

Question Booklet No.

Question Booklet Series :

A

AUAT — 2024

2-Year M.A. in Journalism & Mass Communication (P31)

(TEST BASED ON MCQ AND WRITING SKILL)

Full Marks : 100

Duration : 2 Hours

Roll No. of the Candidate : _____

Date of Examination : _____

Name of Examination Centre : _____

Signature of the Candidate : _____

Signature of the Invigilator on
Verification

IMPORTANT INSTRUCTIONS

Candidates should read the below instructions carefully and follow them accordingly.

1. The Question Booklet has paper seal pasted on it. Please do **NOT** open the Question Booklet until you are asked to do so by the Invigilator.
2. The candidates must check immediately after breaking the seal that the Question Booklet contains **88 Questions**.
3. Questions in Section—A (Part-I and Part-II) are of multiple choice type. Answer of questions in Section—A will have to be given on the **OMR Answer Sheet** provided for this purpose. Fill up the necessary fields that are intended for you by writing and/or shading appropriately. Otherwise the **OMR Answer Sheet cannot** be evaluated and will be liable to get rejected. Question numbers progress from **1** to **86** continuously with alternative answers being shown as [A], [B], [C] and [D] for each question. Record your response by completely darkening the corresponding bubble. While responding, you should consider the best alternative answer and shade only one bubble with **black/blue ball point pen only**. For each correct response you will be awarded **1** mark. There will be negative marking for wrong responses. For each wrong response, **-0.25** mark will be awarded. Multiple responses against one **MCQ** will be treated as a wrong response. The **OMR Answer Sheet** provided to you contains options to answer for 100 questions. Serial number 87-100 will not be considered in your case.
4. Write the answer of descriptive question in Section—B within the space provided in the **OMR Answer Sheet** for Descriptive Questions. Fill up the necessary fields on the top page that are intended for you. Otherwise it cannot be evaluated and will be liable to get rejected.
5. On leaving the examination hall, candidates must submit both the **OMR Answer Sheets**. They are allowed to keep the Question Booklet with them.
6. **OMR Answer Sheets** will be processed by electronic means. Any untoward/irrelevant remarks, folding or putting stray notes on the answer sheet, any damage to the answer sheet will lead to the rejection of the same and the sole liability shall remain with the candidate.
7. Rough Work may be done at the end of the Question Booklet.
8. No candidate will be allowed to leave the examination hall before completion of the examination.
9. Use of any Electronic device like Mobile, Programmable Calculator etc. is strictly prohibited.

DO NOT OPEN THE SEAL UNTIL INSTRUCTED TO DO SO

Section—A : Multiple Choice Questions

PART—I (Core Subject)

1. The first Press Censorship Act on the Vernacular Press in British India was promulgated in the year
[A] 1799
[B] 1823
[C] 1857
[D] 1878
2. The first Press Commission in India was established in the year
[A] 1951
[B] 1952
[C] 1953
[D] 1954
3. The founding Editor of *The Statesman* was
[A] Robert Knight
[B] C. R. Irani
[C] Ravindar Kumar
[D] Ravish Kumar
4. The founding Editor of *Bartaman* newspaper was
[A] Prafulla Kumar Sarkar
[B] Barun Sengupta
[C] Anirban Chattopadhyay
[D] Suman Chattopadhyay
5. What is a Byline?
[A] Date line of a news report
[B] Name of the source in a news report
[C] Name of the Editor in a newspaper
[D] Name of the correspondent in a news report
6. What is a Masthead?
[A] Head of a news story
[B] Name of the newspaper
[C] Name of the Chief Reporter
[D] Name of the headline.
7. 'National Broadcasting Trust' was the recommendation of
[A] Rajadhyaksha Committee
[B] Jahar Sircar Committee
[C] Verghese Committee
[D] Sachar Committee

8. The newspaper Mahatma Gandhi edited in South Africa was

- [A] *Young India*
- [B] *Indian Opinion*
- [C] *Harijan*
- [D] *Indian Freedom*

9. Which of the following was considered as Extremist Press?

- [A] *Sandhya*
- [B] *Anandabazar Patrika*
- [C] *Amrita Bazar Patrika*
- [D] *Sambad Sudhabarshan*

