

Test Booklet No. \_\_\_\_\_

**This booklet consists of 100 questions and 12 printed pages.**

RGUPET/\_\_\_\_/\_\_\_\_

**Series**

NIL
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**RGUPET 2023  
Ph.D. in MASS COMMUNICATION**

**Full Marks: 100**

**Time: 3 Hours**

Roll No. 

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Day and Date of Examination : \_\_\_\_\_  
Signature of Invigilator(s) : \_\_\_\_\_  
Signature of Candidate : \_\_\_\_\_

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*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) from the concerned subject. Each question carries 1 mark.
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	Identify the continuous type of data from the following:				D	Weight of students in a class
	a)Number of languages a person speaks	b)Number of children in a household	c)Population of cities	d)Weight of students in a class		
2	In sampling, the lottery method is used for:				D	Randomisation
	a)Interpretation	b)Theorisation	c)Conceptualisation	d)Randomisation		
3	Sampling error decreases with the:				B	Increase in sample size
	a)Decrease in sample size	b)Increase in sample size	c)Process of randomization	d)Process of analysis		
4	Which one is not a measurement of variable?				B	Cardinal level
	a)Nominal level	b)Cardinal level	c)Ordinal level	d)Interval level		
5	A doctor studies the relative effectiveness of two drugs of dengue fever. His research would be classified as:				B	Experimental Research
	a)Descriptive Survey	b)Experimental Research	c)Case Study	d)Ethnography Stud		
6	Controlled group condition is applied in:				D	Experimental Research
	a)Survey Research	b)Historical Research	c)Descriptive Research	d)Experimental Research		
7	The depth of any research can be judged by:					

	a)Objectives of the research	b)Title of the research	c)Expenditure of the research	d)Duration of the research	A	Objectives of the research
8	In quantitative research, the questions are:					
	a)Abstract	b)Ambiguous	c)Standardized	d)General	C	Standardized
9	Which of the following is dependent variable?					
	a)Gender	b)Test Score	c)Age	d)Time	B	Test Score
10	When population is divided into a number of non-overlapping sub-groups, it is known as:					
	a)Quota sampling	b)Stratified sampling	c)Cluster sampling	d)Area sampling	B	Stratified sampling
11	Probability sampling is based on:					Random selection
	a)Random selection	b)Purposive selection	c)Convenient selection	d)Snowball Selection	A	
12	Longitudinal research is carried over:					
	a)In different stages	b)Several time-periods	c)To different samples	d)Short Period	B	Several time-periods
13	The techniques of describing social relationship among individuals in a group is known as:					
	a)Sociometry	b)Socio-Analysis	c)Psychometrics	d)Dyschromatic	A	Sociometry
14	The position on the nature of reality is referred to as:					

	a)Epistemology	b)Axiology	c)Ontology	d)Ethnomethodology	C	Ontology
15	Analysis that focuses on how language shapes meaning and understanding is known as:				B	Discourse Analysis
	a)Critical Analysis	b)Discourse Analysis	c)Metaphor Analysis	d)Conversation Analysis		
16	Data that appear suspicious or not anticipated by a researcher is known as:				D	Anomalous Data
	a)Categorical data	b)Continuous data	c). Excess Data	d)Anomalous Data		
17	A statistical test for determining whether two groups differ significantly in their distribution of scores on the same variable				C	Chi-square test
	a)ANOVA test	b)t test	c)Chi-square test	d)Reliability test		
18	Studies that measures the same items over time but draw different samples from the population is call:				D	Trend Studies
	a)Longitudinal Studies	b)Transitional Studies	c)Time Series Analysis	d)Trend Studies		
19	Questions that ask informants to describe a phenomenon is known as:				B	Descriptive Questions
	a)Descriptive Notes	b)Descriptive Questions	c)Dichotomous Questions	d)Ethnographical Questions		
20	In research Focus Group Discussion is a:				A	Qualitative method of collecting data
	a)Quantitative method of collecting data	b)Mixed method of collecting data	c)Qualitative method of collecting data	d)Survey method of collecting data		
21	Which of the following is not a qualitative method?					

