

<b>SUBJECT CODE</b>	<b>SUBJECT</b>	<b>PAPER</b>									
<b>A-10-02</b>	<b>JOURNALISM AND MASS COMMUNICATION</b>	<b>II</b>									
<b>HALL TICKET NUMBER</b>		<b>QUESTION BOOKLET NUMBER</b>									
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<b>OMR SHEET NUMBER</b>											
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<b>DURATION</b>	<b>MAXIMUM MARKS</b>	<b>NUMBER OF PAGES</b>	<b>NUMBER OF QUESTIONS</b>								
<b>1 HOUR 15 MINUTES</b>	<b>100</b>	<b>16</b>	<b>50</b>								

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

**Candidate's Signature**

**Name and Signature of Invigilator**

**Instructions for the Candidates**

**అభ్యర్థులకు సూచనలు**

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- 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** :
  - 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.
  - 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.**
  - 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.
- 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) (C) (D)  
 where (C) is the correct response.
- 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.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- 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.
- 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.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ సంఖ్యను రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
  - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
  - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమసంబద్ధతలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అడనపు సమయం ఇవ్వబడదు.
  - పై విధంగా సరిచూసుకున్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.  
**ఉదాహరణ :** (A) (B) (C) (D)  
 (C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుననిని ప్రశ్నపత్రము చినర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిష్ట స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అసర్దుతకు మీరే బాధ్యులవుతారు.
- 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.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.



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**JOURNALISM AND MASS COMMUNICATION**  
**Paper – II**

1. Who represented India in MacBride Commission ?
  - (A) Kuldip Nayar
  - (B) B.G. Verghese
  - (C) M. Chalapati Rau
  - (D) Arun Shouri
2. Thomas S. Kuhn, who popularized the term paradigm, was the author of
  - (A) Imagined Communication
  - (B) Structural Transformation of Public Sphere
  - (C) Social Science and Revolutions
  - (D) Structure of Scientific Revolutions
3. Which section of the Information Technology Act, 2000 has triggered a debate ?
  - (A) Section 60
  - (B) Section 66 A
  - (C) Section 69
  - (D) Section 68
4. Process of trivialization and tabloidization of news and current affairs is described as
  - (A) Commercialization
  - (B) Sensationalism
  - (C) Dumbing down
  - (D) Marketization
5. Dark shaped figure against a well-lit background is termed as
  - (A) Wire
  - (B) Silhouette
  - (C) Stroke
  - (D) Hundred Frame
6. A type of a web advertisement that appears uninitiated, super imposed over a user requested page is called
  - (A) Floating ads
  - (B) Banner ads
  - (C) Institutional ads
  - (D) Display ads
7. The film “Birth of a Nation” was directed by
  - (A) Edwin S. Porter
  - (B) D.W. Griffith
  - (C) Sergei Eisenstein
  - (D) Georges Melies
8. Which of the following magazines is based on the diversity ?
  - (A) Navadhaaya
  - (B) Rythu Mitra
  - (C) Anna Data
  - (D) Journal of Agriculture



9. The process of electronically replacing the background with a figure of one's choice is termed as
- (A) Key figure
  - (B) Chroma keying
  - (C) Clip
  - (D) Light keying
10. Who coined the term documentary?
- (A) Grierson
  - (B) Robert Flaherty
  - (C) Sergei Eisenstein
  - (D) Georges Melies
11. The latest camera used in T.V. production of high speed movement of the subject is called as
- (A) Digicam
  - (B) Gopro
  - (C) H.D. Cam
  - (D) Beta Cam
12. 'Our Common Future' is the title of the report of
- (A) Hutchins's Commission
  - (B) McBride Commission
  - (C) Brundtland Commission
  - (D) The First Press Commission of India
13. 'Mixi' is a popular
- (A) Lifestyle channel
  - (B) Social networking site in Japan
  - (C) Actress in France
  - (D) Eating place in Canada
14. Appropriate method to do reception analysis is
- (A) Survey method
  - (B) Content analysis
  - (C) Ethnography
  - (D) Experimental research
15. A microphone which picks up sound from all directions is called as
- (A) Unidirectional Mic
  - (B) Lapel Mic
  - (C) Boss Mic
  - (D) Omnidirectional Mic
16. The chronological list of the programme to be telecast by a television channel on a particular day
- (A) Low down
  - (B) Drop order
  - (C) Run down
  - (D) Sequencing



