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(Ph.D/URS-EE-2015)

Sr. No. 10021

Subject : JOURNALISM

Code

A

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. _____ (in figure) _____ (in words)

Name : _____ Father's Name : _____

Mother's Name _____ Date of Examination _____

(Signature of the candidate)

(Signature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/ INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

1. All questions are compulsory and carry equal marks. The candidates are required to attempt all questions.
2. The candidates must return the Question book-let as well as OMR answer-sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair means / misbehaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such candidate will not be evaluated.
3. In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the notice of the Controller of Examinations in writing within two hours after the test is over. No such complaint(s) will be entertained thereafter.
4. The candidate **MUST NOT** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question book-let itself. Answers **MUST NOT** be ticked in the Question book-let.
5. Use only Black or Blue **BALL POINT PEN** of good quality in the OMR Answer-Sheet.
6. There will be **NEGATIVE** marking. Each correct answer will be awarded one full mark and each incorrect answer will be negatively marked for which the candidate will get ¼ discredit. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
7. BEFORE ANSWERING THE QUESTIONS, THE CANDIDATES SHOULD ENSURE THAT THEY HAVE BEEN SUPPLIED CORRECT AND COMPLETE BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC. WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.



Code-A

Question No.	Questions
1.	When the News Agency AFP was founded (1) 1942 (2) 1944 (3) 1947 (4) 1950
2.	The Information to be collected in survey method are related to (1) Present position (2) Aims of the research (3) The attainment of aim of Research (4) All the above
3.	A research problem is feasible only when (1) It is researchable (2) It has some utility (3) It is new (4) All the above
4.	Who believes that communication doesn't start from day one but actually begins when the speaker receives signals from his external surroundings (1) Berlo's Model (2) Westley and MacLean's Model (3) Helical (4) None
5.	To a positive researcher, reality is (1) Critical (2) Objective (3) Imperative (4) Conventional
6.	The concept of Flak was constructed by (1) Johan Fiske (2) E. Durkheim (3) Noam Chomsky (4) Leon Festinger

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Code-A

Question No.	Questions
7.	When the Govt. of India setup Songs and Drama Division (1) 1950 (2) 1952 (3) 1954 (4) 1957
8.	'Sandesh' Newspaper is associated with (1) Hindi (2) Marathi (3) Gujarati (4) Bangla
9.	'Eenadu' newspaper is from which state (1) Kerala (2) Tamil Nadu (3) Andhra Pradesh (4) Karnataka
10.	In which year India's first soap opera 'Hum Log' was introduced (1) 1982 (2) 1984 (3) 1986 (4) 1988
11.	The Live Coverage of Gulf war by CNN was broadcast in (1) 1991 (2) 1994 (3) 1995 (4) None of them
12.	When STAR TV arrived in India (1) January 1990 (2) April 1991 (3) June 1992 (4) May 1994

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Code-A

Question No.	Questions
13.	Who was the publisher of Indian Gazette (1) J.A. Hicky (2) Elijah Impey (3) Messink and Reed (4) None of them
14.	Who started Calcutta Journal (1) James silk Buckingham (2) Edward John (3) James August Hicky (4) None of them
15.	Best Hindi film award in the 62nd National Film Awards has been given to which film (1) Queen (2) Haider (3) Kik (4) Filmistan
16.	Alyque Padamsee was associated with (1) PR (2) Advertisement (3) TV (4) Films
17.	Name the Indian Veteran actor who has been appointed a UN ambassador for the UN women 'He for she' campaign for gender equality (1) Amitabh Bachchan (2) Anupam Kher (3) Rishi Kapoor (4) Rekha
18.	Name the Journalist who has been awarded 'Prem Bhatia Memorial Award 2014' for Excellence in political reporting and analysis (1) Rajdeep Sardesai (2) Suhasini Haidar (3) Raj Chengappa (4) Raveesh Kumar

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Code-A

Question No.	Questions
19.	Who is writer of the book "To the Brink and Back : India's 1991 Reforms Story" (1) Sanjay Suri (2) Jai Ram Ramesh (3) Praveen Jha (4) Sushant Sareen
20.	Name the 'totally digital state' of India (1) Kerala (2) Delhi (3) Maharashtra (4) None of them
21.	You Tube service of streaming videos online is provided by (1) Google (2) Microsoft (3) IBM (4) Apple
22.	Which is the latest type of printer interface (1) USB (2) Serial (3) DVI (4) Parallel
23.	One of the features of a free market economy is (1) Consumer Sovereignty (2) Rationing and price control (3) Active state intervention (4) Public ownership
24.	Which of the following collection techniques were used as the primary research methods for this study (1) Qualitative (2) Quantitative (3) Both (1) and (2) (4) None of them

PHD/URS-EE-2015 (Journalism) Code-A

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Code-A

Question No.	Questions
25.	In order to organize, classify and analyze the gathered information, used (1) Graph (2) Statistics (3) Both (1) and (2) (4) None of them
26.	Research is done for (1) Knowledge of Research Process (2) Solving a business problem (3) Interest in research (4) Experience
27.	The economy that is increasingly based on knowledge and information is called as (1) Knowledge economy (2) Information economy (3) The third wave economy (4) The electronic economy
28.	Research done after the event is known as (1) Ex Post Facto (2) Pre Test, Post Test (3) Solomon Four group design (4) Focus group
29.	Journalism that depends upon computer assisted analysis of existing information is known as (1) Analytical Journalism (2) Info Journalism (3) Database Journalism (4) Technical Journalism

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Code-A

Question No.	Questions
30.	One of the essential characteristics of research is (1) Sensitivity (2) Generalizability (3) Usability (4) Replicability
31.	'Navajivan' was founded by (1) Kriplani (2) Gandhiji (3) Tylak (4) None of them
32.	Who is the Editor of 'The Tribune' (1) Hari Jai Singh (2) Harish Khare (3) V.N. Rai (4) None of them
33.	News program 'Prime Time' is associated with which news channel (1) Aaj Tak (2) NDTV India (3) Zee Media (4) None of them
34.	Journalist Dibang is associated with (1) TV News channel (2) Newspaper (3) Radio News (4) None of them
35.	Ketan Mehta is (1) Journalist (2) Film maker (3) Painter (4) None of them
36.	Who is editor of Hindi Magazine 'Aha Jindgi' (1) Aalok Shrivastav (2) Taswant Vyas (3) Ved Pratap Vaidik (4) None of them

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Question No.	Questions
37.	The institution of Press Council emerged for the first time in which country (1) U.K. (2) Sweden (3) USA (4) France
38.	Who is the writer of 'The Journalist Hand book' (1) M.V. Kamath (2) TJS George (3) Kewal J. Kumar (4) None of them
39.	Name the newspaper which had launched its facsimile edition in India first time (1) The Times of India (2) The Hindu (3) Indian Express (4) Malyala Manorama
40.	Who was the first editor of Hindustan Times (1) Moti Lal Nehru (2) K.C. Roy (3) K.M. Panikkar (4) M.R. Jayakar
41.	When the Indian Express was established (1) 1930 (2) 1932 (3) 1935 (4) 1937
42.	Which of the following is said to be largest section of print media in the globe (1) Canadian press (2) Indian press (3) British press (4) None of them

