



ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ
PUNJAB TECHNICAL UNIVERSITY JALANDHAR

Max. Marks: 90

Time: 90 Mins.

Entrance Test for Enrollment in Ph.D. Programme

Important Instructions

- Fill all the information in various columns, in capital letters, with blue/black ball point pen.
- Use of calculators is not allowed.
- All questions are compulsory. No negative marking for wrong answers.
- Each question has only one right answer.
- Questions attempted with two or more options/answers will not be evaluated.

Stream:(Engg/Arch/Pharm/Mgmt/App.Sci/life

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Sci/Lang/Humanities)

Discipline

Journalism and Mass Communication

Name

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Fathers Name

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Roll Number

.....Date: 15-07-2012.....

Signature of Candidate:

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Signature of Invigilator

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1. In which decade most of the early theories and models were devised:

- (a) 1910's and 1920's
- (b) 1930's and 1940's
- (c) 1950's and 1960's
- (c) 1970's and 1980's

4. Who said : "Medium is the message" :

- (a) Sean McBride
- (b) Wilbur Schramm
- (c) Marshal McLuhan
- (d) George Comstock

2. Which Indian co-authored the book "Communication for Development in the Third World "with Leslie Steeves :

- (a) B.G. Verghese
- (b) K.M. Shrivastava
- (c) Y.S. Yadav
- (d) Srinivas R. Melkote

5. Which theory was given by Osgood :

- (a) Balance Theory
- (b) Symmetry Theory
- (c) Congruity Theory
- (d) Inoculation Theory

3. Who wrote the book : "Diffusion of Innovation" :

- (a) Wilbur Schramm
- (b) Everret M. Rogers
- (c) Marshal McLuhan
- (d) Melvin DeFleur

6. Social Responsibility Theory evolved from which commission's report :

- (a) Carnegie Commission
- (b) Hutchins Commission
- (c) Federal Communication commission
- (d) First Press Commission

7. "Spiral of Silence" Theory was given by

- :
- (a) Newcomb
- (b) Denis McQuail
- (c) Elisabeth Noelle-Neuman
- (d) Wilbur Schramm

8.The Play Theory was espoused by :

- (a) Karl Marx
- (b) Charles Darwin
- (c) Leon Festinger
- (d) Bernstein

9.Kinesics is :

- (a) The study of human behaviour
- (b) The study of human character
- (c) The study of body language
- (d) The study of verbal language

10.Dyad Communication is :

- (a) Communication between two groups
- (b) Communication among few individuals
- (c) Communication between two people
- (d) Communication among animals

11.Jatra is the folk theatrical form of :

- (a) Punjab
- (b) Haryana
- (c) Bihar
- (d) West Bengal

12.Market research is :

- (a) A detailed investigation of the market
- (b) A study of various products in the market
- (c) A research done on marketing strategies
- (d) A research done on consumer behaviour

13.What is Longitudinal study :

- (a) In which more than one sample is taken at different points in time
- (b) In which only one sample is taken at one point in time
- (c) In which one sample is taken at one place
- (d) In which more than one sample is taken at different places

14.Manifest content refers to :

- (a)The material that actually appears interpreted in the message
- (b)The material that actually appears misinterpreted in the message
- (c) The material that appears distorted
- (d) The material that appears analysed

15.External validity refers to the results of a study that can be :

- (a) Applied to external publics
- (b) Made valid to the specific publics
- (c) Generalised across populations, setting and time
- (d) Generalised across markets and time

16.What type of research requires that the variables under consideration be measured :

- (a) Qualitative research
- (b) Applied research
- (c) Quantitative research
- (d) Longitudinal research

17.Cluster sampling refers to :

- (a)A sample placed into groups or categories
- (b) A sample taken from one population
- (c) A sample taken at one place
- (d)A sample taken from only from one group

18.In a multivariate study :

- (a)Multiple independent variables are measured in a single study
- (b)Multiple dependent variables are measured in a single study
- (c) A single variable is measured in different studies
- (d) A single variable is measured in a single study

19.Hyper text means the system that :

- (a) Links electronic channels
- (b) Links traditional channels
- (c) Links hyper channels
- (d) Links electronic documents

20.Meta-analysis is :

- (a)A qualitative aggregation of many research findings
- (b)A qualitative negation of many research findings
- (c)A quantitative aggregation of many research findings
- (d) A quantitative aggregation of a single research finding

21. Field observation is :
(a) Study of a phenomenon in an unnatural setting
(b) Study of a problem in a field
(c) Observation of a phenomenon from above the field
(d) Study of a phenomenon in a natural setting

22. 'Sesame Street' was :
(a) A film for children
(b) A film for adults
(c) A serial for children
(d) A serial for adults

23. Most of large media businesses in the USA are :
(a) Public Corporations
(b) Private Companies
(c) Owned by individuals
(d) Owned by trusts