17. Which of the following is a travel channel?
- (A) TLC
  - (B) Walt Disney
  - (C) NGC
  - (D) Discovery
18. In media parlance Fifth Estate refers to
- (A) Newspapers
  - (B) TV and Radio
  - (C) Internet
  - (D) Public Relations
19. Which of the following is not a type of longitudinal study ?
- (A) Cohort study
  - (B) Case study
  - (C) Trends study
  - (D) Panel study
20. Which of the following is the first news weekly in Telugu ?
- (A) Andhra Prakasika
  - (B) Deshabhimani
  - (C) Hitabodhini
  - (D) Andhra Patrika
21. A video transition in which parts of the shot are successively replaced by equivalent parts of the next shot is called as
- (A) Swipe
  - (B) Fade out
  - (C) Wipe
  - (D) Fade
22. IFWJ stands for
- (A) Indian Forum for Working Journalists
  - (B) Indian Federation of Working Journalists
  - (C) Indian Federation of Workers and Journalists
  - (D) International Federation of Working Journalists
23. The continuation of a story from one page to another is
- (A) Jill
  - (B) Kill
  - (C) Spill
  - (D) Drill



**24. Assertion (A)** : Small magazines in India will face dark days ahead with the corporatisation of mass media.

**Reason (R)** : The Ministry of Information and Broadcasting has not declared media business as an industry and it is responsible for their bleak future.

**Codes:**

- (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

**25. Assertion (A)** : Online newspapers are gaining acceptability even in developing countries.

**Reason (R)** : Increased net connectivity with mobile penetration has contributed to this phenomenon.

**Codes:**

- (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

**26. Assertion (A)** : The Right to Information Act has helped in greater transparency in the functioning of the government.

**Reason (R)** : Voluntary organizations in India are proactively using the RTI Act.

**Codes:**

- (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)** : Social media in India have emerged as vehicles to enhance political awareness.

**Reason (R)** : Social media have made the political class cautious.

**Codes:**

- (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)** : The government has enacted a legislation on people's representatives to declare their assets.

**Reason (R)** : Political parties /politicians must work towards a corruption free environment.

**Codes:**

- (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 media have a strong influence on public opinion and people's lives.

**Reason (R)** : Every media organisation must have an ombudsman to redress the concerns of the audience.

**Codes:**

- (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 print media is obsessed with films, fashion, food and crime news / features.

**Reason (R)** : Intense competition has led to commercialization of media.

**Codes:**

- (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)** : Several media houses are moving towards contractual jobs.

**Reason (R)** : Media organisations in India have been experiencing rise in cost of newsprint/raw material and wages.

**Codes:**

- (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



**32. Assertion (A) :** Development news is a forgotten domain in newspapers.

**Reason (R) :** Readers are no longer interested in development/ social sectors news.

**Codes :**

- (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) :** The advent of internet has rendered borders between countries meaningless and the concept of information rich and poor irrelevant.

**Reason (R) :** Crowd sourcing has strengthened the initiative towards user generated content by the media.

**Codes :**

- (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. Match List I with List II :**

<b>List-I</b>	<b>List-II</b>
I. News Corporation	1. Headlines Today
II. Time and Warner	2. Times Now
III. BCCL	3. CNN
IV. Living Media	4. STAR

**Code :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	2	1	3	4
(B)	3	4	1	2
(C)	4	3	2	1
(D)	1	2	4	3

**35. Match List I with List II**

<b>List – I</b>	<b>List – II</b>
I. Many Voices One World	1. PC Joshi
II. Indian Personality for Television	2. UNESCO
III. Crystallising Public Opinion	3. Larry Hyte
IV. Father of Spin	4. Edward Bernays

**Code:**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	2	1	4	3
(B)	3	2	4	1
(C)	1	3	2	4
(D)	4	1	3	2



**36. Match List I with List II :**

<b>List – I</b>	<b>List – II</b>
I. NFDC	1. Chennai
II. PTI	2. Delhi
III. PIB	3. Mumbai
IV. Asian College of Journalism	4. Pune

**Code :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	4	3	2	1
(B)	4	1	3	2
(C)	2	4	1	3
(D)	3	4	2	1

**37. Match List – I with List –II**

<b>List – I</b>	<b>List – II</b>
I. M.K.Gandhi	1. Rost Golfer
II. Bipin Chandra Pal	2. Indian Opinion
III. Ferozeshah	3. Indian Student
IV. Dadabhai Naoroji	4. Bombay Chronicle

**Code:**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	4	1	3	2
(B)	1	4	2	3
(C)	2	3	4	1
(D)	3	2	4	1

**38. Match List – I with List – II**

<b>List – I</b>	<b>List – II</b>
I. Bhavai	1. Assam
II. Tamasha	2. Gujarat
III. Jathra	3. West Bengal
IV. Damail Dance	4. Maharashtra

**Code :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	4	1	2	3
(B)	2	3	4	1
(C)	2	4	3	1
(D)	2	1	4	3

**39. Match List – I with List – II**

<b>List – I</b>	<b>List – II</b>
I. Editors Guild of India	1. ShravanKumar
II. TAM	2. N. Ravi
III. ABC	3. L.V. Krishnan
IV. Children’s Film Society of India	4. Amith Mathur

**Code :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	2	4	3	1
(B)	1	2	4	3
(C)	4	1	3	2
(D)	2	3	4	1



**40. Match List – I with List – II**

<b>List – I</b>	<b>List– II</b>
I. Reuters	1. Indonesia
II. Associated Press	2. France
III. AFP	3. USA
IV. Antara	4. U.K.

