Copy used for Scanning

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

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

- 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 unfail means / misbehaviour will be registered against him / her, in addition to ledging of an FIR with the police. Further the answer-sheet of such candidate will not be evaluated.
- In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the ratice 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 <u>BALL POINT PEN</u> of good quality in the OMR Answer-Sheet.
- 6. There will be <u>NEGATIVE</u> 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.



Question No.	Que	estions
1.	When the News Agency AFP w	vas founded
	(1) 1942	(2) 1944
	(3) 1947	(4) 1950
2.	The Information to be collecte	d in survey method are related to
	(1) Present position	
	(2) Aims of the research	0,
	(3) The attainment of aim of	Research
	(4) All the above	
3.	A research problem is feasible	only when
	(1) It is researchable	(6 It has some utility
	(3) It is new	4) All the above
4.	Who believes that communicate	tion doesn't start from day one but actually
	begins when the speaker receive	ves signals from his external surroundings
	(1) Berlo's Model	(2) Westley and MacLean's Model
	(3) Helical	(4) None
5.	To a positive researcher, realit	y is
	(1) Critical	(2) Objective
	(3) Imperative	(4) Conventional
6.	The concept of Flak was constr	ructed by
	(1) Johan Fiske	(2) E. Durkheim
	(3) Noam Chomsky	(4) Leon Festinger

#### Code-A

Question No.		Questic	ons		
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 fr	om which s	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 Gu	lf war by C	NN was broadcast in		
	(1) 1991	(2)	1994		
	(3) 1995	(4)	None of them		
12.	When STAR TV arrived i	n India			
	(1) January 1990				
	(2) April 1991				
	(3) June 1992		•		
	(4) May 1994				

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

18. Who was the publisher n Gazette (2) Elijah Impey (4) None of them nd Reed Calcutta Journal (1) James silk Buckingham (2) Edward John James August Hicky (4) None of them Hindi film award in the 62nd National Film Awards has been given to which film (1) Queen (2) Haider (4) Filmistan (3) Kik Alyque Padamsee was associated with (2) Advertisement (1) PR (4) Films (3) TV 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 (4) Rekha (3) Rishi Kapoor Name the Journalist who has been awarded 'Prem Bhatia Memorial Award 2014' for Excellence in political reporting and analysis (2) Suhasini Haidar (1) Rajdeep Sardesai (4) Raveesh Kumar (3) Raj Chengappa

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

3)

Question No.	n Questions					
19.	Who is writer of the book "To the Brink and Back : India's 1991 Reform 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	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	1				
	(3) DVI (4) Parallel	J				
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 supership					
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					
	A.					

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

Code-A

No.	Questions
25.	In order to organiae, classify and analyze the gathered information, used  (1) Graph  (2) Statistics  (3) Both (Namb(z) (4) None of them
20.	Research is done for (1) Knowledge of Research Process (2) Volving a business problem (3) Interest in research (4) Experience
)	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

#### Code-A

Question No.		Questio	ns		
30.	One of the essential characteristics of research is				
	(1) Sensitivity	(2)	Generalizability		
	(3) Usability	(4)	Replicability		
31.	'Navajivan' was founded by	7			
	(1) Kriplani	(2)	Gandhiji		
	(3) Tilak	(4)	None of them		
32.	Who is the Editor of 'The '	Γribune'	98		
	(1) Hari Jai Singh	(2)	Harish Khere		
	(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 associ	iated witl	h		
	(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 Mag	zazine 'A	a Jindgi'		
	(1) Aalok Shrivastav	(2)	Yaswant Vyas		
	(3) Ved Pratap Vaidik	(4)	None of them		

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

Quantion No.	Quest	ons
87.	The institution of Press Council en	merged for the first time in which country
	(1) U.K. (2	) Sweden
	(3) USA (4	) France
38.	Who is the writer of 'The Journal	ist Hand book'
	(1) M.V. Kamath (2	t) TJS George
	(3) Kewal J. Kumar (4	None of them
39	Name the newspaper which had l	aunched 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 Hindu	astan Times
	(1) Moti Lal Nehru (2	2) K.C. Roy
	(3) K.M. Panikkar (4	i) M.R. Jayakar .
41.	When the Indian Express was est	ablished
	(1) 1930 (2	2) 1932
	(3) 1935 (4	1) 1937
42.	Which of the following is said to	be largest section of print media in the
	globe	
	(1) Canadian press (2	2) Indian press
	(3) British press (4)	1) None of them

Question No.	Q	uestio	ns	
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 cult	ivation	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 w	vas lau	nched by Dr. Bhim Rao Ambedkar	
	(1) Kalki	(2)	Mooknayak	
	(3) Patit	(4)	None of them	
47.	Name the first Hindi Newsp	aper		
	(1) Udit Martand	(2)	Samachar Sudha	
	(3) Pratap	(4)	Karmveer	
48.	Babu Rajendra Prasad, the first President of India had started which new			
	weekly in 1920			
	(1) Prabha	(2)	Desh	
	(3) Tej	(A)	None of them	

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

Russtion No.	Qu	iestio	ns
49.	Who remarked "when the pre		1
	(1) Jaiprakash Narayan	(2)	L.K. Advani
	(3) Ajit Bhattacharjea	(4)	Khushwant Singh
50.	Who is writer of the book 'Ind	lia's N	ewspaper Revolution'
	(1) Sevani Ninan	(2)	Robin Jeffrey
	(3) N.Ram	(4)	N.J. Janporia
0.1	When the Press Institute of I	India (	(PII) was founded
	(1) 1960	(2)	1963
	(3) 1965	(4)	1966
52.	The decision of the Union G	ovt. to	o fix a minimum price for a newspaper
	(1) Sakal	(2)	Hitavada
	(3) Deccan Herald	(4)	The Tribune .
53.	Ritwik Ghatak was associate	ed with	1
	(1) Cinema	(2)	Radio
1	(3) TV	(4)	Journalism
54.	Copyright does not subsist in	in	
	(1) Reproductions		
	(2) Music		THE RESERVE OF THE STATE OF THE
	(3) Original work		
	(4) Sound recordings		

uestion No.	Questions				
55.	Blu	etooth is a			
	(1)	Cell Phone	(2)	Trade name	
	(3)	Ad appeal	(4)	Dental publication	
56.	Who	en the Radio Broadc	asting was	commenced in India	
	(1)	1922	(2)	1925	
	(3)	1927	(4)	1930	
57. Gandhiji made what was possibly his only broadcast over A			is 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.	Wh	ich of the following p	oaper was t	he first from Culcutta in 1780	
	(1)	Vratant	(2)	Hicky Gazette	
	(3)	Bengal Gazette	(4)	None of them	
60.	The	Press Council of In	dia is head	ed by	
	(1)	Chairman			
	(2)	President			
	(3)	Vice-President			
	(4)	None of them	V		

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

## Code-A

Question No.		- Que	stio	ns
61.	Till	the 1990's was the	nly	channel available to a vast majority of
	Indi			
	(1)	Zee News	(2)	Doordarshan
	(3)	Akashvani	(4)	BBC
62.	Wha	at is coverline		
	(1)	Type of a headline	(2)	Captions on a magazine
	<b>(B)</b>	Name of newspaper	(4)	None of them
63.	AB	is related to		
	(1)	News channel	(2)	Newspaper
	(3)	Social Media	(4)	Radio Broadcasting
64.	Dec	k is		
	(1)	Part of printing machine	(2)	Part of the headline
	(3)	Part of spoken words	(4)	None of them
65.	An	nethod of credibility in qua	litati	ve 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		
	1 '''			

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.				