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Code-A

Question No.	Questions
43.	The flow of Information is important for the development of communities and the facilitates this. (1) Media (2) Technology (3) Globalization (4) None of them
44.	Who was the founder of cultivation theory (1) Donald Shaw (2) George Gerbner and Larry Gross (3) Max and McCombs (4) None of them
45.	Who started Urdu weekly "Al Hilal" (1) Fardoozi Mazban (2) Abdul Kalam Azad (3) Ram Prasad Bismil (4) None of them
46.	Which Marathi fortnightly was launched by Dr. Bhim Rao Ambedkar (1) Kalki (2) Mooknayak (3) Patit (4) None of them
47.	Name the first Hindi Newspaper (1) Udit Martand (2) Samachar Sudha (3) Pratap (4) Karmaveer
48.	Babu Rajendra Prasad, the first President of India had started which news weekly in 1920 (1) Prabha (2) Desh (3) Tej (4) None of them

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Question No.	Questions
49.	Who remarked "when the press was asked to bend, it crawled" (1) Jaiprakash Narayan (2) L.K. Advani (3) Ajit Bhattacharya (4) Khushwant Singh
50.	Who is writer of the book 'India's Newspaper Revolution' (1) Sevani Ninan (2) Robin Jeffrey (3) N.Ram (4) N.J. Janporia
51.	When the Press Institute of India (PII) was founded (1) 1960 (2) 1963 (3) 1965 (4) 1966
52.	The decision of the Union Govt. to fix a minimum price for a newspaper was challenged by (1) Sakal (2) Hitavada (3) Deccan Herald (4) The Tribune
53.	Ritwik Ghatak was associated with (1) Cinema (2) Radio (3) TV (4) Journalism
54.	Copyright does not subsist in (1) Reproductions (2) Music (3) Original work (4) Sound recordings

PHD/URS-EE-2015 (Journalism) Code-A
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Code-A

Question No.	Questions
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56.	When the Radio Broadcasting was commenced in India (1) 1922 (2) 1925 (3) 1927 (4) 1930
57.	Gandhiji made what was possibly his only broadcast over AIR on (1) Nov. 12, 1947 (2) Oct. 15, 1947 (3) Dec. 21, 1947 (4) None of them
58.	When the Press and Registration of Books Act was started (1) 1862 (2) 1864 (3) 1865 (4) 1867
59.	Which of the following paper was the first from Calcutta in 1780 (1) Vratant (2) Hicky Gazette (3) Bengal Gazette (4) None of them
60.	The Press Council of India is headed by (1) Chairman (2) President (3) Vice-President (4) None of them

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Code-A

Question No.	Questions
61.	Till the 1990's was the only channel available to a vast majority of Indians (1) Zee News (2) Doordarshan (3) Akashvani (4) BBC
62.	What is coverline (1) Type of a headline (2) Captions on a magazine (3) Name of newspaper (4) None of them
63.	ABC is related to (1) News channel (2) Newspaper (3) Social Media (4) Radio Broadcasting
64.	Deck is (1) Part of printing machine (2) Part of the headline (3) Part of spoken words (4) None of them
65.	A method of credibility in qualitative research is (1) Test-retest (2) Split run (3) Split half (4) Audit trail
66.	If a newspaper is of 600 × 380 mm, it is known as of (1) Tabloid size (2) Standard size (3) Broadsheet size (4) Non standard size

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Question No.	Questions
67.	Harmful or negative consequences of the functions of mass media are called (1) repercussions (2) ramifications (3) dysfunctions (4) displacement
68.	Name the first talkie movie of India (1) Raja Harish Chandra (2) Alam Aara (3) Mahisasur (4) None of them
69.	Who is Edward Snowden (1) A TV Journalist (2) A U.S. whistle blower (3) Investigative Print Media Reporter (4) None of them
70.	The Guardian is published from (1) U.S. (2) U.K. (3) India (4) None of them
71.	Folk Dance 'Ghumar' is associated with which state (1) U.P. (2) Rajasthan (3) M.P. (4) A.P.

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Question No.	Questions
72.	Who is the writer of the book "The Google Story" (1) David Moor (2) A. Mathew (3) Philip Johan (4) David A. Vise
73.	Filler is (1) a short news item (2) advertisement (3) a type of headline (4) both (1) and (2)
74.	When the BBC initiated the first regular television service in the world (1) 1936 (2) 1938 (3) 1942 (4) 1945
75.	'Krishi Darshan' for rural viewers was inaugurated on (1) August 15, 1964 (2) January 26, 1967 (3) December 25, 1965 (4) None of them
76.	Country wide class-room project was started by (1) HRD Ministry (2) UGC (3) Educational Broadcast Corporation (EBC) (4) None of them
77.	When UNESCO established the "International Commission for the study of Communication Problems" (1) 1977 (2) 1978 (3) 1980 (4) 1982

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Code-A

Question No.	Questions
78.	Who summarize the literature from 1998 that report the use of mass media to change health behaviors such as tobacco use (1) Wakefield (2) Liken (3) Hornik (4) All of above
79.	The relationship between the auditory and visual component in cinema is (1) Active (2) Dynamic (3) Both (1) and (2) (4) Passive
80.	Which of the following can be called as sunshine laws (1) RTI (2) Freedom of information legislation (3) Freedom of Speech (4) None of them
81.	In terms of Public awareness, news has the status of (1) Dominant discourse (2) Conflict Value (3) Unintended exchange (4) Limited Judgement
82.	When colours in an advertisement are not harmonious, it is identified as (1) Non-structured (2) Parallel Colouring (3) Marginal Colouring (4) Out of register

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Code-A

Question No.	Questions
83.	When studies are used to measure a company's position, it is called (1) Communication Audit (2) Corporate Audit (3) Public Relation Audit (4) Social Audit
84.	Which of the following is the type of observation method (1) Structured observation (2) Controlled observation (3) Participant observation (4) All of them
85.	The problem to be studied by researcher must be (1) Explicit (2) Implicit (3) Productive (4) None
86.	Digital cinema initiatives (DCI) was formed in (1) 2002 (2) 2003 (3) 2004 (4) 2005
87.	International News Agencies are criticized on the following grounds (1) Religious (2) Geography (3) Age (4) Gender

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Code-A

Question No.	Questions
88.	Which of the following is sufficient to address communication problems (1) media buying (2) media training (3) development communication (4) propaganda
89.	Rogar's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages which one is the first stage (1) Knowledge (2) Persuasion (3) Decision (4) Implementation
90.	Which of the following is a type of an impediment to mass communication (1) channel noise (2) obstinate noise (3) symbiotic noise (4) all of these
91.	Which of the following is a gatekeeper's major role (1) controlling the flow of message to the audience (2) developing new methods of cross-media transmission of information (3) encouraging all participants in the communication process to more freely disseminate their message (4) making it easier for participants to enter the field of communication

