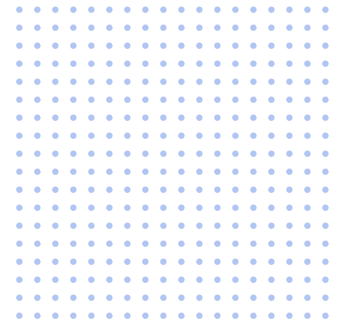




FOR KUET EXAM PREPARATION

KUET 2024

Question Paper · M.A. Mass Communication and Journalism

EXAM

KUET

YEAR

2024

TYPE

Question Paper

SUBJECT

M.A. Mass Communication and Journalism

Sr. No. 152

ENTRANCE TEST-2024

SCHOOL OF SOCIAL SCIENCES

MASS COMMUNICATION AND JOURNALISM

Paper—I

Total Questions : 60
Time Allowed : 70 Minutes

Question Booklet Series D
Roll No. :

Instructions for Candidates :

1. Write your Entrance Test Roll Number in the space provided at the top of this page of Question Booklet and fill up the necessary information in the spaces provided on the OMR Answer Sheet.
2. OMR Answer Sheet has an Original Copy and a Candidate's Copy glued beneath it at the top. While making entries in the Original Copy, candidate should ensure that the two copies are aligned properly so that the entries made in the Original Copy against each item are exactly copied in the Candidate's Copy.
3. All entries in the OMR Answer Sheet, including answers to questions, are to be recorded in the Original Copy only.
4. Choose the correct / most appropriate response for each question among the options A, B, C and D and darken the circle of the appropriate response completely. The incomplete darkened circle is not correctly read by the OMR Scanner and no complaint to this effect shall be entertained.
5. Use only blue/black ball point pen to darken the circle of correct/most appropriate response. In no case gel/ink pen or pencil should be used.
6. Do not darken more than one circle of options for any question. A question with more than one darkened response shall be considered wrong.
7. There will be '**Negative Marking**' for wrong answers. Each wrong answer will lead to the deduction of 0.25 marks from the total score of the candidate.
8. Only those candidates who would obtain positive score in Entrance Test Examination shall be eligible for admission.
9. Do not make any stray mark on the OMR sheet.
10. Calculators and mobiles shall not be permitted inside the examination hall.
11. Rough work, if any, should be done on the blank sheets provided with the question booklet.
12. OMR Answer Sheet must be handled carefully and it should not be folded or mutilated in which case it will not be evaluated.
13. Ensure that your OMR Answer Sheet has been signed by the Invigilator and the candidate himself/herself.
14. At the end of the examination, hand over the OMR Answer Sheet to the invigilator who will first tear off the original OMR sheet in presence of the Candidate and hand over the Candidate's Copy to the candidate.

SP-4479-D



[Turn over]

1. Who among these was the former Station Director of Akashvani & Doordarshan Srinagar?
 - (A) Yusuf Jameel
 - (B) Farooq Nazki
 - (C) Altaf Hussain
 - (D) None of the above
2. Sonia Singh is the Editorial Director with :
 - (A) The Mirror Now
 - (B) The WION
 - (C) NDTV
 - (D) India Today
3. Hard News is :
 - (A) Cultural news
 - (B) Background information
 - (C) Daily public news
 - (D) Box item story
4. Information about the publication of the newspaper such as editor, place of publication, printer, manager, press, etc. are carried in the newspaper daily :
 - (A) Imprintline
 - (B) Infoline
 - (C) Byline
 - (D) Logoline
5. Mandatory deadline for the release of a story is called
 - (A) Hold
 - (B) Scoop
 - (C) Release
 - (D) Embargo
6. One line copy that describes the illustration, drawing or photograph is known as :
 - (A) On-line
 - (B) Cutline
 - (C) Cut-off
 - (D) Cut out
7. The text that continuously runs at the bottom of the screen is called:
 - (A) Crawler
 - (B) News text
 - (C) Letters
 - (D) Runner
8. Akashvani means :
 - (A) Waves of the Sky
 - (B) Volume of the Sky
 - (C) Frequency of the Sky
 - (D) Voice from the Sky
9. Creating a storyboard of a video programme is usually at :
 - (A) Production stage
 - (B) After the shoot
 - (C) Pre-production stage
 - (D) Scripting stage
10. OB stands for :
 - (A) Object Bandwidth
 - (B) Outside Broadcast
 - (C) Object Broadcast
 - (D) Outside Bandwidth

