

SUBJECT CODE		SUBJECT	
A-10-18		JOURNALISM AND MASS COMMUNICATION	
HALL TICKET NUMBER			
OMR SHEET NUMBER			
DURATION		MAXIMUM MARKS	
2 HOURS		200	
PAPER		NUMBER OF QUESTIONS	
II		100	
NUMBER OF PAGES			
16			

239833

QUESTION BOOKLET NUMBER

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidate's Signature

Name and Signature of Invigilator

Instructions for the Candidates

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of hundred multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to **open the booklet and compulsorily examine it as below** :
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept an open booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.
Example : (A) (B) (C) (D)
 where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Answer Sheet given to you**. If you mark at any place other than in the circle or half circle or semi circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
- Use only Blue/Black Ball point pen.
- Use of any calculator or log table etc., is prohibited.
- There is no negative marks for incorrect answers.

అభ్యర్థికి సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము వంద (100) బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. కాగితపు సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవర్ పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్న పత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నల లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇప్పిపేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకున్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్ట స్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయాలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన జవాబును ఎన్నుకొని OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన జవాబు సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి
 ఉదాహరణ : (A) (B) (C) (D)
 (C) సరైన ప్రతిస్పందన అయితే.
- ప్రశ్నలకు జవాబును ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకా సమాధాన పత్రం పైనే చోట గుర్తించిన లేక సగ వృత్తం లేదా అసంపూర్ణ వృత్తాన్ని నింపిన మీ జవాబు మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీ స్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిష్ట స్థలంలో సూచించబడిన వివరాలు తప్పింది ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్ళకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్ళవచ్చు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగిథిమ్, టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్ష గదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.



A-10-18

JOURNALISM AND MASS COMMUNICATION

539833

QUESTIONS BOOKLET NUMBER

It is to certify that the entries made in this portion are correctly written and verified.

Name and Signature of Investigator

Candidate's Signature

At the place and date mentioned in the question booklet, I have read the questions and answers and have verified the same.

I hereby certify that the answers given by me are correct and true.

I have read the questions and answers and have verified the same.

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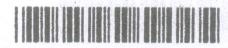
I have read the questions and answers and have verified the same.



JOURNALISM AND MASS COMMUNICATION

Paper – II

1. First post is owned by
(A) BCCL
(B) Network 18
(C) Living media
(D) Anand Bazar Patrika
2. Which communication model deals with perception – production – perception ?
(A) Spiral of silence model
(B) New Comb's ABX model
(C) Dance's Helical model
(D) Gerbner's general model
3. Delayed feedback in intrapersonal communication can occur due to
(A) The use of stimuli
(B) Gatekeeping
(C) Informational expansion
(D) Optical illusion
4. The term 'gatekeeper' with reference to communication was first used by
(A) Denis McQuail
(B) Noam Chomski
(C) Marshal McLuhan
(D) Kurt Lewin
5. Centre for contemporary cultural studies was founded by
(A) Stuart Hall
(B) E. P. Thompson
(C) Richard Hoggart
(D) Raymond Williams
6. According to diffusion theory, _____ communication is very effective.
(A) Intra-personal
(B) Inter-personal
(C) Mass media
(D) New media
7. Simplicity and commonality are the characteristics of
(A) Journales
(B) Technical writing
(C) Content evaluation
(D) Semantic noise
8. The full form of MRUC is
(A) Media Research in Urban Centres
(B) Media Rural Urban Centre
(C) Media Research Users Council
(D) Media Research Users Corporation
9. According to Barthes, 'myth' means
(A) A false statement
(B) Superstition
(C) Thought pattern of the society
(D) Ignorance
10. The need for journalism education was advocated by
(A) Libertarian theory
(B) Social responsibility theory
(C) Development media theory
(D) Democratic participant media theory
11. Which of the following supports community media ?
(A) ITU
(B) IPDC
(C) IPI
(D) WARC
12. An International Organization, 'Reporters Without Borders' in its annual report on 'Press Freedom' of 180 countries for 2017 has put India's rank as
(A) 10th
(B) 117th
(C) 136th
(D) 149th
13. The debate on the New World Information and Communication order originated from
(A) Socialist movements
(B) Feminist movements
(C) Non-Aligned movement
(D) Human Rights movement
14. The t-test examines
(A) Association between two variables
(B) Causal relationship between two variables
(C) Difference between the means of two different groups
(D) Goodness of fit
15. World Intellectual Property Right's Organization (WIPO) is situated in
(A) New York
(B) Paris
(C) Moscow
(D) Geneva
16. According to Management Guru Peter Drucker, marketing aims to sell :
(A) Necessary goods
(B) Unnecessary goods
(C) Goods not already available
(D) Goods already available



