

*Visva-Bharati*  
*Centre for Journalism and Mass Communication*

M.A. ADMISSION TEST 2013

Please Read the Instructions Carefully (as given below):-

- Use only black or blue ball point pen to answer the questions.
- Write the answer to each question in serial order.
- Do not copy the questions on the answer sheet.
- Question papers are to be submitted with the question paper.
- Switch off your cell phones and submit all your belongings before starting the exam.
- Usage of any mobile devices or papers to cheat, will lead to expulsion from the exam hall and cancellation of application.
- You will be allowed to leave the exam hall after half an hour from the time of commencement of the examination.
- Please ensure that your answer sheets are stamped and signed else they will not be evaluated.

Full Marks: 50

Duration: One Hour

1. Write an essay on any one of the following: ( within 800 words) 15 Marks
  - a. Uttarakhand floods – Nature's fury or a man-made calamity
  - b. "Corruption has stalled India's growth"
  - c. "The bias of communication"
  - d. Right to Information

2. Summarize the following text within 100 words: 10 Marks

The expansion of mass media, mobile telephony and web media has created a condition where media-mediated communication holds sway on politics, business, life-style, festivities and ideology.

Trivialization of hard news, paid news, sting operations, page three gossip, all these are restricting the media space and discourse by expanding the culture of money-power and unethical media practices. Media (mostly), as a practice of this culture do not present hard hitting issues related to communalism, sectarian conflict, regional tension, insurgencies, politics of separatism and so on. Moreover, the trivialization of these issues gets more importance, while diagnosing their root cause takes a back seat.

For proper functioning of a democracy, it is essential that citizens are kept informed about news from various parts of the country and even abroad, only then can they form rational opinions.

Hence, the media plays an important role in a democracy and serves as an agency of the people to gather news for them. It is for this reason that freedom of the press has been emphasized in all democratic countries. The media has a great responsibility to see that the news that they present is accurate and serve the interest of the people. Hence, it should always investigate every fact before publishing it.

3. Answer the following questions (all are compulsory):

20 Marks

- a. Name the Ex Officio Chairman of the Planning Commission of India.
  - i) Montek Singh Ahluwalia ii) Manmohan Singh iii) Pranab Mukherjee
  - iv) Sam Pitroda
- b. What is the full form of SMS?
  - i) small message service ii) short message service iii) smart message service
  - iv) sub message service
- c. Who is the author of 'The Argumentative Indian'?
  - i) Siddhartha Mukherjee ii) Kaushik Basu iv) Amartya Sen iv) NC Chowdhury
- d. Name the Anna Hazare Movement?
  - i) India behind Corruption ii) India against Corruption iii) India fights Corruption
  - iv) India detests Corruption
- e. Name the director of Subarnarekha
  - i) Satyajit Ray ii) Adoor Gopalakrishnan iii) Ritwick Ghatak iv) Mrinal Sen
- f. Who among the following is Ameen Sayani?
  - i) A Radio Presenter ii) A Cricketer iii) A Singer iv) A Politician
- g. Which instrument is played by Pt. Zakir Hussain?
  - i) Sarod ii) Veena iii) Pakhwaj iv) Tabla
- h. Which author went by the pseudonym of Nil-lohit?
  - i) Sirshendu Mukhopadhyay ii) Sankha Ghosh iii) Sunil Gangopadhyay
  - iv) Shakti Chattopadhyay
- i. Name the creator of BrahMos, the world's only supersonic cruise missile and a symbol of the India's military prowess
  - i) K. Radhakrishnan ii) Dr K. Kasturirangan iii) Kalpana Chawla
  - iv) A Sivathanu Pillai
- j. Name the Chairman of the Press Council of India
  - i) Justice J. R. Mudholkar ii) Justice M. Katju iii) Justice P B Sawant
  - iv) Justice Santosh Hegde

4. Write short notes on the following (any five):

5x3 = 15

- a. Page 3
- b. Baul
- c. Globalization
- d. Occupy Wall Street
- e. Reality Shows
- f. Citizen Journalism
- g. Information Technology