

Visva-Bharati
Centre for Journalism and Mass Communication
M.A. ADMISSION TEST 2014

Please Read the Instructions Carefully (as given below):-

- 1) Please note that you will have to write your name in block letters on the top along with the date.
- 2) Use only black or blue ball point pen to answer the questions.
- 3) Write the answer to each question in serial order.
- 4) Do not copy the questions on the answer sheet.
- 5) Do not write anything on the question paper.
- 6) Question papers are to be submitted with the answer scripts.
- 7) Switch off your cell phones and submit all your belongings before starting the examination and take it back before leaving.
- 8) Usage of any mobile devices or papers to cheat, will lead to expulsion from the examination hall and cancellation of candidature.
- 9) You will not be allowed to leave the exam hall in the middle.
- 10) Please ensure that your answer scripts are stamped and signed else they will not be evaluated.

Full Marks: 50

Duration: One Hour

1. Write a note on any one of the following: (within 500 words) 15 Marks
 - a. The media coverage of the 16th Lok Sabha Election.
 - b. "Half of India's 1.2 billion people have no toilet at home, but have access to mobile phones" (Census 2011). Elaborate your views on the same.
 - c. Social Media - Bane or Boon.
2. Translate and summarize the following text within 100 words (in Hindi or Bengali). 10 Marks

Child marriage happens for many reasons: poverty, fears about girls' safety, a perceived lack of other options. But, ultimately, it happens to girls because they are girls. Approximately 14 million under-18s are married each year, and the overwhelming majority of them are girls. Child marriage is driven by social norms that accord girls little value. The consequences of such unions are more devastating for girls. Soon after marriage, child brides are expected to prove their fertility – to become mothers even though they are still children. Their bodies are not ready to cope with pregnancy and childbirth. When under-15s give birth, they are five times more likely to die in labour than women in their early 20s.

In many cases, marriage becomes the only life that child brides know. Out of school and with few employment prospects, they are almost entirely dependent on their often much older husbands. Not only does this make girls more vulnerable to abusive relationships, it gives them few options to leave and provide for themselves and their children. As long as it exists, child marriage will stand in the way of gender equality.

"Girls Not Brides" was founded as a partnership of civil society organizations because of our shared belief in the crucial role of grassroots activism: ultimately, change will happen in the lives of girls and their immediate surroundings when families and communities reject child marriage and embrace roles for girls beyond wedlock.

But for parents to envision alternatives for their daughters, we also need change on a larger scale. We need policies that create an environment that enables girls and their families to say no to marriage. Girls must have access to quality schools and parents must feel confident that their daughters will be safe on their way to and at school. Once they have completed their education, girls need access to jobs that can earn them a living and help them support their families.

The Girl Summit is an opportunity for governments to make commitments that will enable this change to come about, from committing to establish and enforce laws that set 18 as a minimum age of marriage to pledging long-term funding and programmes that make a difference in the life of girls. The conference provides a chance for government to strengthen partnerships with civil society, and women's groups in particular. It takes a vibrant civil

society to push for the legal frameworks, development programmes and changes in community attitudes that will help end child marriage – that role should be recognised.

We hope to see the UK and other governments move beyond declarations that child marriage is a problem and commit to investing in programmes that help married girls affected by the practice. We would like discussions to acknowledge that child marriage is not an isolated issue and that this learning will find its way into policy. An effective response to such marriages will require a coordinated approach between justice, education, health and finance ministries.

Child marriage is happening to girls on an incredibly large scale, with devastating consequences for their future and the future of their communities. For that reason, the Girl Summit cannot be isolated from discussions to develop a new set of goals for international development. Child marriage has hindered progress on six of the eight millennium development goals (MDGs) – poverty, education, gender equality, maternal and child health, and HIV-Aids. When the summit ends, we hope governments will take this information into discussions on what will replace the MDGs when they expire next year, and make sure that ending child marriage is a standalone target in the framework. Ending child marriage will not happen overnight, and it will not be easy either. But together, we can do it within a generation.

3. Answer the following questions (all are compulsory)

10 Marks (1 marks x 10)

- i. Who is the author of "The Alchemist"?
a. Amitav Ghosh b. Paulo Coelho c. Chetan Bhagat d. Amish Tripathi
- ii. What are the three pillars of Democracy?
a. Media, Political Parties, Corporate Houses. b. Judiciary, Political Parties, Media.
c. Executive, Judiciary, Media. d. Executive, Judiciary, Legislature.
- iii. Name the player who won the Golden Globe at the 2014 FIFA World Cup?
a. Julio Cesar b. Manuel Neuer c. Sergio Romero d. Keylor Navas
- iv. Which are the two seats from which Narendra Modi contested in the 2014 Lok Sabha Elections?
a. Ahmedabad, Benaras b. Gandhinagar, Benaras c. Baroda, Benaras d. Surat, Benaras
- v. What is a selfie?
a. Self portrait photograph taken on a hand held device b. Short form of the word 'Selfish'
c. Picture taken on a mobile phone d. Image processing application
- vi. Who won the Best Music Director at this year's National Awards?
a. Shantanu Moitra b. Anjan Dutta c. Kabir Suman d. A.R. Rahman
- vii. Which magazine was edited by Rabindranath Tagore?
a. *Amritbazar Patrika* b. *Bangadarshan* c. *Sandhya* d. *Sambad Kaumudi*
- viii. Name the winner of the Men's Singles Wimbledon Champion:
a. Roger Federer b. Rafael Nadal c. Novak Djokovic d. Andy Murray
- ix. Name the present Human Resource Development minister at the Centre:
a. Arun Jaitley b. Sushma Swaraj c. Kapil Sibal d. Smriti Irani
- x. Name the Chancellor of Visva-Bharati
a. Narendra Modi b. Manmohan Singh c. Pranab Mukherjee d. Rabindranath Tagore

