SUBJECT CODE	SUBJECT	PAPER
A-10-02	JOURNALISM AND MASS COMMUNICATION	II

HALL TICKET NUMBER

QUESTION BOOKLET NUMBER

OMR SHEET NUMBER

DURATION	MAXIMUM MARKS	NUMBER OF PAGES	NUMBER OF QUESTIONS
1 HOUR 15 MINUTES	100	16	50

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidates Signature   Name and Signature of Invigilator

Instructions for the Candidates

1. Write your Hall Ticket Number in the space provided on the top of this page.
2. This paper consists of fifty multiple-choice type of questions.
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested **to open the booklet and compulsorily examine it as below** :
    (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
    (ii) **Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.**
    (iii) After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
4. Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.

    Example : (A) (B) ● (D)

    where (C) is the correct response.
5. Your responses to the items are to be indicated in the **OMR Answer Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
6. Read instructions given inside carefully.
7. Rough Work is to be done in the end of this booklet.
8. If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
9. **The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily** and must not carry it with you outside the Examination Hall. The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
10. **Use only Blue/Black Ball point pen.**
11. **Use of any calculator or log table etc., is prohibited.**
12. **There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

1. ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
2. ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
3. పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
    (i) ఈ ప్రశ్న పత్రమును చూడడానికి కవర్‌పేజి అంచున ఉన్న కాగితపు సీలును చించండి. స్టిక్కర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
    (ii) కవరు పేజి పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియును ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గాని లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏవైనా తేడాలుండుట వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
    (iii) పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నాపత్రం సంఖ్యను OMR పత్రము పై ఆదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నాపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
4. ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతిప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్‌తో కింద తెలిపిన విధంగా పూరించాలి.

    ఉదాహరణ : (A) (B) ● (D)

    (C) సరైన ప్రతిస్పందన అయితే
5. ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పై ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
6. ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
7. చిత్తుపని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
8. OMR పత్రము పై నిర్ధిరిత స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గాని లేదా ఇతర చిహ్నాలను పెట్టడం గాని చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
9. పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
10. నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
11. లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
12. తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.

JOURNALISM AND MASS COMMUNICATION
Paper – II

1. Cheque book journalism is popular in
   (A) USA
   (B) UK
   (C) Australia
   (D) Canada

2. The concept of golden mean was first explained in relation to ethics by
   (A) Daniel Lerner
   (B) Aristotle
   (C) Peter Hartley
   (D) Lloyd James

3. A term derived from the philosophical analysis of art to refer to insight, expressiveness and beauty in creativity.
   (A) signification
   (B) aesthetics
   (C) proxemics
   (D) realism

4. Blending of typographic elements to form a uniform impression is called as
   (A) concord
   (B) contrast
   (C) balance
   (D) fusion

5. Physical attack or abuse normally interpersonal interpreted in the context and culture will constitute
   (A) catharsis
   (B) commotion
   (C) violence
   (D) arson

6. Selectivity theories deal with
   (A) source
   (B) message
   (C) culture
   (D) channel

7. Who discovered the unconscious and suggested that 'identity' was something learned rather than innate and the being is formed in relation to others ?
   (A) F.Saussure
   (B) K.Marx
   (C) M.Foucault
   (D) S.Freud

8. Selective reduction of white space between irregularly shaped letters to create even optical spacing is called as
   (A) Kicker
   (B) Karning
   (C) Wrap
   (D) Loop

9. Which set of characteristics most accurately describe public relations ?

(A) Low cost, low credibility, high control

(B) High cost, high credibility, low control

(C) High cost, low credibility, high control

(D) Low cost, high credibility, low control

10. Reproduction in which tones have been photographed through a screen to break up the areas into dots whose size determines the dark and light areas is called as