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

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 Ministery

(2) UGC

(3) Educational Broadcast Corporation (EBC)

When UNESCO established the "International Commission for the study

(2) 1978

(4) 1982

"The Google Story"

(2) advertisement

(4) both (1) and (2)

(2) A. Mathew(4) David A. Vise

Who is the writer

1) a short news item

(4) None of them

(1) 1977
 (3) 1980

 $of \, Communication \, Problems"$ 

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

a type of headline

(1) David Mo

(3) Phi

Code-A

Question No.	Questions		
78.	Who summarize the literature from 1998 that report the use of mass med		
	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 around harmonious it is identified as		
	(1) Non-structured		
	(2) Parallel Colouring		
	(3) Marginal Colouring		
	(4) Out of register		

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

No.	Questions		
83.	When studies are used to measure a company's position, it is called  (1) Communication Audio (2) Corporate Audit		
	(3) Public delation Audit (4) Social Audit		
84.	Which of the following is the type of observation method		
	(i) 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		
him	(1) Religious (2) Geography		
	(3) Age (4) Gender		
Bolly			

Questio 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
	(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 rote.  (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-A

Question No.	4 uestions
92.	In which step of the channon-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  the interpersonal multiple intelligence  2) hedia literacy  (3) multi-tasking
94.	(4) digital integration  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

Question No.	Questions				
96.	$\label{lem:accommon} A \ common \ way \ for \ media \ organizations \ to \ achieve \ their \ profit \ goals \ through$				
	(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 manufacture.				
	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				

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

## Code-A

Question No.	<b>Questions</b>
100.	The technological development that most profoundly altered the printed
	mass media was
	(1) Gutenberg 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
/ "	
	****

Copy used for Scanning

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

# (Ph.D/URS-EE-2015) Subject: JOURNALISM Code 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.

- All questions are compulsory and carry equal marks. The condidates 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 in 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.
- Use only Black or Blue <u>BALL POINT PEN</u> of good quality in the OMR Answer-Sheet.
- 6. There will be <u>NEGATIVE</u> 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.



Question No.	Questions						
1.	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						
2.	In which step of the Shannon-Weaver communication model are thoughts						
	transformed into message						
	(1) stimulation (2) ancoding						
	(3) transmission (4) internalization						
3.	The ability to understand and interpret mass communication messages is						
	(1) interpersonal multiple intelligence						
	(2) media literacy						
	(3) multi-tasking						
	(4) digital integration						
4	All of the following are sources of funding for mass media except						
	(1) advertising revenue						
	(2) perpetual deficits						
	(3) audience donations						
	(4) government subsidies						

Question No.	Questions			
5.	Large organizations that own several smaller businesses are called			
	(1) channels			
	(2) multinational			
	(3) conglomerates			
	(4) all of them			
6.	lem:Acommon way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations to achieve their profit goals through \$\$A\$ common way for media organizations and \$\$A\$ common way for media organizations and \$\$A\$ common way for media organizations are achieved the statement of the sta			
	(1) serving very small audiences			
	(2) cutting costs and expenses			
	(3) fiercely competitive pricing			
	(4) all of these			
7.	What is the name of the promotional tool aimed at building good relations $% \left\{ \left( 1\right) \right\} =\left\{ \left( 1\right$			
	with a company and its publics			
	(1) Publicity (2) Advertising			
,	(3) PR (4) Promotion			
8.	Which type of Advertising objective is the most important for mature			
	products			
	(1) Comparison advertising (2) Informative advertising			
	(3) Reminder advertising (4) Persuasive advertising			

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

## Code-B

Augustion Hu.	Questions
0.	Which is not a factor that makes a message source credible  (1) experience  (2) like higher
Lyn	(ii) trustworthiness  All of these
101	the technological development that most profoundly altered the printed many 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
11.	Folk Dance 'Ghumar' is associated with which state  (1) U.P.  (2) Rajasthan  (3) M.P  (4) A.P.
12.	Who is the writer of the book "The Google Story"  (1) David Moor (2) A. Mathew  (3) Philip Johan (4) David A. Vise

Question No.	Questions		
13.	Filler is		
	(1) a short news item (2) advertisement		
	(3) a type of headline (4) both (1) and (2)		
14.	When the BBC initiated the first regular television service in the world		
	(1) 1936 (2) 1938		
	(3) 1942 (4) 1945		
15.	'Krishi Darshan' for rural viewers was inaugurated on		
	(1) August 15, 1964 (2) January 26, 1967		
	(3) December 25, 1965 (4) None of them		
16.	Country wide class-room project was started by		
	(1) HRD Ministery		
	(2) UGC		
	(3) Educational Broadcast Corporation (EBC)		
	(4) None of them		
17.	When UNESCO established the "International Commission for the stud		
	of Communication Problems"		
	(1) 1977 (2) 1978 (3) 1980 (4) 1982		
18.	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		

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

Question No.	Qu	estic	ns	
19.	The relationship between the	audit	ory and visual component in cinema is	
	(1) Active	(2)	Dynamic	
	(3) Both (1) and (2)	(4)	Passive	
20.	Which of the following can be called as sunshine laws			
	(1) ARTI	(2)	Freedom of information legislation	
	(3) Freedom of Speech	(4)	None of them	
	When the Press Institute of I	ndia (	PII) was founded	
	(1) 1960	(2)	1963	
0	(3) 1965	(4)	1966	
22.	The decision of the Union Govt. to fix a minimum price for a newspaper			
	was challenged by		20 T 1	
	(1) Sakal	(2)	Hitavada	
	(3) Deccan Herald	(4)	The Tribune	
23.	Ritwik Ghatak was associated with			
	(1) Cinema	(2)	Radio	
-	(3) TV	(4)	Journalism	
24.	Copyright does not subsist in			
	(1) Reproductions			
	(2) Music		* * *	
	(3) Original work			
1	(4) Sound recordings			

