

ENTRANCE EXAM 2014

NAME:

APPLICATION NUMBER:

INSTRUCTIONS

Total time for written exam is 3 hours

All sections must be answered in the question paper itself

For Section-F (Essays) use the blank pages provided

Use a tick mark for the correct answer; do not over-write once marked

There will be no negative marks for wrong answers or for questions not attempted in Sections A-E

Answer sheets will not be returned to the candidates after evaluation

EVALUATION

Section	Subject	Total Marks	Marks Obtained
A (Objective)	Test of English Language	20	
B (Objective)	Test of Analytical Skills	20	
C (Objective)	News and Current Affairs	20	
D (Objective)	Marketing, Advertising and Public Relations	20	
E (Objective)	Media and Journalism	20	
F (Essay-writing)		100	
TOTAL MARKS		200	
NET MARKS AND %		200	

SECTION A TEST OF ENGLISH LANGUAGE (20 x 1 = 20 marks)

This section tests the student's language skills.

Choose the correct word.

1. There is no (alternate, alternative) to hard work.
2. When I met my professor after 10 years he gave me (advice, advise) on how to complete my research.
3. When I shook hands with the guest, she asked me if I had read her new (poem, poetry).
4. Air pollution has (affected, effected) his lungs leading to cancer.
5. The music programme was (telecasted, telecast) at 9 pm.
6. I was amazed at the (amount, number) of children gathered to receive Salman Khan.
7. The Journalism professor (convinced, persuaded) his students that good writing skills were necessary, to become a good reporter.
8. Challengers Mumbai Indians (decimated, devastated) two-time champions Chennai Super Kings, to win IPL-6 in 2013.
9. All the four advertising agencies competed with (one another, each other) to win the prestigious account.

10. February 18 was a (historical, historic) day for Indian democracy as the government passed the AP Reorganisation Bill, creating a new Telengana state.

Choose the correct idiomatic expression.

11. I could not attend classes today as I have been (under the weather, above the weather) since yesterday.
12. Congratulations. You won the elocution contest (hands down, hand up).
13. It was (raining cats and dogs, raining cats and rats) when I reached home after the cricket match.
14. This shirt is exquisite. It must have cost you (an arm and a leg, a hand and a leg).
15. My friend said I was (barking up the wrong tree, climbing up the wrong tree) when I accused him of copying my answers and passing the exam.

Here are five new words added to the Oxford English dictionary. Choose their closest meaning from the options provided.

16. Bromance
- a) When two brothers fall in love with the same girl
 - b) When two sisters fall in love with two brothers
 - c) A close but non-sexual relationship between two men
 - d) A gay relationship

17. Upcycle

- a) Reuse discarded objects or material in such a way as to create a product of higher quality or value than the original
- b) Recycle products in space so as not to pollute the earth
- c) A newly invented cycle where the pedals are above the seat
- d) A churn in the upper echelons of an organisation

18. Illiterati

- a) People who are uneducated and cannot read or write
- b) People who are not well educated or well informed about a particular subject or sphere of activity
- c) Uneducated people attending a literary meet
- d) People who fall ill after reading English literature

19. Infomania

- a) Information sought about the groom before marriage
- b) An experienced information technology professional
- c) The official newspaper of the country of Romania
- d) The compulsive desire to check or accumulate news and information, typically via mobile phone or computer

20. Sexting

- a) The act of sending sexually explicit photographs or messages (SMS and MMS) via mobile phone
- b) Sending SMS or MMS while having sex
- c) Sending the same SMS or MMS six times
- d) Recording sexual acts on mobile phone

SECTION B TEST OF ANALYTICAL SKILLS (20 x 1 = 20 marks)

This section tests aptitude, ability to think and solve problems, and common sense!