(A) Silhoutte

(B) Halftone

(C) Soft focus

(D) Frame

11. Control analysis deals with

(A) Message

(B) Channel

(C) Source

(D) Feedback

12. A method of research evolved out of the field of anthropology to study a group from the inside.

(A) Audiography

(B) Biography

(C) Psychography

(D) Ethnography

13. The concept of telecommunity was discussed by

(A) David Holmes

(B) Bob Franklin

(C) Steve Jobbs

(D) James Folkerts

14. Which one of the following refers to the concentration of scores around a particular point in the X-axis ?

(A) Frequency curve

(B) Normal curve

(C) Skewness

(D) Cumulative frequency

15. The cultural perception that material objects are interpenetrated by information patterns under the presumption that technology can take us out of ourselves is known as

(A) Hegemony

(B) Virtual reality

(C) Metaphysics

(D) Transcendence

16. The basic key elements of ethos, pathos and logos were labelled and named as a classical model of

(A) David Berlo

(B) Daniel Lerner

(C) Wilbur Schram

(D) Aristotle

17. _____ is empirical and analytical methodology interested in the cultural and political implications of representations besides the variety of meaning made possible by the text.

(A) Ethnography

(B) Correlation

(C) Meta analysis

(D) Textual analysis

18. It is the focus of textual analysis of the story including the plot and presentation, the devices and surprises built in to it, the opening of equilibrium, the disruption and the restoration or a new equilibrium. It is called

(A) Path analysis

(B) Treatment

(C) Story boarding

(D) Narrative

19. A concept developed out of J. L. Austin, utterances are significant not so much in terms of what they say but rather in terms of what they do, is known as

(A) Symbolism

(B) Speech Act

(C) Semiotics

(D) Serendipity

20. The most commonly used scale in mass media research in relation to statements are developed with respect to a topic is

(A) Summated rating scale

(B) Thurstone scale

(C) Guttman scale

(D) Semantic differential scale

21. Identify the correct sequence for the period of great development :

I. Period of dominance of market capital

II. Period of industrial capital

III. Period of pillage and rise of European commerce

IV. Period of new imperialism

Code :

(A) I, II, III, IV

(B) III, I, II, IV

(C) II, IV, I, III

(D) IV, III, II, I

22. Sequence the checklist of a digital editing model :

I. Editing for structure – style, spelling and usage

II. Editing for content – fairness, balance legal and ethical issues

III. Preparation for editing – blocking out distractions and refining focus

IV. Presentation and format – art and graphics

Code :

(A) III, IV, II, I

(B) I, II, IV, III

(C) III, II, I, IV

(D) II, IV, III, I

23. Identify the correct order of marketing approach :

  I. Selling concept

  II. Marketing concept

  III. Product concept

  IV. Production concept

Code :

  (A) IV, II, I, IV

  (B) III, IV, I, II

  (C) III, II, I, IV

  (D) IV, I, II, III

24. Identify the correct of sequence of establishment of information and broadcasting wings.

  I. Registrar of newspapers of India

  II. Field publicity

  III. Indian Institute of Mass Communication

  IV. Children's Film Society

Code :

  (A) I, II, III, IV

  (B) II, I, IV, III

  (C) II, IV, I, III

  (D) IV, III, II, I

25. Identify the correct sequence of newspapers being launched

  I. Financial Express

  II. Economic Times

  III. Business Line

  IV. Mint

Code :

  (A) II, I, III, IV

  (B) I, II, III, IV

  (C) II, III, I, IV

  (D) II, IV, I, III

26. Assertion (A) : Traditional media like Harikatha and Burrakatha reflect a society's culture and they must be preserved for the next generation.

Reason (R) : Since culture is dynamic and changes with times traditional media lose their relevance.

  (A) Both (A) and (R) are true

  (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

  (C) (A) is true, but (R) is false

  (D) (A) is false, but (R) is true

27. **Assertion (A)** : Development media theory is an integral part of social responsibility theory and the argument for more development news in the media coverage is unnecessary.

Reason (R) : Unless the argument for more development news is made, media channels do not give importance to development issues.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

28. **Assertion (A)** : Public relations is a skill, and not an academic subject.

Reason (R) : Skills need to be learnt from others and therefore academic teaching will be helpful.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

29. **Assertion (A)** : The present day journalists need to follow the senior editors as the latter are the role models for the prospective and emerging journalists.