Question No.		Questions	15	
25.	Bluetooth is a			
	(1) Cell Phone	(2) Trade name		
	(3) Ad appeal	(4) Dental publication		
26.	When the Radio Broadcasting was commenced in India			
	(1) 1922	(2) 1925		
	(3) 1927	(4) 1930		
27.	Gandhiji made what wa	as possibly his only broadcast over AIR on		
	(1) Nov. 12, 1947	(2) Oct. 15, 1947		
	(3) Dec. 21, 1947	(4) None of them		
28.	When the Press and Re	egistration of Books Act was started		
	(1) 1862	(2) 1864	7	
	(3) 1865	(4) 1867	4	
29.	Which of the following paper was the first from Culcutta in 1780			
	(1) Vratant	(2) Hicky Gazette		
	(3) Bengal Gazette	(4) None of them		
30.	The Press Council of India is headed by			
	(1) Chairman			
	(2) President			
	(3) Vice-President	< \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		
	(4) None of them			

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

Que	stío	ns	
You Tube service of streaming	vide	ns online is provided by	
(1) Google	2)	Microsoft	
(3) IBM	(4)	Apple	
Which is the latest type of prin	nter	interface	
(1) USB	(2)	Serial	
(3) DVI	(4)	Parallel	
One of the features of a free m	arke	et economy is	
(1) Consumer Sovereignty	(2)	Rationing and price control	
8) Active state intervention	(4)	Public ownership	
Which of the following collection techniques were used as the primary			
		Quantitative	
(3) Both (1) and (2)		None of them	
In order to organise, classify and analyze the gathered information, used			
(1) Graphs	(2)	Statistics	
(3) Both (1) and (2)	(4)	None of them	
Research is done for			
(1) Knowledge of Research Process			
(2) Solving a business probler	n		
(3) Interest in research			
	You Tube service of streaming (1) Google (3) IBM  Which is the latest type of print (1) USB (3) IVI  One of the features of a free m (1) Consumer Sovereignty (8) Active state intervention  Which of the following collect research methods for this stud (1) Qualitative (3) Both (1) and (2)  In order to organise, classify at (1) Graphs (3) Both (1) and (2)  Research is done for (1) Knowledge of Research P. (2) Solving a business problem	(3) IBM (4) Which is the latest type of printer (1) USB (2) (3) IVI (4) One of the features of a free mark (1) Consumer Sovereignty (2) (8) Active state intervention (4) Which of the following collection research methods for this study (1) Qualitative (2) (3) Both (1) and (2) (4) In order to organise, classify and a (1) Graphs (2) (3) Both (1) and (2) (4) Research is done for (1) Knowledge of Research Proce (2) Solving a business problem	

Question No.	Questions
37.	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
38.	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
39.	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
40.	One of the essential characteristics of research is
	(1) Sensitivity (2) Generalizability
	(3) Usability (4) Replicability
41.	When the News Agency AFP was founded
	(1) 1942 (2) 1941
	(3) 1947 (4) 1950

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

No.	G	Questio	ns	
49.	The Information to be collected. (1) Present position. (2) Aims of the research. (3) The attainment of aim. (4) All the above.	J	evey method are related to	
48.	A research problem is feasil	ble only	when	
	(1) It is researchable	(2)	It has some utility	
	(3) It is new	(4)	All the above	
2			doesn't start from day one but actually ignals from his external surroundings	
	(1) Berlo's Model	(2)	Westley and MacLean's Model	
	(3) Helical	(4)	None	
45.	To a positive researcher, reality is			
	(1) Critical	(2)	Objective	
11	(3) Imperative	(4)	Conventional	
46.	The concept of Flak was co	nstructe	ed by	
AD -	(1) Johan Fiske	(2)	E. Durkheim	
	(3) Noam Chomsky	(4)	Leon Festinger	
47.	When the Govt. of India set	tup Son	gs and Drama Division	
	(1) 1950	(2)	1952	
	(3) 1954	(4)	1957	

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

Quantion No.	Questions
88.	When studies are used to measure a company's position, it is called  (1) Communication Audit (2) Corporate Audit  (3) Public Rennian Audit (4) Social Audit
61. • *	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
1	(3) Age (4) Gender

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.	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
	(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

No.		Questions	
63.	The flow of Information is		for the development of communities
	(1) Media		Technology
	(3) Globalization	(4) N	None of them
64.	Who was the founder of cu	ltivation t	heory
	(1) Donald Shaw	(2)	George Gerbner and Larry Gross
	(3) Max and McCombs	(4) N	None of them
90.	Who started Urdu weekly	'Al Hilal"	
	(1) Fardoozi Mazban	(2)	Abdul Kalam Azad
	(3) Ram Prasad Bismil	(4) 1	None of them
66.	Which Marathi fortnightly	was laund	ched by Dr. Bhim Rao Ambedkar
	(1) Kalki	(2) 1	Mooknayak
	(3) Patit	(4)	None of them
67.	Name the first Hindi New	spaper	
	(1) Udit Martand	(2)	Samachar Sudha
	(3) Pratap	(4)	Karmveer
68.	Babu Rajendra Prasad, the	e first Pres	sident of India had started which news
la l	weekly in 1920		
	(1) Prabha	(2)	Desh
	(3) Tej	(4)	None of them

Question No.	Qu	estio	ns
69.	Who remarked "when the pre-	ss wa	s 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 'Ind	ia's N	ewspaper 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 Trib	oune'	
	(1) Hari Jai Singh	(2)	Harish Khere
	(3) V.N. Rai	(4)	None of them
73.	News program 'Prime Time' is	s asso	ciated with which news channel
	(1) Aaj Tak	(2)	NDTV India
	(3) Zee Media	(4)	None of them
74.	Journalist Dibang is associate	ed wit	ch
	(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

				XU
Question No.		Q	nestio	ins
76.	Wh	o is editor of Hindi Maga	zine 'A	a Jindgi'
	(1)	Aalok Shrivastav	(2)	Yaswant Vyas
	(3)	Ved Pratap Vaid/k	(4)	None of them
77.	The	e institution of Press Cour	ncil eme	erged for the first time in which country
	(1)	U.K.	(2)	Sweden
	(3)	USA	(4)	France
78.	Wh	o is the writer of 'The Jo	urnalist	t Hand book'
	(1)	M.V. Kamath	(2)	TJS George
	(3)	Kewal J. Kumar	(4)	None of them
79.	Nar	ne the newspaper which	had lau	nched its facsimile edition in India first
	tim	e		
	(1)	The Times of India	(2)	The Hindu
	(3)	Indian Express	(4)	Malyala Manorama
80.	Wh	o was the first editor of I	Iindust	an Times
	(1)	Moti Lal Nehru	(2)	K.C. Roy
	(3)	K.M. Panikkar	(4)	M.R. Jayakar
81.	Till	the 1990's was tl	ne only	channel available to a vast majority of
	Ind	ians	111	
	(1)	Zee News	(2)	Doordarshan
	(3)	Akashvani	(4)	BBC