24. Who is Oprah Winfrey :
(a) Film actress
(b) Politician
(c) Human rights activist
(d) Talk show hostess

25. The 'Guardian' is published from :
(a) England
(b) Ireland
(c) USA
(d) Canada

26. What is full form of HBO :
(a) House Box Office
(b) Home Beat Office
(c) Home Box Office
(d) Home Box Online

27. What is the full form of STAR :
(a) Satellite Television for Alberta Region
(b) Satellite Television for Alaska Region
(c) Satellite Television for Atlanta Region
(d) Satellite Television for Asia Region

28. Which Indian journalist has written the book "Scoop" :
(a) Khushwant Singh
(b) P. Sainath

(c) M.J. Akbar
(d) Kuldip Nayar

29. Who is the editor of 'The Asian Age' :
(a) T. Venkathraman Reddy
(b) M.J. Akbar
(c) Vinod Mehta
(d) H.K. Dua

30. Who is the Editor-in-Chief of Outlook (Magazine) :
(a) Krishana Prasad
(b) Bishwadeep Mehta
(c) Vinod Mehta
(d) Vinod Dua

31. Which blind editor (an American) used to tell his reporters : "Make me see."
(a) Harold Evans
(b) Melvin Mancher
(c) Henry Belk
(d) Cronkite

32. Who was the editor of the UNESCO publication "Many Voices, One World" :
(a) Marshal McLuhan
(b) Wilbur Schramm
(c) Sean MacBride
(d) George Comstock

33. In which year 'Many Voices one World' was published :
(a) 1978
(b) 1980
(c) 1982
(d) 1984

34. Which Indian journalist was a member of the International Commission for the Study of Communication Problems :
(a) Kuldip Nayar
(b) B.G. Verghese
(c) Prem Bhatia
(d) H.K. Dua

35. Who was the Reader's Editor of The Hindu who has retired recently :
(a) S. Vishmanathan
(b) N. Ram

- (c) P. Sainath
- (d) M.V. Kamath

36. Who is the editor of Femina (Magazine) :

- (a) Tanya Chaitanaya
- (b) Nalini Singh
- (c) Shobha Dey
- (d) Nirupama Dutt

37. In which year Prasar Bharti became operational :

- (a) 1995
- (b) 1996
- (c) 1997
- (d) 1998

38. In which year DD Urdu was launched :

- (a) 2003
- (b) 2005
- (c) 2007
- (d) 2009

39. In which year ISBS was launched :

- (a) 1928
- (b) 1930
- (c) 1932
- (d) 1934

40. In which year All India Radio got this name :

- (a) 1936
- (b) 1938
- (c) 1940
- (d) 1942

41. Who was the first Controller of Broadcasting in India :

- (a) A.S. Bokhari
- (b) John Reid
- (c) Lionel Fielden
- (d) K.S. Duggal

42. In which year a INSAT-1A was launched :

- (a) 1980
- (b) 1982
- (c) 1984
- (d) 1986

43. Agenda setting theory was based on a study conducted during which presidential elections :

- (a) 1964
- (b) 1968
- (c) 1972
- (d) 1976

44. Marshal McLuhan was a citizen of :

- (a) U.K.
- (b) Canada
- (c) Australia
- (d) USA

45. Technological determinism means :

- (a) Technology drives historical change
- (b) Advancement in technology
- (c) Technology determines the status
- (d) Technology leads to fast scientific developments

46. Proximity in journalism refers to :

- (a) Physical and psychological closeness
- (b) Physical and Geographical closeness
- (c) Social and psychological closeness
- (d) Cyber and psychological closeness

47. Crony journalism means that :

- (a) A reporter ignores the arrogance of his seniors
- (b) A reporter ignores the misdeeds of a politician
- (c) A reporter gets freebies
- (d) A reporter ignores the negative news about a friend or source

48. Banner headline is also known as :

- (a) Mast Head
- (b) By line
- (c) Streamer
- (d) Bottom story

49. First Press Commission was established in :

- (a) 1950
- (b) 1952
- (c) 1954
- (d) 1956

50. AIDA (model) stands for :

- (a) Appeal, Interest, Desire, Action
- (b) Attention, Interest, Destination, Action
- (c) Attention, Interest, Desire, Action
- (d) Attention, Idea, Desire, Action

51. In which year Press Council of India was set-up :

- (a) 1962
- (b) 1964
- (c) 1966
- (d) 1968

52. How many members Press Council of India consists of :

- (a) 30
- (b) 28
- (c) 26
- (d) 24

53. In case of dailies news agencies and weeklies complaint with Press Council of India shall be lodged :

- (a) Within a week
- (b) Within a fortnight
- (c) Within a month
- (d) Within two months

54. What is the full form of CBFC :

- (a) Central Bureau of Film Certification
- (b) Central Branch of Film Certification
- (c) Central Board of Film Certification
- (d) Central Board of Film Certificate

55. Who is the director of Gangs of Wasseypur :

- (a) Vidhu Vinod Chopra
- (b) Aditya Chopra
- (c) Imtiaz Ali
- (d) Anurag Kashyap