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Question No.	Questions
92.	In which step of the Shannon-Weaver communication model are thoughts transformed into message (1) stimulation (2) encoding (3) transmission (4) internalization
93.	The ability to understand and interpret mass communication messages is (1) interpersonal multiple intelligence (2) media literacy (3) multi-tasking (4) digital integration
94.	All of the following are sources of funding for mass media except (1) advertising revenue (2) perpetual deficits (3) audience donations (4) government subsidies
95.	Large organizations that own several smaller businesses are called (1) channels (2) multinational (3) conglomerates (4) all of them

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Question No.	Questions
96.	A common way for media organizations to achieve their profit goals through (1) serving very small audiences (2) cutting costs and expenses (3) fiercely competitive pricing (4) all of these
97.	What is the name of the promotional tool aimed at building good relations with a company and its publics (1) Publicity (2) Advertising (3) PR (4) Promotion
98.	Which type of Advertising objective is the most important for mature products (1) Comparison advertising (2) Informative advertising (3) Reminder advertising (4) Persuasive advertising
99.	Which is not a factor that makes a message source credible (1) expertise (2) likeability (3) trustworthiness (4) All of these

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Code-A

Question No.	Questions
100.	The technological development that most profoundly altered the printed mass media was (1) Gutenberg's development of moveable metal type (2) Ford's development of assembly line of production (3) Marconi's development of Radio broadcasting (4) Crick and Watson's development of satellite

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Sr. No. 10022

Subject : JOURNALISM

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B

Time : 1½ Hours

Max. Marks : 100

Total Questions : 100

Roll No. _____ (in figure) _____ (in words)

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(Signature of the candidate)

(Signature of the Invigilator)

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Question No.	Questions
1.	<p>Which of the following is a gatekeeper's major role</p> <ul style="list-style-type: none">(1) controlling the flow of message to the audience(2) developing new methods of cross-media transmission of information(3) encouraging all participants in the communication process to more freely disseminate their message(4) making it easier for participants to enter the field of communication
2.	<p>In which step of the Shannon-Weaver communication model are thoughts transformed into message</p> <ul style="list-style-type: none">(1) stimulation(2) encoding(3) transmission(4) internalization
3.	<p>The ability to understand and interpret mass communication messages is</p> <ul style="list-style-type: none">(1) interpersonal multiple intelligence(2) media literacy(3) multi-tasking(4) digital integration
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Code-B

Question No.	Questions
5.	Large organizations that own several smaller businesses are called (1) channels (2) multinational (3) conglomerates (4) all of them
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Code-B

Question No.	Questions
9.	Which is not a factor that makes a message source credible (1) expertise (2) likeability (3) trustworthiness (4) All of these
10.	Which technological development that most profoundly altered the printed mass media was (1) Gutenberg's development of moveable metal type (2) Ford's development of assembly line of production (3) Marconi's development of Radio broadcasting (4) Crick and Watson's development of satellite
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PHD/URS-EE-2015 (Journalism) Code-B
(3)

Code-B

Question No.	Questions
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PHD/URS-EE-2015 (Journalism) Code-B
(4)

Code-B

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PHD/URS-EE-2015 (Journalism) Code-B
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PHD/URS-EE-2015 (Journalism) Code-B

(6)

Code-B

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PHD/URS-EE-2015 (Journalism) Code-B

(7)

Code-B

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PHD/URS-EE-2015 (Journalism) Code-B
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Code-B

Question No.	Questions
48.	'Sandesh' Newspaper is associated with (1) Hindi (2) Marathi (3) Gujarati (4) Bangla
49.	'Eenadu' newspaper is from which state (1) Kerala (2) Tamil Nadu (3) Andhra Pradesh (4) Karnataka
50.	In which year India's first soap opera 'Hum Log' was introduced (1) 1982 (2) 1984 (3) 1986 (4) 1988
51.	In terms of Public awareness, news has the status of (1) Dominant discourse (2) Conflict Value (3) Unintended exchange (4) Limited Judgement
52.	When colours in an advertisement are not harmonious it is identified as (1) Non-structured (2) Parallel Colouring (3) Marginal Colouring (4) Out of register

PHD/URS-EE-2015 (Journalism) Code-B
(10)

Code-B

Question No.	Questions
53.	When studies are used to measure a company's position, it is called (1) Communication Audit (2) Corporate Audit (3) Public Relation Audit (4) Social Audit
54.	Which of the following is the type of observation method (1) Structured observation (2) Controlled observation (3) Participant observation (4) All of them
55.	The problem to be studied by researcher must be (1) Explicit (2) Implicit (3) Productive (4) None
56.	Digital cinema initiatives (DCI) was formed in (1) 2002 (2) 2003 (3) 2004 (4) 2005
57.	International News Agencies are criticized on the following grounds (1) Religious (2) Geography (3) Age (4) Gender

PHD/URS-EE-2015 (Journalism) Code-B
(11)

Code-B

Question No.	Questions
58.	Which of the following is sufficient to address communication problems (1) media buying (2) media training (3) development communication (4) propaganda
59.	Rogers's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages which one is the first stage (1) Knowledge (2) Persuasion (3) Decision (4) Implementation
60.	Which of the following is a type of an impediment to mass communication (1) channel noise (2) obstinate noise (3) symbiotic noise (4) all of these
61.	When the Indian Express was established (1) 1930 (2) 1932 (3) 1935 (4) 1937
62.	Which of the following is said to be largest section of print media in the globe (1) Canadian press (2) Indian press (3) British press (4) None of them

PHD/URS-EE-2015 (Journalism) Code-B
(12)

Code-B

Question No.	Questions
63.	The flow of Information is important for the development of communities and the facilitates this (1) Media (2) Technology (3) Globalization (4) None of them
64.	Who was the founder of cultivation theory (1) Donald Shaw (2) George Gerbner and Larry Gross (3) Mass and McCombs (4) None of them
65.	Who started Urdu weekly "Al Hilal" (1) Fardoozi Mazban (2) Abdul Kalam Azad (3) Ram Prasad Bismil (4) None of them
66.	Which Marathi fortnightly was launched by Dr. Bhim Rao Ambedkar (1) Kalki (2) Mooknayak (3) Patit (4) None of them
67.	Name the first Hindi Newspaper (1) Udit Martand (2) Samachar Sudha (3) Pratap (4) Karmveer
68.	Babu Rajendra Prasad, the first President of India had started which news weekly in 1920 (1) Prabha (2) Desh (3) Tej (4) None of them

PHD/URS-EE-2015 (Journalism) Code-B
(13)

Code-B

Question No.	Questions
69.	Who remarked "when the press was asked to bend, it crawled" (1) Jaiprakash Narayan (2) L.K. Advani (3) Ajit Bhattacharjea (4) Khushwant Singh
70.	Who is writer of the book 'India's Newspaper Revolution' (1) Sevani Ninan (2) Robin Jeffrey (3) N.Ram (4) N.J. Janporia
71.	'Navajivan' was founded by (1) Kriplani (2) Gandhiji (3) Tilak (4) None of them
72.	Who is the Editor of 'The Tribune' (1) Hari Jai Singh (2) Harish Khare (3) V.N. Rai (4) None of them
73.	News program 'Prime Time' is associated with which news channel (1) Aaj Tak (2) NDTV India (3) Zee Media (4) None of them
74.	Journalist Dibang is associated with (1) TV News channel (2) Newspaper (3) Radio News (4) None of them
75.	Ketan Mehta is (1) Journalist (2) Film maker (3) Painter (4) None of them

