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FOR KUET EXAM PREPARATION

KUET 2021 Question Paper · M.A. Mass Communication and Journalism

EXAM	YEAR	TYPE
KUET	2021	Question Paper

SUBJECT

M.A. Mass Communication and Journalism

Sr. No. .....

ENTRANCE TEST-2021

SCHOOL OF SOCIAL SCIENCES
MASS COMMUNICATION AND JOURNALISM
PAPER—I

Question Booklet Series **A**

Total Questions : 60
Time Allowed : 70 Minutes

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.

SS-5429-A 1 0 **[Turn over**

1. Whose reports have been compiled into a book titled: *The Dirty War in Kashmir?*
   (A) Yousuf Jameel
   (B) Shujaat Bukhari
   (C) Ved Bhasin
   (D) Muzamil Jaleel
2. The book titled *The Ickabog* released online for children during the lockdown period is authored by :
   (A) J K Rowling
   (B) Jeff Kinney
   (C) Jordan Scott
   (D) James Berry
3. Game Changer is the autobiography of:
   (A) Waseem Akram
   (B) Shahid Afridi
   (C) Virat Kohli
   (D) Virendra Sehwag
4. Azadi: Freedom. Fascism. Fiction is a collection of essays by :
   (A) Arvind Krishna
   (B) Mohsin Hamid
   (C) Basharat Peer
   (D) Arundhati Roy
5. The author of book Catcher in the Rye is:
   (A) J D Salinger
   (B) Boris Pasternak
   (C) Emily Bronte
   (D) Anna Sewell
6. The book To Kill a Mocking Bird is written by:
   (A) Charles Dickens
   (B) Harper Lee
   (C) Jane Austin
   (D) George Eliot
7. Tess of the d'Urbervilles is written by:
   (A) F. Scott Fitzgerald
   (B) E.M. Forster
   (C) Thomas Hardy
   (D) Ralph Ellison
8. The author of *Middle March* is:
   (A) George Eliot
   (B) Ralph Elison
   (C) Charlotte Bronte
   (D) Mark Twain
9. BAFTA stands for
   (A) British Animated Films and Television Arts
   (B) British Animation Films and Television Academy
   (C) British Academy of Film and Television Arts
   (D) British Association of Film and Television Artists
10. AP stands for:
    (A) All Programmes
    (B) Associated Press
    (C) Associated Programmes
    (D) All Press
11. Full form of NCTJ is:
    (A) New Council for Trained Journalists
    (B) National Council for Training of Journalists
    (C) National Council for Trained Journalists
    (D) New Community of Trained Journalists
12. PSA :
    (A) Public Service Announcement
    (B) Public Security Advertisement
    (C) People's Social Association
    (D) Print Service Association
13. "Money Matters Simplified" is the slogan of:
    (A) NDTV Profit
    (B) Business Today
    (C) Zee Business
    (D) CNBC
14. The slogan of Economic Times is:
    (A) Whatever it takes
    (B) The Power of Knowledge
    (C) For managing tomorrow
    (D) First in Business
15. "Sharp news for Sharp people" is the tagline of:
    (A) CNN IBN
    (B) BBC
    (C) Headlines today
    (D) India Today

