

RGUPET 22
Common Entrance Test, 2022
Ph.D. IN MASS COMMUNICATION

1	A form of discourse analysis that focuses on the use of language by powerful groups in societies to dominate other groups and on the strategies of resistance by subjugated groups is considered as:					
	a) Critical discourse analysis	b) Content analysis	c) Discourse analysis	d) Paradigmatic analysis	A	Critical discourse analysis
2	“Movement or idea studies” come under which kind of research?					
	a) Experimental research	b) Historical research	c) Exploratory research	d) Applied research	B	Historical research
3	Research engaging with groups or communities specifically to solve problems is known as:					
	a) Applied research	b) Case studies	c) Action research	d) Ethnographical research	C	Action research
4	Distribution of data that shows two values occurring with equal frequency is:					
	a) Bi-variate distribution	b) Multi-variate distribution	c) Univariate distribution	d) Bi-modal distribution	D	Bi-modal distribution
5	When participants in a study are briefed by the researcher to behave in a particular way, it is known as:					
	a) Confederates	b) Control group	c) Focus group	d) Cohort	A	Confederates
6	The calculated probability of a value being true is known as:					
	a) Confidentiality	b) Confidence level	c) Confidence interval	d) Construct validity	B	Confidence level
7	“Data Point” refers to:					

	a) The process of reducing raw data	b) All the data from a research project	c) The recorded value of a variable for one individual	d) Collection of scholarly articles that can be search electronically	C	The recorded value of a variable for one individual
8	Questions that offer a choice between two possible answer for example “yes” or “no” is known as:					
	a) Demographic questions	b) Descriptive question	c) Double-barreled questions	d) Dichotomous questions	D	Dichotomous questions
9	Assigning units of information to preassigned categories is known as:					
	a) Fixed coding	b) Flexible coding	c) Coding scheme	d) Thematic coding	A	Fixed coding
10	When the measure of one concept agree with the measure of other related concepts, it is considered as:					
	a) Criterion validity	b) Construct validity	c) Concurrent validity	d) Divergent validity	B	Construct validity
11	The study of how people make sense of their culture and communicate that understanding to others is known as:					
	a) Epistemology	b) Ethnography	c) Ethnomethodology	d) Phenomenology	C	Ethnomethodology
12	“t test for independent sample” is use in:					
	a) Where both group consist of the same people	b) Test that predicts relationship between two variables	c) Test that specify the direction of relationship between two variables	d) Test where two different groups are being compared	D	Test where two different groups are being compared
13	The master list from which a sample is selected is known as:					
	a) Sampling	b) Sampling	c) Sampling	d) Sampling	A	Sampling

	frame	interval	distribution	selection		frame
14	Probability sampling is based on:					
	a) Convenient sampling	b) Snowball sampling	c) Radom sampling	d) Purposive sampling	C	Radom sampling
15	Deductive analysis involves:					
	a) Critical thinking	b) Sufficient evidence	c) Repeated observation	d) Logical relation	D	Logical relation
16	If a message creates cognitive dissonance, then the audience is likely to:					
	a) Ignore and reject it	b) Like and forward it	c) Impress and share it	d) Neither accept nor reject it	A	Ignore and reject it
17	What is the purpose of pilot study in research?					
	a) To finalise methodology for study	b) To gauge suitability of conducting study	c) To find respondents for study	d) To finalise sampling for study	B	To gauge suitability of conducting study
18	Through data traingulation method a researcher can enhance his/her study's:					
	a) Accessibi lity	b) Validity	c) Readability	d) Popularity	B	Validity
19	What is the major attribute of Correlation Analysis?					
	a) Associati on among variables	b) Difference among variables	c) Regression among variables	d) Variations among variables	A	Associatio n among variables
20	A hypothesis that suggests that, changes in one variable cause changes in another, known:					
	a) Relationa l hypothesi	b) Causal hypothesis	c) Null hypothesis	d) Associative hypothesis	B	Causal hypothesis

	s					
21	The term 'Digital Natives' refers to people who have:					
	a) Access to the internet occasionally	b) Inhabited the digital terrain from childhood	c) Access to the internet always	d) Inhabited the terrain of the internet from adulthood	B	Inhabited the digital terrain from childhood
22	Which type of experimentation is often known as hypothesis testing experimentation?					
	a) Exploratory experiments	b) Situational experiments	c) Confirmatory experiments	d) Modern psychological experiments	A	Exploratory experiments
23	Which of the following is an exception provided under the Copyright Act of India?					
	a) Used for academic research	b) Used for commercial production	c) Used for profit through sales	d) Used for performance before paid audience	A	Used for academic research
24	A combination of document analysis, observation and interviews are applied in:					
	a) Survey research	b) Field experiment	c) Case study	d) Content analysis	B	Field experiment
25	Discourse analysis considers all human communication as:					
	a) Content	b) Starting Point	c) Narrative	d) Contemplation	C	Narrative