PHD/URS-EE-2015 (Journalism) Code-B
(14)

Code-B

Question No.	Questions
76.	Who is editor of Hindi Magazine 'Aba Jindgi' (1) Aalok Shrivastav (2) Yaswant.Vyas (3) Ved Pratap Vaidik (4) None of them
77.	The institution of Press Council emerged for the first time in which country (1) U.K. (2) Sweden (3) USA (4) France
78.	Who is the writer of 'The Journalist Hand book' (1) M.V. Kamath (2) TJS George (3) Kewal J. Kumar (4) None of them
79.	Name the newspaper which had launched its facsimile edition in India first time (1) The Times of India (2) The Hindu (3) Indian Express (4) Malyala Manorama
80.	Who was the first editor of Hindustan Times (1) Moti Lal Nehru (2) K.C. Roy (3) K.M. Panikkar (4) M.R. Jayakar
81.	Till the 1990's was the only channel available to a vast majority of Indians (1) Zee News (2) Doordarshan (3) Akashvani (4) BBC

PHD/URS-EE-2015 (Journalism) Code-B
(15)

Code-B

Question No.	Questions
82.	What is coverline (1) Type of a headline (2) Captions on a magazine (3) Name of newspaper (4) None of them
83.	ABC is related to (1) News channel (2) Newspaper (3) Social Media (4) Radio Broadcasting
84.	Deck is (1) Part of printing machine (2) Part of the headline (3) Part of spoken words (4) None of them
85.	A method of credibility in qualitative research is (1) Test-retest (2) Split run (3) Split half (4) Audit trail
86.	If a newspaper is of 600 × 380 mm, it is known as of (1) Tabloid size (2) Standard size (3) Broadsheet size (4) Non standard size
87.	Harmful or negative consequences of the functions of mass media are called (1) repercussions (2) ramifications (3) dysfunctions (4) displacement

PHD/URS-EE-2015 (Journalism) Code-B
(16)

Code-B

Question No.	Questions
88.	Name the first talkie movie of India (1) Raja Harishchandra (2) Alam Aara (3) Mahasamudra (4) None of them
89.	Who is Edward Snowden (1) A TV Journalist (2) A CIA whistle blower (3) Investigative Print Media Reporter (4) None of them
90.	The Guardian is published from (1) U.S. (2) U.K. (3) India (4) None of them
91.	The Live Coverage of Gulf war by CNN was broadcast in (1) 1991 (2) 1994 (3) 1995 (4) None of them
92.	When STAR TV arrived in India (1) January 1990 (2) April 1991 (3) June 1992 (4) May 1994
93.	Who was the publisher of Indian Gazette (1) J.A. Hicky (2) Elijah Impey (3) Messink and Reed (4) None of them

PHD/URS-EE-2015 (Journalism) Code-B
(17)

Code-B

Question No.	Questions
94.	Who started Calcutta Journal (1) James silk Buckingham (2) Edward John (3) James August Hicky (4) None of them
95.	Best Hindi film award in the 62nd National Film Awards has been given to which film (1) Queen (2) Haider (3) Kik (4) Filmistan
96.	Alyque Padamsee was associated with (1) PR (2) Advertisement (3) TV (4) Films
97.	Name the Indian Veteran actor who has been appointed a UN ambassador for the UN women 'He for she' campaign for gender equality (1) Amitabh Bachchan (2) Anupam Kher (3) Rishi Kapoor (4) Rekha
98.	Name the Journalist who has been awarded 'Prem Bhatia Memorial Award 2014' for Excellence in political reporting and analysis (1) Rajdeep Sardesai (2) Suhasini Haidar (3) Raj Chengappa (4) Raveesh Kumar

PHD/URS-EE-2015 (Journalism) Code-B
(18)

Code-B

Question No.	Questions
99.	Who is writer of the book "To the Brink and Back : India's 1991 Reforms Story" (1) Sanjay Suri (2) Jai Ram Ramesh (3) Praveen Jha (4) Sushant Sareen
100.	Name the 'totally digital state' of India (1) Kerala (2) Delhi (3) Maharashtra (4) None of them

PHD/URS-EE-2015 (Journalism) Code-B
(19)

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(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU ARE ASKED TO DO SO)

(Ph.D/URS-EE-2015)

Sr. No. 10019

Subject : JOURNALISM

Code

C

Time : 1½ Hours

Max. Marks : 100

Total Questions : 100

Roll No. _____ (in figure) _____ (in words)

Name : _____ Father's Name : _____

Mother's Name _____ Date of Examination _____

(Signature of the candidate)

(Signature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

1. All questions are compulsory and carry equal marks. The candidates are required to attempt all questions.
2. The candidates must return the Question book-let as well as OMR answer-sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair means / misbehaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such candidate will not be evaluated.
3. In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the notice of the Controller of Examinations in writing within two hours after the test is over. No such complaint(s) will be entertained thereafter.
4. The candidates **MUST NOT** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question book-let itself. Answer **MUST NOT** be ticked in the Question book-let.
5. Use only Black or Blue **BALL POINT PEN** of good quality in the OMR Answer Sheet.
6. There will be **NEGATIVE** marking. Each correct answer will be awarded full mark and each incorrect answer will be negatively marked for which the candidate will get ¼ discredit. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
7. BEFORE ANSWERING THE QUESTIONS, THE CANDIDATES SHOULD ENSURE THAT THEY HAVE BEEN SUPPLIED CORRECT AND COMPLETE BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC. WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.

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Code-C

Question No.	Questions
1.	Folk Dance 'Ghumar' is associated with which state (1) U.P. (2) Rajasthan (3) MP (4) A.P.
2.	Who is the writer of the book "The Google Story" (1) David Moor (2) A. Mathew (3) Philip Johan (4) David A. Wise
3.	Filler is (1) a short news item (2) advertisement (3) a type of headline (4) both (1) and (2)
4.	When the BBC initiated the first regular television service in the world (1) 1936 (2) 1938 (3) 1942 (4) 1945
5.	'Krishi Darshan' for rural viewers was inaugurated on (1) August 15, 1964 (2) January 26, 1967 (3) December 25, 1965 (4) None of them
6.	Country wide class-room project was started by (1) HRD Ministry (2) UGC (3) Educational Broadcast Corporation (EBC) (4) None of them

PHD/URS-EE-2015 (Journalism) Code-C

(1)

Code-C

Question No.	Questions
7.	When UNESCO established the "International Commission for the study of Communication Problems" (1) 1977 (2) 1978 (3) 1980 (4) 1982
8.	Who summarize the literature from 1998 that report the use of mass media to change health behaviors such as tobacco use (1) Wakefield (2) Liken (3) Hornik (4) All of above
9.	The relationship between the auditory and visual component in cinema is (1) Active (2) Dynamic (3) Both (1) and (2) (4) Passive
10.	Which of the following can be called as sunshine laws (1) RTI (2) Freedom of information legislation (3) Freedom of Speech (4) None of them
11.	When the Press Institute of India (PII) was founded (1) 1960 (2) 1963 (3) 1965 (4) 1966
12.	The decision of the Union Govt. to fix a minimum price for a newspaper was challenged by (1) Sakal (2) Hindustan (3) Deccan Herald (4) The Tribune

