



ENTRANCE EXAM FOR MA-AVC/MA-MMC ACADEMIC YEAR 2013

NAME:

APPLICATION NUMBER:

EXAM CENTRE:

INSTRUCTIONS

Total time for written exam is 2 1/2 hours

All sections must be answered in the question paper itself

For 'Essays' section use the blank pages

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

SECTION	TOTAL MARKS	MARKS SECURED
I. ENGLISH LANGUAGE	20	
II. PSYCHOMETRIC TEST	10	
III. MEDIA AWARENESS (A) + (B)	10 + 10	
IV. CURRENT AFFAIRS ESSAYS	50	
TOTAL	100	

Signature of Evaluator(s) with comments:

SECTION 1 LANGUAGE SKILLS (20 marks)

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

From Q 1 to Q 5, chose the correct verb in these sentences.

1. Each of the children [is, are] enrolled in music lessons.
2. The final hours of the legislative session [was, were] chaotic.
3. Two-thirds of the protesters [was, were] arrested before noon.
4. The majority [is, are] in favour of the legislation on mid-day meals, which [is, are] to be voted on today.
5. Politics [was, were] interesting when I studied it in college, but the courses [has, had] little effect on my personal politics, which [was, were] firmly fixed.

Choose the word nearest in meaning to the *italicised* word.

6. The leader's *charisma* attracted many followers.
(candour, power, magnetic appeal, humility)
7. He did not succeed in his *endeavour*.
(plan, trick, effort, enterprise)
8. Man has to *encounter* many hardships in life.
(bear, overcome, face, solve)
9. She is really a *fantastic* girl.
(beautiful, intelligent, charming, wonderful)
10. A *conscientious* worker is always admired by his employer.
(careful, skillful, sincere, obedient)

From Q 11 to Q 15, choose the correct word/words.

11. He didn't seem to understand the [affect, effect] of his actions.
12. She seemed reluctant to [broach, brooch] the subject with her boss.
13. She placed the ball [beside, besides] the tennis racquet.
14. Although she was in her mid-30s, her [childish, childlike] mannerisms made her a popular elementary-school teacher.
15. We used the bucket to [bail, bale] water from the leaking boat.

Fill in the correct alternative in the space provided.

16. One man's meat is another man's _____ (passion, poison).
17. Do not write on the _____ (back, backside) of the page.
18. Her loud dressing _____ (attracted, distracted) attention.
19. There was _____ (immense, intensive) pressure on him to resign from the job.
20. What are you _____ (accusing, excusing) me of?

SECTION 2 PSYCHOMETRIC TEST (10 marks)

This section tests the student's aptitude, ability to think, analyse situations and solve problems. Above all it checks the student's level of common sense.

1. Which of these would we be able to see most clearly in total darkness at a distance of 20 feet?
 - a) A bat
 - b) A tiger
 - c) An owl
 - d) None of these

2. What do these words have in common: age, blame, curb, dance, evidence, fence, gleam, harm, interest, jam, motion, nest, order, part, quiz, rest, signal, trust, view, win, yield?

- a) Nothing in common
- b) All can be used as noun and verb
- c) All have at least two vowels
- d) All are emotions

3. A bus driver ran past two red signals. A traffic policeman saw him, yet he didn't pull him up for any offence. What do you think is the most suitable explanation for this?

- a) The bus driver was running
- b) The bus driver did not see the red signals
- c) The traffic policeman was the bus driver's friend
- d) The bus driver was reversing the bus

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

- a) Planet
- b) Country
- c) Animal
- d) Language

6. A cross-section of a piece of chalk along its length has the shape of a...

- a) Circle
- b) Oval
- c) Square
- d) Rectangle

7. Choose the odd one out.

- a) Wind
- b) Air
- c) Breeze
- d) Sky

8. Choose the odd one out.

- a) Doreman
- b) Batman
- c) Superman
- d) Hanuman

9. Which of these numbers is bigger?

- a) $0/1$
- b) $1/1$

- c) 1/0
- d) 1/2

10. 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

SECTION 3 (A) MEDIA AWARENESS

Public Relations, Advertising and Marketing (10 marks)

This section tests the student's awareness levels on various aspects of PR, Advertising and Marketing and related areas.

1. The exchange of goods and services without use of cash is popularly known as
 - a) Barter
 - b) Bartender
 - c) Tender
 - d) Selling

2. The process of comparing the products and services of a business against those of competitors in a market, or leading businesses in other markets, in order to find ways of improving quality and performance is referred as
 - a) Benchmarking
 - b) Marking

- c) Benching
- d) Marking the Bench

3. _____ refers to the use of a successful brand name to launch a new or modified product in a new market.

