
- (A) The deserving audience
 - (B) The audience distribution
 - (C) Hesitant consumers
 - (D) Non-qualifiers
25. A major public organisation in Asia working in the field of developmental communication is :
- (A) ORBICOM
 - (B) FAO
 - (C) IMF
 - (D) AidCom
26. Assertion (A) :
- The new world communication order is a distant possibility.
- Reason (R) :
- The very discourse of new global information order is beset with binary oppositions.
- Codes :
- (A) Both (A) and (R) are true.
 - (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
 - (C) (A) is true, but (R) is false.
 - (D) (A) is false, but (R) is true.
27. Assertion (A) :
- The aim of public media policy is always to protect media freedom from government control.
- Reason (R) :
- According to Huchins Commission media have a responsibility to serve the public good.
- Codes :
- (A) Both (A) and (R) are true.
 - (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
 - (C) (A) is true, but (R) is false.
 - (D) (A) is false, but (R) is true.



28. Assertion (A) :

The new communication objects are nothing but objects of fetishism.

Reason (R) :

These devices are widely adopted immediately and discarded with gay abandon.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

29. Assertion (A) :

Mass media institutions in the developed countries are on the path of a steady decline.

Reason (R) :

Erosion of public trust in corporate media is the most possible alibi.

Codes :

30. Assertion (A) :

Gender and globalisation are two powerful discourses in communication for development.

Reason (R) :

A level playing field is not a plausible guiding principle behind any take on development discourses.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

31. Assertion (A) :

SITE was a one-time experimental extravaganza to usher in television into the country.

Reason (R) :

SITE was not replicated in India as the concept of development communication lost its steam among policy makers.

32. Assertion (A) :

Litigations as to the invasion of privacy by media are far and few in India.

Reason (R) :

The absence of a concrete law on privacy is an inhibition even for public figures to sue media over privacy issues.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

33. Assertion (A) :

Right to circulation for newspapers does not fall under Article (19)(1)(a) of the Indian Constitution.

Reason (R) :

Any government measure to restrict newspaper circulation should be consistent with reasonable restrictions under Article 19(2) of the constitution.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

34. Assertion (A) :

Establishment of mutual understanding between an organisation and its publics is fundamental to public relations.

Reason (R) :

By creating an environment of quality perception, a public relations officer, can allow publics the freedom to analyse and criticise his own organisation.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.

35. Assertion (A) :

By supplying information through government departments, the intended propaganda is aimed at keeping the government in power.

Reason (R) :

Because the information supplied is aimed at getting the government services used properly.

Codes :

- (A) Both (A) and (R) are true.
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (C) (A) is true, but (R) is false.
- (D) (A) is false, but (R) is true.



36. Identify the correct sequence while selecting sample units :

- (a) Define Universe
- (b) Decide sampling design/method
- (c) Decide sample size
- (d) Choose sample units

Codes :

- (A) (a), (c), (b), (d)
- (B) (a), (b), (c), (d)
- (C) (a), (d), (b), (c)
- (D) (b), (a), (c), (d)

37. Identify the correct sequence in the consumer buying decision making process.

- (a) Identify need
- (b) Search for information
- (c) Evaluate options
- (d) Purchase decision

Codes :

- (A) (c), (b), (a), (d)
- (B) (a), (b), (c), (d)
- (C) (b), (a), (c), (d)
- (D) (d), (c), (b), (a)

38. Find out the correct Chronological sequence of following English news magazines.

- (a) The week
- (b) India Today

39. Find out the correct Chronological sequence of the following newspapers :

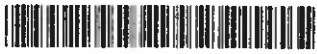
- (a) Bombay Times
- (b) Bombay Gazette
- (c) Bombay Courier
- (d) Bombay Herald

Codes :

- (A) (a), (c), (b), (d)
- (B) (b), (c), (d), (a)
- (C) (d), (c), (b), (a)
- (D) (c), (d), (a), (b)

40. Match List - I with List - II. List - I contains the names of personalities; and List - II contains the area/subject they are associated with :

List - I	List - II
(a) Everett M. Rogers	(i) Propaganda
(b) Harold D. Lasswell	(ii) Magic Multiplier
(c) Wilbur Schramm	(iii) Development Communication
(d) Nora Quebral	(iv) Diffusion of Innovation



41. Match the lists :

List - I	List - II
(a) Hashtag	(i) Humorous Message
(b) Trend jacking	(ii) Identification handle
(c) Meme	(iii) Data Stealing
(d) Phishing	(iv) Marketing with the help of Social Media trends

Codes :

	(a)	(b)	(c)	(d)
(A)	(iii)	(ii)	(iv)	(i)
(B)	(iv)	(ii)	(iii)	(i)
(C)	(i)	(ii)	(iii)	(iv)
(D)	(ii)	(iv)	(i)	(iii)

