

NATIONAL UNIVERSITY OF MODERN LANGUAGES Faculty of Social Sciences

Media and Communication Studies Department

Entrance Test Sample Paper GAT-Subject (Ph.D. Media & Communication Studies)

Time Allowed: 03 Hrs.

System ID

Name

Father Name

Note: Attempt all questions.

Section 1: English

Q1. Choose the most suitable answers for the following: (15x1 Marks)

1-Kagan maintains that an infant's reactions to its first stressful experiences are part of a natural process of development, not harbingers of childhood unhappiness or _____ signs of adolescent anxiety.

A- Prophetic B standard C-monotonous D- virtual

2- It is _____ that so many portrait paintings hang in art museums, since the subject matter seems to dictate a status closer to pictures in the family photograph album than to high art.

A- surprising B- challenging C-understandable D-irrelevant

3- In stark contrast to his later _____, Simpson was largely Indifferent to politics during his college years, despite the fact that the campus he attended was rife with political activity.

A- activism B-devotion C- apathy D- affability

4- Serling's account of his employer's reckless decision making _____ the company's image as a cautious one.

A- belies B- injudicious C- exposes D- overshadows

5-The judge's standing in the legal community, though shaken by phony allegations of wrongdoing, emerged, at long last, _____.

A- Unqualified B- undiminished C- undecided E- unresolved

6- Modern agricultural practices have been extremely successful in increasing the productivity of major food crops, yet despite heavy use of pesticides, _____ losses to diseases and insect pests are sustained each year.

A- Incongruous B- fortuitous C- significant D- equitable

7- A demanding reader of the fiction of others, the novelist Chase was likewise often the object of _____ analyses by his contemporaries.

A- Copious B- scathing C- acerbic D- meticulous

8- The government's implementation of a new code of ethics appeared intended to shore up the ruling party's standing with an increasingly _____ electorate at a time when the party is besieged by charges that it trades favors for campaign money.

A- Aloof B- placid C- restive D- tranquil

9- He is _____ fame and money. He pursues research just as an amateur scientist.
(A)- indifferent to (B) enamored of (C) running for (D) struggling for

10- She wouldn't ask you if she _____ not sure.

A- Was B- were C- has D- had

11- Don't think there are no crocodiles because the water is calm. This is a

A- Simple Sentence B- Compound sentence C- Complex sentence D- Mixed sentence

12- Napoleon Bonaparte had forte-----military tactics

A- In B- Which C- Of D- Among

13- It is not easy to remain serene when those around you-----

- A- Exhibit magnanimous gestures B- Are not well C- Agree to whatever you say
D- Exhibit pleasant mannerism

14- To leave someone in the lurch ----- ?

- A. To come to compromise with someone B-Constant source of annoyance to someone
C- To put someone at ease D- To desert someone in his difficulties

15- Government by rich ?

- A. Oligarchy B-Aristocracy C-Pantisocracy D- Plutocracy

Section 2: Analytical

Choose the correct answers for the following: (15x1 Marks)

Seven persons live in a street, having houses in line. Consider the following:

1. A lives in the corner's house
2. C is between E and G
3. There is 1 house between D and F
4. F is neighbor of G
5. There are two houses between A and G

1- Who lives in the second corner?

- (A) B
(B) C
(C) D
(D) E

2-. Who lives in the middle?

- (A) C
(B) D
(C) E
(D) G

3- Who lives between B and G?

- (A) D

- (B) E
- (C) F
- (D) C

4- _____ is neighbor of A?

- (A) F
- (B) E
- (C) D
- (D) C

5- There are _____ houses between B and E?

- (A) 0
- (B) 1
- (C) 2
- (D) 3

The supervisor of a commuter airline is scheduling pilots to fly the round-trip from City X to City Y....

The supervisor of a commuter airline is scheduling pilots to fly the round-trip from City X to City Y. The trip takes only two hours, and the airline has one round-trip flight in the morning and one round-trip flight in the afternoon, each day, Monday through Friday. Pilots must be scheduled in accordance with the following rules:

Only W, X, and Y can fly the morning flight.

Only V, X, and Z can fly the afternoon flight.

No pilot may fly twice on the same day.

No pilot may fly on two consecutive days.

X must fly the Wednesday morning flight.

Z must fly the Tuesday afternoon flight.

6--Which of the following must be true?