	4	stio	ns
Wha	at is coverline		
(1)	Type of a headline	(2)	Captions on a magazine
(3)	Name of newspaper	(4)	None of them
ABO	C is related to		
(1)	News channel	(2)	Newspaper
(3)	Social Media	(4)	Radio Broadcasting
Dec	k is		
(1)	Part of printing machine	(2)	Part of the headline
(3)	Part of spoken words		None of them
An	nethod of credibility in qual	itati	ve research is
(1)	Test-retest	(2)	Split run
(3)	Split half	(4)	Audit trail
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		
Ha	rmful or negative conseque	nces	of the functions of mass media are called
(1)	repercussions	9	
(2)	ramifications		
(3)	dysfunctions		
(4)	displacement	1	
	(1) (3)  ABC (1) (3)  Dec (1) (3)  Ann (1) (3)  If a (1) (2) (3) (4)  Ha (1) (2) (3)	(3) Name of newspaper  ABC is related to (1) News channel (3) Social Media  Deck is (1) Part of printing machine (3) Part of spoken words  A method of credibility in qual (1) Test-retest (3) Split half  If a newspaper is of 600 × 380 (1) Tabloid size (2) Standard size (3) Broadsheet size (4) Non standard size  Harmful or negative consequence (1) repercussions (2) ramifications (3) dysfunctions	(1) Type of a headline (2) (3) Name of newspaper (4)  ABC is related to (1) News channel (2) (3) Social Media (4)  Deck is (1) Part of printing machine (2) (3) Part of spoken words (4)  A method of credibility in qualitati (1) Test-retest (2) (3) Split half (4)  If a newspaper is of 600 × 380 mm (1) Tabloid size (2) Standard size (3) Broadsheet size (4) Non standard size  Harmful or negative consequences (1) repercussions (2) ramifications (3) dysfunctions

Code-B

No.	W Que	astions
88.	Name the first talkie movie of	Hudia
	(1) Raja Hariak Chandra	Alam Aara
	(3) Mahinanu	(4) None of them
89.	Who is Edward Snow en	pay folias o
	(1) A IV Journalist	(2)
	(% A D. V. whia le blower	F and Suppose and
	Nr. Investigative Print Media	a Reporter
	(i) Hone of them	a compression of the second
111	The Guardian is published from	om .
	(i) U.S.	(2) U.K.
	(8) India	(4) None of them
91.	The Live Coverage of Gulf war	r by CNN was broadcast in
	(1) 1991	(2) 1994
	(3) 1995	(4) None of them
02.	When STAR TV arrived in Ind	dia
	(1) January 1990	(2) April 1991
	(3) June 1992	(4) May 1994
93.	Who was the publisher of Indi	ian Gazette
	(1) J.A. Hicky	(2) Elijah Impey
1	(3) Messink and Reed	(4) None of them

Question No.	Que	estio	ns
94.	Who started Calcutta Journal (1) James silk Buckingham (3) James August Hicky	. ,	Edward John None of them
95.	Best Hindi film award in the 62 which film	2nd N	National Film Awards has been given to
	(1) Queen	(2)	Haider
	(3) Kik	(4)	Filmistan
96.	96. Alyque Padamsee was associated with		
	(1) PR	(2)	Advertisement
	(3) TV	(4)	Films
97.	Name the Indian Veteran acto for the UN women 'He for she' (1) Amitabh Bachchan (3) Rishi Kapoor	(2)	o has been appointed a UN ambassador paign for gender equality Anupam Kher Rekha
98.			awarded 'Prem Phatic Memorial Award orting and analysis

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

luestion No.		Questions
99.	Who is writer of the boo	To the Brink and Back : India's 1991 Reform
	(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
	•	

Capy used for Scaning

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

Sr.	No.	1	0	0	1	9	

## (Ph.D/URS-EE-2015) Subject: JOURNALISM



1	
١	A A
1	
1	

Time: 1% Hours	Max. Marks: 100	Total Questions: 100
Roll No	(in figure)	(in words)
Name:	Father's Name :	
Mother's Name	Date of Exam	nination
(Signature of the cand	lidate) (Sig	nature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/

- must return the Question book-let as well as OMR in the Examination Hall, must be of unfairtheans / misbehaviour will be registered in the Examination to looking of an FIR with the police. Further the County of the Examination to looking of the Examination to look in the Examination Hall, which is a substitution to look in the Examination Hall
- In the Question Booklet, the same and the State of the Controller of Examinations in writing the same and the State of the Controller of Examinations in writing the same and the same and
- 4. The cantillated T NOT do any rough work or writing in the OMR Answer-Steel Roya work, if any, may be done in the question book-let itself.

  Answer ST NOT be ticked in the Question book-let.
- 5. Use My Black or Blue BALL POINT PEN of good quality in the OMR
- The 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.



## Çode-C

Question No.	Questions
1.	Folk Dance 'Ghumar' is associated with which state
	(1) U.P. (2) Rajasthan
	(3) M.P (4) A.P.
2.	Who is the writer of the book "The Google Story"
	(1) David Moor (2) A. Mathew
15	(3) Philip Johan (4) David A Vine
3.	Filler is
	(1) a short news item (2) value tisement
5.77	(3) a type of headline (4) both (1) and (2)
4	When the BBC initiated the first regular television service in the world
	(2) 1938
	(4) 1945
5.	The late of the rural viewers was inaugurated on
	(2) January 26, 1967
	(4) None of them
6	and class-room project was started by
12-21	(1) HRD Ministery
	(2) UGC
	(3) Educational Broadcast Corporation (EBC)
*	(4) None of them

uestion No.	Qu	estio	ns
7.	When UNESCO established t	he "In	aternational Commission for the study
	of Communication Problems"		
	(1) 1977	(2)	1978
	(3) 1980	(4)	1982
8.			1998 that report the use of mass media
	to change health behaviors su	ich as	tobacco use
	(1) Wakefield	(2)	Liken
	(3) Hornik	(4)	All of above
9.	The relationship between the	audit	ory 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	d 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 G	ovt. to	o fix a minimum price for a newspape
	was challenged by		
	(1) Sakal	(2)	Hitavada
	(3) Deccan Herald	(4)	The Tribune
PHD/	URS-EE-2015 (Journalis	m) C (2)	ode

