## NATIONAL UNIVERSITY OF MODERN LANGUAGES Faculty of Social Sciences Media and Communication Studies Department

Entrance Test Sample Paper

GAT-General (M. Phil Media & Communication Studies)

System ID

Name						
Father Name						
Note: Attempt all que	stions.					
		Section 1:	English Verb	<u>pal</u>		
Q1. Choose the most	suitable ansv	wers for th	e following:	(25)	x1 Marks)	)
1-Dominant interests business since they ar	often benefit e able to take	most from care of th	emselves if l	of governme eft alone.	ntal inter	ference in
A- Authorizat	ion	B- centra	lization	C- improvis	ation	D-elimination
2- Her sho always been willing to	uld not be con assist those v	nfused witl who are in	h miserliness need.	s; as long as	l have kno	own her, she has
A- Stinginess		B- diffide	ence	C- thrift	D-into	blerance
3- Newspapers report exit from t	that the form he company.	ıer executi	ve has been	trying to kee	ep a low p	profile since his
A- Cele	ebrated	B-myste	rious	C- fortuitou	JS	D- unseemly
4- We cannot predict	whether he w	/ill go on a	picnic or not	. He is so		. ·
A- Deleteriou	s B- off	ensive	C- feck	dess	D- ca	oricious
5- Octopuses have not	t only large br	ains	also a	a well-develo	oped nerv	ous system.
A- But		B- and		C- are	D- an	d have
6- I hardly	_ meet him.					
A- ever	B- ne	ver	C- had	ever	D- ha	d never
7- The research study	is an eye-ope	ener and	u:	s with the pr	oblems o	f poor nations
A- Attempted to a	acquaint	B- Attem	pting to acq	uaint		
C-Attempts at acq	uainting	D- Attem	pts to acqua	int		
8- They continued to v	work in the fie	eld				
A- Even though it	rained heavil	y E	3- Even thou	gh there is h	eavy rain	
C-In spite the heav	vy rains	D	- Although h	eavily rains		
9- Upon inquiry I f	ound out that	t I Had	the ca	r		
A- Mistake	B- Mie	staken	C- Mic	took	D- Mi	stakenly

Time Allowed: 03 Hrs.

10- It was he who put a spoke in my wheel A. tried to cause an accident B-helped in the execution of the plan C- thwarted in the execution of the plan D-destroyed the plan 11- To put one's hand to plough ------B-To take a difficult task A. To take up agricultural farming C-To get entangled into unnecessary things D- Take interest in technical work 12- Use of force or threats to get someone to agree to something A. Coercion **B-Conviction** C-Confession **D-** Cajolement 13- One who cannot easily pleased B- Frightening C-Fastidious D- Feminist A. Cosmopolitan 14-The Chairman is ill and we'll have to ...... the meeting for a few days. A- put on B-put of C- put away D- put off 15- Her thinking leans-----democracy C- for D- None of these A- with B- towards 16- He told me that he ...... watching the movie. A- is finished B- was finished C-had finished D-not finished 17-----his principles he has to be very careful A- With regard of B- With regard on C-With regard to D- None of these 18- Sounding the same but spelt differently A- Symphonious D-None of the above B- Homophonous C- Synonyms 19- How do you account-----your absence from duty? A- To B-for C- in D- About 20- The debate was \_\_\_\_\_\_ the following week A- adjourned with B- adjourned for C- adjourned into D-adjourned of 21- If I had helped him, he \_\_\_\_\_ drowned. A- will not be B. would not be C. will not have D. would not have 22- He has many friends, but are good ones. A- a few B. few C. the few D. the some 23- I assume \_\_\_\_\_\_ with me. B. that everyone agrees A. every one agreeing C. every one to agree D. that everyone to agree 24- There is quite tenuous evidence \_\_\_\_\_\_it. C- for D- must

A- With

B- at

25- Do not stay in the grasslands after dark, as some animals become \_\_\_\_\_\_when they see humans.