PHD/URS-EE-2015 (Journalism) Code-C
(2)

Code-C

Question No.	Questions
13.	Bitwik Ghatak was associated with (1) Cinema (2) Radio (3) TV (4) Journalism
14.	Copyright does not subsist in (1) Reproductions (2) Music (3) Original work (4) Sound recordings
15.	Bluetooth is a (1) Cell Phone (2) Trade name (3) Ad appeal (4) Dental publication
16.	When the Radio Broadcasting was commenced in India (1) 1928 (3) 1926 (2) 1927 (4) 1930
17.	Gandhiji made what was possibly his only broadcast over AIR on (1) Nov. 19, 1947 (3) Oct. 15, 1947 (2) Dec. 31, 1947 (4) None of them
18.	When the Press and Registration of Books Act was started (1) 1869 (2) 1864 (3) 1866 (4) 1867

PHD/URS-EE-2015 (Journalism) Code-C
(3)

Code-C

Question No.	Questions
19.	Which of the following paper was the first from Culcutta in 1780 (1) Vratant (2) Hicky Gazette (3) Bengal Gazette (4) None of them
20.	The Press Council of India is headed by (1) Chairman (2) President (3) Vice-President (4) None of them
21.	'Navajivan' was founded by (1) Kriplani (2) Gandhiji (3) Tilak (4) None of them
22.	Who is the Editor of 'The Tribune' (1) Hari Jai Singh (2) Harish Khare (3) V.N. Rai (4) None of them
23.	News program 'Prime Time' is associated with which news channel (1) Aaj Tak (2) NDTV India (3) Zee Media (4) None of them
24.	Journalist Dibang is associated with (1) TV News channel (2) Newspaper (3) Radio News (4) None of them

PHD/URS-EE-2015 (Journalism) Code-C
(4)

Code-C

Question No.	Questions
25.	Ketan Mehta is (1) Journalist (2) Film maker (3) Painter (4) None of them
26.	Who is editor of Hindi Magazine 'Aha Jindgi' (1) Aalok Shrivastav (2) Yaswant Vyas (3) Ved Prakash Vaidik (4) None of them
27.	The institution of Press Council emerged for the first time in which country (1) U.K. (2) Sweden (3) USA (4) France
28.	Who is the writer of 'The Journalist Hand book' (1) M.V. Kamath (2) TJS George (3) Kewal J. Kumar (4) None of them
29.	Name the newspaper which had launched its facsimile edition in India first time (1) The Times of India (2) The Hindu (3) Indian Express (4) Malyala Manorama
30.	Who was the first editor of Hindustan Times (1) Moti Lal Nehru (2) K.C. Roy (3) R.M. Panikkar (4) M.R. Jayakar

PHD/URS-EE-2015 (Journalism) Code-C
(5)

Code-C

Question No.	Questions
31.	When the News Agency AFP was founded (1) 1942 (2) 1944 (3) 1947 (4) 1950
32.	The Information to be collected in survey method are related to (1) Present position (2) Aims of the research (3) The attainment of aim of Research (4) All the above
33.	A research problem is feasible only when (1) It is researchable (2) It has some utility (3) It is new (4) All the above
34.	Who believes that communication doesn't start from day one but actually begins when the speaker receives signals from his external surroundings (1) Berlo's Model (2) Westley and MacLean's Model (3) Helical (4) None
35.	To a positive researcher, reality is (1) Critical (2) Objective (3) Imperative (4) Conventional
36.	The concept of Flak was constructed by (1) Johan Fiske (2) E. Durkheim (3) Noam Chomsky (4) Leon Festinger

PHD/URS-EE-2015 (Journalism) Code-C

(6)

Code-C

Question No.	Questions
37.	When the Govt. of India setup Songs and Drama Division (1) 1950 (2) 1952 (3) 1954 (4) 1957
38.	'Sandesh' Newspaper is associated with (1) Hindi (2) Marathi (3) Gujarati (4) Bangla
39.	Kenadu newspaper is from which state (1) Kerala (2) Tamil Nadu (3) Andhra Pradesh (4) Karnataka
40.	In which year India's first soap opera 'Hum Log' was introduced (1) 1982 (2) 1984 (3) 1986 (4) 1988
41.	Which of the following is a gatekeeper's major role (1) controlling the flow of message to the audience (2) developing new methods of cross-media transmission of information (3) encouraging all participants in the communication process to more freely disseminate their message (4) making it easier for participants to enter the field of communication

PHD/URS-EE-2015 (Journalism) Code-C

(7)

Code-C

Question No.	Questions
42.	In which step of the Shannon-Weaver communication model are thoughts transformed into message (1) stimulation (2) encoding (3) transmission (4) internalization
43.	The ability to understand and interpret mass communication messages is (1) interpersonal multiple intelligence (2) media literacy (3) multi-tasking (4) digital integration
44.	All of the following are sources of funding for mass media except (1) advertising revenue (2) perpetual deficits (3) audience donations (4) government subsidies
45.	Large organizations that own several smaller businesses are called (1) channels (2) multinational (3) conglomerates (4) all of them

PHD/URS-EE-2015 (Journalism) Code-C
(8)

Code-C

Question No.	Questions
46.	A common way for media organizations to achieve their profit goals through (1) serving very small audiences (2) cutting costs and expenses (3) fiercely competitive pricing (4) all of these
47.	What is the name of the promotional tool aimed at building good relations with a company and its publics (1) Publicity (2) Advertising (3) PR (4) Promotion
48.	Which type of Advertising objective is the most important for mature products (1) Comparison advertising (2) Informative advertising (3) Reminder advertising (4) Persuasive advertising
49.	Which is not a factor that makes a message source credible (1) expertise (2) likeability (3) trustworthiness (4) All of these

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(9)

Code-C

Question No.	Questions
50.	The technological development that most profoundly altered the printed mass media was (1) Gutenberg's development of moveable metal type (2) Ford's development of assembly line of production (3) Marconi's development of Radio broadcasting (4) Crick and Watson's development of satellite
51.	Till the 1990's was the only channel available to a vast majority of Indians (1) Zee News (2) Doordarshan (3) Akashvani (4) BBC
52.	What is coverline (1) Type of a headline (2) Captions on a magazine (3) Name of newspaper (4) None of them
53.	ABC is related to (1) News channel (2) Newspaper (3) Social Media (4) Radio Broadcasting
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PHD/URS-EE-2015 (Journalism) Code-C
(10)

Code-C

Question No.	Questions
55.	A method of credibility in qualitative research is (1) Test-retest (2) Split run (3) Split half (4) Audit trail
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57.	Harmful or negative consequences of the functions of mass media are called (1) repercussions (2) ramifications (3) dysfunctions (4) displacement
58.	Name the first talkie movie of India (1) Raja Harish Chandra (2) Alam Aara (3) Mahisasur (4) None of them
59.	Who is Edward Snowden (1) A TV Journalist (2) A U.S. whistle blower (3) Investigative Print Media Reporter (4) None of them

PHD/URS-EE-2015 (Journalism) Code-C
(11)