Code-C

Hu.	Questi	ons
10.	Hitwik Chatak was associated w (i) Cinema (2 (ii) TV (4	
	Copyright does not a baist in  (i) Reproductions  (2) Above  N. Oriewal work  4) Sound recordings	
		2) Trade name i) Dental publication
16.		as commenced in India 2) 1925 4) 1930
19:	div montant north	y his only broadcast over AIR on 2) Oct. 15, 1947 4) None of them
18.	(a) kelon amost to sitting	n of Books Act was started 2) 1864 4) 1867

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	a is headed by			
	(1) Chairman				
	(2) President				
	(3) Vice-President				
	(4) None of them				
21.	'Navajivan' was founded b	ру			
	(1) Kriplani	(2) Gandhiji			
	(3) Tilak	(4) None of them			
22.	Who is the Editor of 'The	Tribune'			
	(1) Hari Jai Singh	(2) Harish Khere			
	(3) V.N. Rai	(4) None of them			
23.	News program 'Prime Tin	me' is associated with which news channel			
	(1) Aaj Tak	(2) NDTV India			
	(3) Zee Media	(4) None of them			
24.	Journalist Dibang is asso	ociated with			
	(1) TV News channel	(2) Newspaper			
	(3) Radio News	(4) None of them			

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

Question No.	(	)uestio	ns
95.	Ketan Mehta is (1) Journalist (3) Painter	(2) (4)	Film maker None of them
20.	Who is editor of Hindi Maga	azine 'Al	na Jindgi'
	(1) Aalok Shrivastav	(2)	Yaswant Vyas
	(ii) Ved Pratap Vaidik	(4)	None of them
74	The institution of Press Cou	ncil eme	erged for the first time in which country
	U.K.	(2)	Sweden
	(ii) UBA	(4)	France
111	Who is the writer of 'The Jo	urnalis	t Hand book'
	(i) M.V. Kamath	(2)	TJS George
	(ii) Kewal J. Kumar	(4)	None of them
90.	Name the newspaper which	had lau	nched its facsimile edition in India first
	(i) The Times of India	(2)	The Hindu
	(ii) Indian Express	(4)	Malyala Manorama
80.	Who was the first editor of	Hindust	tan Times
	(i) Moti Lal Nehru	(2)	K.C. Roy
	(8) K.M. Panikkar	(4)	M.R. Jayakar

PHD/URB RE-2015 (Journalism) Code-C (5)

{uestion No.	Qu	estic	ons		
31.	When the News Agency AFP was founded				
	(1) 1942	(2)	1944		
	(3) 1947	(4)	1950		
32.	The Information to be collected	ed in	survey method are related to		
	(1) Present position				
	(2) Aims of the research				
	(3) The attainment of aim of	Rese	earch		
	(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 communica	ation	doesn't start from day one but actual		
	begins when the speaker rece	ives s	signals from his external surrounding		
	(1) Berlo's Model	(2)	Westley and MacLean's Model		
	(3) Helical	(4)	None		
35.	To a positive researcher, real	ity is			
	(1) Critical	(2)	Objective		
	(3) Imperative	(4)	Conventional		
36.	The concept of Flak was const	truct	d by		
	(1) Johan Fiske	(2)	E. Durkheim		
	(3) Noam Chomsky	(4)	Leon Festinger		

PHD/URS-EE-2015 (Journalism) Cod
(6)

Hugation Hu.	Questions
87.	When the Govt. of India setup Songs and Drama Division
	(1) 1950 (2) 1952
	(3) 1954 (4) 1957
88.	'Sandesh' Newspaperis associated with
	(1) Hindi (2) Marathi
	(3) Guj rati (4) Bangla
100	Kenadu newspaper is from which state
	(1) Kayala
	(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

nestion	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
PHE	J/URS-EE-2015 (Journalism) Code-C

Huestion No.	Questions
46.	A common way for media or sunizations to achieve their profit goals through
	(1) serving very small audiences
1	(2) cutting cuts and expenses
	(3) fiercely competitive pricing
	(4) all of these
M	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
18	(1) expertise
	(2) likeability
	(3) trustworthiness
	(4) All of these

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		
54.	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 (Sournalism) Code-C		
	(10)		

Hussian No.	Questions
55.	A method of credibility in qualitative research is
	(1) Test-retest (2) Split run
	(3) Split half (4) Audit trail
56.	If a newspaper is $1600 \times 380$ mm, it is known as of
	(1) Tabloid size
	(2) Standardvize
	(3) Broadsheet size
	(4) Non-standard size
010	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
him	(1) A TV Journalist
	(2) A U.S. whistle blower
	(3) Investigative Print Media Reporter
	(4) None of them

Question	n Questions		
No.			
60.	The Guardian is published from		
	(1) U.S.	(2)	U.K.
	(3) India	(4)	None of them
61.	You Tube service of streaming	vide	eos online is provided by
	(1) Google	(2)	Microsoft
	(3) IBM	(4)	Apple
62.	Which is the latest type of prin	nter	interface
	(1) USB	(2)	Serial
	(3) DVI	(4)	Parallel
63.	One of the features of a free m	ark	et 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 stud	ly	
	(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

No.	Questions		
66.	Research is done for (1) Knowledge of Research Process (2) Solving actusiness problem (3) Interest in unearch (4) Experience		
67.	The economy that is increasingly based on knowledge and information i		
	(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		

Question No.	on 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 Ind	ia			
	(1) January 1990				
	(2) April 1991				
	(3) June 1992				
	(4) May 1994		er er		
73.	Who was the publisher of Indi	an G	azette		
	(1) J.A. Hicky	(2)	Elijah Impey		
	(3) Messink and Reed	(4)	None of them		
74.	Who started Calcutta Journal			IK	
	(1) James silk Buckingham	(2)	Edward John		
	(3) James August Hicky	(4)	None of them		
75.	Best Hindi film award in the 6	32nd	National Film Awards has	een given to	
	which film				
	(1) Queen	(2)	Haider		
	(3) Kik	(4)	Filmistan		
76.	Alyque Padamsee was associa	ated	with _		
	(1) PR	(2			
	(3) TV	(4	Films		

westlon No:	Question
77.	Name the Indian Veteran actor who has been appointed a UN ambassador
	for the UN women 'He for she' campaign for gender equality
	(1) Amitable Bacherian (2) Anupam Kher
	(3) Rishi Kapoor (4) Rekha
78.	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) Ray Chengappa (4) Raveesh Kumar
79.	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
80.	Name the 'totally digital state' of India
	(1) Kerala (2) Delhi
	(3) Maharashtra (4) None of them
81.	When the Indian Express was established
	(1) 1930 (2) 1932 (3) 1935 (4) 1937
82.	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