1. How can you place 10 identical tennis balls on a flat surface so that you can have five lines of balls, with four balls in each line?
 - a) Arrange them in a rectangle
 - b) Arrange them in a crossed square
 - c) Arrange them in a pentagon
 - d) Arrange them as a hexagon

2. My successor's father is my father's son, and I don't have any brothers or sons. Who is my successor?
 - a) Nephew
 - b) Niece
 - c) Daughter
 - d) Myself

3. In a calendar year some months have 30 days, some months have 31 days, how many months have 28 days?
 - a) One month
 - b) Six months

c) Twelve months

d) None of the above

4. A fast train leaves Chennai for Bangalore and at the same time a slow train leaves Bangalore for Chennai. The fast train leaves at 80 kmph and the slow train travels at 35 kmph. When they meet, which is farther from Chennai?

a) The fast train

b) The slow train

c) They are at the same distance from Chennai

d) Inadequate data

5. When asked in a one hour exam how much time was left, the teacher answered that the amount of time left is one-fifth of the time already completed. How much time is left?

a) 5 minutes

b) 10 minutes

c) 15 minutes

d) 20 minutes

6. In a race if you overtake the person who is second, then which position will you be in?

a) First position

- b) Second position
- c) Third position
- d) My position will not change

7. What will you get when you are asked to quickly add 1000 to 40? Now add another 1000. Now add 30. Add another 1000. Now add 20. Now add another 1000, now add 10. What is the answer?

- a) 4010
- b) 4100
- c) 5000
- d) 4000

8. If you enter with only a match box into a cold and dark room which has an oil lamp, an oil stove and a candle, which one do you light first?

- a) Lamp
- b) Candle
- c) Oil stove
- d) Match stick

9. What is $3+5$ times $4+1$?

- a) 17

- b) 33
- c) 40
- d) 54

10. What number comes next in this series: 9, 16, 25, 36?

- a) 43
- b) 45
- c) 47
- d) 49

11. If it were two hours later, it would be half as long until midnight as it would be if it were an hour later. What time is it now?

- a) 8 pm
- b) 9 pm
- c) 10 pm
- d) 11 pm

12. Divide 30 by $\frac{1}{2}$ and add ten. What do you get ?

- a) 25
- b) 40

c) 55

d) 70

13. If $A \times B = 2$, $C \times D = 12$, $B \times D = 3$, and $B \times C = 4$, then $A \times B \times C \times D = ?$

a) 12

b) 24

c) 36

d) 48

14. Choose the odd item in this list.

a) Lick

b) Sick

c) Kick

d) Wick

15. Which is smaller?

a) $1/0$

b) $0/1$

c) $1/1$

d) $1/2$

16. Before Mount Everest was discovered, which was the highest mountain on Earth?

- a) Mount Kilimanjaro
- b) Mount Kanchenjunga
- c) Mount Nanda Devi
- d) None of the above

17. My neighbour's family consists of a mother, father and four daughters. Each daughter has one brother. How many people are in the family totally?

- a) 10
- b) 9
- c) 8
- d) 7

18. If an electric train is going south and the wind is blowing north, what direction is the smoke going ?

- a) North
- b) South
- c) Up
- d) None of the Above

19. A farmer has 17 sheep, all but 9 die. How many are left?

- a) 8
- b) 9
- c) 10
- d) 11

20. What do you think will be the opposite of opposite?

- a) Opposite
- b) Different
- c) Near
- d) Same

SECTION C NEWS AND CURRENT AFFAIRS (20 x 1 = 20 marks)

This section tests the student's news and current affairs awareness.

1. The RBI has made it mandatory for banks to follow KYC guidelines and ensure that all accounts follow KYC norms. KYC stands for...

- a) Knowledge of Yesterday's Cash
- b) Know Your Cash
- c) Know Your Customer

d) Knowledge of Yesterday's Customer

2. The southern states of Karnataka and Tamil Nadu have dispute over sharing the waters of which river?

a) Tungabhadra

b) Cauvery

c) Godavari

d) Periyar

3. The most commonly used online password was also declared as the Worst Internet Password of 2013. The password is ...

a) 654321

b) 123456

c) 112233

d) 123123

4. The first AAP government in Delhi came to power with outside support extended by which political party?

a) BJP

b) Congress

c) JD(U)

d) Independents

5. Who is Devyani Kobergade?

- a) The former Indian deputy consul general in the US who was arrested on visa fraud charges
- b) A former Miss India
- c) A former MLA from Maharashtra
- d) A former student union leader who protested against India's nuclear deal with the US

6. In IPL 2014 which team will Yuvraj Singh play for?

- a) Rajasthan Royals
- b) Kings XI Punjab
- c) Sun Risers Hyderabad
- d) Royal Challengers Bangalore

7. In the run up to General Elections 2014 which candidate was ridiculed of being a mere tea-seller before entering politics?

