

National Testing Agency

Question Paper Name: Media Studies 173 30th May 2019 Shift2 Set1
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Share Answer Key With Delivery Engine: Yes
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Media Studies 173

Group Number : 1
Group Id : 128206206
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

SECTION I

Section Id : 128206350
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 44
Number of Questions to be attempted: 44
Section Marks: 44
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 128206558
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 12820612058 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

William Carey, William Ward, and Joshua Marshman, the pioneers of printing in

India from Serampore were

- (A) Catholic missionaries
- (B) Danish missionaries
- (C) Anglican missionaries
- (D) Baptist missionaries

Options :

12820647663. A

12820647664. B

12820647665. C

12820647666. D

**Question Number : 2 Question Id : 12820612059 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

The name 'Robert Knight' is associated with

- (A) The Tribune
- (B) The Times of India
- (C) The Statesman
- (D) The Hindustan Times

Options :

12820647667. A

12820647668. B

12820647669. C

12820647670. D

**Question Number : 3 Question Id : 12820612060 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

One of the First Urdu papers Jam-e Jahan Numa was brought by

- (A) Harihar Datt
- (B) Rammohun Roy
- (C) Fardunji Marzban
- (D) Sir Syed Ahmad Khan

Options :

12820647671. A

12820647672. B

12820647673. C

12820647674. D

**Question Number : 4 Question Id : 12820612061 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

The press in India derives its freedom as an interpretation of -----of the Constitution

- (A) Article 18(1)
- (B) Article 19(1)(a)
- (C) Article 23
- (D) Article 22

Options :

- 12820647675. A
- 12820647676. B
- 12820647677. C
- 12820647678. D

Question Number : 5 Question Id : 12820612062 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Vividh Bharati channel was introduced in

- (A) 1957
- (B) 1967
- (C) 1987
- (D) 1997

Options :

- 12820647679. A
- 12820647680. B
- 12820647681. C
- 12820647682. D

Question Number : 6 Question Id : 12820612063 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Documentaries of Anand Patwardhan sensitise us to the contemporary times as very few other media does. Select the correct statement

- (A) Jai Bhim Comrade
- (B) Bombay Our City
- (C) Both of them
- (D) None of them

Options :

- 12820647683. A
- 12820647684. B
- 12820647685. C
- 12820647686. D

Question Number : 7 Question Id : 12820612064 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the term comes closest to the concept of 'Mediation'?

- (A) *Madhyavsta*
- (B) *Mādhyam*
- (C) *Madhyamikaya*
- (D) *Madhyavartana*

Options :

- 12820647687. A
- 12820647688. B
- 12820647689. C
- 12820647690. D

Question Number : 8 Question Id : 12820612065 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mohiner Ghoraguli is

- (A) A Bengali band of the 1970s
- (B) A Bengali theatre group of the 1980s
- (C) An Assamese theatre meaning "the lost horses"
- (D) A famous art village near Kolkata

Options :

- 12820647691. A
- 12820647692. B
- 12820647693. C
- 12820647694. D

Question Number : 9 Question Id : 12820612066 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Symbolic anthropology, which talks of symbols constructing public meanings,
is associated with

- (A) Clifford Geertz
- (B) Isaiah Berlin
- (C) James Clifford
- (D) Radcliffe Brown

Options :

- 12820647695. A
- 12820647696. B

12820647697. C

12820647698. D

Question Number : 10 Question Id : 12820612067 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to film theory, the concept of *darshan* is associated with:

- (A) Bhakti
- (B) Gaze
- (C) Movement
- (D) Deification

Options :

12820647699. A

12820647700. B

12820647701. C

12820647702. D

Question Number : 11 Question Id : 12820612068 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Psephology connotes

- (A) Advertisement
- (B) Election studies
- (C) Study of change in human faces
- (D) Study of totalitarian systems

Options :

12820647703. A

12820647704. B

12820647705. C

12820647706. D

Question Number : 12 Question Id : 12820612069 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Reification of goods and things under capitalism is referred as

- (A) False consciousness
- (B) Hyperreality
- (C) Commodity chain
- (D) Commodity Fetishism

Options :

12820647707. A

12820647708. B
12820647709. C
12820647710. D

**Question Number : 13 Question Id : 12820612070 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Which one is not part of the psychoanalysis interpretation?