- A. W flies the Monday morning flight
- B. X flies the Monday afternoon flight
- C. Y flies the Tuesday morning flight
- D. W flies the Thursday morning flight
- E. Z flies the Thursday afternoon flight

7-If X flies on Friday morning, which of the following must be true?

- A. X does not fly on Monday afternoon
- B. V flies on Friday afternoon
- C. W flies Thursday morning
- D. Y flies Thursday morning
- E. Neither W nor Y flies Thursday morning

8-If X flies only one morning flight during the week, which of the following must be true?

- A. W flies exactly two days during the week
- B. X flies exactly three days during the week
- C. Y flies only one day during the week
- D. Z flies Monday afternoon and Friday afternoon
- E. X flies more times during the week than V

9-If W is not scheduled to fly at all during the week, all of the following must be true EXCEPT

- A. X flies on Monday morning
- B. V flies on Monday afternoon
- C. Y flies on Thursday morning
- D. Z flies on Friday afternoon
- E. X flies on Friday morning

If Bill is taller than Ann, Drew is shorter than Bill, Clem is taller than Drew, but shorter than Ann, Ellen is taller than Clem, but shorter than Bill, Fran is taller than Ellen, Gina is shorter than Ann.

10- If Hank joins the group, and if he is shorter than Gina, then which of the following MUST be true

- A. Hank Is Taller Than Drew
- B. Clem Is Shorter Than Hank.
- C. Hank Is Shorter Than Ellen
- D. Bill Is Taller Than Hank.

John purchased a toy for his young daughter. The toy included nine colourful pieces in the shape of the numbers from 1 to 9. In examining these pieces he made the following observations.

One piece is purple and two pieces each are red, green, yellow and blue.

The two red pieces are consecutive number.

The number 4 is green.

The two blue pieces are not consecutive numbers.

Both the 1 and 9 are yellow.

The purple piece is not a number immediately less than or immediately greater than either green piece.

11- If one of the red pieces is number 3 then what number is the other red piece?

- a. 2
- b. 4
- c. 5
- d. 6

12- If the number 5 is green each of the following could be true except?

- a. The purple piece and one of the yellow pieces are consecutive number.
- b. The number 6 is purple.
- c. The two blue pieces and the purple piece are consecutive number.
- d. The number 2 is red.

13- If the number 6 is green which of the following could be true?

- a. 2 is blue
- b. 3 is purple
- c. 5 is red
- d. 7 is blue

14- Question 4: Which of the following if true would enable you to determine the color of every number?

- a. The 2 is blue
- b. The 3 is blue
- c. The 5 is red
- d. The 7 is blue
- e. The 7 is green

15- If $a > b$ and $b > a$. Then ?

- (A) $a = b$
- (B) $a \neq b$
- (C) Cannot be evaluated
- (D) none of the above

Part 3: Subject Specific MCQs

1- While testing a hypothesis, if level of significance is not mentioned, we takelevel of significance.

- A. 1%
- B. 2%
- C. 5%
- D. 10%

2- Accepting a null hypothesis when it is false is called.....

- A. Type I error
- B. Type II error
- C. Probable error
- D. Standard error

3- When sample is small,..... test is applied.

- A. t-test
- B. Z test
- C. F test
- D. None of these

4- A series of recorded audio episodes to which audience can subscribe is known as

Vodcast

Podcast

Sound forge

Voice over Internet protocol

5-What is "Reuters"?

- A. the first journal in southeast Asia
- B. a British based news agency
- C. a US based news agency.
- D. internet technology chip

6- The name of the scholar who coined the expression – ‘The Medium is the Message’

Albert Bandura

Marshall McLuhan

Leode Genero

Wilbur Schram

7- Which among the following activity is concerned with creating goodwill, and providing better ambience for an organization to function effectively

A. advertising

B. public relations

C. communication

D. press release

8- The number of radio stations which Pakistan got in 1947 were

5

2

3

9- A _____ is the defamatory statement that is made verbally.

A: libel

B: misrepresentation

C: disparagement

D: slander

10- Which of the following theories stress that mass media in a society is controlled by the state power?