26	The core values of an organization as shared by its members is known as:					
	a) Corporate public relations	b) Corporate reputation	c) Corporate identity	d) Corporate personality	D	Corporate personality

27	The ability of a medium to allow for immediate feedback between the two parties and for expressing the message in different ways is called:					
	a) Media richness	b) Media logic	c) Media relations	d) Media favourability	D	Media richness
28	A media literacy technique that parents use with children to help them understand media messages is referred to as:					
	a) Attentional exposure state	b) Adaptation stage	c) Co-viewing	d) Active mediation	D	Active mediation
29	The removing of restrictions so that media messages are free based on the values of openness and common ownership is identified as:					
	a) Copyleft	b) Copyright	c) Counterfeiting	d) Open source	A	Copyleft
30	AC Nielson is a leading:					
	a) Marketing Company	b) International NGO	c) News agency	d) Market research firm	D	Market research firm
31	Television advertising to which no particular time slot has been assigned is known as:					
	a) Run of week	b) Run of station	c) Run of site	d) Run of network	B	Run of station
32	Needs theory is related to:					
	a) Public relation	b) Advertising	c) Developmental communication	d) Political communication	B	Advertising
33	When public relations personnel manage news in the media, it is termed?					
	a) Spin doctoring	b) News commitment	c) News control	d) Perceived necessity	A	Spin doctoring

34	In communication, social meanings are part of					
	a) Message speed	b) Interpretation	c) Investigation	d) Non-responsiveness	B	Interpretation
35	Icons are very frequently used in television reports of					
	a) Weather	b) Crime	c) Fashion	d) Special events	A	Weather
36	Product advertising done in a small area without interfering with national investment is known as					
	a) Product test	b) Micro advertising	c) Pilot advertising	d) Test marketing	D	Test marketing
37	Which type of advertising thus familiar and popular products use?					
	a) Reminder advertising	b) Informative advertising	c) Persuasive advertising	d) Corporate advertising	A	Reminder advertising
38	When hackers use your computer without your permission and knowledge, it is known as:					
	a) Hacktivism	b) Hijacking	c) Identity theft	d) Spamming	B	Hijacking
39	Media influenced effects that can be observed and easily attributed to media influence is considered as:					
	a) Imitation	b) Process effects	c) Manifested effects	d) Macro-type effect	C	Manifested effects
40	Media which does not have strict grammar or literature is often referred to as:					
	a) Digital media	b) Folk media	c) Print media	d) Electronic media	B	Folk media
41	Area where mobile phone networks do not operate is called:					

	a) Dead spot	b) Dead location	c) Dead zone	d) Dead area	C	Dead zone
42	A Frequent visitor of the World Wide Web is called:					
	a) Webhead	b) Weblish	c) Weblog	d) Webmaster	A	Webhead
43	Web archives are:					
	a) Websites	b) Blogs	c) Templates	d) Digital library	D	Digital library
44	The Information Technology Act came into effect from:					
	a) 16 October, 2000	b) 17 October, 2000	c) 12 November, 2000	d) 11 November, 2000	B	17 October, 2000
45	Which type of journalism is not bound by any ethical or professional conduct?					
	a) Traditional journalism	b) Online news channel reporting	c) Citizen journalism	d) Investigative journalism	C	Citizen journalism
46	USENET belongs to the period of:					
	a) Pre Computer Network	b) Client Network	c) Pre WWW Network	d) Internet	C	Pre WWW Network
47	A person who does not post anything but reads what others write online is called a					
	a) Lurker	b) Silent participant	c) Jabber	d) sleeper-chatter	A	Lurker
48	Direct mail advertising is often referred to as					
	a) Personal selling	b) Mail order	c) Junk mail	d) Postal advertising	C	Junk mail
49	Manuel Castells used the term					