10. At present, which is the highest circulated Urdu newspaper in India?

- [A] *Roznama*
- [B] *Tassir*
- [C] *The Siasat Daily*
- [D] *Urdu Times*

11. Who edited the Quran in Bengali language?

- [A] Syed Ahmed Khan
- [B] Hosseinur Rehman
- [C] Girish Chandra Sen
- [D] Syed Waliullah

12. The name of the Bengali Periodical edited by Kazi Nazrul Islam was

- [A] *Gadar*
- [B] *Forward*
- [C] *Desher Katha*
- [D] *Langol*

13. The first Indian News Agency established in independent India was

- [A] ANI
- [B] AFP
- [C] PTI
- [D] UNI

14. In which year was the first Five-Year plan adopted in India?

- [A] 1947
- [B] 1949
- [C] 1950
- [D] 1951

15. In which year did Doordarshan start its journey in India?

- [A] 1955
- [B] 1959
- [C] 1969
- [D] 1975

16. SITE is the abbreviated term of

- [A] Satellite Institutional Transmission Experiment
- [B] Satellite Instructional Television Experiment
- [C] Satellite Instructional Transmission Experiment
- [D] Satellite Institutional Television Experiment

17. In which year was the Internal Emergency declared in India?

- [A] 1974
- [B] 1975
- [C] 1976
- [D] 1977

18. The first indigenously made Indian Satellite was

- [A] INSAT-1
- [B] Prithvi
- [C] Aryabhata
- [D] Agni

19. The first Indian Tele Serial was

- [A] Nukkad
- [B] Buniyad
- [C] Hum Log
- [D] Integer

20. The first Indian Tele Serial was adopted and planned from

- [A] Italian Project
- [B] US Project
- [C] Mexican Project
- [D] Latin American Project

21. In which year did Prasar Bharati come into force?

- [A] 1991
- [B] 1997
- [C] 1999
- [D] 2000

22. PIB is the abbreviated form of

- [A] Press Information Body
- [B] Press Information Bureau
- [C] Police Information Book
- [D] Press Information Broadcasting

23. Satyajit Ray won the Oscar Award for

- [A] Best Music
- [B] Best Direction
- [C] Lifetime Achievement
- [D] Joy Baba Felunath

24. The current Editor of Anandabazar Patrika is

- [A] Anirban Chattopadhyay
- [B] Ishani Dutta Ray
- [C] Shubha Dutta
- [D] Suman Chattopadhyay

25. What is Entropy in communication?

- [A] Degree of disorder while understanding a message
- [B] Degree of the language of message
- [C] Level of message communicated
- [D] Level of understanding measured

26. Identify the **correct** sequence in terms of appearance.

- [A] Blog – Social Media – OTT – Reel
- [B] Blog – OTT – Social Media – Reel
- [C] Social Media – OTT – Blog – Reel
- [D] Blog – Reel – Social Media – OTT

27. *Gutenberg Galaxy* was written by

- [A] Denis McQuail
- [B] Wilbur Schramm
- [C] Marshall McLuhan
- [D] Ev Rogers

28. Global Village proposes

- [A] convergence of global communication through technology
- [B] convergence of global village communication
- [C] convergence of communication in towns and villages
- [D] convergence of global mobile technology

29. *Mass Media and National Development* was written by

- [A] Ev Rogers
- [B] Wilbur Schramm
- [C] Denis McQuail
- [D] Daniel Lerner

30. DAVP stands for

- [A] Development of Advertisement and Visual Popularity
- [B] Director of Advertising and Vision Programme
- [C] Directorate of Advertising and Visual Publicity
- [D] Development of Advertising and Visual Publicity

31. Major recommendation of McBride Commission was to

- [A] improve mutual cooperation among Mass Media in Third World nations
- [B] remove imbalance in global information flow in the Third World nations
- [C] improve global News Agencies in the Third World nations
- [D] remove additional global mass media in the Third World nations

32. The primary tool of corporate PR to the stakeholders is

- [A] Press Rejoinder
- [B] Press Release
- [C] Annual Report
- [D] House Journal

33. The Amnesty International Award is given on the excellence in

- [A] Political Journalism
- [B] Human Rights Journalism
- [C] Peace Journalism
- [D] Sports Journalism