A- Provoked B- alerted C- aggressive D- threatened

Section 2: Analytical

(25x1 Marks)

Choose the correct answers for the following:

Nine individuals: Ahmed, Bilal, Danish, Faisal, Haroon, Liaquat, Maryam, Shiza and Zeeshan are to serve on three committees labeled A, B and C.

- Each candidate should serve on exactly one of the committees
- Every committee must have atleast one member
- Committee A should consist of exactly one member more than that of committee B
- Among Maryam, Shiza and Zeeshan none can serve on committee A
- Among Faisal, Harron and Liaquat none can serve on committee B
- Among Ahmed, Bilal and Danish none can serve on committee C

1- If a > b, b > c a	nd d > a then ?		
(A) b < d	(B) a < c	(C) b > d	(D) c > c

2. In case Danish and Zeeshan are the individuals serving on committee B, how many of the nine individuals should serve on committee C?

(A) 2 (B) 3	(C) 4	(D) 5	(E) 6
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**3.** Of the nine individuals, the maximum number that can serve together on committee C is(A) 5(B) 6(C) 7(D) 8(E) 9

**4.** In case Ahmed is the only individual serving on committee B, which among the following should serve on committee A?

(A) Bilal and Danish (B) Bilal and Faisal (C) Bilal and Liaquat

(D) Faisal and Haroon (E) Danish and Haroon

5. In case, any of the nine individuals serves on committee C, which among the following could not be the candidate to serve on committee A?
(A) Ahmed
(B) Bilal
(C) Danish
(D) Liaguat
(E) Shiza

6. In case, Bilal, Danish and Maryam are the only individuals serving on committee B, the total membership of committee C should be

(A) 5 (B) 4 (C) 3 (D) 2 (E) 1

The Fairfield Foreign Film Festival plans to show six foreign films one each from Belgium, Canada, Denmark, England, France and Germany. The festival will open on Thursday and will close three days later on a Sunday. The each film will be shown once during the festival and the order in which the films will be shown must confirm to the following conditions.

At least one film will be shown each day.

No more than three films will be shown on any two consecutive days.

The Belgian film must be shown on Saturday.

The Canadian film must be shown on same day as another film.

The French film must be shown on a day before the German film is shown.

The Danish film must be shown on a day after the English film is shown.

7. If only one film is shown on Thursday, it could be the entry from which of the following country?

a. Belgium b. Canada c. Denmark d. France e. Germany

8. If the Belgian and French film are shown on the same day which of the following must be true?

a. The film from Denmark will be shown on Thursday.

- b. The film from Denmark will be shown on Friday.
- c. The film from Germany will be shown on Thursday.
- d. The film from Canada will be shown on Sunday.
- e. The film from England will be shown on Sunday.

## 9. If the director of the festival decides to show two films on Thursday and two on Sunday. How many film would be eligible to be shown on Friday?

a.1 b.2 c.3 d.4 e
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10.If the English and German films are shown on the same day which of the following must be true?

a. The film from England will be shown on Thursday.

b. The film from France will be shown on Friday.

c. The film from Canada will be shown on Saturday.

d. The film from Germany will be shown on Saturday.

e. The film from Canada will be shown on Sunday.

## 11. If the film from England is shown on Saturday which of the following films cannot be shown on the same day as another film?

a. Belgian	b. Canadian	c. English	d. French	e. German
ar beigian	S. Canadian	0. 5. 9. 9. 9. 9		er een an

A four person congressional committee is to be formed consisting of two senators and two representatives. The senators are to be chosen from W, X, Y and Z; the representative are to be chosen from P, Q, R and S. The committee will be chosen by the vice president subject to the following conditions.

S will not serve on the committee unless X does.

Y will not serve on the committee with Q.

The vice president has decided that Y or Z must be included but neither Y nor Z is willing to serve with the other.

