

**SET 2016**  
**PAPER – III**

**MASS COMMUNICATION AND JOURNALISM**

Signature of the Invigilator

Question Booklet No. ....260090.....

1. OMR Sheet No. ....

**Subject Code**

**Roll No.**

**Time Allowed : 150 Minutes**

**Max. Marks : 150**

**No. of pages in this Booklet : 12**

**No. of Questions : 75**

**INSTRUCTIONS FOR CANDIDATES**

1. Write your Roll No. and the OMR Sheet No. in the spaces provided at the top of this page.
2. Fill in the necessary information in the spaces provided on the OMR response sheet.
3. This booklet consists of seventy five (75) compulsory questions each carrying 2 marks.
4. Examine the question booklet carefully and tally the number of pages/questions in the booklet with the information printed above. **Do not accept a damaged or open booklet.** Damaged or faulty booklet may be got replaced within the first 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time given.
5. Each Question has four alternative responses marked (A), (B), (C) and (D) in the OMR sheet. You have to completely darken the circle indicating the most appropriate response against each item as in the illustration.



6. All entries in the OMR response sheet are to be recorded in the original copy only.
7. Use only Blue/Black Ball point pen.
8. Rough Work is to be done on the blank pages provided at the end of this booklet.
9. If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except in the spaces allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
10. You have to return the Original OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. **You are, however, allowed to carry the test booklet and the duplicate copy of OMR Sheet** on conclusion of examination.
11. Use of any calculator, mobile phone or log table etc. is strictly prohibited.
12. **There is no negative marking.**

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**SEAL**

**PAPER-III**  
**MASS COMMUNICATION AND JOURNALISM**

1. Audience in case of ..... is anonymous.  
(A) Interpersonal communication  
(B) Group communication  
(C) Business communication  
(D) Mass communication
2. Which of the following is a cold medium ?  
(A) Radio  
(B) Cinema  
(C) Telephone  
(D) New Media
3. Non readability of printed matter due to inadequate ink is :  
(A) Semantic noise  
(B) Psychological noise  
(C) Physical noise  
(D) External noise
4. Homophily is :  
(A) Dialogue within a communicator  
(B) Imbalanced communication between communicator and receiver  
(C) Similarity between communicator and receiver  
(D) Over confidence in a person
5. All of the following are barriers to effective communication except :  
(A) Eliminate noise  
(B) Communication overloads  
(C) Improper timing  
(D) Distortion of information
6. The author of "Men, Message and Media: A look at Human Communication" is :  
(A) Charles Wright  
(B) Herbert Bruever  
(C) Wilbur Schramm  
(D) Noam Chomsky
7. "Indian State Broadcasting Service" was started in the year :  
(A) 1927  
(B) 1930  
(C) 1936  
(D) 1947
8. An edited sequence in which a juxtaposition of seemingly unrelated shots is designed to create a mood or basic theme is known as :  
(A) Shot Sequence  
(B) Rough Cuts  
(C) Montage  
(D) Run order
9. Which of the following was not part of Non-Aligned News Agencies Pool ?  
(A) IRNA  
(B) TASS  
(C) PTI  
(D) INA

