

ENTRANCE EXAMINATION – 2019
M.A. Communication

Maximum Marks: 60

Duration: Two Hours

HALL TICKET NUMBER

PLEASE READ THESE INSTRUCTIONS BEFORE PROCEEDING:

- Please check if there are eight pages excluding this page.
- Enter your hall ticket number on the question paper and the OMR sheet without fail.
- Please read the instructions for each section carefully.
- Read the instructions on the OMR sheet carefully before proceeding.
- Answer all the questions in the OMR sheet only.
- Please return the filled in OMR sheet to the invigilator.
- You may keep the question paper with you,
- All questions carry equal negative marks. 0.33 marks will be subtracted for every wrong answer.

TOTAL NUMBER OF PAGES EXCLUDING THIS PAGE: 08 (EIGHT)

I. GENERAL & MEDIA AWARENESS: (1x30=30 MARKS)

Enter the correct answer in the OMR sheet

- 1. Who is the President of Sri Lanka?**
A) Ranil Wickremesinghe B) Maithripala Sirisena
C) Chandrika Kumaratunga D) Mahinda Rajapaksa
- 2. Which of these historic monuments was recently damaged in a fire?**
A) Eiffel Tower B) Notre Dame Cathedral C) Big Ben D) Burj Khalifa
- 3. Alphabet is the parent company of this tech giant:**
A) Facebook B) WhatsApp C) Amazon D) Google
- 4. National Film Archive of India is located in:**
A) Madras B) Hyderabad C) Kolkata D) Pune
- 5. Who was the first recipient of the Chameli Devi Jain Award for Outstanding Women Media Person?**
A) Homai Vyarawalla B) Neerja Chowdhury C) Prabha Dutt D) Sucheta Dalal
- 6. The book 'The Hit Girl' is the autobiography of**
A) Rekha B) Hema Malini C) Asha Parekh D) Kareena Kapoor
- 7. Which of the following educational institutions announced the establishment of the Amartya Sen Chair in Inequality Studies?**
A) University of Oxford B) London School of Economics
C) New York University D) University of Chicago
- 8. Which Indian personality has been chosen for Russia's highest civilian award "Order of St Andrew the Apostle"?**
A) Mary Kom B) Narendra Modi C) Amitabh Bachchan D) Azim Premji
- 9. Which of these is not a web streaming service?**
A) Eros Now B) Tata Sky C) Voot D) Sony Hotstar
- 10. The Ministry of Electronics and Information Technology asked Apple and Google to take down which video-sharing app from their app stores:**
A) Youtube B) Vimeo C) Dailymotion D) TikTok

- 11. Dutee Chand and Sudha Singh have represented India in which sport?**
A) Cricket B) Track and field C) Gymnastics D) Hockey
- 12. Name the CEO of a popular microblogging site who was summoned by the Indian Parliamentary Committee on Information Technology to depose before it.**
A) Jack Dorsey B) Alex Jones C) Sheryl Sandberg D) Sundar Pichai
- 13. Who among the following become the official partner for VIVO Indian Premier League (IPL) to boost the digital gaming?**
A) Dream11 B) Betfair C) 1XBET D) FanDuel
- 14. Telcom Regulatory Authority of India (TRAI) was set-up in the year:**
A) 1985 B) 1997 C) 2001 D) 2012
- 15. Indians can now visit this religious place in Pakistan without a visa:**
A) Kartarpur Sahib B) Sacha Sauda C) Sacha Khand D) Beri Sahib
- 16. The image of M87 was a result of a remarkable collaborative effort by ten laboratories around the world. M87 is a:**
A) Dwarf Star B) Comet C) Moon of Jupiter D) Black Hole
- 17. Reuter's reporters Wa Lone and Kyaw Soe Oo who won the 2019 Pulitzer Prize for international reporting were jailed in which country?**
A) Indonesia B) Bangladesh C) Myanmar D) Philippines
- 18. HDMI stands for:**
A) High Definition Media Interface B) High Density Multimedia Inverter
C) High Definition Multimedia Interface D) High Definition Musical Inverter
- 19. Congress President Rahul Gandhi contested from Wayanad (Kerala) and another constituency. The other constituency is:**
A) Rai Bareli B) Amethi C) Varanasi D) Kanpur
- 20. Which of the following countries elected a television comedian as its President recently?**
A) Ukraine B) Kyrgyzstan C) Estonia D) Azerbaijan
- 21. Who is the CEO of ICICI bank?**
A) Aditya Puri B) Sandeep Bakhshi C) Arjit Basu D) Sunil Mehta

