

This booklet consists of 100 questions and 12 printed pages.

RGUCET/2023/PG/21

Series

NIL

RGUCET 2023
MASTER OF ARTS IN MASS COMMUNICATION

Full Marks: 100

Time: 2 Hours

Roll No.

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Day and Date of Examination :

Signature of Invigilator(s) :

Signature of Candidate :

General Instructions:

PLEASE READ ALL THE INSTRUCTIONS CAREFULLY BEFORE MAKING ANY ENTRY.

1. DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO.
2. Candidate must write his/her Roll Number on the space provided.
3. This Test Booklet contains 100 Multiple Choice Questions (MCQs). Each question carries 1 mark. There shall be negative marking of 0.25 against each wrong attempt.
4. Please check the Test Booklet to verify that the total pages and total number of questions contained in the test booklet are the same as those printed on the top of the first page. Also check whether the questions are in sequential order or not.
5. Candidates are not permitted to enter into the examination hall 15 minutes after the commencement of the entrance test or leave the examination hall before 30 minutes of end of examination.
6. Making any identification mark in the OMR Answer Sheet or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
7. Candidates shall maintain silence inside and outside the examination hall. If candidate(s) is/are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
8. In case of any dispute, the decision of the Entrance Test Committee, RGU shall be final and binding.
9. The OMR Answer Sheet consists of two copies, the Original copy and the Student's copy.

1	Odometer is to mileage as compass is to-				(a)	direction
	a) direction	b) needle	c) speed	d) hiking		
2	Yard is to inch as quart is to-				(c)	ounce
	a) liquid	b) gallon	c) ounce	d) milk		
3	Find the missing number in the series out of four options 4, 9, 20, 43, 90,_____				(c)	185
	a) 179	b) 182	c) 185	d) 195		
4	Find the missing number in the series out of four options 9, 15, 23, 33,_____				(d)	45
	a) 44	b) 36	c) 38	d) 45		
5	Find the missing term from amongst the four alternatives J,L,N,P,R,T,_____				(a)	V
	a) V	b) X	c) Y	d) Z		
6	Find the missing term from amongst the four alternatives BD, EH, IM, NS, _____				(d)	TZ
	a) UY	b) UZ	c) TY	d) TZ		
7	If REASON is called as 5 and BELIEVED as 7, what is the code number for GOVERNMENT?				(b)	9
	a) 10	b) 9	c) 8	d) 6		
8	Which of the following is not a statement				(a)	Please do me a favour
	a) Please do me a favour	b) 2 is an even integer	c) $2 + 1 = 3$	d) The number 17 is prime		
9	Which country will host next G20 summit after India?				(b)	Brazil

	a) Indonesia	b) Brazil	c)South Africa	d) Bangladesh		
10	In terms of employee count, which among the following is recognised as the largest employer under the government of India?				(c)	Indian Railways
	a) Indian Metro	b) BHEL	c) Indian Railways	d) NTPCL		
11	Pradhan Mantri Matsya Sampada Yojana launched in which year?				(b)	2020
	a) 2021	b) 2020	c)2022	d)2023		
12	Name the tennis player, who has won the Men’s singles title at the Italian Open 2023?				(a)	Daniil Medvedev
	a) Daniil Medvedev	b) Hugo Nys	c) Jan Zieliński	d) Holger Rune		
13	Which institution has set up the ‘Agriculture and Market Information System (AMIS)’?				(d)	FAO
	a) WEF	b) IMF	c) World Bank	d) FAO		
14	‘Khumjung Khunde Waste Water Management Project’ is being constructed in which country, with the aid from India?				(c)	Nepal
	a) Bangladesh	b) Myanmar	c) Nepal	d) Sri Lanka		
15	What percentage of earth’s water is fresh water?				(c)	3 percent
	a) 75 percent	b) 27 percent	c) 3 percent	d) 10 percent		
16	The first athlete who won eight gold medals in individual events in one Olympic games is				(a)	Micheal Phelps
	a)Micheal Phelps	b)Milkha Singh	c)Mike Powell	d)P.T. Usha		
17	Malaria is a disease which affects the				(c)	Spleen
	a)Heart	b)Lungs	c)Spleen	d)Kidney		