Question No.	Questions		
83.	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		
84.	Who was the founder of cultivation theory		
	(1) Donald Shaw (2) George Gerbner and Larry Gross		
	(3) Max and McCombs (4) None of them		
85.	Who started Urdu weekly "Al Hilal"		
	(1) Fardoozi Mazban (2) Abdul Kalam Azad		
	(3) Ram Prasad Bismil (4) None of them		
86.	Which Marathi fortnightly was launched by Dr. Bhim Rao Ambedkar		
	(1) Kalki (2) Mooknayak		
	(3) Patit (4) None of them		
87.	Name the first Hindi Newspaper		
	(1) Udit Martand (2) Samachar Sudha		
7	(3) Pratap (4) Karmver		
88.	Babu Rajendra Prasad, the first President of India had started which news		
	weekly in 1920		
	(1) Prabha (2) Mash		
	(3) Tej (4) None of them		

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



	X
Question No.	Questions
89.	Who remarked "when the mess was asked to bend, it crawled"
	(1) Jaiprakash Narayan 2) L.K. Advani
	(3) Ajit Bhat acharjea (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.	n terms of Public awareness, news has the status of
	(1) Dominant discourse (2) Conflict Value
9	(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

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 ground		
	(1) Religious (2) Geography		
	(3) Age (4) Gender		
98.	Which of the following is sufficient to address communication problems		
	(1) media buying		
	(2) media training		
	(3) development communication		
	(4) propaganda		

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

Question No.	Nestions
99.	Rogar's Innovation Document Process theory states that diffusion of innovation is a process that occurs over time through five stages which one is the fast stage.
	(1) Knowledge (2) Persuasion
	(3) Decision (4) Implementation
100.	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
9	

Capy used for Samu

(Signature of the Invigilator)

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

St. No. 10024	Subject : JOURNALISM	Code	D
Time: 1% Hours	Max. Marks: 100	Total Questi	ions : 10
Rell No.	(in figure)	(	(in words
Name:	Father's Name :		1
firther's Name	Date of Exam	ination	<i>\delta</i> ,

## CANDIDATES MUST READ THE FOLLOWING INFORMATION/

Summiture of the candidate)

- 1 41 questions are sumpulsory and carry equal marks. The candidates are required to assemble all questions.
- 2. The candidates must return the Question book-let as well as OMR answer-sheet to the lawigheter concerned by the leaving the Examination Hall, failing which a case of use of unfair at an / misbehaviour will be registered against him / her, in addition to loders of an FIR with the police. Further the answer-sheet of such candidate vill 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 <u>BALL POINT PEN</u> of good quality in the OMR Answer-Sheet.
- 6. There will be <u>NEGATIVE</u> 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.



Question No.	Questio	ons	
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	o fix a minimum price for a newspaper	
	(1) Sakal = (2)	Hitavada	
	(3) Deccan Herald (4)	The Tribune	
3.	Ritwik Ghatak was associated with	2	
	(1) Cinema (2)	Radio	
	(3) TV	Journalism	
4.	Copyright does not subsite to		
	(1) Reproductions (2) Music		
	(3) Original work		
	(4) Sound recordings		
5.	Bluetoot is a	f Ti	
	(2) Cell Phone	Trade name	
-	Ad appeal (4)	Dental publication	
6.	When the Radio Broadcasting was commenced in India		
	(1) 1922 (2)	1925	
~	(3) 1927 (4)	1930	

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 Registr	ation of Books Act was started			
	(1) 1862	(2) 1864			
2	(3) 1865	(4) 1867			
9.	Which of the following paper was the first from Culcutta 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		1		
	(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 Tri	bune'			
	(1) Hari Jai Singh	(2) Hansh Khere			
3.	(3) V.N. Rai	(4) None of them			

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

Hu.	Ques	ions
18:	(i) An) Tak	so iated with which news channel  NDTV India  None of them
14:	III I I I I I I I I I I I I I I I I I	vith  2) Newspaper  (4) None of them
	The second secon	(2) Film maker (4) None of them
	(a) similar comments	'Aha Jindgi' (2) Yaswant Vyas (4) None of them
17.	The institution of Press Council (1) U.K. (8) USA	emerged for the first time in which country (2) Sweden (4) France
18.	Who is the writer of The Journ (1) M.V. Kamath (3) Kewal J. Kumar	alist Hand book' (2) TJS George (4) None of them
19.	time	l launched its facsimile edition in India first
	(1) The Times of India (3) Indian Express	<ul><li>(2) The Hindu</li><li>(4) Malyala Manorama</li></ul>

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) Hander			
	(3) Kik (4) Filmistan			

PHD/URS-EE-2015 (Jour lalism) Code-D

Question No.	Que	stio	ns
26.	Alyque Padamsee was associate	ed wi	h
	(1) PR	(2)	Advertisement
	(3) TV	(4)	Films
27.			has been appointed a UN ambassador
	for the UN women 'He for she'	cam	paign for gender equality
	(1) Amitable Bachchan	(2)	Anupam Kher
. 3	(3) Rishi Kapoor	(4)	Rekha
28.	Name the Journalist who has b	een a	warded 'Prem Bhatia Memorial Award
	2014' for Excellence in political	l repo	orting and analysis
	(1) Rajdeep Sardesai	(2)	Suhasini Haidar
	(3) Raj Chengappa	(4)	Raveesh Kumar
29.	Who is writer of the book "To Story"	the l	Brink and Back : India's 1991 Reforms
	(1) Sanjay Suri	(2)	Jai Ram Ramesh
	(3) Praveen Jha	(4)	Sushant Sareen
30.	Name the 'totally digital state	of I	ndia
	(1) Kerala	(2)	Delhi
	(3) Maharashtra	(4)	None of them
31.	In terms of Public awareness,	new	s has the status of
	(1) Dominant discourse	(2)	Conflict Value
	(3) Unintended exchange	(4)	Limited Judgement

Question No.	Questions			
32.	When colours in an advertisement are not harmonious, it is identified as $% \left( 1\right) =\left( 1\right) \left( 1\right) \left$			
	(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 2003			
	(3) 2004 (4) 2005			

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

Regation Htt.	Quistion
87.	International News Agencies are criticized on the following grounds
	(1) Religious (2) Geography
	(ii) Age (4) Gender
88.	Which of the following is sufficient to address communication problems
	(1) medic huying
	media training
	development communication
3	(4) propaganda
80.	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
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.

estion 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.	(1) HRD Ministery (2) UGC (3) Educational Broadcast Corporation (EBC) (4) None of them
4	ANALYSICO established the "International Commission for the str

Code-D

Hu.	Question	ns			
40.	Who summarize the literature from to change health behaviors such as	098 that report the use of mass media tobacco use			
	(i) Wakefield (2)	Liken			
	(ii) Hornik (4)	All of above			
40.	The clationship between the audit	ory and visual component in cinema is			
	Active (2)	Dynamic			
	(I) Bosh (1) and (2) (4)	Passive			
10	Which of the following can be called	l 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 b	e largest section of print media in th			
	(1) Canadian press (2)	Indian press			
	(3) British press (4)	None of them			
53.	The flow of Information is important for the development of communitie				
	and the facilitates this.				
	(1) Media (2)	Technology			
	(3) Globalization (4)	None of them			