A: Normative

B: Authoritarian

C: libertarian

D: Social Responsibility

11- If done according to statistical principles, generalizations can be made from the sample to the population with a certain degree of assurance or confidence

Case study research

Survey Research

Participant Observation

None of the above

12- ----- is a systematic method of analyzing message content

Experiment

Content Analysis

Case Study

Interviews

13- -----deals with the question of whether the phenomena observed and measured by an investigator are representative of the real-world phenomena the scientist wishes to generalize about

Internal Validity

External Validity

Face validity

None of the above

14- A ----- provides a frame within which we consider a problem even if in its early version it does not lead to successful prediction

Theory

Model

Concept

Method

15- ----- is essentially a theory of signal transmission

Gatekeeping theory

Cultivation theory

Information theory

Agenda Setting theory

16- ----- means that different people can react to the same message in very different ways

Selective Perception

Selective Retention

Encoding

None of the above

17- ----- is a propaganda device which is used to give a bad label to an idea

Bandwagon

Name Calling

Glittering Generality

Transfer

18- The two-step flow of communication model says that most people form their opinions under the influence of _____

- A. friends
- B. opinion followers
- C. opinion leaders
- D. family

19- McLuhan proposes that a communication _____ itself, not the messages it carries, should be the primary focus of study.

- A. medium
- B. path
- C. roadway
- D. carrier

20- _____ describes the "ability to influence the importance placed on the topics" for audience.

- A. medium is the message
- B. two step flow
- C. agenda setting
- D. propaganda model

21- -----theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs

Uses and gratifications

Agenda Setting

Libertarian

Social responsibility

22- _____ is an audience-centered approach to understanding mass communication.

A. agenda setting

B. uses and gratification

C. two step flow

D. propaganda model

23- A -----is a professional person who attempts to influence adoption decisions in a direction that he or she feels desirable

Change agent

Opinion Maker

Innovator

None of the above

24- The first systematic study of the agenda setting hypothesis was reported in 1972 by

McCombs and Shaw

Kurt Lang

Harold Laswell

25- Joseph Clapper stated the-----effects model in his book 'The Effects of Mass Communication'

Limited Effects Model

Powerful Effects Model

Rebirth of Powerful Effects Model

26- -----is the process in which media the media attend to some issues and not others and thereby alter the standards by which people evaluate events

Framing

Priming

Slanting

Encoding

27- George Gerbner referred the teaching of a common worldview, common roles and common values as -----

Agenda Setting

Cultivation

Gratification

Dissonance

28- The statement "Effects of Technology do not occur at the level of opinions or concepts, but alter sense ratios or patterns of perception steadily and without resistance" was put forth by

Cooper and Jahoda

Shannon and Weaver

Osgood

Marshall McLuhan

29- The concept of -----states that the ideas of the ruling class in society become the ruling ideas

Spiral of silence

Subliminal Perception

Media Hegemony

None of the above

30- The salient purpose of which theory of press is to inform, entertain, sell but also to raise conflict to the plane of discussion

Authoritarian

Social Responsibility

Libertarian

Soviet Totalitarian

31- What is the full form for TRP?

A. TAM Rating Programme

B. Television Rating Point

C. Television Research Point

D. Target Rating Point

32- Which method could a researcher use to obtain information that people are unwilling or unable to provide?

Participant Observation

Focus Groups

Interviews

Content Analysis

33- Experiment is a commonly employed method of

Qualitative Research

Quantitative research

Triangulation

None of the above

34- Planning a survey involves 2 concurrent activities: one, Construction of the survey instrument and which is the second?

Selection of the sample

B. Selection of the survey mode

C. Coding of variables

None of the Above

35- Research is a:

A. Tool for delve deep in quest of truth

B. Phenomenon comprising of predefined processes

C. Contribution to society

D. All of the above

36- Which of the following is the first step in starting the research process?

A. Searching sources of information.

B. Survey of related literature

C. Identification of problem

D. Searching for solutions to the problem

37- A useful Research problem should be selected from the stand point of

- A. Researcher's interest
- B. Financial support
- C. Social relevance
- D. Availability of relevant literature

38- A Causal hypothesis must have

At least two variables

Link to a research question

Cause and effect relationship

All of the above

39- Procedures are standard and are mostly replicated in

Qualitative research

Quantitative Research

Both A & B

None of the above

40- Research analysis involves extracting themes from evidence and organizing data into themes and categories to present a coherent, consistent picture.