- a) Narendra Modi
- b) Arvind Kejriwal
- c) Sushma Swaraj

d) Mayawati

8. India-born American technology executive Satya Nadella was in the news recently. Why?

a) He is the next CEO of Microsoft

b) He is the next Auditor General of America

c) He is America's Attorney General

d) He is Obama's scientific advisor

9. The recently concluded Winter Olympics was held in Sochi. In which country is this place?

a) Yugoslavia

b) Russia

c) Ukraine

d) Mongolia

10. Which country has been accused of helping the Indian army in Operation Bluestar, when the Golden Temple Complex was stormed in 1984?

a) Germany

b) Australia

c) Britain

d) Canada

11. Name the two legends who were honoured this year with the country's highest civilian award, Bharat Ratna?

- a) Prof CNR Rao and Atal Behari Vajpayee
- b) Prof CNR Rao and Sachin Tendulkar
- c) Sachin Tendulkar and Atal Behari Vajpayee
- d) Sachin Tendulkar and Sunil Gavaskar

12. In which Indian city was the country's first monorail inaugurated recently?

- a) Chennai
- b) Hyderabad
- c) Delhi
- d) Mumbai

13. The World Chess Championship in Chennai last year was won by...

- a) Magnus Carlsen
- b) Viswanathan Anand
- c) Levon Aronian
- d) Hikaru Nakamura

14. Julian Assange, the crusader founder of WikiLeaks is in asylum for the past three years. Where is he?
- a) In the Ecuadorian embassy in UK
 - b) In the US embassy in Russia
 - c) In the Australian embassy in UK
 - d) In the British embassy in Ecuador
15. Which state government was accused of organizing celebrations and Bollywood song-and-dance events in Saifai even while riot-hit villagers were dying in bitter cold in relief camps?
- a) The Arunachal Pradesh Government
 - b) The Uttar Pradesh Government
 - c) The Andhra Pradesh Government
 - d) The Madhya Pradesh Government
16. Noted chief economist of International Monetary Fund, Raghuram Rajan, has been appointed as a governor in India. Of which state?
- a) Tamil Nadu
 - b) Maharashtra
 - c) Sikkim

d) Not of any state, but as governor of the Reserve Bank of India

17. ISRO launched the Mars orbiter spacecraft in November 2013, which will complete 150 days in space soon. What is the spacecraft called?

a) Mangalyaan

b) Martian

c) Agni

d) Prithvi

18. What is India's ranking at the World Press Freedom Index released in February 2014?

a) 160

b) 140

c) 120

d) 100

19. In the Interim Budget presented on Feb 17, the finance minister has fulfilled a long pending demand of the Indian Armed Forces. It is...

a) One Designation, One Pension scheme

b) One Rank, One Salary scheme

c) One Rank, One Pension scheme

d) One Salary, One Pension scheme

20. A poem penned by Indian diplomat Abhay K., titled *Earth Anthem* is likely to be adopted by which organization as its Anthem?

a) South Asian Association for Regional Cooperation (SAARC)

b) North Atlantic Treaty Organisation (NATO)

c) United Nations Educational Scientific and Cultural Organisation (UNESCO)

d) Intergovernmental Panel on Climate Change (IPCC)

SECTION D MARKETING, ADVERTISING AND PR (20 x 1 = 20 marks)

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

1. Which of these is a tagline for Cadbury's Dairy Milk?

a) Swad Zindagi Ka

b) Various tastes of milk

c) Zindagi ke Saath Bhi

d) Tastes good. Always

2. In marketing the effort to create a unique identity in the minds of consumers about a brand is known as

a) Perceptioning

- b) Positioning
- c) Minding
- d) Identifying

3. *Taste bhi, health bhi* refers to which food brand?