Reason (R) : Role models in any profession are ideal, yet the young journalists need not follow the foot-steps of seniors as the latter are not relevant to the present day journalism.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

30. **Assertion (A)** : The Indian media education follows the western books for class-room teaching as universities are influenced by the advanced countries.

Reason (R) : Media education can follow the Western universities as globalization facilitates employment opportunities for the Indian students all over the world.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A)is false, but (R) is true

31. Assertion (A) : Mass media's influence whether positive or negative is perceived to be strong, though the bridge between the media institutions and the audience is invisible.

Reason (R) : Mass communication originates in centralised industrial or bureaucratic organisational environment remote from the intended receivers.

(A) Both (A) and (R) are true and (R) is the correct explanation of (A)

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

32. Assertion (A) : Power structures exist in society, that influence mass media content. Vested interests do not allow media organizations to function, objectively.

Reason (R) : Since media organizations are a part of the power structures in society, they cannot be influenced by vested interests.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

33. Assertion (A) : A phenomenon can be investigated with the help of an established research method, and therefore review of literature is necessary in research.

Reason (R) : Review of literature is helpful to know the previous research, but a phenomenon can be investigated only with an appropriate research method.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

34. Assertion (A) : The theory of television violence in India has not been accepted fully as specific studies have not found the correlation between television violence and aggressive behaviour.

Reason (R) : Though the theory is not empirically tested in India. The theory can have relevance if few events in the recent past are observed.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

35. Assertion (A) : The Indian constitution did not enshrine an article for the freedom of the press, beyond Art. 19(1) (a).

Reason (R) : The misuse of Article 19(1) (a) by the media is the result of the media abrogating powers to itself, and in the process assuming itself bigger than the Indian Republic.

(A) Both (A) and (R) are true

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)

(C) (A) is true, but (R) is false

(D) (A) is false, but (R) is true

36. Match List – I with List – II :

List – I	List – II
I. People's choice	1. Television and social behaviour
II. Why we fight ?	2. Individual differences theory
III. Payne Furd studies	3. Effect of movies in children
IV. Surjcon generals report	4. Two-step flow of communication

Code :

	I	II	III	IV
(A)	2	4	1	3
(B)	3	1	2	4
(C)	3	2	1	4
(D)	4	2	3	1

37. Match List-I with List-II :

List – I	List – II
I. Haptics	1. Use of personal space
II. Chronemics	2. Gestures, body movements
III. Kinesics	3. Use of touch to communicate
IV. Proxemics	4. Use of time

Code :

	I	II	III	IV
(A)	1	3	4	2
(B)	3	4	2	1
(C)	4	1	3	2
(D)	2	4	1	3

38. Match List – A with List – B:

List – A Newspaper	List – B Editor
I. Vivekavardhini	1. Khasa Subba Rao
II. Janavani	2. Veeresalingam Pantulu
III. Meezan	3. Tapi Dharma Rao
IV. Swatantra	4. Adivi Bapi Raju

Code :

	I	II	III	IV
(A)	4	1	3	2
(B)	2	4	1	3
(C)	4	2	3	1
(D)	2	3	4	1

39. Match List – I with List – II :

	List – I		List – II
I.	Propaganda model	1.	Laggards
II.	Diffusion of innovations	2.	Silent majority
III.	Spiral of silence	3.	Flak
IV.	Cultivation analysis	4.	Mean world syndrome

Code :

	I	II	III	IV
(A)	1	4	3	2
(B)	2	3	1	4
(C)	4	3	2	1
(D)	3	1	2	4

40. Match List – I with List – II :

	List – I		List – II
I.	Correlation	1.	ANOVA
II.	Chi-square	2.	Testing mean difference
III.	t-test	3.	Co-variance
IV.	F-test	4.	Association

Codes :

	I	II	III	IV
(A)	4	3	2	1
(B)	3	4	2	1
(C)	3	2	4	1
(D)	2	3	1	4

41. Match List – I with List – II :

	List – I		List – II
	Campaign		**Company/Brand**
I.	Just do it	1.	Pulsar
II.	Leaves nothing behind	2.	Nike
III.	Ultimate driving experience	3.	BMW
IV.	Ride your attitude	4.	LG