Code-C

Question No.	Questions
60.	The Guardian is published from (1) U.S. (2) U.K. (3) India (4) None of them
61.	You Tube service of streaming videos online is provided by (1) Google (2) Microsoft (3) IBM (4) Apple
62.	Which is the latest type of printer interface (1) USB (2) Serial (3) DVI (4) Parallel
63.	One of the features of a free market economy is (1) Consumer Sovereignty (2) Rationing and price control (3) Active state intervention (4) Public ownership
64.	Which of the following collection techniques were used as the primary research methods for this study (1) Qualitative (2) Quantitative (3) Both (1) and (2) (4) None of them
65.	In order to organise, classify and analyze the gathered information, used (1) Graphs (2) Statistics (3) Both (1) and (2) (4) None of them

PHD/URS-EE-2015 (Journalism) Code-C
(12)

Code-C

Question No.	Questions
66.	Research is done for (1) Knowledge of Research Process (2) Solving a business problem (3) Interest in research (4) Experience
67.	The economy that is increasingly based on knowledge and information is called as (1) Knowledge economy (2) Information economy (3) The third wave economy (4) The electronic economy
68.	Research done after the event is known as (1) Ex Post Facto (2) Pre Test, Post Test (3) Solomon Four group design (4) Focus group
69.	Journalism that depends upon computer assisted analysis of existing information is known as (1) Analytical Journalism (2) Info Journalism (3) Database Journalism (4) Technical Journalism
70.	One of the essential characteristics of research is (1) Sensitivity (2) Generalizability (3) Usability (4) Replicability

PHD/URS-EE-2015 (Journalism) Code-C
(13)

Code-C

Question No.	Questions
71.	The Live Coverage of Gulf war by CNN was broadcast in (1) 1991 (2) 1994 (3) 1995 (4) None of them
72.	When STAR TV arrived in India (1) January 1990 (2) April 1991 (3) June 1992 (4) May 1994
73.	Who was the publisher of Indian Gazette (1) J.A. Hicky (2) Elijah Impey (3) Messink and Reed (4) None of them
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PHD/URS-EE-2015 (Journalism) Code-C
(14)

Code-C

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PHD/URS-EE-2015 (Journalism) Code-C
(15)

Code-C

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88.	Babu Rajendra Prasad, the first President of India had started which news weekly in 1920 (1) Prabha (2) Besh (3) Tej (4) None of them

PHD/URS-EE-2015 (Journalism) Code-C
(16)

Code-C

Question No.	Questions
89.	Who remarked "when the press was asked to bend, it crawled" (1) Jaiprakash Narayan (2) L.K. Advani (3) Ajit Bhattacharya (4) Khushwant Singh
90.	Who is writer of the book 'India's Newspaper Revolution' (1) Sevani Ninan (2) Robin Jeffrey (3) N. Ram (4) N.J. Janporia
91.	In terms of Public awareness, news has the status of (1) Dominant discourse (2) Conflict Value (3) Unintended exchange (4) Limited Judgement
92.	When colours in an advertisement are not harmonious, it is identified as (1) Non-structured (2) Parallel Colouring (3) Marginal Colouring (4) Out of register
93.	When studies are used to measure a company's position, it is called (1) Communication Audit (2) Corporate Audit (3) Public Relation Audit (4) Social Audit

PHD/URS-EE-2015 (Journalism) Code-C
(17)

Code-C

Question No.	Questions
94.	Which of the following is the type of observation method (1) Structured observation (2) Controlled observation (3) Participant observation (4) All of them
95.	The problem to be studied by researcher must be (1) Explicit (2) Implicit (3) Productive (4) None
96.	Digital cinema initiatives (DCI) was formed in (1) 2002 (2) 2003 (3) 2004 (4) 2005
97.	International News Agencies are criticized on the following grounds (1) Religious (2) Geography (3) Age (4) Gender
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PHD/URS-EE-2015 (Journalism) Code-C
(18)

Code-C

Question No.	Questions
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(Ph.D/URS-EE-2015)

Sr. No. 10024

Subject : JOURNALISM

Code

D

Time : 1½ Hours

Max. Marks : 100

Total Questions : 100

Roll No. _____ (in figure) _____ (in words)

Name : _____ Father's Name : _____

Mother's Name _____ Date of Examination _____

(Signature of the candidate)

(Signature of the Invigilator)

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2. The candidates must return the Question book-let as well as OMR answer-sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair means / misbehaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such candidate will not be evaluated.
3. In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the notice of the Controller of Examinations in writing within two hours after the test is over. No such complaint(s) will be entertained thereafter.
4. The candidate **MUST NOT** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question book-let itself. Answers **MUST NOT** be ticked in the Question book-let.
5. Use only **Black or Blue BALL POINT PEN** of good quality in the OMR Answer-Sheet.
6. There will be **NEGATIVE** marking. Each correct answer will be awarded one full mark and each incorrect answer will be negatively marked for which the candidate will get ¼ discredit. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
7. **BEFORE ANSWERING THE QUESTIONS, THE CANDIDATES SHOULD ENSURE THAT THEY HAVE BEEN SUPPLIED CORRECT AND COMPLETE BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC. WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.**



Code-D

Question No.	Questions
1.	When the Press Institute of India (PII) was founded (1) 1960 (2) 1963 (3) 1965 (4) 1966
2.	The decision of the Union Govt. to fix a minimum price for a newspaper was challenged by (1) Sakal (2) Hitavada (3) Deccan Herald (4) The Tribune
3.	Ritwik Ghatak was associated with (1) Cinema (2) Radio (3) TV (4) Journalism
4.	Copyright does not subsist in (1) Reproductions (2) Music (3) Original work (4) Sound recordings
5.	Bluetooth is a (1) Cell Phone (2) Trade name (3) Ad appeal (4) Dental publication
6.	When the Radio Broadcasting was commenced in India (1) 1922 (2) 1925 (3) 1927 (4) 1930

PHD/URS-EE-2015 (Journalism) Code-D

(1)

Code-D

Question No.	Questions
7.	Gandhiji made what was possibly his only broadcast over AIR on (1) Nov. 12, 1947 (2) Oct. 15, 1947 (3) Dec. 21, 1947 (4) None of them
8.	When the Press and Registration of Books Act was started (1) 1862 (2) 1864 (3) 1865 (4) 1867
9.	Which of the following paper was the first from Calcutta in 1780 (1) Vratant (2) Hicky Gazette (3) Bengal Gazette (4) None of them
10.	The Press Council of India is headed by (1) Chairman (2) President (3) Vice-President (4) None of them
11.	'Navajivan' was founded by (1) Kriplani (2) Gandhiji (3) Tilak (4) None of them
12.	Who is the Editor of 'The Tribune' (1) Hari Jai Singh (2) Hanish Khere (3) V.N. Rai (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(2)