- a) Brand extension
- b) Product extension
- c) Line extension
- d) Launch extension

4. Common characteristics used for population or audience segmentation, such as age, gender, household income, etc is commonly known as

- a) Demography
- b) Geography
- c) Cartography
- d) Sociography

5. The set of all product lines and items that a particular business offers for sale to buyers

- a) Product mix
- b) Marketing mix
- c) Service mix
- d) Customer mix

6. Supporting an event, activity or organisation by providing money or other resources that is of value is called...

- a) Monetary Support
- b) Sponsorship
- c) Benefactorship
- d) Moneyship

7. A method of direct marketing in which the telephone is used to contact potential customers is known as...

- a) Telemarketing
- b) E-marketing
- c) Mobile marketing
- d) Direct marketing

8. A “USP” is a customer benefit that no other product can claim... what is it?

- a) Unique Selling Proposition
- b) Uniquely Sold Pricing
- c) Universal Selling Price
- d) Unique Serial Product

9. The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics...

- a) Media Relations
- b) Customer Relations
- c) Investor Relations
- d) Public Relations

10. Reach, Frequency and Slot are terms associated with which function?

- a) Media Planning
- b) Market Planning
- c) Brand Planning
- d) Sales Planning

SECTION 3 (B) MEDIA AWARENESS

Newspaper, Radio, Internet and Television (10 marks)

This section tests the student's awareness levels on various aspects of Newspaper, Radio and Television and related areas.

1. Which of these is a desktop publishing software, used in newspaper design and layout?

- a) Adobe InDesign
- b) PowerPoint
- c) MS-Word
- d) PhotoShop

2. When a streaming media player temporarily stores portions of a streaming audio or video file on a computer until there is enough information for the stream to begin playing, it is called...

- a) Streaming
- b) Buffering
- c) Suffering
- d) Beaming

3. FTP stands for File Transfer Protocol and is associated with

- a) Internet uploads
- b) News syndication
- c) Media Planning
- d) Radio Programming

4. An unpaid advertisement put on a page to fill a gap left by a lack of paid advertising, which is often a promotional ad for the publication is known as

- a) House Ad
- b) Inner Ad
- c) Self Ad
- d) Our Ad

5. Which of these is not a television channel in India?

- a) IBN7
- b) NDTV
- c) HMV
- d) CNBC

6. First line of a paragraph appearing on the last line of a column of text, normally avoided...

- a) Widow
- b) Orphan
- c) Step-mom
- d) Lover

7. The last line of a paragraph appearing on the first line of a column of text...

- a) Widow
- b) Orphan
- c) Step-mom
- d) Lover

8. Which of these is not a FM Radio Channel?

- a) BIG FM
- b) RADIO MIRCHI
- c) FEVER 104
- d) SUN FM

9. Copy of a laid-out page ready to be corrected is usually known as...

- a) Proof
- b) Page
- c) Copy
- d) Correction

10. An exclusive or first-published story on television or in a newspaper is called...

- a) Spoon
- b) Scoop
- c) Spade
- d) Smear

SECTION 4 MEDIA AND CURRENT AFFAIRS ESSAYS (50 marks)

WRITE ESSAYS ON ANY 5 QUESTIONS. EACH ESSAY SHOULD NOT BE MORE OR LESS THAN TWO PAGES. EACH ESSAY CARRIES 10 MARKS.

This section tests the student's awareness levels on various current political, social and economic developments. It tests the student's ability to think creatively, write in grammatically correct language and show updated knowledge of the subject.

1. Argue either 'in favour of' or 'against' creative freedom hurting people's sentiments in the context of Kamal Hassan's movie Vishwaroopam, and the Tamil Nadu government's decision to ban it.
2. Online media is a double-edged sword; if not used carefully it will spell trouble for the user. Discuss this argument in the context of a recent example, widely reported in the press.
3. Write a review of a movie you have seen recently (the movie can be of any language).
4. Write a review of a book you have read recently (the book can be of any genre).
5. How can Twitter, Facebook and LinkedIn be used by a media professional? Give at least one example for each.
6. Comment on the role of mobile technology in today's world of mass communication. What do you think will be the impact of advanced mobile technology in India?
7. Will you join the Aam Aadmi Party started by crusader and social activist Arvind Kejriwal? Give five reasons.
8. If you are offered to be the Mayor of your city, list the five civic activities you would take up. Explain with practical reasons.
9. SMS lingo has killed the purity of English language. Do you agree? Why?

10. Writing is easier than speaking, yet people are scared to write. Do you agree? Give reasons.
11. If you are asked to choose two persons from this list to spend a day, which two will you choose and why?
- a) Salman Khan
 - b) Katrina Kaif
 - c) An orphan
 - d) Rahul Gandhi
 - e) Barack Obama
 - f) An AIDS patient
 - g) Mahendra Singh Dhoni
 - h) Sania Mirza
 - i) A prisoner on a death row
 - j) A cancer survivor
 - k) A blind 5-year-old child
12. Which television news channel do you watch? What impresses you and what depresses you with that channel?
13. Write a short story on any one of the following themes.
- a) Yeh Dil Maange More
 - b) Life Ho To Aisi
 - c) Jo Tera Hai Who Mera
 - d) Daag Acche Hain
 - e) Swad Zindagi Ka
14. Imagine a conversation between you and a person who does not have eyesight. You are trying to explain a rainbow to the person. How would you explain?
15. Imagine that you are a journalist with a national newspaper and you are deputed to report on an IPL match. Write a news report as you would submit to the editorial desk.
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