17. Who is the lyricist of the popular folk song in Telangana, 'Mayadori Maisamma' ?
(A) Goreti Venkanna
(B) Suddala Ashok Teja
(C) Clement
(D) Mostarjee
18. Newspaper is an example of
(A) Synchronous medium
(B) Asynchronous medium
(C) Virtual medium
(D) Global medium
19. Synchronous media
(A) Do not require the audience to assemble at any given time
(B) Require using a personal computer to act any given time
(C) Require the audience to be assembled simultaneously with the broadcast
(D) Increase connectivity and engagement
20. Identify the expert who was not associated with theorizing 'Development Communication'.
(A) Everett Rozers
(B) Wilbur Schramm
(C) George Gerbner
(D) Nora Quebral
21. For E. M. Rogers, diffusion was a special type of communication involving
(A) Historicity (B) Obedience
(C) Resistance (D) Newness
22. Lumiere brothers' cinematographe was a device that could
(A) Capture and record visuals
(B) Only capture visuals
(C) Only project visuals
(D) Record, capture and project visuals
23. Which among the following Steven Spielberg films has received Academy Award ?
(A) The Extra Terrestrial (ET)
(B) Saving Private Ryan
(C) Lincoln
(D) The Colour Purple
24. Which of the following determines the resolution of visual ?
(A) Lenses (B) Filters
(C) CCD (D) Iris
25. Which of the following was recognised by the Government of India as Industry in 2001 ?
(A) Radio (B) Television
(C) New media (D) Cinema
26. To build digital news readership, newspapers are now offering blogs, podcasts and
(A) RSS feeds
(B) Bylines
(C) Shoppers
(D) Marriage and outfits
27. Who is the author of 'Hyderabad Date Line' ?
(A) Narendra Luther
(B) K. Ramachandra Murthy
(C) Devulapalli Amar
(D) ABK Prasad
28. Condensor microphones are used in
(A) Outdoor programmes
(B) News gathering
(C) Concerts
(D) Studios
29. Participation of members of a community in content production and media organisational control for
(A) Mainstream media
(B) Commercial media
(C) Alternative media
(D) Dominant media
30. While testing hypothesis for statistical significance Type I error is
(A) Acceptance of a null hypothesis that should be rejected
(B) Rejection of a null hypothesis that should be accepted
(C) Researcher does not have direct control
(D) Often signified by the symbol ' β '
31. Simple linear regression is used to
(A) Determine the degree to which one variable changes with a given change in another variable
(B) Measure the relationship between two variables
(C) Analyse the relationship between two or more independent variables and a single dependent variable
(D) Examine linear combination of variables



