



University of Calicut  
Department of Journalism & Mass Communication

### MPhil Entrance Examination

Time of Examination: 10.30 am to 12.30 pm (Three Hours)

To be filled by the candidate

REGISTER NUMBER	
EXAMINATION CENTRE	

#### IMPORTANT NOTICE

Question booklet contains two parts. Part I shall be answered in the booklet itself while the Part II in the separate sheets to be distributed. Don't leave any identification mark in the booklet. Don't take this booklet out of the hall.

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#### For Official Use Only


#### Instructions

- 1 Candidates are to report at the respective centers 30 minutes before the commencement of the examination.
- 2 No electronic device is allowed in the examination hall.
- 3 Use black or blue ball pens for answering questions.
- 4 Answer shall be given in the space provided. No separate sheet will be supplied.
- 5 Rough work shall be done in the space provided. Don't write answers there.
- 6 Your participation in examination is provisional subject to the fulfilment of conditions laid in the notification for admission and the rules and regulations of the University.
- 7 Any malpractice/attempt to malpractice may result in cancellation of candidature for the examination and also warrant punitive actions.

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Time : 2 Hours

Marks : 100

- I Find out the correct answer. Each answer carries two marks (25X2=50 Marks)
- 1 Who is the proponent of Cultivation Theory?
- a. Thorndike
  - b. McComb and Shaw
  - c. Albert Bandura
  - d. George Gerbner
- 2 Who authored the book title: *Feast of Vultures: A Hidden Business of Democracy in India*
- a. Josy Joseph
  - b. Sevanti Ninan
  - c. M.J.Akbar
  - d. Rajdeep Sardesai
- 3 Who launched Young India?
- a. Abul Kalam Azad
  - b. Abdul Gaffar Khan
  - c. Moulana Mohammed Ali
  - d. Mahatma Gandhi
- 4 Time Berners Lee is called as
- a. Father of the web
  - b. Inventor of compute
  - c. Proponent of social networking sites
  - d. Developer of C programming
- 5 Who authored the famous book '*Manufacturing Consent – The Political Economy of the Mass Media*'?
- a. Edward S. Herman and Noam Chomsky

- b. Jarry Young and Noam Chomsky
  - c. Eduardo Saverin and Noam Chomsky
  - d. None of the above.
- 6 Who proposed Helical Model of Communication?
- a) F X Dance
  - b) Harold Lasswell
  - c) David Berlo
  - d) None of the above
- 7 Who among the following was the editor of Al Hilal?
- a) Muhammed Abdul Rahiman
  - b) Moulana Muhammad Ali
  - c) Abdul Gaffar Khan
  - d) Moulana Abul Kalam Azad
- 8 Which of the following was edited by Chengulath Kunhirama Menon?
- a) Kerala Sanchari
  - b) Kerala Mithram
  - c) Kerala Pathrika
  - d) Mithavadi
- 9 Name the publication started by Dr.Herman Gundert
- a) Rajyasamacharam
  - b) Vrithantha Kairali
  - c) Sathaynaadam
  - d) Sathya Kaahalam
- 10 Name the printing press started by Devji Bhimji in Cochin in the year 1865
- a) Kerala Mithram
  - b) Achukoodam
  - c) Akshara
  - d) Akshara Kairali
- 11 Which one of the following is the hypothesis based on the presumed fear of isolation?
- a) Spiral of silence
  - b) Trickle-down effect
  - c) Issue Salience

- d) Media logic
- 12 Which Article of the UDHR states that individuals everywhere have the “right to seek, receive, and impart information and ideas through any media and regardless of frontiers”.
- a) Article 3  
b) Article 14  
c) Article 17  
d) Article 19
- 13 Identify the one with which the word ‘banner’ is associated with
- a) Body copy  
b) Slug  
c) Headline  
d) Intro
- 14 Fly on the wall is a term related to
- a) News editing  
b) Documentary film making  
c) Audio editing  
d) Radio drama
- 15 Larry Page and Sergey Brin founded
- a. Yahoo  
b. Altavista  
c. Wikipaedia  
d. Google
- 16 In the following, identify the measure of central tendency.
- a) Standard deviation  
b) Median  
c) Mean deviation  
d) Range
- 17 In which type of studies, a sample size as small as 35 is considered as adequate?
- a) Census  
b) Longitudinal surveys  
c) One-time surveys

d) Experimental studies

18 If you have interval data which correlation test would you use?

a) Phi coefficient

b) Spearman's rank-order test

c) Pearson  $r$

d) Chi square

19 A Standard Deviation of a frequency distribution shows

a) Central tendency of scores

b) Correlation between scores

c) Variability between scores

d) None of the above

20 A researcher has collected nominal data relating to his samples' gender (male and female) and the place of accessing internet (at home, at college, at cybercafés). He has tabulated the data into a 2X3 table. Which test he should apply to determine the significance of the distribution?

a) Chi square

b)  $t$  ratio

c) Analysis of variance

d) Median test

21 An intaglio plate is used in the printing process of

a) Rotogravure

b) Offset

c) Rotary

d) Letter-press

22 Who advanced the Propaganda Model?

a) Joseph Goebbels

b) Paul Lazarsfeld

c) Harold Lasswell

d) Edward S. Herman and Noam Chomsky

23 Knowledge Gap theory was developed by

- a) Macombs and Thorndike
- b) Shannon and Weaver
- c) Tichenor, Donahue and Olien
- d) None of the above

24 Adorno, Marcuse and Horkheimer belong to

- a) Chicago School
- b) Frankfurt School
- c) Columbia School
- d) Pyne Fund Research Group

25 Likert Scale is also known as

- a) Summated Ratings approach
- b) Critical Rating
- c) Segmented Rating
- d) None of the above

II Write short notes on any six of the following in note more than 100 words. Each answer carries four marks: (6x5=30 marks)

26 Cambridge Analytica

27 Data Journalism

28 Importance of hypothesis in research

29 FDI in Indian media sector

30 Chi –square test

31 Sting operation

32 Post truth era

III Write an essay on any one of the of the following not less than 300 words (1x10= 10 Marks)

33 Ethical dimensions of sting operation

39 Mobile journalism

IV 40 Write a research proposal on any topic of your choice. Proposal shall contain the following components: (1x10= 10 Marks)

*Topic, Introduction, Statement of the Problem, Need of the study, Objectives, Theoretical Framework, Hypotheses, Methodology, Variables, Measurement techniques, Data collection tool, Research Reporting scheme and list of appendices*