- a) Top Ramen
- b) Annapurna
- c) Britannia
- d) Maggi

4. In Public Relations the effort by agencies to seek and alter the opinion in favour of their clients is known as

- a) Arguing
- b) Lobbying
- c) Altering
- d) Favouring

5. The word foot-fall is generally associated with which industry?

- a) Retail
- b) Media Planning
- c) Public Relations
- d) Advertising

6. The very popular Vodafone ad campaign involving miniature characters is popularly known as

- a) Boo-Boo ads
- b) Koo-Koo ads

- c) Yoo-Yoo ads
- d) Zoo-Zoo ads

7. Flipkart, Myntra and Infibeam are examples of

- a) Online retailers
- b) Online distributors
- c) Online sales agents
- d) Online manufacturers

8. The collection of uncontrollable forces and conditions facing a person or a company, including demographic, economic, natural, technological, political, and cultural forces is known as

- a) Macro-environment
- b) Micro-environment
- c) Uncontrolled environment
- d) Natural environment

9. When a company pushes products in a market in which current products and users already exist, it is known as

- a) Market penetration strategy
- b) Market pushing strategy
- c) Market needling strategy
- d) Market drilling strategy

10. In marketing the person who uses a product may be different from the one who buys it. The user is usually referred as

- a) Customer
- b) Consumer
- c) Shopper

d) User

11. An online advertising payment model in which payment is based solely on qualifying click-throughs is called

a) Payment-per-clicking

b) Pay-per-page

c) Pay-per-ad

d) Pay-per-click

12. Focussing on a specific segment of customers or consumers to sell a product is called...

a) Mass marketing

b) Specific marketing

c) Niche marketing

d) Focussed marketing

13. The effect of gaining good PR on the back of someone else's coverage when your product or service is compared favourably to a competitor's in an editorial is known as

a) Incidental PR

b) Coincidental PR

c) Collateral PR

d) Lateral PR

14. What is a logo?

a) The silhouette of the brand ambassador in an advertisement

b) A graphic or symbol owned by and representing a company or brand

c) A picture of the benefits of using a product

d) A local outlet giving a demonstration about a product or service

15. A situation in which a single brand or company owns all or nearly all of the market for a given type of product or service is known as
- a) Monopoly
 - b) Oligopoly
 - c) Singlepoly
 - d) Competition
16. A large group of people who assemble suddenly in a public place, perform an unusual act for a brief time, then quickly disperse are called
- a) Flash group
 - b) Flashers
 - c) Flashing mob
 - d) Flash mob
17. An advertisement that appears prominently on top of a web page encouraging a visitor to click for more information is known as
- a) Top ad
 - b) Banner ad
 - c) Web ad
 - d) Poster ad
18. The unique number of viewers for a television programme in a specific time period is called
- a) Frequency
 - b) Number
 - c) Period
 - d) Reach

19. What is a marketing strategy in which consumers are encouraged to pass along messages to others in order to generate additional exposure, known as?
- a) Infection marketing
 - b) Bacterial marketing
 - c) Viral marketing
 - d) Antibiotic marketing
20. Amway India is an example of
- a) Direct marketing
 - b) Multilevel marketing
 - c) Multiple marketing
 - d) Direct selling

SECTION E JOURNALISM AND MEDIA (20 x 1 = 20 marks)

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

1. In Journalism the term 'all caps' usually refers to ...
- a) Quoting subjects who wore caps
 - b) A printing instruction to set a word or sentence using all capital letters
 - c) Members of the Congress Party, specifically
 - d) Indian Politicians
2. Who is an Anchor?
- a) The cameraperson who accompanies the reporter on a shoot

- b) A person who presents a news bulletin from a television studio, sometimes called newsreader or presenter
- c) The marketing person who sells advertising space or time
- d) The editor in chief of a television channel or publication

3. News transmission to many people by radio or television is known as

- a) Broadcast
- b) Broadsheet
- c) Broadway
- d) Broadband

4. When the writer's name is printed at the beginning or end of a news story, it is referred as

- a) Author line
- b) Name line
- c) Byline
- d) Story line

5. A senior sub-editor in a newspaper or magazine who looks at incoming copy and decides what will be used is known as

- a) Copy taster

- b) Copy tester
- c) Copy editor
- d) Copy selector

6. An extended unwanted silence on radio, often caused by technical or operating errors is called

- a) Dead air
- b) Dead voice
- c) Dead silence
- d) Deadline

7. A style of writing an introduction in which the main key point is not mentioned until the second or third sentence, and usually used for effect, is known as