**Codes :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	4	3	2	1
(B)	2	1	3	4
(C)	1	2	3	4
(D)	3	1	2	4

**41. Match List I with List II**

<b>List– I</b>	<b>List – II</b>
I. Dataquest	1. Nature
II. Sanctuary	2. Music
III. The Big M	3. Life style
IV. Yo Vizag	4. Information Technology

**Codes :**

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>
(A)	2	3	1	4
(B)	1	4	2	3
(C)	4	1	2	3
(D)	3	2	4	1

**42. Identify the correct sequence of the following television channels based on their year of launch**

- I. Rajya Sabha TV
- II. Lok Sabha TV
- III. Gyan Darshan – II
- IV. Gyan Darshan – I

**Codes :**

(A)	I	IV	II	III
(B)	II	III	IV	I
(C)	IV	I	III	II
(D)	III	II	I	IV

**43. Arrange the steps of transmission model of News learning in a sequential order**

- I. Processing
- II. Display to exposure
- III. Recall
- IV. Comprehension

**Codes :**

(A)	IV	II	I	III
(B)	II	III	I	IV
(C)	II	I	IV	III
(D)	I	IV	II	III



44. Arrange the following newspapers based on the years of launch

- I. Times of India
- II. Pioneer
- III. Madras Mail
- IV. The Statesman

**Codes :**

- (A) I II III IV
- (B) IV II III I
- (C) III II I IV
- (D) I III II IV

45. Identify the correct sequence of the year of the launch of the following newspapers.

- I. Eenadu
- II. Andhra Bhoomi
- III. Andhra Prabha
- IV. Andhra Jyothi

**Codes :**

- (A) IV III II I
- (B) II III IV I
- (C) I II III IV
- (D) III IV II I

Citing the fact that the real Gross Domestic Product (GDP) per capita was higher in 2002 than ever before, some journalists have argued that the economy of South Asian countries performed ideally in 2003. However, the real GDP is almost always higher than ever before; it falls only during recessions. One point these journalists overlooked is that in 2003, as in the 24 years immediately preceding it, the real GDP per capita grew nearly one half percent a year more slowly than it had on average between 1923-1993. Were the 2003 economy as robust as claimed, the growth rate of real GDP per capita in 2003 would have surpassed the average growth rate of real GDP per capita between 1923-1993 because over 50 percent of the population worked for wages in 2003 whereas only 40 percent of the population worked for wages between 1923 and 1993. If the growth rate of labour productivity (output per hour of goods and services) in 1997 had equalled its average growth rate between 1923 and 1993 of more than two



per cent, then given the proportionately larger workforce that existed in 2003, real GDP per capita in 2003 would have been higher than it actually was, since output is a major factor in GDP. However, because labour productivity grew by only 10 percent in 2003, real GDP per capita grew more slowly in 2003 than it had on average between 1923 and 1993.

Answer the following questions based on the passage :

- 46.** It can be inferred from the passage that which of the following is the reason that the author faults the journalists referred.
- (A) They believe that the real GDP per capita in 2003 was higher than the real GDP per capita had ever been before
  - (B) They argue that the rate at which real GDP per capita grew in 2003 was faster than the average rate at which it had grown between 1923 and 1993
  - (C) They fail to consider the real GDP per capita in 2003 within an appropriate historical context
  - (D) They overestimate the effect of labour productivity on the real GDP per capita in 2003
- 47.** The primary purpose of the passage is to
- (A) Convince that GDP growth in 2003 was only because of higher productivity
  - (B) Point out that journalists overlooked the productivity factor and they never segregated GDP growth to real GDP and productivity
  - (C) Explain why journalists were wrong with respect to history that 2003 was not ideal
  - (D) Conclude that journalists overestimated based on an overall view without digging deep
- 48.** How would you describe the organisation of the passage ?
- (A) Explanation based on facts
  - (B) Disputing established notions
  - (C) Stacking evidence
  - (D) Argument and Counter argument



49. What do you understand by the word recession in the passage ?

- (A) Surge in economy
- (B) Slump in economy
- (C) Interval period
- (D) Interregnum

50. The growth rate of labour productivity is measured in \_\_\_\_\_ terms.

- (A) Labour turnover
- (B) Labour production
- (C) Output per hour of goods and services
- (D) High demand and low supply



Space for Rough Work



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