32. Concealment and deception are encountered most frequently in _____ research.
(A) Case Study
(B) Experimental
(C) Content Analysis
(D) Historical
33. Where would you find the researcher's assessment of possible implications of research findings ?
(A) Literature review
(B) Discussion
(C) Methodology
(D) Data presentation
34. Use of advertising at regular intervals, not seasonal, is designated as
(A) Non-seasonal (B) Patterned
(C) Stable (D) Pulsing
35. Cost per inquiry is a standard used in
(A) Outdoor advertising
(B) Direct response advertising
(C) Non-responsive advertising
(D) Subliminal advertising
36. Advertising stimulus measurement and research is the substitute name suggested for
(A) Copy tasting
(B) Copy testing
(C) Copy cleaning
(D) Copy response
37. Ted Turner, a media tycoon, started his professional career with
(A) Radio networking
(B) Lobbying
(C) Television programming
(D) Outdoor advertising
38. AdSense is delivered via
(A) Microsoft (B) Oracle
(C) Google (D) Linux
39. A specific communication task to be accomplished with a specific target audience during a specific period is called as
(A) Advertising campaign
(B) Advertising objective
(C) Advertising criterion
(D) Advertising evaluation
40. Which tool of promotional mix consists of short term incentives to encourage the purchase or sale of a product or service ?
(A) Advertising
(B) Public relations
(C) Direct marketing
(D) Sales promotion
41. Guerrilla advertising is
(A) Conventional
(B) Unconventional
(C) Dominant
(D) Non-creative
42. The primary activities of PR practitioners include
(A) Advertising, counselling and fund raising
(B) Writing, speaking and organising
(C) Research, counselling and communication
(D) Sales promotion
43. One definition of 'spinning' in PR might be
(A) Distracting reporters with information about a totally different event than the one they want to report on
(B) Supplanting the PR version of reality over other versions that are less beneficial to the spinner
(C) Eliminating all euphemisms in an effort to show nothing but the harsh truth
(D) Choosing to give the whole story to one exclusive reporter
44. Arranging pages in such a way that they are in correct order after printing and folding is called
(A) Layout (B) Imposition
(C) Trimming (D) Blocking
45. The word 'MoJo' is used to refer to
(A) Monthly Journal
(B) Mobile Journalism
(C) Modern Journalism
(D) Motivational Journalism
46. Making news less intellectually challenging so that a larger audience can be gained is known as
(A) Sensationalism
(B) Magazification
(C) Dumbing down
(D) Syndication



47. Mechanical reproduction is a must characteristic of a
(A) Radio broadcast
(B) Folk performance
(C) Newspaper
(D) Television programme
48. In offset printing, a newspaper is printed from a level of
(A) Raised type faces
(B) Etched holes
(C) Raised images
(D) Smooth surface
49. In the United States, feature stories began with the emergence of
(A) Yellow journalism
(B) Pictorial journalism
(C) Penny press
(D) New journalism
50. Freytag's dramatic structure has _____ stages.
(A) Three (B) Five
(C) Seven (D) Eight
51. **Assertion (A)** : The concept of average incidence rate does not occur in research.
Reason (R) : The actual rate of incidence depends upon the complexity of the desired sample, the project duration and a variety of other factors.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
52. **Assertion (A)** : It is not essential to have mastery in statistics to become a highly rated researcher.
Reason (R) : It is more important to understand the non-applicability of statistics than its applicability.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
53. **Assertion (A)** : Freedom of circulation is both qualitative and quantitative.
Reason (R) : Freedom to circulate extends not merely to the matter of publication, but also to the volume of circulation.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
54. **Assertion (A)** : According to the Indian Constitution, the press, as an institution does not enjoy any Constitutional or legal privilege.
Reason (R) : The freedom of the press, as per the Constitution, is not the freedom of expression guaranteed to every citizen under Article (1) (a).
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
55. **Assertion (A)** : The greatest danger to any democratic society is its inert people.
Reason (R) : Active public discussion on any common issue is an essential political duty for the success of any democratic polity.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
56. **Assertion (A)** : The freedom of the press as incorporated in the US Constitution is reflection of the Blackstonian idea of absence of prior restraint.
Reason (R) : The concept is imported from the common law of France.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true



57. Assertion (A) : The sub-culture of peasantry was considered a barrier to national development by western scholars.

Reason (R) : They considered the communication issues under the binary schema.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

58. Assertion (A) : The modern communication theories are in disarray.

Reason (R) : The theoretical models are fragmented due to modernist and post-modernist dichotomy.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

59. Assertion (A) : It is not that important to provide opportunities for developing information capacities among individuals.

Reason (R) : Under the conditions of accelerating information will widen the gap between the information rich and the poor.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

60. Assertion (A) : Communication technology influences media contents and their reception by the audience.

Reason (R) : New communication technology does not pre-suppose new forms of expressions and applications.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

61. Assertion (A) : The marketisation of media has actively considered the social and ethical issues.

Reason (R) : The factor of globalisation has compelled media to focus more on commercial opportunities rather than other issues.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

62. Assertion (A) : Women have used many media channels in support of their movement.

Reason (R) : Development of proactive alternatives demands these to influence language, representational imagery and media institutions.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

63. Assertion (A) : Trade advertising is different from national as well as retail advertising.

Reason (R) : It is addressed to the consumer, but not to the person who is supposed to sell the product to the consumers.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

64. Assertion (A) : The prescription of modernisation mostly included the social and cultural attributes of modern societies.