11. Which title did Mithali Thakur bag in the National Creators Award?
- (A) Cultural Ambassador of the Year
(B) Sports Person of the Year
(C) Storyteller of the year
(D) None of the above
12. Which prominent Radio Broadcaster who presented Binaca Geetmala passed away recently?
- (A) Harish Bhimani
(B) Jasdev Singh
(C) Melville de Mellow
(D) Ameen Sayani
13. Who among the following won the Ramon Magsaysay Award in 2023 ?
- (A) Bezwada Wilson
(B) Ravish Kumar
(C) Dr. R. Ravi Kanan
(D) Dr. S. Radakrishnan
14. Indian-origin actor-writer Meera Syal recently received which prestigious award ?
- (A) BAFTA
(B) Golden Globe
(C) Grammy
(D) Academy Awards
15. Who is the Speaker of Lok Sabha?
- (A) Mahua Moitra
(B) Jagdeep Dhankhar
(C) M. Venkaiah Naidu
(D) Om Birla
16. What is the rank of Indian Global Gender Gap index released by World Economic Forum ?
- (A) 101
(B) 127
(C) 136
(D) 120
17. Alexander Stubb is the President of:
- (A) Sweden
(B) Denmark
(C) Finland
(D) Norway
18. The two friends _____ each other for ages.
- (A) Known
(B) Has been knowing
(C) Have known
(D) Are knowing
19. They went on a trip _____ it rained heavily.
- (A) In Spite
(B) Although
(C) Despite
(D) However
20. I will visit them soon unless something urgent _____.
- (A) Doesn't happen
(B) Won't happen
(C) Will happen
(D) Happens

21. The Prince abdicated the crown and returned to his castle. Word 'Abdicated' means :
- (A) Gave up
(B) Soled
(C) Reinvested into
(D) Auctioned
22. Which State has decided to create a fact-checking unit to curb fake news on social media?
- (A) Karnataka
(B) Kerala
(C) Tamil Nadu
(D) West Bengal
23. 'Blue subscriber service' is a premium service of which social media company ?
- (A) Facebook
(B) Twitter
(C) WhatsApp
(D) Instagram
24. Data that helps you track the performance of your social media content is:
- (A) Facebook
(B) Blog
(C) Analytics
(D) Algorithm
25. RSS feed is a format for delivering regularly changing web content. RSS stands for:
- (A) Research System Services
(B) Rich Site Summary
(C) Rich Soft Site
(D) Refresh System Settings
26. A software program that filters all the data coming through the internet is :
- (A) Antivirus
(B) Malware
(C) Cookies
(D) Firewall
27. Who is the captain of Women's Cricket Team in India?
- (A) Deepti Sharma
(B) Harmanpreet Kaur
(C) Richa Ghosh
(D) Shafali Varma
28. Who is the President of the Board of Control for Cricket in India (BCCI) ?
- (A) Sourav Ganguly
(B) Roger Binny
(C) Rahul Dravid
(D) Jay Shah
29. Ganesh Prabharakran received the Dronacharya Award for :
- (A) Swimming
(B) Football
(C) Mallakhamb
(D) Wrestling
30. Who won the Men's Singles in Wimbledon Tennis in 2023 ?
- (A) Novak Djokovic
(B) Rafael Nadal
(C) Roger Federer
(D) Carlos Alcaraz