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18	The film 'Peepli live' is produced by				(b)	Aamir Khan
	a)Ajay Devgan	b)Aamir khan	c)Saroj khan	d)David Dhawan		
19	When was Arunachal Pradesh separated from Assam?				(a)	1972
	a) 1972	b) 1948	c) 2000	d) 1956		
20	The author of world-famous Harry Potter series is				(b)	J K Rowling
	a) Arundhati Roy	b) J K Rowling	c)Taslima Nasrin	d) Salman Rushdie		
21	When is Ayushman Bharat Diwas observed?				(a)	30th April
	a) 30 th April	b) 29 th April	c) 28 th April	d) 27 th April		
22	Tashigang which become the highest polling station in the world belongs to which Indian state?				(c)	Himachal Pradesh
	a) Arunachal Pradesh	b) Jamu& Kashmir	c) Himachal Pradesh	d) Sikkim		
23	Where was India's first 'Voter Park' inaugurated?				(a)	Gurugram
	a) Gurugram	b) Noida	c) Mumbai	d) Chandigarh		
24	Which of the following is not the main characteristic of instructional material?				(b)	make learning permanent
	a) save time and energy	b) make learning permanent	c) save paper	d) prevent indiscipline		
25	Choose the right word for the blank in the following sentence. Rosy struck the lamb _____ a stick.				(b)	with
	a) of	b) with	c)by	d) in		
26	A tool that facilitates the creation of webpages and dynamic internet content					

	is:					
	a)Adobe Dreamweaver	b)Adobe InDesign	c)Photoimpact	d)QuarkXpress	(a)	Adobe Dreamweaver
27	Who started the initiative of E-Chaupal					
	a)ITC	b)TATA	c)Reliance	d)Birla	(a)	ITC
28	The Hindi film industry is popularly known as:					
	a) Tollywood	b) Kollywood	c) Mollywood	d) Bollywood	(d)	Bollywood
29	The media's role in setting the public agenda by determining which issues receive attention and prominence is known as:					Agenda-Setting
	a) Agenda-Setting	b) Framing	c) Gatekeeping	d) Influencing	(a)	
30	Concentration of media ownership in the hands of a few conglomerates raises questions about affecting:					
	a) Plurality and diversity of voices	b) Media convergence	c) Digital divide	d) Media pervasiveness	(a)	Plurality and diversity of voices
31	The digital revolution in India has given rise to various online platforms, including all of the following except:					
	a) News websites	b) Blogs	c) Social Media	d) Artificial Intelligence	(d)	Artificial Intelligence
32	What is the name of the public service broadcaster founded by the Government of India?					
	a) Star India	b) Zee TV	c) Doordarshan	d) Sony	(c)	Doordarshan
33	The Indian film industry is marked by various regional film industries, including all of the following except:					Hollywood
	a) Tollywood	b) Kollywood	c) Hollywood	d) Mollywood	(c)	

34	The process of selection of news by the media is known as:				(c)	Gatekeeping
	a) Agenda-Setting	b) Framing	c) Gatekeeping	d) Influencing		
35	Which of the following is an example of inquisitiveness in journalism?				(a)	Asking probing questions.
	a) Asking probing questions.	b) Filing firsthand report	c) Writing the same story every day	d) Copying someone else's work		
36	All India Radio was established in which year?				(b)	1930
	a) 1920	b) 1930	c) 1940	d) 1950		
37	Which of the following newspapers played a significant role in the Indian freedom struggle?				(c)	Ananda Bazar Patrika
	a) The Asian Age	b) Amar Ujala	c) Ananda Bazar Patrika	d) Deccan Herald		
38	Choose from the following the correct combination order of the stages involved in the process of mass communication:				(a)	Encoding-Transmission-Decoding-Feedback
	a) Encoding-Transmission-Decoding-Feedback	b) Decoding-Encoding-Transmission-Feedback	c) Feedback-Encoding-Transmission-Decoding	d) Transmission-Encoding-Decoding-Feedback		
39	The rise of fake news, sensationalism, and paid news has led to concerns about:				(a)	Media credibility
	a) Media credibility	b) Digital divide	c) Media ownership	d) Media boom		
40	Which of the following is NOT a function of mass communication?				(c)	Exercising
	a) Informing	b) Persuading	c) Exercising	d) Entertaining		
41	The process of improving the quality and quantity of website traffic is known as				(a)	Search Engine
	a) Search Engine	b) SWOT	c) Affiliate	d) SOE		

	Optimisation	analysis	marketing)	Optimisation	
42	Which team is responsible for the publicity for an academic conference?				(c)	Promotion Coordination team
	a) Hospitality team	b) Programme Coordination team	c) Promotion Coordination team	d) Logistic team		
43	Liaison agreement is				(b)	The contract between the client and agency
	a) The rules and regulations of the event	b) The contract between the client and agency	c) The event plans and details	d) The list of activities		
44	A marketing arrangement by which an online retailer pays commission to an external website for traffic generation is known as				(c)	Affiliate Marketing
	a) Content marketing	b) E-mail marketing	c) Affiliate Marketing	d) Zoom Marketing		
45	What does B2B marketing mean?				(b)	Business-to-Business
	a) Business-to-Base	b) Business-to-Business	c) Basics-to-Business	d) Business-to-Bollywood		
46	Full form of FM is				(b)	Frequency Modulation
	a) Frequency Modulated	b) Frequency Modulation	c) Frequency Mode	d) Free Modulation		
47	The first model of communication is said to have been developed by				(b)	Aristotle
	a) Plato	b) Aristotle	c) Ptolemy	d) Steiner		
48	Radio Talk is a programme of				(a)	1 speaker
	a) 1 speaker	b) 2 speakers	c) 3 speakers	d) 3 speakers		
49	What is the best way to promote a business with social media?				(a)	