42. Match the lists :

List - I	List - II
(a) Jal Sagar	(i) Mehboob Khan
(b) Elipathayam	(ii) Satyajit Ray
(c) Meghe Dhaka Tara	(iii) Ritwik Ghatak
(d) Mother India	(iv) Adoor Gopalakrishnan

Codes :

	(a)	(b)	(c)	(d)
(A)	(i)	(iii)	(ii)	(iv)
(B)	(ii)	(iii)	(i)	(iv)
(C)	(ii)	(iv)	(iii)	(i)
(D)	(iv)	(iii)	(ii)	(i)

43. Match List - I which contains special terms with List - II containing the names of those who used/coined them.

List - I	List - II
(a) Cultural Screen	(i) Stuart Hall
(b) Encoding and Decoding in Cultural Studies	(ii) Theodoro Adorno
(c) Public sphere	(iii) Dallas Smythe
(d) Cultural Industry	(iv) Jurgun Hebarmas

Codes :

	(a)	(b)	(c)	(d)
(A)	(i)	(ii)	(iii)	(iv)
(B)	(iv)	(iii)	(ii)	(i)
(C)	(ii)	(iv)	(i)	(iii)
(D)	(iii)	(i)	(iv)	(ii)

44. Match the lists :

List - I	List - II
(a) First telegraphy line	(i) Mumbai
(b) First television station	(ii) Kolkata
(c) First radio station	(iii) New Delhi
(d) First Community radio station	(iv) Pastapur Village

Codes :

	(a)	(b)	(c)	(d)
(A)	(iii)	(iv)	(i)	(ii)
(B)	(iv)	(iii)	(i)	(ii)
(C)	(ii)	(iii)	(i)	(iv)
(D)	(iii)	(ii)	(i)	(iv)



45. Match the lists.

List - I

List - II

- | | |
|------------------------|-----------------------|
| (a) Content analysis | (i) Norman Fairclough |
| (b) Textual analysis | (ii) Bernard Berelson |
| (c) Semiotic analysis | (iii) Stuart Hall |
| (d) Discourse analysis | (iv) Roland Barthes |

Codes :

- | | | | |
|----------|-------|-------|------|
| (a) | (b) | (c) | (d) |
| (A) (ii) | (iii) | (iv) | (i) |
| (B) (i) | (ii) | (iii) | (iv) |
| (C) (ii) | (iii) | (i) | (iv) |
| (D) (iv) | (ii) | (iii) | (i) |

Read the passage and answer the following questions from 46 to 50.

One highly influential technology-centered stream is defined as third wave models or frameworks.

Communication Technology (ICT) is heavily tinged with a utopian hue. In essence, they treat new ICT (and, in some cases, biotechnology) as the key 'driver' of a fundamental transformation of the core economic structures and social relations which have characterized the capitalist industrial societies for the past two centuries. They suggest that new ICT is forging a radically new (third-wave) civilization or mode of production, one which transcends or transforms the key social and economic relations of industrial capitalism. Besides a primary emphasis on the ICT (technology) factor, some of these analyses also refer to the transformative impacts of the expanding economic role of information and/or of the emergence and diffusion of digital communication networks. Before going on to explore these influential theories of the apparent revolutionary implications of new ICT it may be helpful to take a brief detour to explore the definitions and genealogy of key terms and the representation of new ICT as 'the most powerful technological juggernaut that ever rolled'. It is conventional and tempting to start this kind of story with a description of the relevant technological innovations. But here we should be mindful that the definitions attached to such key terms can be best understood in relation to the historical contexts which shaped their broader social meanings and marked the origins of the increasing emphasis on such technology matters since the late 1970s.



46. What does the author speak about third-wave models ?
- (A) ICT is useless
 - (B) Technological innovation
 - (C) Lack of powerful tools
 - (D) Economic benefits
47. What is the suggestion for ICT functioning ?
- (A) Transformation of industrial capitalism.
 - (B) Destruction of social and economic relations.
 - (C) It is not an autonomous force to radically change the world.
 - (D) Heavy reliance on outsourcing.
48. Why does the author of the passage take a detour ?
- (A) To define new world of imagination.
 - (B) To explore new research thoughts.
 - (C) To examine new perspective of history.
 - (D) To explore the genealogy of key terms of ICT.
49. How can the new definitions be understood ?
- (A) With reference to their daily use.
 - (B) In relation to their linear evolution.
 - (C) In relation to their utopian hues.
 - (D) With reference to their historical contexts.
50. How does this history of terms influence public discourses of modern day ?
- (A) In industrial policy circles
 - (B) In governmental decisions
 - (C) In biotechnology experiments
 - (D) In radical concepts of gender views

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Space For Rough Work

SEAL

