PHDJMC

Entrance Test for

00484

Ph.D. (JOURNALISM AND MASS COMMUNICATION)
Programme - 2016

Time : 3 hours   *Maximum Marks : 100*

PART - I

1.1   Questions from Communication Studies.

1.   Demographic analysis and psychographic analysis are tools of :
(1)   social science research   (2)   consumer research
(3)   audience research   (4)   readership survey

2.   In which book Abraham Maslow (1954) proposed the famous hierarchy of needs ?
(1)   Toward a psychology of being   (2)   The psychology of science
(3)   Motivation and Personality   (4)   Maslow on Management

3.   Name the term that is associated with the hypothesis that suggests violence and aggression on films and TV has therapeutic effect :
(1)   Purification   (2)   Catharsis   (3)   Extirpation   (4)   Expulsion

4.   If a message creates cognitive dissonance, then the audience may likely to :
(1)   ignore and reject it   (2)   like and forward it
(3)   impress and share it   (4)   neither accept nor reject it

5.   Under cross-media ownership rules of India, what is the permissible percentage for a broadcasting company to hold the stake in distribution company ?
(1)   10%   (2)   20%   (3)   30%   (4)   40%

6.   The main essence of Noam Chomsky's Manufacture of Consent is :
(1)   media plays as a propaganda tool for private commercial conglomerates
(2)   media plays as a propaganda tool for multilateral funding agencies
(3)   media plays as a propaganda tool for the interests of the power elite
(4)   media plays as a propaganda tool for the interests of civil society

7.   The functional analysis approach in communication is related to :
(1)   Personal Influence
(2)   Mass Culture
(3)   Persuasive Technology Approach
(4)   Social Systems Approach

8.   Name the proponents of communication model of media effects :
(1)   Denis McQuail and Sven Windahl
(2)   James Dearing and Everett Roger
(3)   Maxwell McCombs and Donald Shaw
(4)   McLeod and Chaffee

9. Frankfurt School of theorists focussed on :
   (1) the centrality of the role of ideology in mass communication
   (2) the centrality of the role of culture
   (3) the centrality of the role of language
   (4) the centrality of the role of non-verbal communication

10. The theory that advocates that technology is the agent of social change and changes the behaviour and interactions among the members of the society, is called as :
    (1) Socio-cultural determinism   (2) Techno-cultural determinism
    (3) Technological determinism   (4) Cultural determinism

11. Discourse analysis considers all human communication as a :
    (1) content   (2) starting point   (3) narrative   (4) contemplation

12. Manuel castells used the term :
    (1) Creative society   (2) Pre-modern society
    (3) Industrial society   (4) Network society

13. Eric Eisenberg's model of communication centres on :
    (1) Avatar   (2) Second Life   (3) Identity   (4) Profile

14. What does Mediapolis refers to ?
    (1) A global village   (2) A city of media
    (3) An online community   (4) An IT super highway

15. A confirmed and dedicated TV viewer is called :
    (1) Sluggard   (2) Couch Potato   (3) Laggard   (4) Lazy-bones

16. Who invented the term cyberspace ?
    (1) Norbert Wiener   (2) Peter Miller
    (3) James Ethema   (4) William Gibson

17. Galtung and Ruge identified an element of newsworthiness called :
    (1) Threshold   (2) Conduct   (3) Conviction   (4) Ideology

18. Level C problem in Shannon and Weaver model deals with :
    (1) Source   (2) Message   (3) Channel   (4) Receiver

19. The process of automated techniques used to extract buried or previously unknown pieces of information from large databases refers to :
    (1) Information mining   (2) Data mining
    (3) Communication mining   (4) Media mining

20. From the Ethnocentrism point of view, the other cultures are seen from the perspective of :
    (1) You and me   (2) We and yours   (3) Us and them   (4) Me and all

21. Who proposed the Spiral of Silence model of public opinion in 1974 ?
    (1) Elizabeth Noelle-Neumann   (2) Warren Weaver
    (3) Kurt Neuwirth   (4) Andrew Hayes