	a) Choose the right platform	b) Attending business meeting	c) Local promotion	d) Outdoor advertising		Choose the right platform
50	What does Gantt Chart illustrates?				(c)	Project Schedule
	a) Media Plan	b) List of Volunteers	c) Project Schedule	d) List of Vendors		
51	Which of these is not an element of Event Management?				(c)	Structure
	a) Target Audience	b) Logistic	c) Structure	d) Sponsorship		
52	Which of the following is NOT a correct depiction of Digital Marketing?				(d)	Pamphlet
	a) E-mail marketing	b) Social media marketing	c) Web marketing	d) Pamphlet		
53	Event Management is considered one of the strategic				(c)	Marketing and Communication Tool
	a) Entertainment Sector	b) Message Delivering Mechanism	c) Marketing and Communication Tool	d) Fun Factor		
54	What is the full form of ZMOT?				(a)	Zero moment of truth
	a) Zero moment of truth	b) Zero moment of technology	c) Zero medium of technology	d) Zero Moment of Thing		
55	PDF stands for				(a)	Portable document format
	a) Portable document format	b) Porting document format	c) Ported document format	d) Parted document format		
56	Commercial Service on Vividh Bharti started in the year				(b)	1967
	a) 1957	b) 1967	c) 1977	d) 1987		
57	Mann Ki Baat is a programme of				(a)	Radio
	a) Radio	b) Television	c) Online newspaper	d) Online magazine		

58	The only medium of Mass Communication to reach the illiterate people to inform, educate and entertain them is _____.				(c)	Radio
	a) WhatsApp	b) Social Media	c) Radio	d) OTT		
59	Which of the following are specifically written for more clarity of the message?				(d)	Announcements
	a) Sound Bite	b) Narration	c) Breaking News	d) Announcements		
60	Gate keeping model of communication was propounded in the year:				(d)	1943
	a) 1940	b) 1941	c) 1942	d) 1943		
61	Props in radio drama is created using				(b)	Sound effects
	a) Sound bite	b) Sound effects	c) Voice over	d) Bed Music		
62	Which of the following connects different stations throughout the length and breadth of the country?				(c)	Radio bridge
	a) Radio Bandwidth	b) Radio Connectivity	c) Radio bridge	d) Radio Internet		
63	Basic difference between monitoring and controlling is:				(d)	Monitoring is observing and controlling is taking action
	a) Monitoring is action and controlling is observing	b) Monitoring is evaluation, controlling is feedback	c) Monitoring is controlling and controlling is monitoring	d) Monitoring is observing and controlling is taking action		
64	Doordarshan is operated in India under				(b)	Ministry of Information and Broadcasting
	a) Ministry of Information and Technology	b) Ministry of Information and Broadcasting	c) Ministry of news and current affairs	d) Ministry of technology		
65	Kumbh Mela is a type of				(d)	Cultural
	a) Leisure Event	b) Corporate	c) Personal Event	d) Cultural Event		

	Event				Event	
66	Which is the oldest news agency in the world?				(c)	AFP
	a) AP	b) Reuters	c) AFP	d) ANI		
67	In the compilation of news for radio, the reporters and editors are				(c)	Gatekeepers
	a) Advertisers	b) News readers	c) Gatekeepers	d) Amateurs		
68	What do we call the distance between two consecutive compressions of a sound wave?				(c)	Wavelength
	a) Wave number	b) Frequency	c) Wavelength	d) Amplitude		
69	Which article of Indian Constitution says that all citizens have the right to freedom of speech and expression?				(b)	19 (1) A
	a) 19 A	b) 19 (1) A	c) 19 (1) B	d) 19 (1) C		
70	Which of the following has not played a pivotal role in promoting social change by highlighting social issues, raising awareness, and advocating reform in India?				(d)	Religious group
	a) Media	b) Government	c) Non-governmental organizations	d) Religious group		
71	Who among the following invented radio?				(d)	Guglielmo Marconi
	a) Jagdish Chandra Bose	b) Frank Conrad	c) Henritz Hertz	d) Guglielmo Marconi		
72	Who is the Pulitzer Prize winning photographer who committed suicide in 1994?				(c)	Kevin Carter
	a) Daniel Carter	b) Jimmy Carter	c) Kevin Carter	d) Kim Carter		
73	Who among the following is the director of the first Indian talkie Alam Ara?					