Reason (R) : The social evolution dimension of development based on neo-Darwinion concept was considered ineffective.

Codes :

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true



65. **Assertion (A)** : Framing a story is a major problem of today's journalism.
Reason (R) : The facts of a story are compelled to fit into the frame, often regardless of reality.
Codes :
(A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true
66. Identify the chronological order of the committees appointed on broadcasting in India.
(A) Bhagavantam Committee, B. G. Varghese Committee, Varadhan Committee, Amit Mitra Committee
(B) B. G. Varghese Committee, Bhagavantam Committee, Amit Mitra Committee, Varadhan Committee
(C) Varadhan Committee, B. G. Varghese Committee, Bhagavantam Committee, Amit Mitra Committee
(D) Amit Mitra Committee, Bhagavantam Committee, B. G. Varghese Committee, Varadhan Committee
67. Identify the correct chronological order of the year of launching in the market of the software for screenplay writing.
(A) Scriptor, Scriptwright, Final Draft, Scriptware
(B) Final Draft, Scriptware, Scriptor, Scriptwright
(C) Scriptware, Final Draft, Scriptwright, Scriptor
(D) Scriptwright, Final Draft, Scriptware, Scriptor
68. Identify the order of writing reference for a book in APA style.
(A) Author, title of the book, year, publisher, place of publication
(B) Author, year, title of the book, place of publication, publisher
(C) Author, year, title of the book, publisher, place of publication
(D) Author, title of the book, place of publication, publisher, year
69. The correct chronological phases of evolution of public relations are
(A) Pseudo events, press agency, two way symmetric PR, two way asymmetric PR
(B) Two way asymmetric PR, two way symmetric PR, press agency, Pseudo events
(C) Pseudo events, two way symmetric PR, asymmetric PR, press agency
(D) Press agency, Pseudo events, two way asymmetric PR, two way symmetric PR
70. The correct sequence of studies on television violence is
(A) UCLA report, APA report, Albert Bandura's study, National Commission report
(B) National Commission report, UCLA report, APA report, Albert Bandura's study
(C) APA report, Albert Bandura's study, National Commission report, UCLA report
(D) Albert Bandura's study, National Commission report, APA report, UCLA report
71. Identify the correct chronological order (2013 to 2017) of the films which won Oscar in the category of 'Foreign Language Film'.
(A) The Great Beauty, Ida, A Fantastic Woman, The Salesman, Son of Saul
(B) Ida, A Fantastic Woman, The Great Beauty, The Salesman, Son of Saul
(C) The Salesman, The Great Beauty, Ida, A Fantastic Woman, Son of Saul
(D) The Great Beauty, Ida, Son of Saul, The Salesman, A Fantastic Woman



72. Identify the correct chronological order of the following films.
- (A) Maya Bazar, Casablanca, Sholay, Schindler's List
 - (B) Casablanca, Maya Bazar, Sholay, Schindler's List
 - (C) Schindler's List, Casablanca, Sholay, Maya Bazar
 - (D) Sholay, Maya Bazar, Schindler's List, Casablanca
73. Identify the correct chronological sequence of the following books.
- (A) The Bias of Communication, Passing of the Traditional Society, Understanding Media, Television Production Handbook
 - (B) Television Production Handbook, Passing of the Traditional Society, The Bias of Communication, Understanding Media
 - (C) Passing of the Traditional Society, Television Production Handbook, Understanding Media, The Bias of Communication
 - (D) Understanding Media, Passing of the Traditional Society, Television Production Handbook, The Bias of Communication
74. Identify the correct sequence of the following.
- (A) Indian and Eastern Newspaper Society – Native Press Association – All-India Newspaper Editor's Conference – Indian Languages Newspaper Association
 - (B) Native Press Association – Indian and Eastern Newspaper Society – All-India Newspaper Editor's Conference – Indian Languages Newspaper Association
 - (C) Indian Languages Newspaper Association – All-India Newspaper Editor's Conference – Native Press Association – Indian and Eastern Newspaper Society
 - (D) All-India Newspaper Editor's Conference – Native Press Association – Indian and Eastern Newspaper Society – Indian Languages Newspaper Association
75. Identify the correct chronological sequence of the following.
- (A) The Free Press of India News Agency – United Press of India – Press Trust of India – Associated Press of India
 - (B) Press Trust of India – United Press of India – The Free Press of India News Agency – Associated Press of India
 - (C) Associated Press of India – The Free Press of India News Agency – United Press of India – Press Trust of India
 - (D) United Press of India – Press Trust of India – Associated Press of India – The Free Press of India News Agency
76. According to E. M. Rogers, the sequence of diffusion process elements is
- (A) Communication channels, Time, Social system, Innovation
 - (B) Innovation, Communication channels, Time, Social system
 - (C) Communication channels, Innovation, Social system, Time
 - (D) Time, Social system, Communication channels, Innovation
77. Identify the correct chronological order of the following newspapers.
- (A) National Herald – Indian Express – Deccan Herald – The Patriot
 - (B) The Patriot – National Herald – Indian Express – Deccan Herald
 - (C) Deccan Herald – National Herald – Indian Express – The Patriot
 - (D) Indian Express – National Herald – Deccan Herald – The Patriot