	a) Creative society	b) Pre-modern society	c) Industrial society	d) Network society	D	Network society
50	Simultaneous transmission of several channels of television is known as					
	a) Digicast	b) Multicast	c) Narrowcast	d) Personal cast	B	Multicast
51	New media have facilitated the type of communication which is					
	a) Abstract	b) Conceptual	c) Public	d) Interactive	D	Interactive
52	Who among them is not associated with the Frankfurt School?					
	a) Theodor Adorno	b) Herbert Marcuse	c) Walter Benjamin	d) George Gerbner	D	George Gerbner
53	Who described the Mass media as a “speech without response”?					
	a) F.R. Leavis	b) Raymond Williams	c) Jean Baudrillard	d) Stuart Hall	C	Jean Baudrillard
54	The Aristotle model of communication is widely applicable to:					
	a) Interpersonal communication	b) Group communication	c) Intrapersonal communication	d) Public communication	D	Public communication
55	Which of the theory is founded based on the fundamental rights of freedom of expression?					
	a) Participatory communication theory	b) Libertarian theory	c) Democratization theory	d) Social responsibility theory	B	Libertarian theory

56	The mathematical model of communication was constructed by:					
	a) David Berlo	b) Westley & MacLean	c) Shannon & Weaver	d) Charles E. Osgood	C	Shannon & Weaver
57	Who authored the book “ <i>Mass media and national development</i> ”?					
	a) Wilbur Schramm	b) Daniel Learner	c) Everett Rogers	d) Denis McQuail	A	Wilbur Schramm
58	According to Diffusion theory, which is the most important medium of communication?					
	a) Folk media	b) Word of mouth	c) Radio	d) Television	B	Word of mouth
59	Who are the proponents of propaganda model of mass media?					
	a) Maxwell McCombs & Donald L. Shaw	b) Edward S. Herman & Noam Chomsky	c) Noam Chomsky & Walter Lippmann	d) Stuart Hall & Richard Hoggart	B	Edward S. Herman & Noam Chomsky
60	Identify the correct association:					
	a) Wilbur Schramm-Normative theories	b) Antonio Gramsci-Hegemony	c) Daniel Leaner-Diffusion of Innovation	d) Elihu Katz-Gramatology	B	Antonio Gramsci-Hegemony
61	The term Aberrant Decoding was coined by:					
	a) Charles Peirce	b) Denis McQuail	c) David Berlo	d) Umberto Eco	D	Umberto Eco
62	The social responsibility model of media developed alongside the growth of					

	a) Mixed economies	b) capitalist societies	c) Socialist societies	d) Dictatorial regimes	A	Mixed economies
63	In the mass manipulative model, the audience is considered as					
	a) Passive	b) Active	c) Aligned	d) Critical receptionists	A	Passive
64	According to Charles Peirce, sign stands for its					
	a) Need	b) Correction	c) Deviation	d) Object	D	Object
65	Ferdinand de Saussure in his analysis, considered					
	a) Indices	b) Entropy	c) Associations	d) Symbols	D	Symbols
66	Pre-conceived beliefs about the characteristics of a group are referred as:					
	a) Stereotype	b) Prejudice	c) Racism	d) Hegemony	e) A	Stereotype
67	Interaction with media contents and critically analyzing them is known as					
	a) Media convergence	b) Media literacy	c) Media analysis	d) Media critique	B	Media literacy
68	More white space on a printed page can be gained by reducing the number of					
	a) Stories	b) Columns	c) Advertisements	d) Pictures	B	Columns
69	Journalism that depends upon computer-assisted analysis of existing information is known as					
	a) Investigative journalism	b) Database journalism	c) Offline journalism	d) Technical journalism	B	Database journalism

70	Monopoly of cultural products at the global level has led to					
	a) Political hegemony	b) Economic colonization	c) Social domination	d) Information imperialism	D	Information imperialism
71	Who published the book “Propaganda Techniques in the World War?”					
	a) a) Harold Lasswell	b) Noam Chomsky	c) Carl Hovland	d) Maxwell McComb & Donald Shaw	A	Harold Lasswell
72	The practice of paying money to get an exclusive story that will purportedly sell many copies of a newspaper or magazine is known as:					
	a) Yellow journalism	b) Paid journalism	c) Page 3 journalism	d) Checkbook journalism	D	Checkbook journalism
73	Who wrote Manufacturing Consent: The Political Economy of the Mass Media?					
	a) James Cary	b) Noam Chomsky	c) Marshall McLuhan	d) Paul Lazarfeld	B	Noam Chomsky
74	“Nose for news” means:					
	a) Digging deep into the facts to ferret out the truth	b) The ability to identify the source in news report	c) The ability to describe the facts in the light of their context	d) The ability to identify news to report	D	The ability to identify news to report
75	Gaining knowledge about the way media institutions work and how they produce content is known as					
	a) Media and	b) Communication Training	c) Mass Communication	d) Journalism Training	A	Media and