34. The 'second-order signification' of a text was conceptualized by

- [A] Ferdinand de Saussure
- [B] Charles S. Pearce
- [C] Michel Foucault
- [D] Roland Barthes

35. The unit of a text is a

- [A] code
- [B] sign
- [C] sample
- [D] paradigm

36. Identify the **correct** sequence of the band of media activities.

- [A] Agenda Setting – Gatekeeping – Framing – Priming
- [B] Priming – Framing – Gatekeeping – Agenda Setting
- [C] Framing – Gatekeeping – Agenda Setting – Priming
- [D] Gatekeeping – Priming – Framing – Agenda Setting

37. *Manufacturing of Consent* was written by

- [A] Robert McChesney – Edward Herman
- [B] Noam Chomsky – Robert McChesney
- [C] Noam Chomsky – Edward Herman
- [D] None of them

38. Indian Premier League (IPL) is a

- [A] franchise-based International Tournament
- [B] franchise-based National Tournament
- [C] franchise-based Domestic Tournament
- [D] franchise-based Regional Tournament

39. Communicating in a public place involves speaking in a

- [A] Broadcast Code
- [B] Narrowcast Code
- [C] Public Code
- [D] Additive Code

40. The first Indian to hit all sixes in an over in any first-class Cricket was

- [A] Tilak Raj
- [B] Ravi Shastri
- [C] Yuvraj Singh
- [D] None of them

41. Who is the top scorer of all time in the FIFA World Cup football?

- [A] Ronaldo
- [B] Miroslav Klose
- [C] Pele
- [D] Lionel Messi

42. The player of the tournament in FIFA World Cup football is awarded with

- [A] Golden Boot
- [B] Golden Bear
- [C] Golden Mascot
- [D] Golden Ball

43. Sports-based columns are usually being contributed by

- [A] Sports Journalists
- [B] Sports Commentators
- [C] Former Players
- [D] Former Officials

44. *The Theory of Communicative Action – The Critique of Functionalist Reason* was written by

- [A] Theodor Adorno
- [B] Elihu Katz
- [C] Jürgen Habermas
- [D] Denis McQuail

45. Who among the following theorists is **not** from Frankfurt School?

- [A] Erich Fromm
- [B] Theodor Adorno
- [C] Max Horkheimer
- [D] Jean Baudrillard

46. The Centre for Contemporary Cultural Studies (CCCS) belonged to the

- [A] University of London
- [B] Frankfurt University
- [C] University of Birmingham
- [D] University of Brussels

47. In Shannon and Weaver model the 'receiver' is a

- [A] signal
- [B] telephone
- [C] human being
- [D] higher official

48. The linear SMCR communication model was first framed and conceptualized by

- [A] Claude Shannon
- [B] Harold Lasswell
- [C] B. Westley
- [D] Wilbur Schramm

49. In a Mass Communication model, the chances of feedback are

- [A] inevitable
- [B] feeble
- [C] negative
- [D] strong

50. The first Mass Communication model was conceptualized by

- [A] B. Westley and M. McLean
- [B] Wilbur Schramm
- [C] C. Shannon and W. Weaver
- [D] H. Newcomb

Direction (Q. Nos. 51–55) : Read the following passage carefully and answer the questions thereafter.

That communication technologies in general and the media in particular are essential ingredients in the process of globalization has long been a commonly accepted assumption in the social sciences. The deterritorialized nature of new communication technology generated early idealistic ideas about the emergence of a “global village”, and in response to the rapidly increasing complexity of global communication infrastructures, theories about the rise of a “network society” followed. Satellite technology has enabled the simultaneous distribution of news across nation-state borders, and transnational media networks such as CNN have “become emblematic of a world in which place and time mean less and less”. Transnational news services are believed to offer new styles and formats for journalistic practices, contributing to the loosening up of national identities, and arguments about an emerging “global public sphere” have been pursued. Thus, the media are allegedly key elements of the compression of time and space, one of the salient features of globalization, and are viewed as both products of and significant contributors to the fluidity of globalization.