10. A type of sampling used in qualitative research that involves selecting cases that disconfirm the researcher's expectations and generalizations is referred to as :
- Negative-case sampling
  - Extreme case sampling
  - Typical-case sampling
  - Critical-case sampling
11. Who was associated with the theory of Hegemony ?
- Antonio Gramsci
  - George Gerbner
  - Wilbur Schramm
  - Everett M Rogers
12. How a brand/product is ranked in a certain market is termed as :
- Product Spread
  - Product Positioning
  - Product Range
  - Product Pitch
13. The first Hindi daily published in 1854 was titled as :
- Samachar
  - Samachar Sudhavarshan
  - Gujarat Samachar
  - Dainik Bhaskar
14. Radio frequencies occupy the range from :
- 3 kHz to 300GHz
  - 30 kHz to 300GHz
  - 300 kHz to 300GHz
  - None of the above
15. Who coined the term "Pack Journalism" :
- Hohenberg
  - Herbert Gans
  - Philip Meyer
  - Timothy Crouse
16. Who is the editor of the hoot.org ?
- Kuldip Nayyar
  - Sevanti Ninan
  - T.N. Ninan
  - P. Sainath
17. Making news less intellectually challenging so that a larger audience can be gained is known as :
- Sensationalism
  - Magazinification
  - Dumbing down
  - Syndication
18. In which case the Supreme Court of India pronounced that freedom of the press is inherent in the freedom of speech ?
- Cross roads vs Union of India
  - Indian Express vs Union of India
  - Statesman vs Union of India
  - Romesh Thapar vs State of Madras
19. Stuart Hall was associated with :
- Framing Theory
  - Reception Theory
  - Information Theory
  - Inoculation Theory

**NEWS**

20. Which transitional device is used to maintain continuity?
- (A) Wipe  
(B) Dissolve  
(C) Fade  
(D) Cut
21. 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
22. Who is associated with Development Support Communication?
- (A) Daniel Lerner  
(B) Erskine Childers  
(C) Nora Quebral  
(D) M.N. Srinivasan
23. A sheet containing facts and detailed information on any issue is known as :
- (A) Summary  
(B) Write up  
(C) Backgrounder  
(D) Lead
24. An individual who believes that a breakdown of traditional values will be the inevitable result of the spread of the Internet is said to believe in :
- (A) Technological determinism  
(B) Manifest destiny  
(C) Technological despotism  
(D) Latent destiny
25. The most frequently occurring number in a set of values is called :
- (A) Mean  
(B) Median  
(C) Mode  
(D) Range
26. Which of the following is an example of alternative news agency?
- (A) AP  
(B) PTI  
(C) AFP  
(D) IPS
27. Which of the following sections of Indian Penal Code deals with obscenity?
- (A) 153 A  
(B) 292  
(C) 500  
(D) 501
28. The prominent display of commercial products in films, TV shows and video games is termed as :
- (A) Product Placement  
(B) Product Line  
(C) Product Promotions  
(D) Product Display

29. The campaign to legitimise community radio began after the verdict of Supreme Court's judgement "airwaves are public property", when was this pronounced?
- (A) 1995  
(B) 2000  
(C) 2005  
(D) 2010
30. Embedded journalism is related to :
- (A) Internet reporting  
(B) Reporting about digital media  
(C) War reporting  
(D) Convergent journalism
31. Don Snowden was associated with ..... activities.
- (A) Community Development  
(B) Online Journalism  
(C) Yellow Journalism  
(D) Public Relations
32. Copyright in a literary work subsists till ..... years from the death of the author.
- (A) 40  
(B) 50  
(C) 60  
(D) 90
33. A developing story implies :
- (A) News on development related issues  
(B) News on rural development  
(C) News on breakthroughs  
(D) News unfolding over a period of time
34. The satellite used by Doordarshan for national coverage in 1982 is :
- (A) ATS-6  
(B) Aryabhata  
(C) IRS 1C  
(D) INSAT 1A
35. People who do not share opinions expressed by the majority of the media become reluctant to voice their own views, an effect called :
- (A) Pluralist reticence  
(B) Cognitive dissonance  
(C) Spiral of silence  
(D) Mutual dependency
36. Which media is facilitating the participation and empowerment of women ?
- (A) Public Service Broadcasting  
(B) Privately owned commercial broadcasting  
(C) Community media  
(D) Corporate media
37. Al Jazeera launched its TV channel in ..... in 2015.
- (A) Indonesia  
(B) Balkans  
(C) America  
(D) Pakistan
38. Which of the following is correct about TASS ?
- (A) News agency in Russia  
(B) Newspaper in Russia  
(C) Radio Station in Bulgaria  
(D) TV channel in Uzbekistan

