ENTRANCE EXAM FOR MA-AVC/MA-MMC ACADEMIC YEAR 2012

NAME:

APPLICATION No.:

INSTRUCTIONS

Total time for written exam is 2 hr 30 min

All sections, except 'Essays', must be answered in the question paper itself

For 'Essays' section use separate sheets provided

Use a tick mark for the correct answer

Do not over-write or scratch answers once marked

There are no negative marks for wrong answers

Answer sheets will not be returned to the candidates after evaluation

PERFORMANCE REPORT
(for use by Admissions Office only)

SECTION	TOTAL MARKS	MARKS SECURED
I. ENGLISH LANGUAGE	25	
II. PSYCHOMETRIC TEST	25	
III. MEDIA AWARENESS	25	
IV. CURRENT AFFAIRS ESSAYS	25	
VII. GROUP DISCUSSION	25	
VIII. PERSONAL INTERVIEW	25	
TOTAL	200	
Percentage %		

Signature of Evaluator(s) with comments:

<u>**SECTION 1 LANGUAGE SKILLS**</u>

This section tests the student's English language skills and grammar.

In the following questions select the appropriate word or phrase to ensure that the sentence is grammatically correct.

1. We are not (in the habit of / habituated to) giving bribes.

2. (If / Though) you are unwell you should be asleep.

3. This dish is (called / called as) *kheer* in India.

4. The teacher (said / told) that she would not take class tomorrow.

5. You look really (stressed / stressed out) these days.

6. Have you been (having / taking) any medicines for your fever?

7. I slept (through / throughout) the boring lecture.

8. (Give / Yell) me a shout when you are ready to leave.

9. The teacher (called / called out) the names of the students who were selected for the team.

10. I knew you were trouble the moment I (set / placed my) eyes on you.

11. I am leaving (for / to) Kolkata today.

12. I ordered (one / a) cup of tea at the restaurant.

13. We went (on / for) a picnic yesterday.

14. We shared the sweets (between / among) the two of us.

15. We climbed (over / through) the fence.

16. He sat (on / in) the armchair.

17. Prices have shot (through / into) the roof.

18. The court's decision (in / on) the case will be known soon.

19. The sweet is made (from / with) milk.

20. There was sponge (between / in between) the sheets.

21. I bought (a / the) box of sweets but when I opened (a / the) box I found (the / a) cockroach in (the / a) box. I took (a / the) sweets back to (the / a) shop but (a / the) shopkeeper refused to return (a / the) money saying that I had put (a / the) cockroach into (the / a) box myself.

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SECTION 2 PSYCHOMETRIC TEST

This section tests the student's aptitude, ability to think, analyse situations and solve problems.

1. Car is to road as train is to

a) Wheels

b) Rails

c) Surface

d) Locomotive

2. A gardener plans to add a fence-post between every two fence-posts of an open-ended (straight) fence. If he currently has 10 posts in the fence, how many does he need to insert?

a) 5

b) 6

c) 9

d) 10

3. What will be the next number in the series… 13, 17, 25, 41, _____

a) 63

b) 67

c) 73

d) 79

4. If you were to add all odd numbers between 1 and 11 (both inclusive), the result would be

a) An odd number

b) An even number

c) A fraction

d) A prime number

5. When Jack, James, Jim and Jane stand according to their age, Jack being the youngest stands first while James brings up the rear. However, when they stand by height, Jim being the shortest stands first while James comes to the third spot. In both lines Jane remains at the second position. Who is immediately younger than James?

a) Jack

b) James

c) Jim

d) Jane

6. The day before the day before yesterday is three days after Saturday. What day is it today?

a) Tuesday

b) Wednesday

c) Thursday

d) Friday

7. If 3 men can dig 6 trenches in 4 days, how many days would it take for 24 trenches to be dug by 4 men?

a) 6

b) 8

c) 12

d) 16

8. Unscramble the following letters and choose the category in which it fits - AISURNS

a) Planet

b) Country

c) Animal

d) Language

9. The missing set of numbers in the series given here would be 1:1, 8:4, 9:27, 64:16, 25:125, **?:?**, 49:343

a) 36:316

b) 216:36

c) 316:36

d) 316:316

10. In a regular pentagon, how many lines are needed to connect each corner with every other corner?

a) 7

b) 8

c) 9

d) 10

11. A cross-section of a cylinder along its length has the shape of a…

a) Circle

b) Oval

c) Square

d) Rectangle

12. At the end of a banquet 10 people shake hands with each other. How many handshakes will there be in total?

a) 25

b) 35

c) 45

d) 55

13. The number 165135 is to peace as the number 1215225 is to

a) Love

b) Loop

c) Loath

d) Lamb

14. Which one of the sets of letters below can be arranged into a five letter English word?

a) A T R U N

b) P O D E B

c) R N A S L

d) M O H A T

15. Choose the odd one out.

a) Wind

b) Air

c) Breeze

d) Sky

16. Five men A B C D E read the newspaper. The one who reads first gives it to C. The one who reads last has taken it from A. E was not the first or the last to read. There were two readers between B and A. B passed the newspaper to whom?