- 51.** The essential components of globalization, as accepted by the social sciences disciplines, are
- [A] communication and culture
 - [B] communication technologies and culture
 - [C] communication technologies and media
 - [D] communication technologies and general media

- 52.** Emergence of global village involves communication technology that
- [A] deterritorializes the geo-social spaces
 - [B] deterritorializes people
 - [C] deterritorializes media
 - [D] deterritorializes communication
- 53.** Network society means
- [A] society networked with common technology across nation-state borders
 - [B] society networked with satellite technology across nation-state borders
 - [C] society networked with common cultures across nation-state borders
 - [D] society networked with industrial technology across nation-state borders
- 54.** Global public sphere causes
- [A] loosening national people
 - [B] loosening national emblem
 - [C] loosening national time
 - [D] loosening national identities
- 55.** Media are considered to be the
- [A] fourth estate
 - [B] third estate
 - [C] product
 - [D] service
- 56.** Myth is a concept propounded by
- [A] Jacques Lacan
 - [B] David Berlo
 - [C] Ev Rogers
 - [D] Roland Barthes

PART—II

(Islamic History and Culture, General English & General Knowledge)

57. Alhamdulillah means
আলহামদুলিল্লাহ এর অর্থ
[A] Praise be to Allah
[B] Glory be to Allah
[C] Allah is almighty
[D] Allah is the most gracious
58. As per Islam, which of the following is **true** about intoxicants?
ইসলাম অনুসারে মাদকদ্রব্যের ব্যাপারে কোন্ বক্তব্যটি সঠিক?
[A] Totally allowed
[B] Marginally allowed
[C] Marginally forbidden
[D] Strongly forbidden
59. The *Holy Qur'an* is revealed
'পবিত্র কুরআন' অবতীর্ণ হয়েছে
[A] at a time
[B] over a period of 12 years
[C] over a period of 23 years
[D] over a period of 32 years
60. The saying 'Cleanliness is half of faith' is made by
'পবিত্রতা ঈমানের অর্ধেক' এই উক্তিটি করেছেন
[A] Prophet Muhammad
[B] Hazrat Umar
[C] Ibn Taymiyya
[D] Imam Bukhari
61. The prayer at the noon is called
দুপুরের নামাযকে বলা হয়
[A] Fajr
[B] Zuhr
[C] Asar
[D] Isha
62. Mother of Prophet Muhammad (PBUH) died when he was _____ year(s) old.
পয়গম্বর মুহাম্মদ(সা.) মাতৃহারা হন _____ বছর বয়সে।
[A] 1
[B] 3
[C] 6
[D] 12
63. Which of the following is a festival of sacrifice?
নিম্নের কোনটি ত্যাগের উৎসব?
[A] Laylat al-Qadr
[B] Muharram
[C] Eid al-Fitr
[D] Eid al-Adha
64. The first woman martyr in Islam is
ইসলামের প্রথম মহিলা শহীদ হলেন
[A] Asma
[B] Nusaybah
[C] Al-Khansa
[D] Sumayyah
65. Hijri calendar is enumerated from the time of
কোন্ সময় থেকে হিজরি ক্যালেন্ডার গণনা করা হয়?
[A] birth of Prophet Muhammad
[B] migration of Prophet Muhammad to Madinah
[C] journey of Prophet Muhammad into heaven
[D] death of Prophet Muhammad
66. Islam acknowledges
ইসলাম স্বীকৃতি দেয়
[A] only the last Prophet
[B] only the last four Prophets
[C] only the last ten Prophets
[D] all the Prophets

67. On which day Muslims pray Jummah Prayer?

কোন দিনে মুসলমানরা জুমার নামায পড়ে?

- [A] Sunday
- [B] Saturday
- [C] Tuesday
- [D] Friday

68. The term Waqf refers to ____.

ওয়াকফ শব্দটি বোঝায় ____।

- [A] Bill of exchange
- [B] What is due to the State treasury?
- [C] Promissory note
- [D] Charitable foundation or trust

69. The Arabic term Haq means

আরবি শব্দ হক এর অর্থ হলো

- [A] legal rights
- [B] credit proposal
- [C] taking full responsibility
- [D] kind of sale

70. How many gates of Jannah are there?

জান্নাতের দরজা কয়টি?

- [A] Six
- [B] Seven
- [C] Eight
- [D] Nine

71. Name the Angel who was appointed to deliver messages to Prophet Muhammad (SAW) from Allah (SWT)?

আল্লাহর (সুবাহানাহু ওয়া তায়ালা) পক্ষ থেকে নবী মুহাম্মদ(সা.)-এর কাছে বার্তা পৌঁছে দেওয়ার জন্য নিযুক্ত ফেরেশতার নাম কি?

