

Code No.

L – 4043

**Entrance Examination for Admission to the P.G. Courses in the Teaching  
Departments, 2021**

**CSS**

**COMMUNICATION AND JOURNALISM**

**General Instructions**

1. The Question Paper is having two Parts — Part 'A' Objective type (60%) & Part 'B' Descriptive type (40%).
2. Objective type questions which carry 1 mark each are to be (✓) 'tick marked' in the response sheets against the appropriate answers provided.
3. 8 questions are to be answered out of 12 questions carrying 5 marks each in Part 'B'.
4. **Negative marking** : 0.25 marks will be deducted for each wrong answer in Part 'A'.

**Time : 2 Hours**

**Max. Marks : 100**

To be filled in by the Candidate									
Register Number	in Figures								
	in words								

**PART – A**

(Objective Type)

Choose appropriate answer from the options in the questions. **One mark each.**

**(60 × 1 = 60 marks)**

1. The cleanest village in India is in which state?
 

a) Uttar Pradesh	b) Meghalaya
c) Kerala	d) Sikkim

DO NOT WRITE HERE

- 
2. The process used by plants to generate nutrients is known as
- |                   |                   |
|-------------------|-------------------|
| a) Oxidation      | b) Electrolysis   |
| c) Photosynthesis | d) Discolouration |
3. *The Story of My Experiments with Truth* was authored by
- |                     |                  |
|---------------------|------------------|
| a) Jawaharlal Nehru | b) Vinoba Bhave  |
| c) Mahatma Gandhi   | d) Nelson Mandel |

4. Dinosaurs lived in
- a) Mesozoic age
  - b) Paleolithic age
  - c) Iron age
  - d) Ice age
5. The highest attainable rank in Indian Army is
- a) Field Marshal
  - b) Admiral
  - c) General
  - d) Captain
6. *Right to Information Act* came into force on
- a) December 20 2005
  - b) October 12 2005
  - c) January 12 2005
  - d) April 12 2005
7. The First World War ended in which year
- a) 1918
  - b) 1915
  - c) 1917
  - d) 1920
8. The Bolsheviks were led by
- a) Joseph Stalin
  - b) Vladimir Lenin
  - c) Karl Marx
  - d) Fredrich Engels
9. *Nalanda* University was in present day
- a) Orissa
  - b) Rajasthan
  - c) Madhya Pradesh
  - d) Bihar
10. The constituent assembly of India was established to
- a) Elect the members of parliament
  - b) Write Indian Penal Code
  - c) Indian Constitution
  - d) Elect ministers





24. This occurs when two cognitive inputs to our mental processes are out of line
- a) Submission
  - b) Consonance
  - c) Dissonance
  - d) Interaction
25. Signs and Texts are different
- a) True
  - b) False
26. Houses in A area cost more than houses in B area. Houses in C area are costlier than houses in A area. Houses in B are cheaper
- a) True
  - b) False
27. In a house there are 8 pet animals brown in colour. 50% of them are cats? How many dogs are brown in colour?
- a) 3
  - b) 4
  - c) 5
  - d) 2
28. Which one of the following statements has no basis?
- a) Elephants are good at swimming
  - b) Elephants love to bathe
  - c) Elephants enjoy bathing in the company of children
  - d) Elephants can not run like deer
29. The first satellite was launched by USA.
- a) True
  - b) False
30. John F. Kennedy, Bill Clinton and Jimmy Carter were Democrats
- a) True
  - b) False





39. "An eye for an eye only ends up making the whole world \_\_\_\_\_"

- a) Bright
- b) Blind
- c) Depressing
- d) Gloomy

40. "Whatever you are, be a \_\_\_\_\_ one."

- a) good
- b) bad
- c) devilish
- d) shoddy

**Choose the correct synonyms for the given words**

41. Tampering

- a) clearing
- b) meddling
- c) listing
- d) controlling

42. Elucidate

- a) explain
- b) argue
- c) analyse
- d) sketch

43. Strength

- a) ability
- b) vigour
- c) practice
- d) fraility

44. Tradition

- a) custom
- b) rule
- c) method
- d) approach

45. Bulwark

- a) room
- b) rampart
- c) slide
- d) bulldozer

## Media Awareness

46. Audiophile refers to
- a) Audio mixer
  - b) Volume control
  - c) Fan of Audios
  - d) Audio system
47. *Understanding Media* was written by
- a) Harold Innis
  - b) Paul Lazarsfeld
  - c) Marshall McLuhan
  - d) Sonia Livingstone
48. USP means
- a) Unique Source Product
  - b) Unique Scientific Product
  - c) Unique Selling Proposition
  - d) Unique System Product
49. *Utterly butterly delicious* is the advertising slogan of
- a) Amul
  - b) Spicejet
  - c) Air India
  - d) Indian Airlines
50. Aberrant Decoding refers
- a) Good Decoding
  - b) Bad Decoding
  - c) Mixed Decoding
  - d) Very Good Decoding
51. Article 19(I) (B) refers to
- a) Full Restrictions
  - b) Reasonable Restrictions
  - c) Constitutional Amendment
  - d) Fundamental Rights
52. "Airwaves are public property" figures in which Supreme Court Judgement
- a) Union of India vs Cricket Association of West Bengal
  - b) Sakal Newspaper vs Union of India
  - c) Maneka Gandhi vs Union of India
  - d) Anand Patwardhan vs Union of India