Code-D

Question No.	Questions
13.	News program 'Prime Time' is associated with which news channel (1) Aaj Tak (2) NDTV India (3) Zee News (4) None of them
14.	Journalist Dibakar is associated with (1) TV News channel (2) Newspaper (3) Radio News (4) None of them
15.	Komal Chhita is (1) Journalist (2) Film maker (3) Painter (4) None of them
16.	Who is editor of Hindi Magazine 'Aha Jindgi' (1) Anlok Shrivastav (2) Yaswant Vyas (3) Ved Pratap Vaidik (4) None of them
17.	The institution of Press Council emerged for the first time in which country (1) U.K. (2) Sweden (3) USA (4) France
18.	Who is the writer of 'The Journalist Hand book' (1) M.V. Kamath (2) TJS George (3) Kewal J. Kumar (4) None of them
19.	Name the newspaper which had launched its facsimile edition in India first time (1) The Times of India (2) The Hindu (3) Indian Express (4) Malyala Manorama

PHD/URS-EE-2015 (Journalism) Code-D
(3)

Code-D

Question No.	Questions
20.	Who was the first editor of Hindustan Times (1) Moti Lal Nehru (2) K.C. Roy (3) K.M. Panikkar (4) M.R. Jayakar
21.	The Live Coverage of Gulf war by CNN was broadcast in (1) 1991 (2) 1994 (3) 1995 (4) None of them
22.	When STAR TV arrived in India (1) January 1990 (2) April 1991 (3) June 1992 (4) May 1994
23.	Who was the publisher of Indian Gazette (1) J.A. Hicky (2) Elijah Impey (3) Messink and Reed (4) None of them
24.	Who started Calcutta Journal (1) James silk Buckingham (2) Edward John (3) James August Hicky (4) None of them
25.	Best Hindi film award in the 62nd National Film Awards has been given to which film (1) Queen (2) Hunder (3) Kik (4) Filmistan

PHD/URS-EE-2015 (Journalism) Code-D

(4)

Code-D

Question No.	Questions
26.	Alyque Padamsee was associated with (1) PR (2) Advertisement (3) TV (4) Films
27.	Name the Indian Veteran actor who has been appointed a UN ambassador for the UN women 'He for she' campaign for gender equality (1) Amitabh Bachchan (2) Anupam Kher (3) Rishi Kapoor (4) Rekha
28.	Name the Journalist who has been awarded 'Prem Bhatia Memorial Award 2014' for Excellence in political reporting and analysis (1) Rajdeep Sardesai (2) Suhasini Haidar (3) Raj Chengappa (4) Raveesh Kumar
29.	Who is writer of the book "To the Brink and Back : India's 1991 Reforms Story" (1) Sanjay Suri (2) Jai Ram Ramesh (3) Praveen Jha (4) Sushant Sareen
30.	Name the 'totally digital state' of India (1) Kerala (2) Delhi (3) Maharashtra (4) None of them
31.	In terms of Public awareness, news has the status of (1) Dominant discourse (2) Conflict Value (3) Unintended exchange (4) Limited Judgement

PHD/URS-EE-2015 (Journalism) Code-D

(5)

Code-D

Question No.	Questions
32.	When colours in an advertisement are not harmonious, it is identified as (1) Non-structured (2) Parallel Colouring (3) Marginal Colouring (4) Out of register
33.	When studies are used to measure a company's position, it is called (1) Communication Audit (2) Corporate Audit (3) Public Relation Audit (4) Social Audit
34.	Which of the following is the type of observation method (1) Structured observation (2) Controlled observation (3) Participant observation (4) All of them
35.	The problem to be studied by researcher must be (1) Explicit (2) Implicit (3) Productive (4) None
36.	Digital cinema initiatives (DCI) was formed in (1) 2002 (2) 2003 (3) 2004 (4) 2005

PHD/URS-EE-2015 (Journalism) Code-D
(6)

Code-D

Question No.	Questions
37.	International News Agencies are criticized on the following grounds (1) Religious (2) Geography (3) Age (4) Gender
38.	Which of the following is sufficient to address communication problems (1) media buying (2) media training (3) development communication (4) propaganda
39.	Rogers's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages which one is the first stage (1) Knowledge (2) Persuasion (3) Decision (4) Implementation
40.	Which of the following is a type of an impediment to mass communication (1) channel noise (2) obstinate noise (3) symbiotic noise (4) all of these
41.	Folk Dance 'Ghumar' is associated with which state (1) U.P. (2) Rajasthan (3) M.P. (4) A.P.

PHD/URS-EE-2015 (Journalism) Code-D
(7)

Code-D

Question No.	Questions
42.	Who is the writer of the book "The Google Story" (1) David Moor (2) A. Mathew (3) Philip Johan (4) David A. Vise
43.	Filler is (1) a short news item (2) advertisement (3) a type of headline (4) both (1) and (2)
44.	When the BBC initiated the first regular television service in the world (1) 1936 (2) 1938 (3) 1942 (4) 1945
45.	'Krishi Darshan' for rural viewers was inaugurated on (1) August 15, 1964 (2) January 26, 1967 (3) December 25, 1965 (4) None of them
46.	Country wide class-room project was started by (1) HRD Ministry (2) UGC (3) Educational Broadcast Corporation (EBC) (4) None of them
47.	When UNESCO established the "International Commission for the study of Communication Problems" (1) 1977 (2) 1978 (3) 1980 (4) 1982

PHD/URS-EE-2015 (Journalism) Code-D
(8)

Code-D

Question No.	Questions
48.	Who summarize the literature from 1998 that report the use of mass media to change health behaviors such as tobacco use (1) Wakefield (2) Liken (3) Hornik (4) All of above
49.	The relationship between the auditory and visual component in cinema is (1) Active (2) Dynamic (3) Both (1) and (2) (4) Passive
50.	Which of the following can be called as sunshine laws (1) RTI (2) Freedom of information legislation (3) Freedom of Speech (4) None of them
51.	When the Indian Express was established (1) 1930 (2) 1932 (3) 1935 (4) 1937
52.	Which of the following is said to be largest section of print media in the globe (1) Canadian press (2) Indian press (3) British press (4) None of them
53.	The flow of Information is important for the development of communities and the facilitates this. (1) Media (2) Technology (3) Globalization (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(9)

Code-D

Question No.	Questions
54.	Who was the founder of cultivation theory (1) Donald Shaw (2) George Gerbner and Larry Gross (3) Max and McCombs (4) None of them
55.	Who started Urdu weekly "Al Hilal" (1) Fardoozi Mazban (2) Abdul Kalam Azad (3) Ram Prasad Bismil (4) None of them
56.	Which Marathi fortnightly was launched by Dr. Bhim Rao Ambedkar (1) Kalki (2) Mooknayak (3) Patit (4) None of them
57.	Name the first Hindi Newspaper (1) Udit Martand (2) Samachar Sudha (3) Pratap (4) Karnveer
58.	Babu Rajendra Prasad, the first President of India had started which news weekly in 1920 (1) Prabha (2) Desh (3) Tej (4) None of them
59.	Who remarked "when the press was asked to bend, it crawled" (1) Jaiprakash Narayan (2) L.K. Advani (3) Ajit Bhattacharjea (4) Khushwant Singh

PHD/URS-EE-2015 (Journalism) Code-D
(10)