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16. The tagline of Hindustan Times is:
    (A) The Name India trusts for News
    (B) Journalism of Courage
    (C) Indian's National Newspaper Since 1878
    (D) Let The Truth Prevail
17. 'Think different' is the company slogan of which brand?
    (A) Apple
    (B) HP
    (C) BMW
    (D) Samsung
18. The slogan of Coca Cola is:
    (A) You like it, it likes you
    (B) Open happiness
    (C) Taste the feeling
    (D) That's What I like
19. 'Let's go places' is the slogan of
    (A) Maruti Suzuki
    (B) Hyundai
    (C) Toyota
    (D) Renault
20. 'Jeweller for generation' is a tagline of which of the following Indian Jewellery brand ?
    (A) Tanishq
    (B) P C Jewellers
    (C) Kalyan Jewellers
    (D) Caratlane
21. 66th national award for best popular film providing wholesome entertainment was for:
    (A) Badhai ho Badhai
    (B) Chhichore
    (C) Dil bechara
    (D) Housefull 4
22. Arijit Singh won the 66th national award for best playback singer for which song?
    (A) Ve Maahi
    (B) Bint e dil
    (C) Khariyat
    (D) Tu hi yaar mera
23. 92nd Academy Award for best animated feature went to:
    (A) How to Train Your Dragon: The Hidden World
    (B) I Lost My Body
    (C) Missing Link
    (D) Toy Story 4
24. Who was adjudged the critics Best Actor In a leading role at 65th Amazon Filmfare Awards 2020?
    (A) Ranveer Singh
    (B) Ayushman Khurana
    (C) Vickey Kaushal
    (D) Akshay Kumar
25. Who is the Editor of the national newspaper 'The Hindu'?
    (A) Suresh Nambath
    (B) Mukund Padmanabhan
    (C) N Ravi
    (D) N Ram
26. The editor of fortnightly magazine Sports Star is:
    (A) Rahul Bhattacharya
    (B) Ayon Sengupta
    (C) Sambit Bal
    (D) Rohit Brijnath
27. The Middle East correspondent of UK based "The Independent" who passed away in October 2020 and authored the book, *The Great war for Civilization:*
    (A) Michael Moore
    (B) Robert Fisk
    (C) James Steele
    (D) Shereen Bhan
28. Three Jammu and Kashmir-based photojournalists who won prestigious Pulitzer Prize for their coverage of Kashmir's lockdown after the abrogation of Article 370, work for:
    (A) Greater Kashmir
    (B) Associated Press
    (C) Press Trust Of India
    (D) Reuters

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29. Kus Bani Koshur Karorpaet (Who Will Become a Kashmiri Millionaire), a Kashmiri television game show broadcast on DD Kashir, was hosted by?
(A) Talha Jahangir
(B) Rayees Mohiuddin
(C) Azhar Hajini
(D) Sardar Nasir Ali

30. Live radio game show 'Dhadkan', initially hosted by Syed Humayun Kaiser on AIR Srinagar, is now hosted by:
(A) Rashid Nizami
(B) Javeed Sofi
(C) Ashfaq Lone
(D) Danish Iqbal

31. 'We the People' on NDTV 24×7 is presented by:
(A) Sonia Singh
(B) Sarah Jacob
(C) Barkha Dutt
(D) Vikram Chandra

32. Who is the Director programmes of Srinagar Doordarshan Kendra?
(A) Bashir Arif
(B) Qayoom Wadera
(C) Gulabuddin Tahir
(D) Naseeb Singh Manhas

33. A book that provides consistent guidelines to a journalist in terms of grammar, spelling, punctuation, numerals and language usage in a newspaper is called:
(A) Guideline book
(B) Style book
(C) Grammar book
(D) Personal book

34. Situation where more than one advertisement is present in a single panel or more than one panels are present in close proximity is called:
(A) Clutter
(B) Litter
(C) Chaos
(D) Commotion

35. What is gutter ?
(A) White space between two opposite sides of a newspaper
(B) White space between two words in a newspaper
(C) Margins
(D) Columns

36. Another name for gross coverage is :
(A) Gross availability
(B) Gross penetration
(C) Gross duplication
(D) Gross readership

37. TRP stands for:
(A) Television Rating Points
(B) Television Research Points
(C) Television Reach Points
(D) Television Reach and Penetration

38. Metal flaps that can open and close, covering the left, right, top, and bottom of the studio strobes or hot lights are called:
(A) Base boards
(B) Barn doors
(C) Windows
(D) Light flaps