Qualitative research

Quantitative Research

Both A & B

None of the above

41- The -----is the variable that the researcher measures

Dependent variable

Independent Variable

Mediating Variable

Intervening Variable

42- In mass Communication research there are -----levels of measurement

4

6

5

2

43- Inductive Logic of Research is mostly employed in -----

Qualitative research

Quantitative Research

Both A & B

None of the above

44- Which research method gives researcher tight control over independent factors

Content analysis

Experiments

Interviews

Focus Groups

45- Systematic random sampling is an example of

Probability sampling

Non probability Sampling

Both A and B

None

46- Habermas defined the -----as a virtual or imaginary community which does not necessarily exist in any identifiable space.

public sphere

public opinion

public perception

None

47- USP in advertising refers to

- a. Innovative feature
- b. Physical feature
- c. Brand feature
- d. Emotional feature

48- AIDA model was originally created for

- a. PR
- b. Research
- c. Advertising
- d. Theater

49- What is opposite of a variable?

- a. A constant
- b. An extraneous variable
- c. A dependent variable
- d. A data set

50- Libel is

- a. Slander
- b. Defamatory speech
- c. Malicious defamatory joke
- d. Malicious defamatory written accusation

51- ----- is a major defense in the Defamation Cases

- a. False
- b. Truth
- c. Apology
- d. Corrigendum

52- Audience is treated as an ----- entity in uses and gratification

- a. Passive
- b. Interactive
- c. Active
- d. None of the above

53- The term “manufacturing constant “was first used by

- a. Noam Chomsky
- b. Edward S. Herman
- c. Walter Lippmann
- d. None of the above

54- “Dominant opinion is presented as the only opinion” is a salient feature of the theory of

- a. Spiral of silence
- b. Uses and gratification
- c. Knowledge gap
- d. None of the above

55- The information which appears few days before an important event is called

- a. Background
- b. Follow up
- c. Curtain Raiser
- d. None of the above

56- Citizen journalism is the practice of

- a. preparing stories that will help citizens vote in elections
- b. publishing only those stories that are of interest to politically active citizens
- c. collaborating with nonprofit organizations to prepare news stories

- d. inviting readers and viewers to participate in the creation of news content

57- Critical theory can be defined as

- a. A theoretical approach broadly influenced by Marxist notions of ideology, exploitation, and the economy in understanding and eventually transforming society
- b. A theoretical approach taken by researchers who do not believe that traditional scientific methods hold any value for media studies
- c. A theoretical approach in which the researcher looks for any weaknesses in proposed theories and attempts to debunk them
- d. A hypercritical method to examine the negative repercussions of digital media in our culture and society

58- The originator of the phrase 'press is, the fourth estate' is

- a. North Cliff
- b. Edmund Burke
- c. Lord Macaulay
- d. Rudyard Kipling

59- In -----, the National Assembly enacted the Prevention of Electronic Crimes Act ("PECA") to provide a comprehensive legal framework to define various kinds of electronic crimes

2015

2016

2017

2007

60- Mohammedan Social Reformer was the English Name of:

(a)Muhazzab

(b)Makhzari

(c) Tahzeeb ul Akhlaq

61- Zamindar was launched by:-

- (a) Maulana Zafar Ali Khan
- (b) Maulvi Serajuddin
- (c) Munshi Mahboob Alam.

62- CPNE is the representative body of:

- (a) Editors
- (b) Newspaper owners
- (c) Working journalists

63- Dr. Goebbels is known as father of:

- (a) Advertising
- (b) Public Relation
- (c) Propaganda

64- Which sampling involves picking up of cases that are based on researcher's judgement?

- a. Cluster sampling
- b. Accidental Sampling
- c. Quota Sampling
- d. Purposive Sampling

65. Which one of the following research procedures will fall under positivist approach?

- a. Case study
- b. Experimental study
- c. Ethnographic study
- d. None

66- A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?

- a. Rating Scale
- b. Interview

- c. Questionnaire
- d. Schedule

67- Action-research can be understood as _____

- a. Basic research
- b. a reactive research
- c. a kind of research being carried out to solve a specific problem
- d. all of the above

68- The process in which large media companies purchase smaller media companies is known as:

- a. Monopolization
- b. Commodification
- c. Consolidation
- d. Structuration

69- The dissemination of a belief, doctrine, a cause or information with the intent to mold public opinion is called

- a. semiotics
- b. hypodermic needle model
- c. propaganda
- d. agenda- setting

70- _____ first introduced the approach "Media as Cultural Industry" in his book "Dialectic of Enlightenment".

- a. Max Horkheimer
- b. Manuel Castelle
- c. Maxwell McCombs
- d. Wilbur Schramm

Part 4: Subjective Questions

Q1- Briefly explain the salient features of the frequently employed paradigms in mass communication research. 12.5 Marks

Q2- Discuss the basic postulates of the era of limited effects perspective. 12.5 Marks