56. First talkie in the world was made in :

- (a) 1926
- (b) 1927
- (c) 1928
- (d) 1929

57. Who was the director of film Omkara :

- (a) Vidhu Vinod Chopra
- (b) Imtiaz Ali

(c) Vishal Bhardwaj

(d) Karan Johar

58. In which year the Hollywood film 'Gone with the Wind' was released :

- (a) 1938
- (b) 1939
- (c) 1940
- (d) 1941

59. In which year the film 'Titanic' was released :

- (a) 1997
- (b) 1998
- (c) 1999
- (d) 2000

60. Who was the director of the film 'Titanic' :

- (a) Frank Capra
- (b) Shekhar Kapoor
- (c) James Cameron
- (d) Leonardo Dicaprio

61. What is Aspect Ratio:

- (a) Proportionate size of television screen
- (b) Proportionate size of camera lens
- (c) Proportionate size of microphone
- (d) Proportionate ratio of various visual elements

62. What is CCD :

- (a) Changed Coupled Device
- (b) Coupled-Charges Device
- (c) Charge-Coupled Device
- (d) Check Coupled Device

63. What is Dry Run :

- (a) Rehearsal with camera
- (b) Rehearsal without camera
- (c) Shooting on dry land
- (d) Shooting in the desert

64. What is Swish Pan :

- (a) A slow movement of the camera
- (b) A medium movement of the camera
- (c) A rapid movement of the camera
- (d) A natural movement of the camera

65. Stock shot is :
(a) Shot of the stock market
(b) A quickly taken shot
(c) A secretly taken shot
(d) A shot that is previously taken and stored

66. Super in TV production means :
(a) A superior shot
(b) Superimposition of one thing on another
(c) A shot taken in the super market
(d) A shot taken by a senior

67. Which transition is used to show time lapse :
(a) Fade out
(b) Wipe
(c) Cut
(d) Dissolve

68. Freeze frame means :
(a) Frame of a freezer
(b) Shot of the snow
(c) Picture stops moving
(d) Camera stops moving

69. In a POV shot :
(a) Audience is made to see through the eyes of the director
(b) Audience is made to see through the eyes of a particular character
(c) Audience is made to see through the eyes of the cameraman
(d) Audience is supposed to have a POV

70. Where is the headquarter of WTN (World Television News) :
(a) New York
(b) Dubai
(c) Paris
(d) London

71. Time Warner Corporation is based in :
(a) UK
(b) USA
(c) Canada
(d) France

72. Headquarter of Al Jazeera is in :
(a) Dubai
(b) Saudi Arabia

(c) Oman
(d) Qatar

73. In which year Joshi Committee on software was formed :
(a) 1980
(b) 1981
(c) 1982
(d) 1983

74. How many states were covered under SITE :
(a) 3
(b) 4
(c) 5
(d) 6

75. Children's Film Society of India was established in :
(a) 1955
(b) 1966
(c) 1990
(d) 1959

76. When was the Films Division established in India :
(a) 1960
(b) 1948
(c) 1920
(d) 1970

77. Which is the largest selling newspaper in Rajasthan and Madhya Pradesh :
(a) Rajasthan Patrika
(b) Dainik Bhaskar
(c) Navbharat Times
(d) Dainik Jagaran

78. Bengal Gazette came out in :
(a) 1780
(b) 1781
(c) 1779
(d) 1782

79. Which of the following ranks first in the total publications in India :
(a) Dailies
(b) Weeklies
(c) Fortnightlies
(d) Monthlies

80. Who was the chairman of the Draft Akash Bharti Bill, 1978 :

- (a) B.G. Verghese
- (b) I. Ram Mohan Rao
- (c) V. Sharda Prasad
- (d) I.D. Tiwari

81. The largest number of newspapers in English are published from :

- (a) Delhi
- (b) Mumbai
- (c) Kolkata
- (d) Chennai

82. Majority of the newspapers in India are owned by :

- (a) Individuals
- (b) Societies
- (c) Joint Stock Companies
- (d) Trust

83. Largest circulated government publication is :

- (a) Yojana
- (b) Kurukshetra
- (c) Employment News
- (d) Suraksha

84. Who was the chairman of the first Press Commission :

- (a) Justice R.S. Sarkaria
- (b) Justice H.J. Kania
- (c) Justice S.R. Das
- (d) Justice G.S. Rajadhyaksha

85. The following English newspapers crossed hundred years except one, which is the newspaper :

- (a) Times of India
- (b) Hindu
- (c) Hindustan Times
- (d) Statesman

86. Who became the first Information and Broadcasting minister after Independence :

- (a) Sardar Patel
- (b) Radha Krishan
- (c) B.R. Ambedkar
- (d) Jawahar Lal Nehru

87. Frequency Modulation (FM) Broadcasting was first introduced in 1977 in :

- (a) Bombay
- (b) Delhi
- (c) Madras
- (d) Jalandhar

88. Code of self regulation in advertising was formulated in :

- (a) 1980
- (b) 1983
- (c) 1984
- (d) 1986

89. The Advertising Agencies Association of India came into existence in :

- (a) 1935
- (b) 1940
- (c) 1945
- (d) 1950

90. 'Hierarchy of needs' concept was given by :

- (a) Abraham Maslow
- (b) Oglivy
- (c) Noelle
- (d) Newmer