- 22. Name the book written by the team of the fact-checking website 'Alt News'.**
A) India Misinformed: The Right Story B) India Misinformed: Fighting Fake News
C) India Misinformed: The True Story D) India Misinformed: Getting Authentic News
- 23. The apex national governing body for Cricket in India is:**
A) IPL B) ICL C) ICC D) BCCI
- 24. Who has been appointed as the first-ever woman Vice-Chancellor of Jamia Millia Islamia University (JMI)?**
A) Najma Akhtar B) Zahra Nigah C) Sarwat Zahra D) Shanaz Nabi
- 25. Which Indian hockey player has been named as member in Olympic Council of Asia (OCA) Standing Committee?**
A) Sardar Singh B) Manpreet Singh C) Dilip Tirkey D) Sandeep Singh
- 26. The Chief Minister of Madhya Pradesh is:**
A) Jyotiraditya Scindia B) Kamal Nath C) Sachin Pilot D) Shivraj Singh Chauhan
- 27. 'The Verdict', an analytical history of Indian elections, is co-authored by this psephologist and media personality:**
A) Ashok Lahiri B) Prannoy Roy C) Yogendra Yadav D) Shekhar Gupta
- 28. Which of the following won the Academy Award for Best Foreign Language Film, 2019?**
A) Cold War B) Capernaum C) Never Look Away D) Roma
- 29. What is the shape of the torch unveiled for the Tokyo Olympics 2020?**
A) Trumpet B) Cherry Blossom C) Fencing sword D) Lamp
- 30. What is the term used to refer to film and video content provided via a high speed Internet connection rather than a cable or satellite provider?**
A) Satellite internet channel B) High broadband C) Over the top D) Social media wire

II. LANGUAGE COMPETENCE

This section assesses your ability to work with the English language in terms of reading, analyzing and understanding and applying the rules of grammar and word usage.

Section I: GRAMMAR – (10 X1 = 10 marks)

Complete the following sentences by filling in the blank with the word/phrase that will construct a grammatically correct sentence:

31. Absence _____ the heart grow fonder.
A) Can B) Makes C) Develops D) Will
32. In an effort to mollify the candidate, the party has appointed her as _____ State unit vice-president.
A) Its B) It's C) Their D) They're
33. She said that you have _____ forgiven.
A) Be B) Is C) Been D) Were
34. _____ pollution control measures are expensive, many industries hesitate to adopt them.
A) Although B) However C) Because D) Despite
35. Shabana Azmi is an actor _____ gets written about a lot.
A) Whom B) Whose C) Who D) Which
36. The army's plan to be in charge has made the protesters _____ and distrustful.
A) Wary B) Weary C) Very D) Vary
37. Apple accused Qualcomm of _____ advantage of its dominant position in the market.
A) Holding B) Giving C) Taking D) Took
38. The students tend to come late to class in the first week, because they are not used to _____ early.
A) Get up B) Getting up C) Got up D) Getting
39. At times he gets very angry, and then no one can _____ him.
A) Prevent B) Humble C) Mollify D) Satisfy

40. When she parted _____ her parents, her eyes were full of tears.

- A) To B) Away C) Off D) With

Section 2: WORD USE AND ABUSE - (10X1= 10 MARKS)

In the following sentences, choose the correct word from the options provided.

41. Ramesh is not _____ for this kind of work.

- A) Cut in B) Showed in C) Cut out D) Made of

42. I attended _____ parties than I did last year.

- A) Little B) Less C) Many D) Fewer

43. I'm not sure _____ we will be able to attend the wedding.

- A) Wither B) Whether C) Weather D) Wheather

44. The clouds of suspicion will clear _____ soon.

- A) Up B) Away C) Off D) By

45. There is no greater agony than _____ an untold story inside you.

- A) Bearing B) Baring C) Blaring D) Beering

46. He was _____ to admit to being wrong.

- A) Loath B) Loathe C) Loat D) Lout

47. Raman was _____ by the English King.

- A) Nighted B) Nighed C) Knighted D) Knigretted

48. The king died _____

- A) Hareless B) Heirless C) Hairless D) Airless

49. After much fanfare, the eighth and final season of The Game of Thrones _____ on air last Sunday.

- A) Showed B) Broadcasted C) Went D) Came

50. In a good essay, you should _____ important opinion on the subject.

- A) Site B) Cite C) Sight D) Seat

Section 3: VERBAL ABILITY - (5 X 1= 5 marks)

In each of the following sets of words, identify the pair that does not express the same relationship as the other three.

51. (A) Book/Read (B) Film/Watch
(C) Song/Listen (D) Paper/Write
52. (A) Warning/Disaster (B) Preparation/Success
(C) Vaccine/Prevention (D) Feeding/Nourishment
53. (A) Daring/Timid (B) Beautiful/Pretty
(C) Clear/Vague (D) Native/Alien
54. (A) Flour/Bread (B) Fruit/Cocktail
(C) Word/Sentence (D) Book/Shelf
55. (A) Texture/Smooth (B) Taste/Sour
(C) Show/Interesting (D) Sound/Melodious

III: READING COMPREHENSION (5X1=5 MARKS)

Read the following text carefully and answer the questions that follow, selecting the most appropriate option from the list provided, enter the correct answer in the OMR Sheet.