53. Transponder in a communication satellite refers to
- a) Transmission and Receiving Equipment
  - b) Receiving Equipment
  - c) Transmission Equipment
  - d) GPS
54. Copy line refers to
- a) Story without audio in Radio
  - b) Story with audio in radio
  - c) Story with audio in Television
  - d) Story with audio in blogs
55. Colour television was introduced in India in
- a) 1982
  - b) 1956
  - c) 1989
  - d) 1983
56. Propaganda is a
- a) persuasive communication
  - b) narrative communication
  - c) non narrative communication
  - d) truthful communication
57. 66A of IT Act was struck down by
- a) Supreme Court of India
  - b) High Court of Madras
  - c) High Court of Calcutta
  - d) High Court of Delhi
58. Trolling refers to
- a) Media attacks
  - b) Social Media Attacks
  - c) Physical attacks
  - d) Violence against children

59. Match the newspapers with the places of main editions :

List I		List II	
(A) The Hindu	(i)	New Delhi	
(B) Times of India	(ii)	Chennai	
(C) Telegraph	(iii)	Mumbai	
(D) Hindustan Times	(iv)	Kokatta	

Codes

- (A) (B) (C) (D)
- a) (iv) (iii) (ii) (i)
- b) (ii) (iii) (iv) (i)
- c) (iv) (ii) (iii) (i)
- d) (ii) (iv) (iii) (i)

60. Match the Lists :

List I		List II	
(A) Dateline	(i)	Reporter's name	
(B) Byline	(ii)	Date and Place of Publication	
(C) Ear panel	(iii)	Advertisements in the masthead	
(D) Slug	(iv)	Label given to article in production	

Codes

- (A) (B) (C) (D)
- a) (iv) (iii) (ii) (i)
- b) (ii) (i) (iii) (iv)
- c) (iv) (ii) (iii) (i)
- d) (ii) (iv) (iii) (i)

ANSWER SHEET — PART — A

1	A	B	C	D	E
2	A	B	C	D	E
3	A	B	C	D	E
4	A	B	C	D	E
5	A	B	C	D	E
6	A	B	C	D	E
7	A	B	C	D	E
8	A	B	C	D	E
9	A	B	C	D	E
10	A	B	C	D	E
11	A	B	C	D	E
12	A	B	C	D	E
13	A	B	C	D	E
14	A	B	C	D	E
15	A	B	C	D	E
16	A	B	C	D	E
17	A	B	C	D	E
18	A	B	C	D	E
19	A	B	C	D	E
20	A	B	C	D	E

21	A	B	C	D	E
22	A	B	C	D	E
23	A	B	C	D	E
24	A	B	C	D	E
25	A	B	C	D	E
26	A	B	C	D	E
27	A	B	C	D	E
28	A	B	C	D	E
29	A	B	C	D	E
30	A	B	C	D	E
31	A	B	C	D	E
32	A	B	C	D	E
33	A	B	C	D	E
34	A	B	C	D	E
35	A	B	C	D	E
36	A	B	C	D	E
37	A	B	C	D	E
38	A	B	C	D	E
39	A	B	C	D	E
40	A	B	C	D	E

41	A	B	C	D	E
42	A	B	C	D	E
43	A	B	C	D	E
44	A	B	C	D	E
45	A	B	C	D	E
46	A	B	C	D	E
47	A	B	C	D	E
48	A	B	C	D	E
49	A	B	C	D	E
50	A	B	C	D	E
51	A	B	C	D	E
52	A	B	C	D	E
53	A	B	C	D	E
54	A	B	C	D	E
55	A	B	C	D	E
56	A	B	C	D	E
57	A	B	C	D	E
58	A	B	C	D	E
59	A	B	C	D	E
60	A	B	C	D	E



## COMMUNICATION AND JOURNALISM

### PART – B

(Descriptive Type)

Answer **any eight** questions.

**(8 × 5 = 40 Marks)**

1. What is the role of Indian youth in the age of growing social inequalities?
2. What will be your alternative plan for Kerala's economic development in the next 25 years?
3. Who is your favourite leader in Kerala? Give five reasons.
4. Who is your favourite leader in other South Indian states? Give three reasons.
5. What are the challenges faced by women in rural Kerala?
6. Write a critique of India's space programme in the age of manual scavenging.
7. Which is your favourite vacation place in Kerala? Why?
8. Write a note on any two former Chief Ministers of Kerala.
9. "24 hour television news has killed television news." Comment.
10. "Social media too will fade away like conventional media." Comment.
11. "When casteism meets religious fundamentalism, democracy takes a nose dive." comment.
12. Write a note on your vision for the social development of your district in Kerala.