12. Which of the following could be the fourth members of the committee that already consists of R, W and Y?

a. P b. Q c. S d. X e. Z 13. If neither P nor R is assigned to the committee which of the following two senators must be on the committee?

a. W and Y b. X and Z c. W and Z d. X and Z e. Y and Z

Seven dignitaries – F, G, H, I, N, O, and P- are to be seated together at a diplomatic ceremony. They will be seated in a row of a seven chairs, numbered, from 1 to 7, from front to back. Any seating is acceptable as long as all seven dignitaries are seated; one in each chair and the seating conforms to the following rules. F must sit in the chair immediately behind O's chair G cannot sit in the chair immediately in front of N's chair and G cannot sit in the chair immediately behind N's chair. There must be exactly two chairs between the chairs of Hand P There must at least one chair between the chairs of I and P. N must sit in chair 3.

14. Which of the following seating arrangements from chair 1 through chair 7, conforms to the rules?

A) F, I, N, P, G, O, H B) G, P, N, I, H, O, F C) I, G, N, P, O, F, H D) I, H, N, P, O, F, G

15. If F sits in chair 6 and H sits in chair 7, which of the following dignitaries must sit in chair 2?

A) G B) I C) N D) O E) P

16. If the seating arrangement from chair 1 through chair 7, is G, I, N, H, O, F, P, which of the following pairs of dignitaries can exchange seats without violating the rules?

A) F and G B) G and H C) G and I D) H and P E) I and P

17. If O sits in chair I and H sits in chair 7 then the number of chairs between F's chair and I's chair must be

A) Zero B) One C) Two D) Three E) Four

Every day from Monday through Thursday, Wanda attends one of four different fitness classes: aerobics, kickboxing, pilates, and yoga. The kickboxing class is on Wednesday. The aerobics class is sometime before the yoga class.

18- Which one of the following could be the order in which the four classes take place, from Monday through Thursday?

A) aerobics, kickboxing, yoga, pilates	B) aerobics, pilates, kickboxing, yoga
C)pilates, aerobics, yoga, kickboxing	D) pilates, yoga, kickboxing, aerobics
E) yoga, aerobics, kickboxing, pilates	

19- If the yoga class is on Tuesday, which one of the following must be true?

A) The aerobics class is on Wednesday.	B) The aerobics class is on Thursday.
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C)The pilates class is on Monday. D)The pilates class is on Thursday.

20- If the pilates class is on Monday, which one of the following CANNOT be true?

A) The aerobics class is sometime before the kickboxing class.

B) The pilates class is sometime before the yoga class.

C)The kickboxing class is sometime after the pilates class.

D)The kickboxing class is sometime after the yoga class.

21- Find the number of triangles in the given figure.



22- Find the minimum number of straight lines required to make the given figure.



23- If A B < , B < A and C < B Then, which from the following is true?

(A) $C < A$ (B) $A = C$ (C) $B = C$ (D) $A < C$	(E) None of these
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Michael attends Saddle Rock School on the 9:00-3:00 session, except on Thursdays when he is dismissed at noon so the teachers can conduct special help classes and parent conferences. Michael takes a piano lesson at home on Mondays from 3:30-4:30. On Tuesdays he goes to a karate class from 4:00-6:00. His art class meets from 4:00-6:00 on Wednesdays. He remains in school after dismissal on Fridays to participate in a ninety minute club program 24-. The most convenient afternoon for Michael to do library research is (C) Thursday (A) Tuesday (B) Wednesday (D) Friday (E) Monday 25. Keeping the same 3:30-4:30 schedule, Michael can conveniently change his piano lesson to which of the following days? (A) Monday (B) Tuesday (C) Wednesday (D) Thursday **Section 3- Quantitative** Encircle the correct answers (25x1 Marks) 1- When walking, a certain person takes 16 complete steps in 10 seconds. At this rate, how many complete steps does the person take in 72 seconds? (A) 45 (B) 78 (C) 86 (E) 115 2- Which is the natural number nearest to 11720 and completely divisible by 58 A)11712 B)11718 C)11714 D)11716 3- The first five multiples of 17 are A)0,1,17,34,51 B)17,34,51,68,85 C)38,57,76,95,114 D) None of the above 4- A, B, C subscribe Rs. 50,000 for a business. A subscribes Rs. 4000 more than B and B Rs. 5000 more than C. Out of a total profit of Rs. 35, 000 A receives A)Rs. 12, 700 B)Rs. 13, 700 C)Rs. 14, 700 D)Rs. 15, 700 5- An accurate clock shows 8 o clock in the morning. Through how many degrees will the hour hand rotate when the clock shows 2 o clock in the afternoon? A)110 degree B)120 degree C)180 degree D)360 degree 6- The number 1242\*2 is completely divisible by 3. What is the smallest number in place of \*?