39. JPEG stands for:
(A) Joint Photographic Experts Group
(B) Joint Photography Experts Group
(C) Joint Photographic Experts Graphics
(D) Joint Photography Experts Graphics

40. A programming element such as an anthem or musical song produced by professional studio singers for commercials or radio station promotional announcements is called:
(A) Jingle
(B) Tinkle
(C) Dingle
(D) Crinkle

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41. Name the first Indian artist to have a planet named after him :
(A) Pandit Ravi Shankar
(B) Pandit Jasraj
(C) Shashank Subramaniyam
(D) A R Rehman

42. The first woman fighter pilot to take part in the Republic Day parade, on 26th January 2021, was:
(A) Bhawana Kanth
(B) Mona Singh
(C) Avni Chaturvedi
(D) Sami Ara

43. The United States recently passed an Act that requires the United States Agency for International Development (USAID) to award at least 50% of scholarship to Pakistani women between 2020 and 2022. It is named after:
(A) Benazir Bhutto
(B) Fehmida Mirza
(C) Malala Yousufzai
(D) Fatima Jinnah

44. Who is the Director of Tourism in Kashmir?
(A) G N Itoo
(B) Nisar Ahmad Wani
(C) Fayaz Ahmad Banday
(D) Talat Parvez

45. Which country is currently India's largest trading partner?
(A) USA
(B) UK
(C) China
(D) Japan

46. Which year was adopted as "International Year for Millets" by UNGA based on the resolution initiated by India?
(A) 2021
(B) 2022
(C) 2023
(D) 2025

47. Which department was recently renamed as Jal Shakti Department by J&K administration?
(A) Irrigation and flood control
(B) Public Health Engineering
(C) Both
(D) None

48. The Prime Minister of India has inaugurated the 'Maitri Setu' bridge to strengthen connectivity with which country?
(A) Maldives
(B) Bangladesh
(C) Nepal
(D) Sri Lanka

49. Change from active to passive voice: "They will rebuild the entire block."
(A) The entire block is being rebuilt.
(B) The block may be rebuilt entirely.
(C) The entire block will have to be rebuilt.
(D) The entire block will be rebuilt.

50. Complete the sentence by filling up with present perfect continuous tense: "Workers_____day and night."
(A) had been working
(B) have been working
(C) has been working
(D) are working

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51. Choose the future indefinite tense form of the given sentence : "The parcel has been delivered."
(A) The parcel had been delivered.
(B) The parcel will be delivered.
(C) The parcel was delivered.
(D) The parcel would have been delivered.

52. Synonym of "Essential" is :
(A) Desirable
(B) Advisable
(C) Beneficial
(D) Unavoidable

53. A user's account name on Twitter is called:
(A) Hashtag
(B) Profile
(C) Handle
(D) Page

54. An animated overlay effect that is used while users are taking a 'selfie' is called:
(A) Lens
(B) Filter
(C) Editor
(D) Snapchat

55. The number of times your posts have been seen by users on social media is called:
(A) Shares
(B) Likes
(C) Impressions
(D) Clicks

56. An image that's copied and slightly altered to make a point that spreads online is called :
(A) Viral
(B) Meme
(C) Emoji
(D) Regram

57. Who recently became the third cricketer to hit 6 sixes in an over?
(A) Chris Gayle
(B) Martin Guptil
(C) Kieron Pollard
(D) Evin Lewis

58. Who won the Men's Australian Open tennis tournament 2021?
(A) Novak Djokovic
(B) Rafael Nadal
(C) Roger Federer
(D) D Medvedev

59. Who is the captain and coach of Jammu and Kashmir's women's football team?
(A) Nuzhat Ara
(B) Afshan Ashiq
(C) Samina Tariq
(D) Tajamul Islam

60. N. Usha recently won the Dhyan Chand Award, National Sports Awards 2020. From which of the following sports she is associated?
(A) Athletics
(B) Boxing
(C) Football
(D) Badminton

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ROUGH WORK

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