Code-D

Question No.	Questions
60.	Who is writer of the book 'India's Newspaper Revolution' (1) Sevani Ninan (2) Robin Jeffrey (3) N.Ram (4) N.J. Janporia
61.	When the News Agency APP was founded (1) 1942 (2) 1944 (3) 1947 (4) 1950
62.	The Information to be collected in survey method are related to (1) Present position (2) Aims of the research (3) The attainment of aim of Research (4) All the above
63.	A research problem is feasible only when (1) It is researchable (2) It has some utility (3) It is new (4) All the above
64.	Who believes that communication doesn't start from day one but actually begins when the speaker receives signals from his external surroundings (1) Berlo's Model (2) Westley and MacLean's Model (3) Helical (4) None
65.	To a positive researcher, reality is (1) Critical (2) Objective (3) Imperative (4) Conventional

PHD/URS-EE-2015 (Journalism) Code-D
(11)

Code-D

Question No.	Questions
66.	The concept of Flak was constructed by (1) Johan Fiske (2) E. Durkheim (3) Noam Chomsky (4) Leon Festinger
67.	When the Govt. of India setup Songs and Drama Division (1) 1950 (2) 1952 (3) 1954 (4) 1957
68.	'Sandesh' Newspaper is associated with (1) Hindi (2) Marathi (3) Gujarati (4) Bangla
69.	'Eenadu' newspaper is from which state (1) Kerala (2) Tamil Nadu (3) Andhra Pradesh (4) Karnataka
70.	In which year India's first soap opera 'Hum Log' was introduced (1) 1982 (2) 1984 (3) 1986 (4) 1988
71.	Which of the following is a gatekeeper's major role (1) controlling the flow of message to the audience (2) developing new methods of cross-media transmission of information (3) encouraging all participants in the communication process to more freely disseminate their message (4) making it easier for participants to enter the field of communication

PHD/URS-EE-2015 (Journalism) Code-D
(12)

Code-D

Question No.	Questions
73.	In which step of the Shannon-Weaver communication model are thoughts transformed into messages (1) stimulation (2) encoding (3) transmission (4) internalization
75.	The ability to understand and interpret mass communication messages is (1) interpersonal multiple intelligence (2) media literacy (3) multi-tasking (4) digital integration
74.	All of the following are sources of funding for mass media except (1) advertising revenue (2) perpetual deficits (3) audience donations (4) government subsidies
76.	Large organizations that own several smaller businesses are called (1) channels (2) multinational (3) conglomerates (4) all of them

PHD/URS-EE-2015 (Journalism) Code-D
(13)

Code-D

Question No.	Questions
76.	A common way for media organizations to achieve their profit goals through (1) serving very small audiences (2) cutting costs and expenses (3) fiercely competitive pricing (4) all of these
77.	What is the name of the promotional tool aimed at building good relations with a company and its publics (1) Publicity (2) Advertising (3) PR (4) Promotion
78.	Which type of Advertising objective is the most important for mature products (1) Comparison advertising (2) Informative advertising (3) Reminder advertising (4) Persuasive advertising
79.	Which is not a factor that makes a message source credible (1) expertise (2) likeability (3) trustworthiness (4) All of these

PHD/URS-EE-2015 (Journalism) Code-D
(14)

Code-D

Question No.	Questions
80.	The technological development that most profoundly altered the printed mass media was (1) Gutenberg's development of moveable metal type (2) Ford's development of assembly line of production (3) Marconi's development of Radio broadcasting (4) Crick and Watson's development of satellite
81.	You Tube service of streaming videos online is provided by (1) Google (2) Microsoft (3) IBM (4) Apple
82.	Which is the latest type of printer interface (1) USB (2) Serial (3) DVI (4) Parallel
83.	One of the features of a free market economy is (1) Consumer Sovereignty (2) Rationing and price control (3) Active state intervention (4) Public ownership
84.	Which of the following collection techniques were used as the primary research methods for this study (1) Qualitative (2) Quantitative (3) Both (1) and (2) (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(15)

Code-D

Question No.	Questions
85.	In order to organise, classify and analyze the gathered information, used (1) Graphs (2) Statistics (3) Both (1) and (2) (4) None of them
86.	Research is done for (1) Knowledge of Research Process (2) Solving a business problem (3) Interest in research (4) Experience
87.	The economy that is increasingly based on knowledge and information is called as (1) Knowledge economy (2) Information economy (3) The third wave economy (4) The electronic economy
88.	Research done after the event is known as (1) Ex Post Facto (2) Pre Test, Post Test (3) Solomon Four group design (4) Focus group
89.	Journalism that depends upon computer assisted analysis of existing information is known as (1) Analytical Journalism (2) Info Journalism (3) Database Journalism (4) Technical Journalism

PHD/URS-EE-2015 (Journalism) Code-D
(16)

Code-D

Question No.	Questions
90.	One of the essential characteristics of research is (1) Sensitivity (2) Generalizability (3) Usability (4) Replicability
91.	Till the 1990's was the only channel available to a vast majority of Indians (1) Zee News (2) Doordarshan (3) Akashvani (4) BBC
92.	What is coverline (1) Type of a headline (2) Captions on a magazine (3) Name of newspaper (4) None of them
93.	ABC is related to (1) News channel (2) Newspaper (3) Social Media (4) Radio Broadcasting
94.	Deck is (1) Part of printing machine (2) Part of the headline (3) Part of spoken words (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(17)

Code-D

Question No.	Questions
95.	A method of credibility in qualitative research is (1) Test-retest (2) Split run (3) Split half (4) Audit trail
96.	If a newspaper is of 600 × 380 mm, it is known as of (1) Tabloid size (2) Standard size (3) Broadsheet size (4) Non standard size
97.	Harmful or negative consequences of the functions of mass media are called (1) repercussions (2) ramifications (3) dysfunctions (4) displacement
98.	Name the first talkie movie of India (1) Raja Harish Chandra (2) Alam Aara (3) Mahisasur (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(18)

Code-D

Question No.	Questions
99.	Who is Edward Snowden (1) A TV Journalist (2) A U.S. whistle blower (3) Investigative Print Media Reporter (4) None of them
100.	The Guardian is published from (1) U.S. (2) U.K. (3) India (4) None of them

PHD/URS-EE-2015 (Journalism) Code-D
(19)

Sr No.	A	B	C	D
1	2	1	2	2
2	4	2	4	1
3	4	2	4	1
4	2	2	1	1
5	2	3	2	2
6	3	2	2	3
7	3	3	1	1
8	3	3	4	4
9	3	2	3	3
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12	2	4	1	2
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21	1	2	2	1
22	1	1	2	2
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27	3	1	2	2
28	4	4	2	2
29	3	3	2	2
30	3	1	3	1
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32	2	1	4	4
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36	1	1	3	1
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40	3	3	2	1
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43	1	4	2	4
44	2	2	2	1
45	2	2	3	2
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47	1	3	3	1
48	2	3	3	4
49	2	3	2	3
50	2	2	1	2
51	2	1	2	4

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52	1	4	2	2
53	1	3	2	1
54	1	4	2	2
55	2	1	4	2
56	3	1	3	2
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93	2	3	3	2
94	2	1	4	2
95	3	1	1	4
96	2	2	1	3
97	3	2	1	3
98	3	2	3	2
99	2	2	1	2
100	1	1	1	2

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