	a) Census survey	b) In-Depth interview	c) Focus Group Discussion	d) Participant observation	A	Census survey
2 2	A network sampling in research is also known as:					
	a) Postal sampling	b) Online sampling	c) Snowball sampling	d) Cluster sampling	C	Snowball sampling
2 3	When a variable can be divided into more than two categories, it is known as:					
	a) Constant variable	b) Dichotomous variable	c) Continuous variable	d) Polytomous variable	D	Polytomous variable
2 4	Studies that are based upon the existence of a common characteristics such as year of birth, graduation or marriage, within a subgroup of a population is known as:					
	a) Panel studies	b) Cohort studies	c) Case studies	d) Blind studies	B	Cohort studies
2 5	Which of the following is not a method of primary data collection?					
	a) Observation	b) Interview	c) Personal records	d) Focus group discussion	C	Personal records
2 6	Which of the following is not a non-probability sampling technique?					
	a) Snowball sampling	b) Convenience sampling	c) Accidental sampling	d) The fishbowl draw	D	The fishbowl draw
2 7	The matching meaning of the word 'Epistemology' is:					
	a) How do I know about it?	b) What should I do?	c) How it happen?	d) How do you look at reality?	A	How do I know about it?
2 8	Scale in research that is used to measure performance and activity is called:					

a)Likert scale	b)Louis Guttman Scale	c)Psychometric scale	d)Bipolar scale	D	Bipolar scale
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29	In which sampling technique the ultimate sample size is not fixed in advance?					
	A. Purposive sampling	B. Convenience sampling	C. Deliberate sampling	D. Sequencing sampling	D	Sequencing sampling
30	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
31	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
32	Which of the following research method involves the discovery of theory through the analysis of data.					
	A. Grounded theory method	B. Ungrounded theory method	C. Descriptive method	D. Case-control study	A	Grounded theory method
33	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-barrelled questions	D. Dichotomous questions	D	Dichotomous questions
34	In an experimental research, the group exposed to a variable is termed -					
	A. Experimental group	B. Testing group	C. Control group	D. Decontrolled group	A	Experimental group
35	In a hypothesis testing experimental research, the group exposed to usual conditions is termed -					
	A. Experimental group	B. Testing group	C. Control group	D. Decontrolled group	C	Control group

36	Which technique is not used in collecting probability samples?					
	A. Random sampling	B. Stratified sampling	C. Quota sampling	D. Cluster sampling	C	Quota sampling
37	Probability sampling is based on the concept of-					
	A. Random selection	B. Purposive selection	C. Convenient selection	D. Non-random selection	A	Random selection
38	The master list from which a sample is selected is known as:					
	A. Sampling frame	B. Sampling interval	C. Sampling distribution	D. Sampling selection	A	Sampling frame
39	What is the full form of SPSS?					
	A. Strategic package of social studies	B. Statistical package for the social sciences	C. Systematic package for social science	D. Stringent package of the social sciences	B	Statistical package for the social sciences
40	Who is the author of the book 'Media Analysis Techniques'?					
	A. A. A. Berger	B. Joseph Dominick	C. K. J. Kumar	D. Pradip Thomas	A	A. A. Berger
41	A statistical method for estimating the strength of relationships among variables is known as:					
	A. Regression	B. Reification	C. Referential function	D. Refereeing	A	Regression
42	What is the major attribute of Correlation Analysis?					
	A. Association among variables	B. Difference among variables	C. Regression among varia	D. Variations among variables	A	Association among variables
43	Studies that measures the same items over time but draw different samples from the population to so is called as:					
	A. Time series analysis	B. Transitional study	C. Longitudinal study	D. Trend study	D	Trend study
44	In depth interviewing is an example of which of the following researches?					
	A. Quantitative Research	B. Qualitative	C. Basic Research	D. Historical Research	B	Qualitative Research

		Research				
45	Network sampling is based on:					
	A. Convenient sampling	B. Snowball sampling	C. Radom sampling	D. Purposive sampling	B	Snowball sampling
46	What does the longitudinal research approach actually deal with?					
	A. Long-term research	B. Short-term research	C. Horizontal research	D. None of these	A	Long-term research
47	Inductive argument is associated with:					
	A. Qualitative analysis	B. Quantitative analysis	C. Logical analysis	D. Objective analysis	A	Qualitative analysis
48	Sociometry is a technique of describing the social relationship among-					
	A. Individuals in a group	B. Society in groups	C. Public in a state	D. Population in the universe	A	Individuals in a group
49	Research driven by commercial and practical application is considered as:					
	A. Pure research	B. Action research	C. Applied research	D. Policy research	C	Applied research
50	The study of any media text is associated with:					
	A. Discourse analysis	B. Critical analysis	C. Content analysis	D. Conversation analysis	C	Content analysis