78. Identify the chronological order of the establishment of the following newspapers.

- (A) The Times of India, The Tribune, The Hindu, The Statesman
- (B) The Hindu, The Tribune, The Times of India, The Statesman
- (C) The Times of India, The Statesman, The Hindu, The Tribune
- (D) The Tribune, The Times of India, The Hindu, The Statesman

79. The correct sequence of communication -persuasion praxis is

- (A) Audience factors, source characteristics, message nature, media characteristics
- (B) Source characteristics, message nature, media characteristics, audience factors
- (C) Message nature, media characteristics, audience factors, source characteristics
- (D) Media characteristics, audience factors, source characteristics, message nature

80. Identify the correct chronological order of the following communication models.

- (A) Katz and Lazarsfeld model – Rogers and Shoemaker – Maxwell McCombs and Donald Shaw – Ball-Rokeach and DeFleur
- (B) Ball-Rokeach and DeFleur – Katz and Lazarsfeld model – Maxwell McCombs and Donald Shaw – Rogers and Shoemaker
- (C) Maxwell McCombs and Donald Shaw – Rogers and Shoemaker – Katz and Lazarsfeld model – Ball-Rokeach and DeFleur
- (D) Rogers and Shoemaker – Katz and Lazarsfeld model – Maxwell McCombs and Donald Shaw – Ball-Rokeach and DeFleur

81. Match List – I with List – II. List – I contains the concepts. List – II contains the names of authors who are primarily associated with the concepts.

List – I	List – II
a. Positivism	i. Harold Lasswell
b. Risk society	ii. Michel Foucault
c. Propaganda	iii. Auguste Comte
d. Panopticism	iv. Anthony Giddens

Codes :

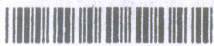
	a	b	c	d
(A)	i	ii	iii	iv
(B)	ii	i	iv	iii
(C)	iv	iii	ii	i
(D)	iii	iv	i	ii

82. Match List – I with List – II. List – I contains the titles of the books. List – II contains the names of the authors of the books.

List – I	List – II
a. The Fine Art of Propaganda	i. Theodor Adorno
b. The Culture Industry	ii. Wilbur Schramm
c. Personal Influence	iii. Alfred Lee and Elizabeth Lee
d. How Communication Works	iv. Elihu Katz and Paul Lazarsfeld

Codes :

	a	b	c	d
(A)	iii	i	iv	ii
(B)	i	ii	iii	iv
(C)	ii	iv	i	iii
(D)	iv	iii	ii	i



83. Match List – I with List – II. List – I contains the names of films. List – II contains the names of the directors.

List – I	List – II
a. Pad Man	i. Shoojit Sarkar
b. October	ii. Pawel Pawlikowski
c. The Last Emperor	iii. R. Balki
d. Ida	iv. Bernardo Bertolucci

Codes :

	a	b	c	d
(A)	ii	iv	iii	i
(B)	i	iii	ii	iv
(C)	iii	i	iv	ii
(D)	iv	ii	i	iii

84. Match List – I with List – II. List – I contains the names of the brands. List – II contains the names of the owners of these brands.

List – I	List – II
a. Lays	i. Conduent Inc.
b. Cadbury	ii. Pepsi Co.
c. Puma	iii. Mondelez International
d. Xerox	iv. Kering

Codes :

	a	b	c	d
(A)	i	ii	iii	iv
(B)	ii	iii	iv	i
(C)	iv	i	ii	iii
(D)	iii	iv	i	ii

85. Match List – I with List – II. List – I contains technical terms/concepts. List – II contains the names of the theories/models of which the terms/concepts are Part.