a) A

b) C

c) D

d) E

17. If A is B's mother, C is A's father, D is A's son, then how are B and D related?

a) B and D are cousins

b) D is B's uncle

c) D and B are siblings

d) Data insufficient

18. Find the odd one out:

a) Circle

b) Square

c) Rectangle

d) Triangle

19. Which of these numbers is bigger?

a) 0/1

b) 1/1

c) 1/0

d) 1/2

20. ABCD is a quadrilateral with unequal sides, unequal diagonals and unequal angles. EFGH are the mid-points of the four sides. If connected EFGH is a…

a) Rhombus

b) Parallelogram

c) Rectangle

d) Square

21. In a certain military code BREAKDOWN is written as BFSCJMVNC. How is ORGANISED written in that code?

a) BHSPMCDRH

b) DESINAGRO

c) SRANGOIGE

d) EDRAFGSBK

22. In a class of 50 students M is 8th from top, H is 20th from bottom. How many students are there between M and H?

a) 22

b) 23

c) 24

d) Cannot be determined

23. If you start walking from a point, head straight, turn right, turn left, again turn left, then right, you will be…

a) Walking in the same direction as you started

b) Walking back towards your starting point

c) Walking right from your starting point

d) Walking left from your starting point

24. If Big Bazaar's offer reads 30% discount on Rs.450, while Mega Mart's offer reads 40% discount on Rs. 790, then?

a) Mega Mart's offer is better

b) Big Bazaar's offer is better

c) Both are more or less the same

d) Cannot decide, need more information

25. How is ½% expressed?

a) 0.5

b) 0.05

c) 0.005

d) 0.0005

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SECTION 3 MEDIA AWARENESS

This section tests the student's awareness levels on various aspects of the media, communication and related areas.

1. The music composer of the song 'Why this Kolaveri di' is

a) Anirudh Ravichander

b) Dhanush

c) Aishwarya Rajinikanth

d) A R Rahman

2. Find the odd one out…

a) Bollywood

b) Hollywood

c) Sandalwood

d) Teakwood

3. Hit, Visitor and Singleton are connected with

a) Digital Media

b) Consumer Demographics

c) Advertising Strategies

d) Event Management

4. Facebook, Flickr, LinkedIn, Twitter can be grouped under

a) Traditional Media

b) Social Media

c) Mass Media

d) Broadcast Media

5. It is a social utility that connects people with friends and others who work, study, and live around them. It is the largest social network in the world with more than 800 million users. The reference is to…

a) Facebook

b) LinkedIn

c) Twitter

d) Picasa

6. A large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term is generally applied only to gatherings organized via telecommunications, social media, or viral emails. The reference is to…

a) Viral Marketing

b) Consumer Profiling

c) Flash Mobs

d) Social Networking

7. A communications satellite component that receives and retransmits a TV signal or other data communications is known as

a) Transponder

b) Cable

c) Connector

d) Wire

8. PDF, XLS, FLV are

a) Abbreviated file extensions

b) US-based animation companies

c) Graphic User Interfaces

d) Car Models

9. One million megabytes is approximately equal to?

a) 1 Terabyte

b) 1 Gigabyte

c) 1 Superbyte

d) 1 Wikibyte

10. When private individuals do essentially what professional reporters do – report information about their surroundings, events and incidences they witness, including text, pictures, audio and video, the exercise is called…

a) Citizen Journalism

b) Public Interest Journalism

c) Local Journalism

d) Private Journalism

11 – 15. Match taglines with media brands (5 marks):

a) Journalism of Courage   -   i) The Economic Times

b) The Name India trusts for News   -   ii) Businessworld

c) The Power of Knowledge   -   iii) The Indian Express

d) Play the Game   -   iv) The Week

e) Journalism with a Human Touch   -   v) The Hindustan Times

16 – 20. Match brands with brand ambassadors (5 marks):

a) L'Oreal   -   i) Abhishek Bachchan

b) Toyota   -   ii) Bipasha Basu

c) Idea Cellular -   iii) Preity Zinta

d) Vatika   -   iv) Aishwayra Rai

e) Emami   -   v) Aamir Khan

21 – 25. The two columns are related. Match the following (5 marks):

a) Rajat Sharma   -   i) India Today

b) Cosmopolitan   -   ii) Ring ka King

c) Vinod Mehta   -   iii) Third Eye

d) Barkha Dutt   –   iv) India TV

e) Colors   –   v) Lucknow Boy

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