Code :

	I	II	III	IV
(A)	3	2	4	1
(B)	4	3	2	1
(C)	2	4	3	1
(D)	2	4	1	3

42. Match List – I with List – II :

	List – I		List – II
I.	New India	1.	Romesh Thapper
II.	Cross roads	2.	B. G. Tilak
III.	National Herald	3.	Annie Besant
IV.	Punjab Kesari	4.	M.Chalapathi Rau

Code :

	I	II	III	IV
(A)	4	2	3	1
(B)	3	4	2	1
(C)	3	1	4	2
(D)	2	1	4	3

43. Match List – I with List – II :

	List – I		**List – II**
I.	Basic needs	1.	Self reliance
II.	Sustainable development	2.	Marginalised women
III.	Empowerment	3.	Biological diversity
IV.	Gender and development	4.	Survival needs

Code :

	I	II	III	IV
(A)	1	2	3	4
(B)	3	2	1	4
(C)	4	3	1	2
(D)	2	4	1	3

44. Match List – I with List – II :

	List – I		**List – II**
I.	Kheda project	1.	Maharashtra
II.	Radio rural forums	2.	Karnataka
III.	Identify backward village programme	3.	Himachal Pradesh
IV.	Village chhatera	4.	Gujarat

Code :

	I	II	III	IV
(A)	2	3	1	4
(B)	4	1	2	3
(C)	3	2	4	1
(D)	1	4	3	2

45. Match List – I with List – II :

	List – I		**List – II**
	P.R. Model		**Purpose**
I.	Press agentry/ publicity	1.	Mutual understanding
II.	Public information	2.	Scientific persuasion
III.	Two-way asymmetric	3.	Dissemination of information
IV.	Two-way symmetric	4.	Propaganda

Code :

	I	II	III	IV
(A)	3	2	1	4
(B)	4	3	2	1
(C)	2	4	3	1
(D)	1	3	4	2

Read the following passage and answer the questions that follows (Q. No. **46** to **50**) :

There are three development frameworks that are also evident in the literature of development communication: modernisation, critical perspectives (such as dependency theory) and liberation perspectives. A fourth, communitarian theory, is of relatively recent vintage. In this

perspective, preservation of the community and emancipation from oppressive structures and external dependencies are the dominant themes. Liberation, feminist, environmental, and some Third World Movements have made arguments consistent with the tenets of communitarian theory. The communitarian perspective attaches a: higher value to human agency than either culturally or economically determinist views of social change. Culture and cultural constructions of reality, however, assume a central position in the communication perspectives. Restorations of one kind or another of nature, of cultural identity, of the lost sense of community-play a critical role in the emancipatory projects of communication movements. In addition, at various times in human history, the discourse of social change has been dominated by the following models : supernatural, mechanical, organic, cybernetic and linguistic. A change from one model to another has had a profound effect on social science discourse.

Briefly stated, the shift from pre-scientific to mechanical, organic, cybernetic and linguistic metaphors and models corresponds to the transition from traditional and pre-scientific world views to the paradigm shifts in natural sciences from Newtonian physics to Darwinian evolutionary theory, to the rise of computer technologies, cybernetics and general systems theory, and finally to a transition from information theory to communication theory as reflected in the rise of semiotics post structuralism and post modernism.

46. According to the passage, communitarian theory

(A) is a very old theory

(B) is part of development communication

(C) has dominant themes

(D) is not part of development communication literature

47. Feminist and environmental movements

(A) agree with communitarian theory

(B) do not agree with communitarian theory

(C) echo the critical perspectives

(D) talks of preservation of community

48. Communitarian theory does not believe in

(A) social change through human agency

(B) cultural construction of reality

(C) preservation of nature

(D) predominance of culturally and economically determined changes

49. The mechanical model corresponds to the

(A) Newtonian physics

(B) Darwinian evolutionary theory

(C) Rise in computer technologies

(D) Pre-scientific world views

50. The theme of the passage is about

(A) communication theories

(B) changes in society

(C) paradigm shifts in natural sciences

(D) none of the above

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Space for Rough Work

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