Some communication theorists do not want to explain, predict, and control social behavior like the positivists. Instead, their goal is to understand how and why that behavior occurs in the social world. They postulate cultural theory that seeks to understand contemporary cultures by analyzing the structure and content of their communication. Cultural theory finds its origin in hermeneutic theory—the study of understanding, especially through the systematic interpretation of actions or texts. Hermeneutics originally began as the study or interpretation of the Bible and other sacred works. As it evolved over the last two centuries, it maintained its commitment to the examination of “objectifications of the mind” or “social creations”. Just as the Bible was the “objectification” of early Christian culture, and those who wanted to understand that culture would study that text, most modern applications of hermeneutics are likewise focused on understanding the culture of the users of a specific text.

There are different forms of cultural theory. For example, social hermeneutics has as its goal the understanding of how those in an observed social situation interpret their own place in that situation. Ethnographer Michael Moerman explained how social hermeneutic theory makes sense of alien or unknown cultures. Social hermeneutic theory tries to understand how events “in the alien world make sense to the aliens, how their way of life coheres and has meaning and value for the people who live it.” Another branch of cultural theory looks for hidden or deep meaning in people’s interpretation of different symbol systems—for example, in media texts. As you might have guessed from these descriptions, cultural theory is sometimes referred to as interpretive theory. It seeks to interpret the meaning of texts for the agents that produce them and the audiences that consume them.

The ontology of cultural theory says that there is no truly “real,” measurable social reality. Instead, “people construct an image of reality based on their own preferences and prejudices and their interactions with others, and this is as true of scientists as it is of everyone else in the social world.” As such, cultural theory’s epistemology, how knowledge is advanced, relies on the subjective interaction between the observer (the researcher or theorist) and his or her community. Put another way, knowledge is local; that is, it is specific to the interaction of the knower and the known.

Personal and professional values, according to Katherine Miller, are a “lens through which social phenomena are observed.” A researcher interested in understanding teens’ interpretations of social networking websites like Facebook, or one who is curious about meaning-making that occurs in the exchange of information among teen fans of an online simulation game, would rely on cultural theory.

56. Cultural theory, unlike the positivists:

- A) Focuses on predicting and controlling social behaviour.
- B) Attempts to understand the content of communication.
- C) Makes an objective study of cultural texts.
- D) Seeks to explain social behaviour in a scientific manner.

57. Hermeneutics is a field of study that:

- A) Examines sacred literature.
- B) Analyses the cultural mores of a given period.
- C) Seeks to interpret texts or actions.
- D) Involves the objectification of cultural norms.

58. Ethnography draws from social hermeneutics to:

- A) Understand the life of a community from the perspective of its members.
- B) Explain the meaning of various components of an alien lifestyle from an observer's point of view.
- C) Study similarities and differences among different ethnic groups.
- D) Undertake a study of the content of cultural texts.

59. By saying that there is no 'real' social reality, cultural theory suggests that:

- A) Reality is socially constructed.
- B) Reality is intersubjectively produced.
- C) All of the above.
- D) None of the above.

60. Katherine Miller is of the opinion that:

- A) Understanding social media sites is central to cultural theory.
- B) Interaction between teen fans of an online game determine the production of meaning.
- C) Observable phenomena must be socially interpreted.
- D) Our interpretation of the world is prejudiced by our personal views and our occupational positions.

University of Hyderabad


Entrance Examinations - 2019

School/Department/Centre : Department of Communication

Course/Subject : MA Communication

Q.No.	Answer	Q.No.	Answer	Q.No.	Answer	Q.No.	Answer
1	B	26	B	51	D	76	
2	B	27	B	52	A	77	
3	D	28	D	53	B	78	
4	D	29	B	54	D	79	
5	B	30	C	55	C	80	
6	C	31	B	56	B	81	
7	B	32	A	57	C	82	
8	B	33	C	58	A	83	
9	B	34	C	59	C	84	
10	D	35	C	60	D	85	
11	B	36	A	61		86	
12	A	37	C	62		87	
13	A	38	B	63		88	
14	B	39	C	64		89	
15	A	40	D	65		90	
16	D	41	C	66		91	
17	C	42	D	67		92	
18	C	43	B	68		93	
19	B	44	A	69		94	
20	A	45	A	70		95	
21	B	46	A	71		96	
22	C	47	C	72		97	
23	D	48	B	73		98	
24	A	49	C	74		99	
25	A	50	B	75		100	

Note/Remarks: REVISED 6-6-19


Signature
HEAD
Department of Communication
S.N. School of Arts and Communication
University of Hyderabad