A. 3 B)0 C)2 D)1

7- What smallest number should be added to 8444 such that the sum is completely divisible by seven

7

A)6	B) 4	C)3	D)5	
8- If 30% of all men are voters and 42% of the population are men, wha percent of the population are men voters?				
A)17.4 %	B)25.20 %	C)12.6	60%	D) None of these
9- A cyclist travels for travelled?	10 hour, the first ha	alf at 21 KPH and	the rest at 24 k	(PH. Find the distance
A)124 Km	B)224 Km	C)324 km	D)424	Km
10- Which of the follo	owing number is a pr	rime number		
A)None of the	ese B)37	7	D)469	E)176
11- Change 0.05 to a	percent			
A)15%	B)5% C)25	5% D)Non	e of the above	
12- Seller sells custom picture frames. His monthly fixed costs are \$350. It costs \$ 10 to make each frame. Seller sells his picture frames for \$35 each. How many picture frames must seller sell in order to break even.				t costs \$ 10 to make e frames must seller
A)13 frames	B)14 frames	5	C)15 frames	D)16 frames
13- What is the sum o	of even numbers bet	ween 9 and 53?		
A)672	B)682	C)662		D)702
14- Which of the follo	owing number is divi	sible by 3 but no <sup>r</sup>	t by 9?	
A)4122	B)3141	C)3222	2	D)5271
15- The answer of 20	02x2002 is			
A)4004004	B)4002004	C)4006	6004	D)4008004
16- Bus travels at a constant rate of 20 meters per second. How many kilometers does it travel in 10 minutes? (I km=1000m)				
A)10 Km	B)11 Km	C)12 K	ím	D)13 Km
17- If 3(p+5q) =24, then what is the value of q, when p=3?				

A)1 B)3 C)6 D)8

alone. How lor	ng worker B will take f	or same	work, while w	orking a	lone at t	the same rate?
(A) 10	(B) 14	(C) 20		(D) 24		(E) None of these
19. For Mr. A t Karachi. In hov	here are 5 trains to go v ways Mr. A complet	o from Ka e the trij	arachi to Lahor p?	e, and 3	trains t	o come back to
(A) 8	(B) 10		(C) 12			(D) 15
20. A gardener became 20. If t after 1 year?	20. A gardener brought 5 rabbits, after 2 months rabbits became 10, and after 4 months they became 20. If the growth continues on the same ratio, what would be the amount of rabbits after 1 year?					fter 4 months they amount of rabbits
(A) 300	(B) 425		(C) 535	(D) 635		(E) 750
21. How much	interest will Rs. 10,00	00 earn i	n 8 months at a	an annua	al rate o	f 6%
(A) 400	(B) 420		(C) 425		(D) 450	(E) 470
22. 15% of a n	umber is 168. Find the	e numbe	r?			
(A) 900	(B) 960		(C) 1020		(D) 112	0
23. Find average	ge of the numbers: 4,	11, 0, 13	3, and 12			
(A) 4	(B) 6	(C) 8		(D) 10		(E) 12
24- What is the remainder of 5	e least number which 5?	when di	vidd by 8, 2, 15	5 and 20	leaves i	n each case a
A-125	B-112		C- 117		D- 132	
25- A man was 26 years old when his daughter was born. Now, he is three times as old as his daughter. How old is the daughter now?						
A-	13 years	B-22 ye	ears	C-15 Ye	ars [	D- 12 Years
Section 4: Sub	Section 4: Subject Based MCQs					
	odel of advertising wa	as devel	aned by	(25x1 N	larks)	
A W Stanton	B P drucker		C K davis			AV
2- "Everybody	is doing", a theme pro	omoted <sup>.</sup>	through an adv	/ertisem	ent is kr	nown as
A) Bandwagon	B) Nan	ne Callin	g C) Tran	sfer	[	D)Card-stacking
3- Byline Mear	۲۵۰۰۰۰ ۱۶		6 <b>0</b> ,		-	,
, A) Text accom	panying a photograph	1	B) Name of the	e author	. (	C) Place and date
D)Edition of th	e news paper					