List – I	List – II
a. Mainstreaming	i. Mathematical Model
b. Priming	ii. Knowledge Gap Hypothesis
c. Selective Exposure	iii. Cultivation Theory
d. Noise	iv. Agenda Setting Theory

Codes :

	a	b	c	d
(A)	iv	iii	i	ii
(B)	ii	i	iv	iii
(C)	i	ii	iii	iv
(D)	iii	iv	ii	i

86. Match List – I with List – II.

List – I Author	List – II Book
a. Herbert Schiller	i. Gutenberg Galaxy
b. John Fiske	ii. Big Media, Little Media
c. Wilbur Schramm	iii. Culture Inc.
d. Marshal McLuhan	iv. Understanding Popular Culture

Codes :

	a	b	c	d
(A)	iii	iv	ii	i
(B)	iv	ii	i	iii
(C)	iii	ii	iv	i
(D)	ii	i	iv	iii

87. Match List – I with List – II.

List – I

Newspapers

- a. Golakonda Patrika
- b. Krishna Patrika
- c. Viveka Vardhani
- d. Andhra Patrika

List – II

Founders

- i. Kandukuri Veeresalingam Panthulu
- ii. Suravaram Pratapa Reddy
- iii. Desabhakta Konda Venkatappayya
- iv. Khasinadhuni Nageswara Rao Panthulu

Codes :

- | | a | b | c | d |
|-----|----|-----|-----|-----|
| (A) | ii | iv | iii | i |
| (B) | ii | i | iii | iv |
| (C) | ii | iv | i | iii |
| (D) | ii | iii | i | iv |

88. Match List – I with List – II.

List – I

- a. Fog Index

- b. Reading Ease
- c. Smog Grading
- d. PMOSE Readability

List – II

- i. Robert-Gunning
- ii. Rudolf Flijch
- iii. SJ McLaughlin
- iv. Mosental and Kirsch

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|----|
| (A) | ii | i | iii | iv |
| (B) | i | ii | iii | iv |
| (C) | iii | iv | ii | i |
| (D) | i | iii | ii | iv |

89. Match List – I with List – II. List – I contains the concepts and terms. List – II contains the names of the experts who are associated with those.

List – I

- a. Political Economy of Hollywood
- b. Public Sphere
- c. Cultural Studies
- d. Magic Multiplier

List – II

- i. Wilbur Schramm
- ii. Thomas Guback
- iii. Jurgen Hebermas
- iv. Stuart Hall

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|-----|
| (A) | iii | iv | i | ii |
| (B) | i | ii | iii | iv |
| (C) | iv | i | ii | iii |
| (D) | ii | iii | iv | i |

90. Match List – I with List – II.

List – I

Columns

- a. Thrikaalam
- b. Loguttu
- c. Bharatha Vaakyam
- d. Aalokana

List – II

Columnists

- i. Tankasala Ashok
- ii. Jhan Jhan Wala
- iii. K. Ramachandra Murthy
- iv. Kuldeep Nayar

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|----|
| (A) | iii | iv | ii | i |
| (B) | i | ii | iii | iv |
| (C) | ii | iii | iv | i |
| (D) | ii | i | iii | iv |

91. Match List – I with List – II.

List – I

Cinema

- a. Missamma
- b. Mother India
- c. Kaagaz Ke Phool

List – II

Actor

- i. Raj Kapoor
- ii. Guru Dutt
- iii. N. T. Rama Rao
- iv. Nargis

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|-----|
| (A) | iii | iv | ii | i |
| (B) | ii | i | iv | iii |
| (C) | i | ii | iii | iv |
| (D) | ii | iii | iv | i |



92. Match List – I with List – II. List – I contains the concepts/theories. List – II contains the names of the propounders of the concepts/ theories

List – I

- a. Male Gaze
- b. Network society
- c. Thatcherism
- d. Empathy

List – II

- i. Daniel Lerner
- ii. Stuart Hall
- iii. Manuel Castells
- iv. Laura Mulvey

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|-----|
| (A) | i | ii | iii | iv |
| (B) | ii | i | iv | iii |
| (C) | iii | iv | i | ii |
| (D) | iv | iii | ii | i |