22. Under the Coups and Earthquakes Syndrome, which of the following is judged ?
    (1) News value   (2) Documentary idea
    (3) Film storyline   (4) Advertisement Copy

23. Public Service Broadcasting's main function is to cater to the democratic society under the broad themes of :
    (1) Entertainment and information
    (2) Education and information
    (3) Sports and Education
    (4) Information, Education and Entertainment

24. Framing refers to the process by which the :
    (1) media place an information into frame
    (2) media place a news story into frame
    (3) media place an event into frame
    (4) all the above

25. Who is the author of the book, "The Passing of Traditional Society : Modernising the Middle East" ?
    (1) Daniel Lerner   (2) Wilber Schramm
    (3) Marshal McLuhan   (4) Sean MacBride

26. In the Sleeper Effect, with the help of discounts cue, the impact of decline is :
    (1) Multiplied   (2) Fast tracked
    (3) Slowed down   (4) Maintains normal course

27. In Information Society, the information has become the central and most significant :
    (1) Resource   (2) Raw material   (3) Commodity   (4) Natural source

28. In the mass manipulative model, the audience is considered as :
    (1) passive   (2) active
    (3) aligned   (4) critical receptionists

29. The ways in which the study is being conducted on how audiences receive media messages is called as :
    (1) Reception studies   (2) Audience analysis
    (3) Cultural studies   (4) Audience measurement

30. Semiology uses a microscopic view of texts to _____ them.
    (1) Construct   (2) Deconstruct   (3) Expand   (4) Shorten

1.2 Questions from Communication Research Methodology.

31. In an experimental research, a group which is **not** exposed to the variable is called as :
    (1) Experimental group   (2) Control Group
    (3) Analysis Group   (4) Measured Group

32. In statistical measurement, a level of measurement in which the distance between the two consecutive divisions is equal, is called :
    (1) Ordinal   (2) Nominal level   (3) Interval level   (4) Ratio level

33. A construct is a combination of :
    (1) Variables   (2) Hypothesis   (3) Control factors   (4) Concepts

34. In communication research, the chi-square statistic is also referred to as :
    (1) Correlation   (2) Dispersion
    (3) Crosstabs   (4) Convenient statistic

35. Which of the following statistical tools is used for prediction ?
    (1) Range   (2) Regression
    (3) Standard deviation   (4) Mean

36. Factor analysis is :
    (1) Univariate   (2) Bivariate   (3) Multivariate   (4) Non-variate

37. Empirical based social science research needs :
    (1) Field data   (2) Laboratory data
    (3) Secondary data   (4) Digital data

38. A hypothesis aims to determine if changes in one variable cause changes in another is referred as :
    (1) Relational hypothesis   (2) Causal hypothesis
    (3) Null hypothesis   (4) Associative hypothesis

39. Non-parametric tests measure variables at :
    (1) Ratio level   (2) Interval level
    (3) Nominal level   (4) Non-conditional level

40. In a theory, an explanatory variable which is **not** directly observable is :
    (1) Contacts   (2) Intelligence   (3) Constructs   (4) Concepts

41. The presence of an extraneous variable in media research indicates :
    (1) Reliability   (2) Mobility
    (3) Lack of internal validity (4) Presence of validity

42. In the list of following variables, identify the dependent variable :
    (1) Hours spent in playing video games
    (2) Time utilised for internet browsing
    (3) Marks scored in monthly tests
    (4) Number of newspapers subscribed

43. A student is spending the following pattern of time slots for internet browsing in a week. Monday - 7 hours; Tuesday - 8 hrs; Wednesday - 4 hrs; Thursday - 9 hrs; Friday - 3 hrs; Saturday - 17 hrs; and Sunday - 13 hours. What is the mean of time spent for internet browsing in a week ?
    (1) 7 hours   (2) 8 hours   (3) 9 hours   (4) 10 hours

44. In a journalism class of 40 students, during six months duration the following frequency of visits were made to their library for research works.