18. Two workers: A and B can work together in 8 hours, and worker B can work in 12 hours

4- Deductive approach is mostly used in

A) Qualitative research B) Quantitative Research C) Both A & B D) None of the above

5- The -----is the one that the researcher manipulates during experiments. A) dependent variable B) Independent Variable C) Mediating Variable D)Intervening Variable 6- The process of creating a definition(s) for a concept that can be observed and measured is called B) Operationalization C) Data Analysis A) Conceptualization D) Interpretation 7- Which one of the following is known as the father of communication studies? A) Sir Henry W. Seelay B) Sir Schuyler Skaats Wheeler C)Sir Alexander P. Ashbourne D) Sir Wilbur Schramm 8- described the Information theory. A: Larry Laudan B: Paul Lazarsfled C: Shannon and Weaver D: Denis McQuail 9- Which among the following is not included in Normative theories? A: Democratic Participant theory B: Libertarian C: Authoritarian D: Agenda-setting 10- The level of probability of accepting a true null hypothesis is called..... B. Level of significance C. Level of confidence D. None A. Degree of freedom 11- When the listener responds even before the speaker has finished talking, which barrier to effective listening does that refer to? A. Becoming emotional B. Jumping to conclusions C. Wrong focus D. Becoming distracted 12-Who gave the agenda setting theory of media? A: Dr Max Mc Combs B: Dr Donald Shaw C: Both A & B D: None 13- According to Denis McQuail, media is significant because A: they are a power source B: they are ticket to fame C: they create benchmarks D: all the above 14-----is a testable statement A)Objective B)Research Question C)Hypothesis D)Problem Statement 15- Survey is used to examine one or a few characteristics of many subjects while a --------- is used to examine many characteristics of a single subject A) B)Case Study C)Interview D)None of the above 16- ----- deals with the consistency of measurement A)Validity B)Operationalization c)Reliability d)Conceptual Framework 17- ----- is defined as anything added to the signal that is not intended by the information source A)Message B)Feedback C)Noise D)All of the above 18- ----- is selecting details that are favorable or unfavorable to the subject being described A)Framing B)Slanting C)Theorizing D)None of the above

while psychologically consistent to an individual who holds those observe believes					
A)Uses and gratification	B)Spiral of silence	C)Cognitive Dissonar	ice		
D)None of these					
20- Paul Lazarsfeld introduce	d theory.				
A. propaganda model	B. agenda setting	C. medium is the me	ssage		
D. two step flow					
21normative theory of press encompasses the philosophy of absolute power of monarch, his government or both					
A)Soviet Totalitarian	B)Libertarian C)Socia	al Responsibility	D)None of the Above		
22- Sampling Methods are us	sed to				
A)Increase accuracy B)To S	aves time C)To re	etrieve easy to handle	the data		
D)All of the above					
23- Which amongst the follow	wing is the biggest adv	antage of Web Survey	/?		
A. Faster medium to Reach Ta	arget Audience	B. Data Reliability			
C. Population Selection D. Easy Cooperation					
24- It is possible to test hypothesis in					
A)Qualitative research	B)Quantitative Resear	rch C)Both A & B	D)None of the above		
25- Measures are created in an adhoc manner and are often specific to the setting or the researcher in					
A)Qualitative research	B)Quantitative Resear	rch C)Both A & B	D)None of the above		

19- ----- theory holds that a relationship may be logically inconsistent to an observer

## Part 4: Subjective Questions

(25 Marks)

Q1- Explain the difference between quantitative and qualitative research. Also briefly explain some of the quantitative methods which are frequently utilized by the mass communication researchers. 12.5 Marks

Q2- Discuss the significance of literature review in the research process. 12.5 Marks