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39. Integrated marketing communications involves identifying the target audience and shaping a well-coordinated promotional program to elicit the desired audience response. Too often, however :
- Costs are too high and profits are too low
  - Personnel cannot cope with these responsibilities
  - Marketing communications focus on overcoming immediate awareness, image, or preference problems
  - Integrated communications do not work in the global environment because of regulations
40. The main objectives of IAMCR include :
- Provide a forum for academic researchers
  - Encourage research and systematic study
  - Strengthen communication field
  - All of the above
41. Whose research contributed to minimal effects approach ?
- Schramm and Osgood
  - Shannon and Weaver
  - Katz and Lazarsfeld
  - Wimmer and Domnick
42. What does it mean when you calculate a 95% confidence interval ?
- The process you used will capture the true parameter 95% of the time in the long run
  - You can be "95% confident" that your interval will include the population parameter
  - You can be "5% confident" that your interval will not include the population parameter
  - All of the above statements are true
43. As sample size goes up, what tends to happen to 95% confidence intervals ?
- They become more precise
  - They become more narrow
  - They become wider
  - Both (A) and (B)
44. What would happen (other things equal) to a confidence interval if you calculated a 99 percent confidence interval rather than a 95 percent confidence interval ?
- It will be narrower
  - It will not change
  - The sample size will increase
  - It will become wider
45. Catharsis :
- is one of the principles of contemporary mass communication theory
  - is the idea that watching mediated violence reduces people's innate aggressive drive
  - Has been supported by social learning theory
  - Is also known as vicarious reinforcement
46. In newspaper design, the 'golden ratio' of 1:1.6 is part of the principle of :
- Balance
  - Proportion
  - Contrast
  - Rhythm
47. Rouf is a folk theatre form of :
- Jammu and Kashmir
  - Himachal Pradesh
  - Uttar Pradesh
  - Uttarkhand

48. ICANN, is responsible for :
- (A) Promoting competition and developing policy on the Internet's unique identifiers  
 (B) Supporting Telecommunication internationally  
 (C) Promoting Google products  
 (D) Enhancing Intelsat's footprint
49. In a given typeface, a ..... refers to the connecting line between two thick strokes.
- (A) Serif  
 (B) Hairline  
 (C) Mid-line  
 (D) Link line
50. Who was the first Chairman of Press Council of India ?
- (A) Justice P.B. Sawant  
 (B) Justice A.N. Grover  
 (C) Justice J.R. Mudholkar  
 (D) Justice Markandey Katju
51. Which of the following has the lowest reach in India ?
- (A) Cinema  
 (B) Radio  
 (C) Television  
 (D) Internet
52. Which of the following was not a recommendation of MacBride Commission ?
- (A) Democratization of Communication  
 (B) Developing a Uniform global culture  
 (C) Protecting human rights  
 (D) Ensuring protection of journalists
53. **Assertion (A):** Outsourcing editorial tasks is a trend in today's newspapers  
**Reason (R):** Competition from online media is one of the reasons
- (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):** Science, technology and agricultural news gets meagre coverage in Indian newspapers  
**Reason (R):** Readers are no longer interested in science, technology and agricultural news
- (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):** ICTs have led to digital and knowledge divide in the society  
**Reason (R):** Society is fractured on geographical and ideological lines
- (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):** Contemporary Public Relations in businesses is becoming most strategic and tactical  
**Reason (R):** There is intense competition among business houses
- (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

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57. **Assertion (A):** Digital photography is more of a photographic bluff of images/persons.