31. Who among the following is the author of the book 'Trust'?
- (A) Justin Torres
(B) Herman Diaz
(C) Abraham Verghese
(D) Chetna Maroo
32. The lyrical memoir 'The Black Period' is written by:
- (A) Khatalin Kharike
(B) Beverly Gage
(C) K. Minq Chang
(D) Hafizah Augustus Geter
33. Paul Lynch won Booker Prize for his novel:
- (A) The Promise
(B) Prophet Song
(C) The Seven Moons of Maali Al Meida
(D) Shuggle Bain
34. Prince Harry, The Duke of Sussex authored which of the following?
- (A) In the Darkroom
(B) H is for Hawk
(C) Spare
(D) Belonging
35. 'To kill a Mocking Bird' is written by:
- (A) Harper Lee
(B) William Boyd
(C) Caryl Phillips
(D) Chimamanda Ngozi Adichie
36. 'Far From the Madding Crowd' is written by:
- (A) John Milton
(B) William Shakespeare
(C) Thomas Hardy
(D) Ruskin Bond
37. 'A Bend in the River' is written by:
- (A) Tripurdamman Singh
(B) Ramachandra Guha
(C) V.S. Naipaul
(D) Sagarika Ghosh
38. 'Dr. Zhivago' is a classic novel written by:
- (A) Boris Pasternak
(B) Anne Frank
(C) Victor Hugo
(D) Charles Dickens
39. AFP stands for:
- (A) Agency for Foreign Press
(B) Agence France-People
(C) Agency for Foreign People
(D) Agence France-Presse
40. SEO stands for:
- (A) Search Evaluation Optimisation
(B) Search Engine Optimization
(C) Search Engine Operation
(D) Search Evaluation Operation

41. ABP News stands for :
- Ananda Bihar Patrika
 - Ananda Bazar Patrika
 - Assam Bazar Patrika
 - Ananda Bhaskar Patrika
42. RNI stands for :
- Registrar of Newspapers for India
 - Registry of Newspaper for India
 - Registrar of New-Media for India
 - Regional News for India
43. 'Democracy Dies in Darkness' is the slogan of :
- The Wall Street Journal
 - The New York Times
 - The Washington Post
 - The Boston Globe
44. 'Whatever it Takes' is the slogan of which of the following?
- Doordarshan
 - NewsX
 - India Ahead
 - CNN-IBN
45. Which English Newspaper has the Slogan 'First Voice, Last Word'?
- Mid-Day
 - DNA
 - Business Standard
 - Hindustan Times
46. 'Free-Fair-Fearless' is the slogan of :
- Outlook
 - Caravan
 - Tehelka
 - Vogue
47. 'Eat Fresh' is the slogan of :
- Dunkin
 - Burger King
 - Subway
 - KFC
48. 'Think Different' is the slogan of :
- Samsung
 - Apple
 - LG
 - Panasonic
49. 'Grace, Space, Pace' is the slogan of :
- BMW
 - Toyota
 - Rolls Royce
 - Jaguar
50. 'Its everywhere you want to be' is the slogan of :
- Visa
 - MasterCard
 - Citi Bank
 - None of the above

51. Which film has been given the 'Best Film' award at the Dadasaheb Phalke International Film festival 2023 ?
- (A) The Kerala Story
(B) Brahmastra
(C) The Kashmir Files
(D) RRR
52. Which film won the best picture for the 95th Academy Awards?
- (A) The Whale
(B) Everything Everywhere All at Once
(C) Elvis
(D) All Quiet on The Western Front
53. Which film won the National Award for Best Feature Film?
- (A) Mimi
(B) The Kashmir Files
(C) Rocketry
(D) Gangubai Kathiawadi
54. The Golden Globe Award for the best Director was won by :
- (A) Martin Scorsese
(B) Bradley Cooper
(C) Yorgos Lanthimos
(D) Christopher Nolan
55. Tavleen Singh is a columnist with :
- (A) Times of India
(B) The Pioneer
(C) The Indian Express
(D) None of the above
56. Who is the editor of The Week ?
- (A) V.S. Jayaschandran
(B) Vir Sanghvi
(C) Bobby Ghosh
(D) Raj Kamal Jha
57. Who is the chief editor of Malayala Manorama?
- (A) Rajdeep Sardesai
(B) Mammen Mathew
(C) Rahul Karwal
(D) Vishnu Sorn
58. Suresh Menon is a columnist with :
- (A) The Hindu
(B) The Tribune
(C) The Asian Age
(D) None of the above
59. Who is the founder of Network 18 and owns channels like CNN-IBN, CNBC-TV18 ?
- (A) Rajdeep Sardesai
(B) Raghav Bahl
(C) Piyal Roy
(D) Prannoy Roy
60. Subash Chandra is the founder of :
- (A) Zee Entertainment Enterprises Limited
(B) Sony Entertainment
(C) Star Network
(D) Sun Network

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