	Information Literacy		on Education			Information Literacy
76	The key feature of media performance is					
	a) Mobilization	b) Sensationalization	c) Personalization	d) Urbanization	C	Personalization
77	Focus group interviews need a					
	a) Moderator	b) Recordist	c) Stenographer	d) Projectionist	A	moderator
78	Vox pops in telecasts are mostly					
	a) Studio based	b) Field based	c) Character-generated	d) Advertiser-oriented	b	Field based
79	Modern mass media have made, by providing diverse choices, their audiences					
	a) Homogeneous	b) Massive	c) Fragmented	d) Integrated	C	Fragmented
80	The commercial broadcasting wing of AIR, Vividh Bharati, was started as a counter to					
	a) Voice of America	b) BBC	c) Radio Ceylon	d) Radio Moscow	C	Radio Ceylon
81	Grapevine communication is					
	a) Gossip	b) Unilinear	c) Systemic	d) Dyadic	A	Gossip
82	A small movie theatre with an intimate atmosphere is called:					
	a) Cinema theque	b) Cinematic	c) Cinerama	d) Cinema Scope	A	Cinema theque
83	What is the right terminology for “everything in a scene”					

	a) Plot	b) Mise-en-scene	c) Background	d) Prop	B	Mise-en-scene
84	Dramatization of real-life events through film, radio or television is known as:					
	a) Docufiction	b) Docudrama	c) Documentary	d) Docusoap	B	Docudrama
85	A written word by screenwriters for a film is called:					
	a) Teleplay	b) Story board	c) Press release	d) Screenplay	D	Screenplay
86	Which one of them also known as the Golden Age of Italian cinema?					
	a) Italian Montage	b) Italian Expressionism	c) Italian Neorealism	d) Italian New Wave	C	Italian Neorealism
87	Who of the following directed the Oscar winning film, Nomadland?					
	a) Martin Scorsese	b) Chloe Zhao	c) Woody Allen	d) Sophia Coppola	B	Chloe Zhao
88	German expressionism inspired the development of which film genre?					
	a) Sci-fi films	b) Film Noir	c) Romcom	d) Adventure films	B	Film Noir
89	Who is the director of the experimental film <i>Riddles of the Sphinx</i> ?					
	a) James Cameron	b) Laura Mulvey	c) Elaine Showalter	d) Anne Kaplan	B	Laura Mulvey
90	The making of a film based on a novel is called adaptation, whereas a novel based on a film is called					
	a) Adoption	b) Adaptation	c) Novelization	d) Remake	C	Novelization
91	In which type of shot the subject looks stronger, imposing, and authoritative?					

	a) Overhead shot	b) High angle shot	c) Eye level shot	d) Low angle shot	D	Low angle shot
92	In which year was the Non-Aligned News Agencies Pool established?					
	a) 1974	b) 1972	c) 1976	d) 1975	D	1975
93	The MacBride Commission was set up by UNESCO in:					
	a) 1978	b) 1979	c) 1988	d) 1987	A	1978
94	The concept of 'otherness' is often referred to:					
	a) Elites	b) Majority	c) Woman	d) Minority	D	Minority
95	Nora Cruz Quebral, a pioneer in the discipline of developmental communication in Asia and often referred to as the "mother of development communication" belong to which country?					
	a) Indonesia	b) Philippines	c) Vietnam	d) Taiwan	B	Philippines
96	Who among them propagated the idea of Imperialist paradigm					
	a) Daniel Lerner	b) Herbert Schiller	c) Everett Rogers	d) Fredrick Frey	B	Herbert Schiller
97	Who wrote the book "The global media debate" (1993):					
	a) George Gerbner	b) John Fiske	c) Antonio Gramsci	d) Herbert Spencer	A	George Gerbner
98	Who coined the term "Third World"?					
	a) Mustapha Masmoudi	b) Herbert Schiller	c) Alfred Sauvy	d) Sean MacBride	C	c) Alfred Sauvy

99	The key feature of media performance is					
	A. Mobilization	B. Sensationalization	C. Personalization	D. Urbanization	C	Personalization
100	Group discussion is a form of					
	A. Dyadic communication	B. Multi-dyadic communication	C. Interpersonal communication	D. Mass communication	B	Multi-dyadic communication