**Reason (R):** Persons are keen on enhanced images

- (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

**Identify the correct sequence (Q. 58 to 63):**

58. Bibliographic entry for a book :
- (A) Author, title of the book, publisher, place of publication, page
  - (B) Publisher, author, title of the book, place of publication, page
  - (C) Title of the book, author, publisher, place of publication, page
  - (D) Author, publisher, title of the book, place of publication, page

59. Effects theories :
- (A) Agenda Setting, Cultivation, Powerful effects, Limited effects
  - (B) Powerful effects, Limited effects, Cultivation, Agenda Setting,
  - (C) Agenda Setting, Powerful effects, Cultivation, Limited effects
  - (D) Powerful effects, Agenda Setting, Cultivation, Limited Effects

60. Serials :
- (A) Kahani Ghar Ghar Ki, Humlog, Buniyad, Balika Vadhu
  - (B) Buniyad, Humlog, Kahani Ghar Ghar Ki, Balika Vadhu
  - (C) Humlog, Buniyad, Kahani Ghar Ghar Ki, Balika Vadhu
  - (D) Balika Vadhu, Humlog, Buniyad, Kahani Ghar Ghar Ki

61. Information and Broadcasting Ministers :
- (A) VC Shukla, LK Advani, Gadgil, IK Gujral, Jaipal Reddy, Manish Tewari
  - (B) IK Gujral, VC Shukla, LK Advani, Gadgil, Jaipal Reddy, Manish Tewari
  - (C) IK Gujral, LK Advani, VC Shukla, Gadgil, Jaipal Reddy, Manish Tewari
  - (D) Gadgil, VC Shukla, Jaipal Reddy, Manish Tewari, IK Gujral, LK Advani

62. Video production stages :
- (A) Recce, Screenplay, Storyboard, Shooting
  - (B) Screenplay, Recce, Storyboard, Shooting
  - (C) Storyboard, Recce, Screenplay, Shooting
  - (D) Recce, Storyboard, Screenplay, Shooting

63. Establishment of Doordarshan Kendras :
- (A) Bombay, Calcutta, Jalandhar, Srinagar
  - (B) Bombay, Srinagar, Calcutta, Jalandhar
  - (C) Bombay, Srinagar, Jalandhar, Calcutta
  - (D) Calcutta, Bombay, Jalandhar, Srinagar

**Match the following (Q. 64 to 68):**

64. Media / Business houses and radio stations :
- |                        |                 |
|------------------------|-----------------|
| (a) Reliance           | 1. Red FM       |
| (b) Bennet and Coleman | 2. Radio Mirchi |
| (c) Sun Net Work       | 3. Rainbow      |
| (d) All India Radio    | 4. Big FM       |

**Code :**

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     | (a) | (b) | (c) | (d) |
| (A) | 4   | 2   | 1   | 3   |
| (B) | 4   | 2   | 3   | 1   |
| (C) | 2   | 4   | 1   | 3   |
| (D) | 2   | 1   | 3   | 4   |



5. Statistical tests and purpose :

- |                |                                    |
|----------------|------------------------------------|
| (a) T-test     | 1. Prediction                      |
| (b) Chi Square | 2. Association                     |
| (c) Regression | 3. Means of two groups             |
| (d) ANOVA      | 4. Variation among, between groups |

**Code :**

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     | (a) | (b) | (c) | (d) |
| (A) | 4   | 3   | 2   | 1   |
| (B) | 2   | 1   | 4   | 3   |
| (C) | 2   | 3   | 1   | 4   |
| (D) | 2   | 3   | 4   | 1   |

6. Major research studies and research method :

- |                           |                     |
|---------------------------|---------------------|
| (a) SITE                  | 1. Anthropological  |
| (b) Jhabua                | 2. Experiment       |
| (c) The People's choice   | 3. Longitudinal     |
| (d) Manufacturing consent | 4. Content Analysis |

**Code :**

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     | (a) | (b) | (c) | (d) |
| (A) | 3   | 1   | 2   | 4   |
| (B) | 2   | 3   | 1   | 4   |
| (C) | 2   | 4   | 1   | 3   |
| (D) | 2   | 1   | 3   | 4   |