51	The basic function of Aristotle's communication model is -					
	A. To listen and to speak	B. To persuade the other party	C. To defeat the other person	D. To dissuade other party	B	To persuade the other party



52	Helical model of communication was constructed by-					
	A. David Berlo	B. Wilbur Schramm	C. Frank Dance	D. Erskine Childers	C	Frank Dance
53	The Mathematical Theory of Communications was proposed by-					
	A. Wilbur Schramm	B. Frank Dance	C. David Berlo	D. Shannon and Weaver	D	Shannon and Weaver
54	According to Communication Accommodation Theory groups with strong ethnic or racial pride use –					
	A. Divergence form	B. Convergence form	C. Dominant form	D. Utilitarian form	A	Divergence form
55	The Westley-MacLean Model was the basis for the development of -					
	A. Media gatekeeping models	B. Media priming models	C. Media framing models	D. Agenda Setting Theory	A	Media gatekeeping models
56	Sign off-line is a component of					
	A. Print media advertising	B. TV advertising	C. Internet advertising	D. Radio advertising	A	Print media advertising

57	AIDA model of advertising was posited by					
	A. Daniel Starch	B. Harrold Lasswell	C. E K Strong	D. Russell Colley	C	E K Strong
58	India's first advertising agency B Dataram & Co. was started in the year					
	A.1904	B. 1905	C. 1906	D. 1907	B	1905
59	Account in advertising parlance means a					
	A. Finance	B. Media	C. Consumer	D. Client	D	Client
60	Advertising Standard Council of India was formed in the year					
	A. 1985	B. 1958	C. 1968	D. 1986	A	1985

61	Film is difficult because it is easy					
	A. Francois Trauffat	B. Andre Bazin	C. Christian Metz	D. Daniel Chandler	B	Andre Bazin
62	The 'Hit Girl' is the autobiography of which Bollywood actress?					
	A. Neetu Singh	B. Shabana Azmi	C. Asha Parek	D. Sharmila Tagore	C	Asha Parek
63	Raja Harishchandra was made in the year					
	A. 1913	B. 1931	C. 1921	D. 1912	A	1913
64	Ardeshir Irani is credited with making which of the first Indian English film 1931					
	A. Kisan Kanya	B. Teen Kanya	C. Noor Jahan	D. Pather Pancholi	C	Noor Jahan

65	Which of the following Satyajit Ray's film is one of "Apu Trilogy"?					
	A. Nayak	B. Aporajito	C. Ganashatru	D. Charulata	B	Aporajito
66	National Emergency was imposed in India during the year					
	A. 1957	B. 1985	C. 1975	D. 1958	C	1975
67	Central Vigilance committee was set up on the recommendation of Santhanam committee during the years					
	A. 1952-54	B. 1962-64	C. 1982-84	D. 1954-56	B	1962-64
68	The Indian Copyright Act, the first Indian legislation of its kind, was passed in the year					
	A. 1912	B. 1913	C. 1914	D. 1915	C	1914
69	Parental Guidance under CBFC is given which of the following certificate?					
	A. UA	B. A	C. U	D. S	A	UA
70	Powers of Contempt of Court are conferred on SC and HC by which of the following Articles?					
	A. Arts 124 & 127	B. Arts 131 & 134	C. Arts 129 & 215	D. Arts 136 & 138	C	Arts 129 & 215

7 1	The most notable event in Indian journalism in 1948 was the formation of					
	A. Prasar Bharati	B. UNI	C. Press Trust of India	D. Press Guild	C	Press Trust of India
7 2	The news agency Reuters belongs to which of the following country?					
	A. Palestine	B. Yugoslavia	C. Vietnam	D. United Kingdom	D	United

						Kingdom
73	Which word is used to refer to a T.V. or radio programme that is widely transmitted?					
	A. Publishing	B. Broadcast	C. Censorship	D. Public protest	B	Broadcaster
74	Government control over the media is known as:					
	A. Factuality	B. Censorship	C. Independence	D. Emergency	B	Censorship
75	The news that appear two or three days before the event is called					
	A. Follow up	B. Lead story	C. Curtain raiser	D. Anchor story	C	Curtain raiser