- [A] Jibreel (AS)
- [B] Mikael (AS)
- [C] Israfil (AS)
- [D] Azrael (AS)

72. Which Country is called the 'Land of Prophets'?

কোন দেশকে 'নবীদের দেশ' বলা হয়?

- [A] Saudi Arabia
- [B] Syria
- [C] Palestine
- [D] Iraq

73. Which word is mentioned most times in the *Holy Qur'an*?

'পবিত্র কুরআনে' কোন শব্দটি সবচেয়ে বেশি বার উল্লেখ করা হয়েছে?

- [A] Qul
- [B] Allah
- [C] Rahman
- [D] Āmana

74. What is the name of the fountain which each person of paradise will drink before entering?

জান্নাতে প্রত্যেক ব্যক্তি প্রবেশের পূর্বে যে ঝর্ণার জল পান করবে তার নাম কি?

- [A] Zamzam
- [B] Kawsar
- [C] Tasneem
- [D] None of the above

75. How many times does 'Bismillah' repeat in the *Holy Qur'an*?

'পবিত্র কুরআনে' কতবার 'বিসমিল্লাহ' এসেছে?

- [A] 112
- [B] 113
- [C] 114
- [D] None of the above

76. Which is the longest Surah in the *Holy Qur'an*?

'পবিত্র কুরআনের' দীর্ঘতম সূরা কোনটি?

- [A] Surah Al - Maidha
- [B] Surah An - Nisa
- [C] Surah Al - Imran
- [D] Surah Al - Baqarah

77. The study of various aspects of ageing is called

- [A] Psephology
- [B] Chronology
- [C] Gerontology
- [D] Entomology

78. The fear of being without your mobile phone is called

- [A] Philophobia
- [B] Claustrophobia
- [C] Ophidiophobia
- [D] Nomophobia

79. His courage won him honour. Identify the type of the underlined noun.

- [A] Proper
- [B] Collective
- [C] Abstract
- [D] Common

80. Fill in the blank with the **correct** alternative.

When I met her ____ years after, she looked old and haggard.

- [A] a few
- [B] the few
- [C] few
- [D] some

81. Choose the **correct** alternative from the given sentences :

- [A] Those never fail who dies in great cause
- [B] They never fail who die in a great cause
- [C] They never fails who dies in a great cause
- [D] They never fails who die in a great cause

82. Who is called the first female teacher of India?

ভারতের প্রথম মহিলা শিক্ষক কাকে বলা হয়?

- [A] Sarojini Naidu
- [B] Savitribai Phule
- [C] Rani Lakshmibai
- [D] None of them

83. Mount Etna is a famous volcano located in

মাউন্ট এটনা একটি বিখ্যাত আগ্নেয়গিরি অবস্থিত

- [A] Argentina
- [B] Italy
- [C] Mexico
- [D] Philippines

84. The Battle of Kalinga was fought in the year

কলিঙ্গের যুদ্ধ কবে সংঘটিত হয়েছিল?

- [A] 540 BC
- [B] 320 AC
- [C] 440 BC
- [D] 261 BC

85. In which year the First World War was fought?

প্রথম বিশ্বযুদ্ধ কত সালে সংঘটিত হয়েছিল?

- [A] 1917 – 1920
- [B] 1914 – 1918
- [C] 1912 – 1916
- [D] 1910 – 1914

86. Which country is the largest tea producer in the world?

বিশ্বের বৃহত্তম চা উৎপাদনকারী দেশ কোনটি?

- [A] India
- [B] China
- [C] Bhutan
- [D] Nepal

Section—B : Descriptive Questions on Core Subject

Answer the following topics within the space provided in the OMR Answer Sheet.

87. Write an Essay in English on any one of the following :

- (a) Constitution and the Diversity in Indian Nationalism
- (b) Education and Religion
- (c) Identity politics in India

88. Write a brief Report in English on any one of the following :

- (a) Digital Divide
- (b) Convergence of Technology
- (c) Information Imbalance

SPACE FOR ROUGH WORK

SPACE FOR ROUGH WORK

SPACE FOR ROUGH WORK