- a) Late intro
- b) Second-line intro
- c) Drop intro
- d) Effective intro

8. Raw, unedited video recordings is usually known as

- a) Tapeage
- b) Footage

c) Cassetteage

d) Filmage

9. What is 'gutter' in journalism?

a) Grammatically incorrect copy

b) A dustbin where unused reports are thrown

c) A vertical margin of white space where two pages meet

d) A thin wall between the editor's cabin and the rest of the newsroom

10. A web site that contains a personal journal with reflections, comments, and often hyperlinks provided by the writer is commonly known as

a) Twitter

b) Facebook

c) Email

d) Blog

11. A copy of a typeset page, ready for printing, provided to editors, sub-editors to correct errors or make final changes before printing

a) Side

b) Proof

c) Page

d) Sheet

12. What is Rushes?

a) Early edited version of video or film that needs further editing

b) The reporter running to catch bites from a subject

c) Breaking News on television

d) Copy of telecast news story on CD

13. What is a design of print type such as 'Ariel' without small extensions at the ends or corners of letters known as?

a) Sans serif

b) Serif

c) Font serif

d) Sans font

14. Latin for 'thus' or 'so' written after a misused or misspelled word to show they have been reproduced exactly as spoken or written in the original. How is it written?

a) [sic]

b) (as it is)

c) [as it was]

d) (sic)

15. Gingerbread, Ice cream-sandwich, Cupcake, Jelly-bean, Honeycomb ...
what are we referring to here?

a) Twitter ids of Indian film stars

b) Android versions

c) Nick names for i-phone models

d) Software for online newspaper publishing

16. Graphics or words superimposed over a television image giving details
such as a person's name or where they are is called

a) Superb

b) Supper

c) Super

d) Sup

17. Which of these is *not* a news agency?

a) UNI

b) PTI

c) UPI

d) UPA

18. Online text based communication is known as

- a) Text
- b) Live
- c) Chat
- d) Feed

19. Which of these is a social networking site which allows users to store photos online and share them through profiles, groups, sets, and other methods

- a) Flickr
- b) Caller
- c) Photoshop
- d) Photographer

20. Which of these scores is used as a measure of social media influence?

- a) Klout
- b) Clout
- c) Kloud
- d) Bloat

SECTION F ESSAYS (5 x 20 = 100 marks)

This section tests the student's awareness of current political, social and economic developments and the student's ability to think creatively and write grammatically correct language.

Answer five questions. Each answer should be two pages.

Choose at least one question from each section.

SECTION 1 – NATION AND POLITICS

1. Urbanisation is a non-starter in India because Indian cities are in the ICU. Elaborate.
2. Who will be better for India's future – Narendra Modi or Rahul Gandhi? Why do you think so?
3. Is AAP the Great Hope for Indian democracy and a viable alternative to BJP and Congress? What is your opinion?
4. Are smaller states better for governance or do they spell anarchy in a populous country such as India? Cite the recent Telengana example.
5. List a ten point action plan for the new Union government that will take office in May 2014.

SECTION 2 – CREATIVE WRITING

1. Write a two-page (short) story.
2. Imagine and write a dialogue between two strangers who are stranded on a high rise building for five days without food and water following floods where all access has been cut off.
3. You are observing a discussion between two deaf persons. Describe the discussion vividly.
4. Give a first person account of any tourist place you have visited in India or abroad.
5. Write new taglines for any five brands you know. State the current tagline and write a new one.

SECTION 3 – WRITING FOR A NEWSPAPER

1. Write a review of any film you have seen recently.
2. Write a report on any football/tennis/cricket/badminton match you have watched recently.
3. Write a review of any book you have read recently.
4. Write a report to be filed for the city pages of your newspaper about an ATM robbery in your neighbourhood.
5. If your editor has assigned you to interview the chief minister of your state, how would you prepare. What will you keep in mind? List five questions you

will ask and mention why those are the most relevant and important questions for your subject.

SECTION 4 – MEDIA AND COMMUNICATION

1. How can Social Media be used to promote products and services? Give an example.
2. What makes a good advertisement? Cite and describe any two recent advertisements you have seen and explain why they may be effective.
3. What is the role of a development journalist? Describe a typical news story that a development journalist would write.
4. What according to you are the five essential qualities a journalist needs? Explain why.
5. Describe the importance of research in a) writing a news story, b) consumer advertising and c) television programming.

SECTION 5 – SELF EVALUATION

1. List five strengths and five weaknesses. How do you propose to overcome your weaknesses and capitalize on your strengths?
2. Describe an average working day and an average holiday in your life.
3. Why do you want a career in the media and communications sector?

4. What role do values have in your life? List the three main values you practice as a student.

 5. Why do you wish to join Commits?
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