Question No.	Qu	estio	ns		
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 wa	s lau	nched 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)	Karmveer		
58.	Babu Rajendra Prasad, the fir	st Pr	esident of India had started which new		
	weekly in 1920				
	(1) Prabha	(2)	Desh		
	(3) Tej	(4)	None of them		
59.	Who remarked "when the pre	ss wa	as asked to bend, it crawled"		
	(1) Jaiprakash Narayan	(2)	L.K. Advani		
	(3) Ajit Bhattacharjea	(4)	Khushwant Singh		

No.		x = 1	Questio	ns
60.	Who	is writer of the book '	India's N	ewspaper Revolution'
	(1)	Sevani Ninan	(2)	Robin Jeffrey
	(3)	N.Ram	(4)	N.J. Janporia
61.	Whe	n the News Agency A	P was fo	ounded
	(1)	1942	(2)	1944
	(3)	1947	(4)	1950
62	The	Information to be col	lected in	survey method are related to
	(1)	Present position		
	(2)	Aims of the research		
	(3)	The attainment of air	m of Rese	earch
	(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			
	begi	ns when the speaker	receives s	signals from his external surroundings
	(1)	Berlo's Model	(2)	Westley and MacLean's Model
negler	(3)	Helical	(4)	None
65.	Тов	positive researcher,	reality is	
	(1)	Critical	(2)	Objective
Mary Chip	(3)	Imperative	(4)	Conventional
PHD/U	JRS-	EE-2015 (Journa	lism) C	

Question No.	Que	estio	ns		
66.	66. The concept of Flak was constructed by				
	(1) Johan Fiske	(2)	E. Durkheim		
	(3) Noam Chomsky	(4)	Leon Festinger		
67.	67. When the Govt. of India setup Songs and Drama Division				
	(1) 1950	(2)	1952		
	(3) 1954	(4)	1957		
68.	'Sandesh' Newspaper is associ	ated	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 ga	tekee	eper'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 particip	ants	in the communication process to more		
	freely disseminate their	mess	age Total		
	(4) making it easier for part	cipa	nts to enter the field of communication		

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

ingation His	Questions
78.	(1) the short of the Sharmon-Neaver communication model are thoughts the sharmon (2) encoding (4) internalization
	The statics to an area and and interpret mass communication messages is
96.	All of the following are sources of funding for mass media except
rine.	(1) advertising revenue
	(3) perpetual deficita
	(3) audience donations
	(4) government subsidies
76.	Large organizations that own several smaller businesses are called
	(1) channels
	(2) multinational
No.	(3) conglomerates
	(4) all of them

Question No.	Questions
76.	lem:common way for media organizations to achieve their profit goals through
	(1) serving very small audiences
100	(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 matter
	products
	(1) Comparison advertising (2) Informative advertising
	(3) Reminder advertising (4) Persuasiva 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)

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) Wrick and Watson's development of satellite
91.	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
17.00	(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

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) Jechnical Journalism

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

No.	Que	stions
90.	One of the essential characteri	stres of research is
	(1) Sensitivity	2) Generalizability
	(3) Usability	(4) Replicability
91.	Till the 1990's was the o	only channel available to a vast majority of
	Indians	
	(1) Zee News	(2) Doordarshan
	(3) Akaahvani	(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	

Questions
A method of credibility in qualitative research is
(1) Test-retest
(2) Split run
(3) Split half
(4) Audit trail
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
Harmful or negative consequences of the functions of mass media are called
(1) repercussions
(2) ramifications
(3) dysfunctions
(4) displacement
Name the first talkie movie of India
(1) Raja Harish Chandra
(2) Alam Aara
(3) Mahisasur
(4) None of them