4. Write short notes on the following (any five):

5x3 = 15

- a. The Gaza Strip
- b. Paparazzi
- c. Media Activism
- d. Freedom of Speech
- e. The Constitution of India
- f. FIFA World Cup
- g. The Fourth Pillar of Democracy
- h. *Gitanjali* by Rabindranath Tagore

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M.A. ADMISSION TEST 2013

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- Do not copy the questions on the answer sheet.
- Question papers are to be submitted with the question paper.
- Switch off your cell phones and submit all your belongings before starting the exam.
- Usage of any mobile devices or papers to cheat, will lead to expulsion from the exam hall and cancellation of application.
- You will be allowed to leave the exam hall after half an hour from the time of commencement of the examination.
- Please ensure that your answer sheets are stamped and signed else they will not be evaluated.

Full Marks: 50

Duration: One Hour

1. Write an essay on any one of the following: (within 800 words) 15 Marks

- a. Uttarakhand floods – Nature's fury or a man-made calamity
- b. "Corruption has stalled India's growth"
- c. "The bias of communication"
- d. Right to Information

2. Summarize the following text within 100 words: 10 Marks

The expansion of mass media, mobile telephony and web media has created a condition where media-mediated communication holds sway on politics, business, life-style, festivities and ideology.

Trivialization of hard news, paid news, sting operations, page three gossip, all these are restricting the media space and discourse by expanding the culture of money-power and unethical media practices. Media (mostly), as a practice of this culture do not present hard hitting issues related to communalism, sectarian conflict, regional tension, insurgencies, politics of separatism and so on. Moreover, the trivialization of these issues gets more importance, while diagnosing their root cause takes a back seat.

For proper functioning of a democracy, it is essential that citizens are kept informed about news from various parts of the country and even abroad, only then can they form rational opinions.

Hence, the media plays an important role in a democracy and serves as an agency of the people to gather news for them. It is for this reason that freedom of the press has been emphasized in all democratic countries. The media has a great responsibility to see that the news that they present is accurate and serve the interest of the people. Hence, it should always investigate every fact before publishing it.

3. Answer the following questions (all are compulsory):

20 Marks

- a. Name the Ex Officio Chairman of the Planning Commission of India.
i) Montek Singh Ahluwalia ii) Manmohan Singh iii) Pranab Mukherjee
iv) Sam Pitroda
- b. What is the full form of SMS?
i) small message service ii) short message service iii) smart message service
iv) sub message service
- c. Who is the author of 'The Argumentative Indian'?
i) Siddhartha Mukherjee ii) Kaushik Basu iii) Amartya Sen iv) NC Chowdhury
- d. Name the Anna Hazare Movement?
i) India behind Corruption ii) India against Corruption iii) India fights Corruption
iv) India detests Corruption
- e. Name the director of Subarnarekha
i) Satyajit Ray ii) Adoor Gopalakrishnan iii) Ritwick Ghatak iv) Mrinal Sen
- f. Who among the following is Ameen Sayani?
i) A Radio Presenter ii) A Cricketer iii) A Singer iv) A Politician
- g. Which instrument is played by Pt. Zakir Hussain?
i) Sarod ii) Veena iii) Pakhwaj iv) Tabla
- h. Which author went by the pseudonym of Nil-lohit?
i) Sirshendu Mukhopadhyay ii) Sankha Ghosh iii) Sunil Gangopadhyay
iv) Shakti Chattopadhyay
- i. Name the creator of BrahMos, the world's only supersonic cruise missile and a symbol of the India's military prowess
i) K. Radhakrishnan ii) Dr K. Kasturirangan iii) Kalpana Chawla
iv) A Sivathanu Pillai
- j. Name the Chairman of the Press Council of India
i) Justice J. R. Mudholkar ii) Justice M. Katju iii) Justice P B Sawant
iv) Justice Santosh Hegde

4. Write short notes on the following (any five):

5x3 = 15

- a. Page 3
- b. Baul
- c. Globalization
- d. Occupy Wall Street
- e. Reality Shows
- f. Citizen Journalism
- g. Information Technology
- h. The Fundamental Rights of an Indian Citizen.