67. Advertisements and positions :

- |                |  |
|----------------|--|
| (a) Banner     | 1. Strips on top, right or bottom      |
| (b) Island     | 2. Display ad amidst classifieds/ news |
| (c) Ear Panels | 3. Ad across the web screen            |
| (d) Ribbon     | 4. Ads on either side of name plate    |

**Code :**

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     | (a) | (b) | (c) | (d) |
| (A) | 1   | 2   | 3   | 4   |
| (B) | 4   | 3   | 2   | 1   |
| (C) | 3   | 2   | 4   | 1   |
| (D) | 3   | 2   | 1   | 4   |

68. Magazine and Publishing house :

- |                   |                 |
|-------------------|-----------------|
| (a) India Today   | 1. Living Media |
| (b) Caravan       | 2. Magna        |
| (c) Society       | 3 Delhi Press   |
| (d) Down to earth | 4. CSE          |

**Code :**

- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     | (a) | (b) | (c) | (d) |
| (A) | 3   | 2   | 1   | 4   |
| (B) | 3   | 1   | 2   | 4   |
| (C) | 4   | 3   | 1   | 2   |
| (D) | 1   | 3   | 2   | 4   |

**Read the following passage and answer the questions 69-75 :**

It can be argued that much consumer dissatisfaction with marketing strategies arises from an inability to aim advertising at only the likely buyers of a given product. There are three groups of consumers who are affected by the marketing process. First, there is the market segment—people who need the commodity in question. Second, there is the program target—people in the market segment with the “best fit” characteristics for a specific product. Lots of people may need trousers, but only a few qualify as likely buyers of very expensive designer trousers. Finally, there is the program audience – All people who are actually exposed to the marketing program without regard to whether they need or want the product. These three groups are rarely identical. An exception occurs occasionally in cases where customers for a particular industrial product may be few and easily identifiable. Such customers, all sharing a particular need, are likely to form a meaningful target, for example, all companies with a particular application of the product in question,

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such as high-speed fillers of bottles at breweries. In such circumstances, direct selling (marketing that reaches only the program target) is likely to be economically justified, and highly specialized trade media exist to expose members of the program target—and only members of the program target—to the marketing program.

Most consumer-goods markets are significantly different. Typically, there are many rather than few potential customers. Each represents a relatively small percentage of potential sales. Rarely do members of a particular market segment group themselves neatly into a meaningful program target. There are substantial differences among consumers with similar demographic characteristics. Even with all the past decade's advances in information technology, direct selling of consumer goods is rare, and mass marketing—a marketing approach that aims at a wide audience—remains the only economically feasible mode. Unfortunately, there are few media that allow the marketer to direct a marketing program exclusively to the program target. Inevitably, people get exposed to a great deal of marketing for products in which they have no interest and so they become annoyed.

69. The passage suggests which of the following about highly specialized trade media ?
- (A) They should be used only when direct selling is not economically feasible
  - (B) They can be used to exclude from the program audience people who are not part of the program target
  - (C) They are used only for very expensive products
  - (D) They are rarely used in the implementation of marketing programs for industrial products

70. The passage suggests which of the following about direct selling ?

- (A) It is used in the marketing of most industrial products
- (B) It is often used in cases where there is a large program target
- (C) It is not economically feasible for most marketing programs
- (D) It is used only for products for which there are many potential customers

71. The author mentions "trousers" most likely in order to

- (A) make a comparison between the program target and the program audience
- (B) emphasize the similarities between the market segment and the program target
- (C) provide an example of the way three groups of consumers are affected by a marketing program
- (D) clarify the distinction between the market segment and the program target

72. Which of the following best exemplifies the situation described in the last two sentences of the passage ?

- (A) A product suitable for women age 21-30 is marketed at meetings attended only by potential customers
- (B) A company develops a new product and must develop an advertising campaign to create a market for it
- (C) An idea for a specialized product remains unexplored because media exposure of the product to its few potential customers would be too expensive
- (D) A product suitable for men age 60 and over is advertised in a magazine read by adults of all ages