**Sample Questions**

**for Ph.D. Entrance Test (Journalism and Mass Communication)**

**Paper-I**

**Objective type (MCQ)**

**Time: 1 hour Total Marks: 50**

**Note:** All questions are compulsory and carry equal marks.

Each objective question is having four alternate answer, out of the same, the candidate is required to choose correct answer and darken the bubble on the OMR sheet against the corresponding answer to the question.

1. Rogers and Shoemaker’s paradigm of the innovation-decision process, indicate four Steps. Choose the correct sequence of these steps.
   1. Knowledge, decision, persuasion, and confirmation
   2. persuasion, decision, Knowledge, and confirmation
   3. Knowledge, persuasion, decision and confirmation
   4. persuasion, Knowledge, decision, and confirmation
2. According to Wilbur Schramm, which one of the following is a value free asset?
   1. Culture
   2. Technology
   3. Religion
   4. None of these
3. What is pluralism?
   1. It is a social structure that allows and assures the distribution of multiple messages.
   2. It is a society state under which, people can choose the media vehicles according to their tastes and preferences.
   3. It is a ruling of an autocratic ruler that forces the masses (under his control) to choose a number of media for collecting information.
   4. None of these
4. Public Relations does not include:
   1. Improving communication
   2. Elimination of misunderstanding
   3. Management social philosophy
   4. Barrier between the truth and the public
5. What is the concept of Mass Press?
   1. Publish newspapers to get large reading audiences
   2. Publish newspapers to keep the newspaper cost at the lowest ebb
   3. Publish newspapers to attract large audiences by keeping the newspaper cost low but giving wholesome entertainment
   4. Only (A) and (B)
6. Libertarian theory is also called---
7. Authoritarian theory
8. Social responsibility theory
9. Free Press theory
10. Communist Media theory
11. The Conditional Access System allows the viewers to
    1. Select TV channels of their choice
    2. Interact with TV channels through the set-up boxes
    3. Cut down the costs of television viewing
    4. None of these
12. Four level of measurement scale are given below, chose correct one.
    1. Nominal, ordinal, interval and discrete Scale
    2. Nominal, ordinal, interval and ratio scale
    3. Nominal, ordinal, interval and continuous scale
    4. Nominal, ordinal, interval and attribute scale
13. Which one of the following is not a limitation of the census method for collecting data
    1. It is time consuming
    2. It is costly
    3. It is not so reliable as a data collection tool
    4. None of these is a limitation of the census method
14. Copy-testing techniques are a part of
    1. Message research
    2. Media research
    3. Target audience analysis
    4. Evaluation of advertising effectiveness (post-test techniques)

Sample Questions

for Entrance test for Ph.D. (Journalism and Mass Communication)

Paper-II

Descriptive type questions

Time: 2 hour Total Marks: 100

Note: All questions are compulsory, can be answered in Hindi/English.

1. Write short notes on any five of the following in about 100 words each 4×5=20

* 1. New Media?
  2. Media Imperialism?
  3. Participatory Model of communication?
  4. Community radio?
  5. -
  6. -
  7. -
  8. -

1. Attempt any four of the following in about 250 words each 10×4=40
   1. Impact of the media on children.
   2. What are mass media effects studies?
   3. How is online journalism different from print media journalism?
   4. How is Pluralism associated with Press freedom?
   5. -
   6. -
   7. -
   8. -
2. Attempt any two of the following in about 500 words 20×2=40
   1. Critically analyse the relevance of agenda setting theory in present context of well-informed society
   2. How culture, communication, and social change are interrelated? Give examples to support your views
   3. -
   4. -

**INSTITUTE OF MASS COMMUNICATION & MEDIA TECHNOLOGY**

**KURUKSHETRA UNIVERSITY**

(Established by the State Legislature Act XII of 1956)

("A" Grade, NAAC Accredited)

**Syllabus and guidelines for paper setting of Ph.D. Entrance Test**

1. The syllabus for entrance test for admission to Ph.D. in Journalism & Mass Communication will cover the compulsary papers particularly the basics of the discipline except optional papers of PG courses (M.A. Mass Communication, M.Sc. Mass Communication and M.Sc. Electronic Media) run in the Institute of Mass Communication & Media Technology of the University. (syllabus of PG courses placed at Annexure-A)
2. **Broad guidelines:**
   * The Ph.D. Entrance Test will include two papers:

Paper-I Multiple choice objective type 50 questions of 50 marks (1 hour).

Paper-II Descriptive type questions spread into three parts comprising of 100 marks (2 hours)

1st part- Consisting of 8 short questions, out of which candidate has to attempt 5 questions. Each question carry 4 marks (words limit for each answer- about 100 words) 4×5=20.

2nd part- Consisting of 8 questions, out of which candidate has to attempt 4 questions. Each question carry 10 marks (words limit for each answer- about250 words) 10×4=40.

3rd part- Consisting of 4 questions, out of which candidate has to attempt 2 questions. Each question carry 20 marks (words limit for each answer- about 500 words) 20×2=40.

1. Setting of question papers for Ph.D. Entrance test shall be from the Syllabi of Compulsory papers of concerned subjects particularly the basics of the discipline except from the syllabi of optional papers of the discipline in which a candidate has to appear.
2. Primarily the conceptual knowledge of the subject as well as research apptitute of the candidate is to be tested.
3. There will be no question of Reasoning/Logic/English in Ph.D. Entrance Test.