76	Who said that diffusion of new ideas and their practices are crucial for modernization?				C	E.M. Rogers
	a) Wilbur Schramm	b) David Berlo	c) E.M. Rogers	d) Daniel Lerner		
77	Which of the following is also known as the 'Dominant Paradigm of Development'?				C	Modernization Theory
	a) Cultivation Theory	b) Participatory Theory	c) Modernization Theory	d) Dependency Theory		
78	The Gratification theory explains that the people:				B	Use media selectively to satisfy their
	a) Are always used by mass media	b) Use media selectively to satisfy their	c) Are naïve and malleable	d) Are always influence by the media		

		needs				needs
79	Who among them is not associated with Normative theories of the press?				D	George Gerbner
	a) Siebert	b) Theodore Peterson	c) Wilbur Schramm	d) George Gerbner		
80	Who formulated the Development theory of the press?				B	Denis Mc Quail
	a) Theodore Peterson	b) Denis Mc Quail	c) Wilbur Schramm	d) George Gerbner		
81	Who among them belong to the Frankfurt School of thought?				D	Max Horkheimer
	a) F. R. Leavis	b) Jean Baudrillard	c) Roland Barthes	d) Max Horkheimer		
82	The promotion of an individual or organization through obtaining favourable publicity in mass media is known as:				B	Press-agentry
	a) Promotion	b) Press-agentry	c) Lobbying	d) Publicity		
83	The believe that a respected brand name adds to the value of a product is known as:				A	Brand image
	a) Brand image	b) Brand acceptance	c) Brand equity	d) Brand loyalty		
84	Television advertising to which no particular time slot has been assigned is known as:				A	Run of station
	a) Run of station	b) Run of week	c) Run of site	d) Run of network		
85	The Needs theory is related to:				B	Advertising
	a) Public relation	b) Advertising	c) Developmental communication	d) Political communication		
86	Printed matter that runs over the edges of an outdoor board leaving no margin is known as:				A	Bleed
	a) Bleed	b) Solus	c) Broadsheet	d) Classified		
87	Any significant repeated element in a film – a colour, a place, a				A	Motif

	person, camera position etc. is known as:					
	a) Motif	b) Parallelism	c) Montage	d) Decoupage		
88	Which film won the best Feature Film award at the National Film Awards announced in July 2022?				D	Soorarai Pottru
	a)Tanhaji	b)KGF Chapter – 1	c)Badhaai Do	d) Soorarai Pottru		
89	The 75 <sup>th</sup> Cannes Film festival 2022 was held in:				A	France
	a)France	b)Germany	c)Italy	d) Poland		
90	A written work by screenwriters for a film is called:				A	Screenplay
	a)Screenplay	b)Teleplay	c)Story Board	d) Press Release		
91	How many types of certificates are provided by CBFC?				C	Four
	a)Two	b)Three	c)Four	d)Five		

9 2	The press is subject to reasonable restriction under Article:				B	19 (2)
	a) 19 (1)	b) 19 (2)	c) 19 (3)	d) 19 (4)		
9 3	The Information Technology Act was enacted in the year:				D	2000
	a) 1999	b) 2001	c) 2002	d) 2000		
9 4	The Press Council Act was enacted in the year:				A	1965
	a) 1965	b) 1978	c) 1968	d)1947		
9 5	Section 124A of the Indian Penal Code deals with:				B	Sedition
	a) Obscenity	b) Sedition	c) Contempt of	d) Defamation		

			Court			
96	An ethical theory that determines right from wrong by focusing on outcomes is known as:				C	Utilitarianism
	a) Deontology	b) Teleology	c) Utilitarianism	d) Categorical imperative		
97	Samachar Darpan was published by:				B	Christian missionaries
	a) William Bolts	b) Christian missionaries	c) Raja Ram Mohan Roy	d) James Augustus Hicky		
98	The first English newspaper in the world is:				B	Oxford Gazette
	a) The New York Times	b) Oxford Gazette	c) Washington Post	d) The Sun		
99	AM stands for:				C	Amplitude modulation
	a) Automatic modulation	b) Automatic mode	c) Amplitude modulation	d) Frequency modulation		
100	Prasar Bharati was established in the year:				D	1997
	a) 1992	b) 1993	c) 1994	d) 1997		

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