93. Match List – I with List – II.

List – I

Journalist

- a. Vinod Mehta
- b. Kuldip Nayar
- c. Kushwant Singh
- d. M. J. Akbar

List – II

Column

- i. With malice towards one and all
- ii. Siege within
- iii. Between the lines
- iv. Delhi Diary

Codes :

- | | a | b | c | d |
|-----|----|-----|-----|----|
| (A) | i | ii | iii | iv |
| (B) | ii | iii | iv | i |
| (C) | iv | iii | i | ii |
| (D) | iv | i | iii | ii |

94. Match List – I with List – II.

List – I

Authors

- a. Antonio Gramsci
- b. Herald D. Lasswell
- c. Herbert Marcuse
- d. Elihu Katz

List – II

Books

- i. Propaganda Techniques in the World War
- ii. Broadcasting in the Third World
- iii. Prison Note Books
- iv. One-Dimensional Man

Codes :

- | | a | b | c | d |
|-----|-----|-----|-----|----|
| (A) | iv | ii | iii | i |
| (B) | iii | i | iv | ii |
| (C) | i | ii | iii | iv |
| (D) | ii | iii | iv | i |

95. Match List – I with List – II.

List – I

Film Movement

- a. Soviet Moutage
- b. Italian Neorealism
- c. German Expressionism
- d. French New Wave

List – II

Director

- i. Jean Lue Godard
- ii. Sergei Eisenstein
- iii. Robert Weine
- iv. Vittorio De Sica

Codes :

- | | a | b | c | d |
|-----|----|-----|-----|-----|
| (A) | i | ii | iii | iv |
| (B) | ii | iv | iii | i |
| (C) | ii | iii | iv | i |
| (D) | i | ii | iv | iii |



Read the passage and answer questions from 96 to 100.

Qualitative research is a heterogeneous area, as documented through a growing number of reference works. Nevertheless, it is possible to identify at least three distinctive features that are shared by most current work. First, it is the concept of meaning, its embedding in and orientation of social action, which serves as a common dominator for different schools of thought. Human agents experience both their ordinary lives and extraordinary events as meaningful. Cultural artefacts and other vehicles of meaning provide people with a sense of identity, a position from which to exercise agency, and a means of orienting oneself in social interaction. The textual contents of the technological media, but also their materiality, scheduling and social uses, are studied by qualitative research in order to explore empirically how the media generate meaning. It is the connection between meaning and action as performed inside media organization as well as by audiences – which, in part, distinguishes recent qualitative work from earlier aesthetic and historical studies of mediated culture.

A second assumption of qualitative research is that meaningful action should be studied, as far as possible, in their naturalistic contexts. In its strong form, this assumption calls for the classical variety of anthropological fieldwork, in which a researcher's lengthy immersion in a whole culture enables him or her to ultimately grasp in full 'the native's perspective' on reality. In a more modest form, qualitative studies involve a weighing of theoretical aims with practical constraints...

A third common feature of qualitative research concerns the role of the researcher, who is defined emphatically as an interpretative subject. In one sense, all research depends on the human subject as a primary instrument.

96. Why does the author conclude that qualitative research is a diverse field ?
(A) It is unlike quantitative research which is a homogeneous area
(B) The author concludes so after going through documented diverse research studies
(C) The qualitative research is different for different researcher
(D) The work is on different people
97. How does a human being make meaning of and develop an identity ?
(A) By interacting with different culture
(B) By getting meaning from elders
(C) By excavating the material from under the earth
(D) By using cultural material, experiencing the surrounding and other elements
98. What does a researcher study to find out how media make meaning ?
(A) The content, performance and action inside media, scheduling of media and audience
(B) By not studying anything that is historical in nature
(C) By studying time scheduling
(D) By connecting citizens
99. Why did the author emphasize on studying context as a special characteristics of qualitative research ?
(A) In order to build concrete strategy
(B) For imposing his/her researcher's perspective on others
(C) For meaningful research, the researcher should grasp the actions of the common people in the context
(D) Reality is different for different people
100. How does the author view the role of the qualitative researcher ?
(A) To collect data and store the same for posterity
(B) To convert qualitative data to quantitative data
(C) The researcher as the only human interpretative subject
(D) To operationalize research proposal



Space for Rough Work