	a) Bimal Roy	b) Guru Dutt	c) Dada Saheb Phalke	d) Ardeshir Irani	(d)	Ardeshir Irani
74	Which of the following films is one of the three films made by Satyajit Ray popularly known as Apu Trilogy?					
	a) Jalsaghar	b) Agantuk	c) Pather Panchali	d) Charulata	(c)	Pather Panchali
75	The term 'TRP' associated with TV shows stands for-					
	a) Thematic Rating Points	b) Television Rating Points	c) Time Rating Points	d) Total Rating Points	(b)	Television Rating Points
76	Which of the following is the first newspaper to be published from Arunachal Pradesh?					
	a) Arunachal Times	b) Arunachal Mirror	c) Arunachal Front	d) Echo of Arunachal	(d)	Echo of Arunachal
77	The pioneer of the silent feature film in India was-					
	a) B.R. Chopra	b) Dada Sahib Phalke	c) Satyajit Ray	d) K.A. Abbas	(b)	Dada Sahib Phalke
78	New media have facilitated the type of communication which is-					
	a) Interactive	b) Abstract	c) Public	d) Conceptual	(a)	Interactive
79	HTML stands for-					
	a) Hyper	b) Hyper	c) Hyper	d) Hyper	()	Hyper

	Text Manipulating Links	Text Managing Links	Text Markup Language	Text Manipulation Language	c)	Text Markup Language
80	The National School of Drama is situated in which of the following cities?				()	New Delhi
	a) Kolkata	b) New Delhi	c) Bhopal	d) Mumbai		
81	The key narrator of a newscast or programme is called-				()	Anchor
	a) Executive	b) Announcer	c) Anchor	d) Editor		
82	The classic film Citizen Kane is associated with -				()	Orson Welles
	a) A. Hitchcock	b) Orson Welles	c) Terence Hills	d) Yul Bryner		
83	Non-Verbal Communication is done through-				()	Signs
	a) Signs	b) Interpersonal	c) Group	d) Mass		
84	The word Stringer is used for-				()	Part Time Reporter
	a) Writer	b) Full Time Reporter	c) Part Time Reporter	d) Proof reader		
85	'Bit' stands for-				()	binary digit
	a) binary digit	b) bivariate theory	c) binary information term	d) binary tree		

86	The Internet ethical protocol is called-				(d)	netiquette
	a) net ethics	b) net morality	c) net protocol	d) netiquette		
87	Bennett & Coleman is the publisher of-				(c)	The Times of India
	a) The Tribune	b) The Hindu	c) The Times of India	d) Hindustan Times		
88	Which day of the year is marked as World Sports Journalists Day?				(c)	2 nd July
	a) 29 th June	b) 30 th June	c) 2 nd July	d) 3 rd July		
89	A large size headline across the entire page of newspaper is called-				(d)	Banner
	a) Anchor	b) Deck	c) Lead	d) Banner		
90	The first talkie film of India was-				(c)	Alam Ara
	a) Raja Harishchandra	b) Kanoon	c) Alam Ara	d) . Amar Jyoti		
91	The reading of the script to check the errors is called-				(c)	Proof-reading
	a) Composing	b) Editing	c) Proof-reading	d) Scanning		

92	In desktop printing the abbreviation 'Dpi' stands for-				(c)	Dots per inch
	a) Dots pixel inch	b) Digits per unit	c) Dots per inch	d) Diagrams per inch		
93	Which is the main source of income of media?				(c)	Advertisements
	a) Editorial	b) Articles	c) Advertisements	d) General news		
94	The science of the study of feedback systems in humans, animals and machines is known as-				(d)	cybernetics
	a) response analysis	b) selectivity study	c) reverse communication	d) cybernetics		
95	The classic film 'The Godfather' is based on a novel authored by-				(a)	Mario Puzo
	a) Mario Puzo	b) John Milton	c) Victor Hugo	d) E.M.Foster		
96	DVD technology uses an optical media to store the digital data. DVD is an acronym for				(d)	Digital Versatile Disc
	a) Digital Visualization Disc	b) Digital Vector Disc	c) Digital Volume Disc	d) Digital Versatile Disc		
97	Which of the following represents billion characters?				(d)	Gigabytes
	a) Kilobytes	b) Terabytes	c) Megabytes	d) Gigabytes		

98	Reuters is the news agency of-				(d)	England
	a) Australia	b) France	c) Germany	d) England		
99	The major function of Television is to provide-				(a)	Infotainment
	a) Infotainment	b) Disinformation	c) Propaganda	d) Misinformation		
100	Video transmission over the Internet that looks like delayed live casting is called:				(c)	real-time video
	a) virtual video	b) video shift	c) real-time video	d) direct broadcast		

SPACE FOR ROUGH WORK