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

C. No.	A	В	С	D
Sr No.	2	1	2	2
2	4	2	4	1
3	- 4	2	4	1
	2	2	1	1
5	2	3	2	2
6	3	2	2	3
7	3	3	1	1
	3	3	4	4
9	3	2	3	3
	2	1	2	1
10		2	2	2
11	1	4	1	2
12	2	- 00		2
13	3	4	1 1	1
14	1	1		2
15	1	2	2	1
16	2	2	3	
17	2	1	1	2
18	2	4	4	1
19	2	3	3	2
20	1	2	1	3
21	1	2	2	1
22	1	1	2	2
23	1	1	2	♦3
24	1	1	1	1
25	3	1 2 1	2	
		2	2	
26	1	3	1	3
26 27	1 3	3 1		2
26 27 28	1 3 4	3 1 4	1	2 2
26 27 28 29	1 3 4 3	3 1 4 3	1	2 2 2
26 27 28 29 30	1 3 4 3 3	3 1 4 3	2 3	2 2 2 1
26 27 28 29 30 31	1 3 4 3 3 2	3 1 4 3	1 2 3 2	2 2 2 1 1
26 27 28 29 30 31 32	1 3 4 3 3 2 2	3 1 4 3 1	1 2 3 2 4	2 2 2 1 1 4
26 27 28 29 30 31 32 33	1 3 4 3 3 2 2 2	3 1 4 3 1 1	1 2 3 2 4 4	2 2 2 1 1 4 3
26 27 28 29 30 31 32 33 34	1 3 4 3 3 2 2 2	3 1 4 3 1 1 1 1	1 2 3 2 4 4 2	2 2 2 1 1 4 3
26 27 28 29 30 31 32 33 34 35	1 3 4 3 3 2 2 2 1 2	3 1 4 3 1 1 1 1 1 1 3	1 2 3 2 4 4 2 2	2 2 2 1 1 4 3 4 1
26 27 28 29 30 31 32 33 34 35	1 3 4 3 3 2 2 2 1	3 1 4 3 1 1 1 1 1 3 1	1 2 3 2 4 4 2 2 2	2 2 2 1 1 4 3 4 1 1
26 27 28 29 30 31 32 33 34 35 36 37	1 3 4 3 3 2 2 2 1 2	3 1 4 3 1 1 1 1 1 1 3 1 3	1 2 3 2 4 4 2 2 2 3 3	2 2 2 1 1 4 3 4 1 1
26 27 28 29 30 31 32 33 34 35 36 37	1 3 4 3 3 2 2 2 1 2 1 2	3 1 4 3 1 1 1 1 1 3 1 3 4	1 2 3 2 4 4 2 2 2 3 3 3	2 2 2 1 1 4 3 4 1 1 1 1 3
26 27 28 29 30 31 32 33 34 35 36 37 38	1 3 4 3 3 2 2 2 1 2 1 2 1 2	3 1 4 3 1 1 1 1 1 3 1 3 4 3	1 2 3 2 4 4 2 2 2 3 3 3 3	2 2 2 1 1 4 3 4 1 1 1 3
26 27 28 29 30 31 32 33 34 35 36 37 38	1 3 4 3 3 2 2 2 1 2 1 2 1 2 3	3 1 4 3 1 1 1 1 3 1 3 4 3 3	1 2 3 2 4 4 2 2 2 3 3 3 3 3	2 2 2 1 1 4 3 4 1 1 1 3 1
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41	1 3 4 3 3 2 2 2 1 2 1 2 1 2 3 4	3 1 4 3 1 1 1 1 3 1 3 4 3 3 2	1 2 3 2 4 4 2 2 3 3 3 3 3 2	2 2 2 1 1 4 3 4 1 1 1 1 3 1 1 2
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42	1 3 4 3 3 2 2 2 1 2 1 2 1 2 3 4 2	3 1 4 3 1 1 1 1 3 1 3 4 3 3 4 3 2 4	1 2 3 2 4 4 2 2 3 3 3 3 2 1	2 2 2 1 1 4 3 4 1 1 1 3 1 1 2
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43	1 3 4 3 3 2 2 2 1 2 1 2 1 2 3 4 2 1	3 1 4 3 1 1 1 1 3 1 3 4 3 3 4 3 2 4	1 2 3 2 4 4 2 2 2 3 3 3 3 2 1 2	2 2 2 1 1 4 3 4 1 1 1 3 1 1 2 4
26 27 28 29 30 31 32 33 34 35 36 37 38 9 40 41 42 43	1 3 4 3 3 2 2 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 2 1 2 2 1 2 2 1 2 2 1 2 2 2 1 2 2 2 1 2	3 1 4 3 1 1 1 1 3 1 3 4 3 3 4 4 4 4 4 4	1 2 3 2 4 4 2 2 2 3 3 3 3 2 1 2 2 2	2 2 2 1 1 4 3 4 1 1 1 3 1 1 2 4 4 1
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45	1 3 4 3 3 2 2 2 1 2 1 2 1 2 1 2 1 2 2 1 2 2 2 2	3 1 4 3 1 1 1 1 1 3 1 3 4 3 3 4 4 2 2 2	1 2 3 2 4 4 2 2 2 3 3 3 3 2 1 2 2 2 2 3	2 2 2 1 1 4 3 4 1 1 1 2 4 4 1 2
26 27 28 29 30 31 32 33 34 35 36 37 38 40 41 42 43 44 45 46	1 3 4 3 3 2 2 2 1 2 1 2 1 2 1 2 1 2 2 2 2 2 2	3 1 4 3 1 1 1 1 1 3 1 3 4 3 4 3 2 4 4 2 2 3	1 2 3 3 3 3 3 3 2 1 1 2 2 2 3 3 2 2	2 2 2 1 1 4 3 4 1 1 1 1 2 4 4 1 2 2 2
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47	1 3 4 3 3 2 2 2 1 2 1 2 1 2 1 2 2 1 2 2 1 1 2 1 2 1 1 2 1 1 2 1 1 2 1 1 1 2 1	3 1 4 3 1 1 1 1 1 1 3 1 3 4 3 4 4 2 2 2 3 3 3	1 2 3 2 4 4 2 2 3 3 3 3 2 1 2 2 2 2 3 3 3 2 1 2 2 3 3 3 2 3 3 2 3 3 3 3	2 2 2 1 1 4 3 4 1 1 1 1 2 4 4 4 1 1 2 4 1
26 27 28 29 30 31 32 33 34 35 36 37 38 40 41 42 43 44 45 46	1 3 4 3 3 2 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2	3 1 4 3 1 1 1 1 1 3 1 3 4 3 3 4 3 3 2 4 4 2 2 2 3 3 3 3 3	1 2 3 2 4 4 2 2 3 3 3 3 2 1 2 2 2 2 2 3 3 3 3 3 2 1 2 2 2 3 3 3 3	2 2 2 1 1 4 3 4 1 1 1 2 4 4 1 2 2 1 4
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49	1 3 4 3 3 2 2 2 1 2 1 2 1 2 3 4 2 1 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2	3 1 4 3 1 1 1 1 1 1 3 1 3 4 3 3 4 4 2 2 2 3 3 3 3 3 3	1 2 3 3 3 3 2 1 1 2 2 2 3 3 2 2 3 3 3 2 2 3 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 2 2 3 3 3 3 2 2 3 3 3 3 3 3 3 2 2 3	2 2 2 1 1 4 3 4 1 1 1 2 4 4 4 1 2 2 1 4 3 4 3 4 1 1 2 1 4 3 1 2 1 1 2 1 2 1 1 2 1 2 1 1 2 1 2 1 2
26 27 28 29 30 31 32 33 34 35 36 37 38 9 40 41 42 43 44 45 46 47 48	1 3 4 3 3 2 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2	3 1 4 3 1 1 1 1 1 3 1 3 4 3 3 4 3 3 2 4 4 2 2 2 3 3 3 3 3	1 2 3 2 4 4 2 2 3 3 3 3 2 1 2 2 2 2 2 3 3 3 3 3 2 1 2 2 2 3 3 3 3	2 2 2 1 1 4 3 4 1 1 1 2 4 4 1 2 2 1 4

malile CMb/10/2015

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
57	1	1	3	1
58	4	3	2	2
59	3	1	2	2
60	1	1	2	2
61	2	4	1	2
62	2	2	1	4
63	2	1	1	4
64	2	2	1	2
65	4	2	3	2
66	3	2	1	3
67	3	1	3	3
68	2	2	4	3
69	2	2	3	3
	2	2	3	2
70			1	1
71	2	2		2
72	4	2	2	
73	4	2	3	2
74	1	1	1	2
75	2	2	1	3
76	2	1	2	2
77	1	2	2	3
78	4	1	2	3
79	3	2	2	2
80	2	3	1	1
81	1	2 🔷	4	1
82	4	2	2	1
83	3	2	1	1
84	4	2	2	1
85	1	4	2	3
86	1	3	2	1
87	1	3	1	3
	3	2	2	4
88				3
89		2	2	
90	1	2	2	3
91	1	1	1	2
92		2	4	2
93	2			
93	2	3	3	2
94			4	2
	2	3		2
94	2 2	3	4	2 4 3
94 95 96	2 2 3 2	3 1 1	4	2
94 95 96 97	2 2 3 2 3	3 1 1 2 2	1 1	2 4 3
94 95 96	2 2 3 2	3 1 1 2	4 1 1 1	2 4 3 3