Month	Frequency
First month	3
Second month	2
Third month	4
Fourth month	6
Fifth month	3
Sixth month	7

    What is the mean monthly visits of journalism students to their library in six months ?
    (1) 2   (2) 3   (3) 4   (4) 5

45. Find median for the following list of values :
    13, 18, 13, 14, 13, 16, 14, 21, 13
    (1) 13   (2) 14   (3) 18   (4) 21

46. Find mode for the following list of values :
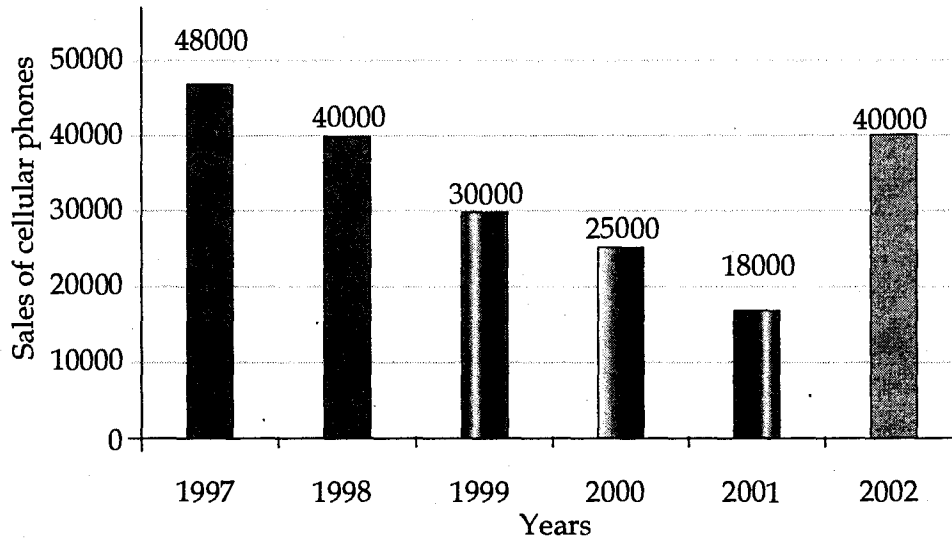   13, 18, 13, 14, 13, 16, 14, 21, 13
    (1) 13   (2) 14   (3) 18   (4) 21

47. Find range for the following list of values :
    13, 18, 13, 14, 13, 16, 14, 21, 13
    (1) 6   (2) 7   (3) 8   (4) 9

Carefully read this graph and answer the questions from 48 - 50.

48. The difference in the sales of cellular phones for the years 1997 and 1999 is :
    (1) 500 units   (2) 1,000 units   (3) 5,000 units   (4) 18,000 units

49. The two years between which the rate of change of sales of cellular phones is minimum are ?
    (1) 1997 and 1998   (2) 1999 and 2000
    (3) Both option (1) and (2)   (4) 2001 and 2002

50. The percentage increase in sales from 2001 to 2002 was :
    (1) 115%   (2) 128%   (3) 122%   (4) 118%

PART - II
Answer any five questions.
Write a brief answers - maximum of 50 words each.   5x2=10

51. What is correlation ?

52. Give a brief definition on internal validity.

53. Sampling error is called as.

54. Give examples for unit of analysis.

55. t-Test meant for . . . . ?

56. Give a brief on focus group discussion.

57. What is gate keeping ?

58. Marshal McLuhan's Hot Media and Cold Media.

59. What was the purpose of setting up of MacBride Commission ?

60. Briefly explain the term narrowcasting with examples.

61. What do you mean by media and information literacy ?

62. Name the normative theories of mass media.

63. Give few examples of open source software.

64. What is the difference between opinion poll and exit poll ?

65. What is the role of Paparazzo ?

66. Briefly explain the ethnographic research.

67. Explain briefly on representative sampling and give an example.

68. Give a brief overview on quasi-experimental research.

PART - III

Write 150 worded answer.   1x5=5

69. Importance and relevance of theoretical framework for a communication research. Enumerate the process with the suitable examples.

PART - IV

Write 250 worded answer.   1x10=10

70. Write a research design for a research topic of your choice on any media and communication settings. Give your answer that covers - research objects, research questions/hypothesis, time frame, data collection tools, data analysis method and expected outcome.