- (A) Displacement
- (B) Condensation
- (C) Syntagmatic
- (D) Oedipus complex

Options :

12820647711. A
12820647712. B
12820647713. C
12820647714. D

**Question Number : 14 Question Id : 12820612071 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

In the early 19th century Bengal, Rammohun Ray was the editor of

- (A) *Sambad Kaumudi* and *Mirat ul Akhbar*
- (B) *Mirat ul Akhbar* and *Dik Darshan*
- (C) *Chaturvarna* and *Mirat ul Akhbar*
- (D) *Amrita Bazar Patrika* and *Sambad Kaumudi*

Options :

12820647715. A
12820647716. B
12820647717. C
12820647718. D

**Question Number : 15 Question Id : 12820612072 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Media representations in the postmodern situation are defined according to the replacement of the *real*, *referent*, and *signified*, which is called:

- (A) Affective media
- (B) Meta-image
- (C) Visual turn
- (D) Simulation

Options :

- 12820647719. A
- 12820647720. B
- 12820647721. C
- 12820647722. D

Question Number : 16 Question Id : 12820612073 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which statement appropriately describes listing of these scholars together:

Perry Anderson, Romila Thapar, R.S. Sharma, Charles Tilly

- (A) All offer historical materialist interpretation of society
- (B) All have worked on the origins of the State
- (C) All are historians dealing with the Classical period
- (D) All are correct

Options :

- 12820647723. A
- 12820647724. B
- 12820647725. C
- 12820647726. D

Question Number : 17 Question Id : 12820612074 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which reading position is not part of the Encoding/Decoding method?

- (A) Dominant
- (B) Negotiated
- (C) Acculturated
- (D) Oppositional

Options :

- 12820647727. A
- 12820647728. B
- 12820647729. C

12820647730. D

Question Number : 18 Question Id : 12820612075 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

T.S. Ramachandra Rao was the illustrious editor of

- (A) Prajavani
- (B) Dina Malar
- (C) Dina Thanthi
- (D) Janavani

Options :

12820647731. A

12820647732. B

12820647733. C

12820647734. D

Question Number : 19 Question Id : 12820612076 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Heterotopia is a----

- (A) Discursive space
- (B) Pastoral life
- (C) Regimes of truth
- (D) Medieval architectural style

Options :

12820647735. A

12820647736. B

12820647737. C

12820647738. D

Question Number : 20 Question Id : 12820612077 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The code of ethics drawn in 1978 was a form of self-censorship by

- (A) The Indian Languages Newspaper Association
- (B) The Advertising Standards Council of India.
- (C) The All-India Newspaper Editors' Conference
- (D) The Editors' Guild

Options :

12820647739. A

12820647740. B

12820647741. C

12820647742. D

**Question Number : 21 Question Id : 12820612078 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

A paper presented in a conference is accepted by 'peer group' as so radical as to change the way the world is viewed. The new theory according to the definition presented by Thomas Kuhn is

- (A) a new paradigm
- (B) a new vision
- (C) a new ideational universe
- (D) a new normative Universe

Options :

12820647743. A

12820647744. B

12820647745. C

12820647746. D

**Question Number : 22 Question Id : 12820612079 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Which of the following illustrates best the data collection in a qualitative study that focuses on computer-based technology usage?

- (A) Kalyani randomly selects 150 participants to answer a questionnaire on technology.
- (B) Sneha uses test scores on a teacher-made test to assess computer-based technology skills.
- (C) Tinkle interviews children and parents about their used of technology for instruction in the home.
- (D) Jaibir gives teachers an attitude survey on which they report a willingness to use computer technologies in their classrooms.

Options :

12820647747. A

12820647748. B

12820647749. C

12820647750. D

**Question Number : 23 Question Id : 12820612080 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

In grounded theory research, the literature review is conducted

- (A) After some data collection, as needed.
- (B) Primarily to determine whom to sample.
- (C) Prior to generating a hypothesis.
- (D) Prior to generating a research topic.

Options :

- 12820647751. A
- 12820647752. B
- 12820647753. C
- 12820647754. D

Question Number : 24 Question Id : 12820612081 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which is a characteristic of ethnography?

- (A) It is usually conducted in a laboratory or other controlled setting.
- (B) It uses only qualitative data for interpretation.
- (C) It involves intimate, face-to-face data collection.
- (D) It frames human behavior within objective reality.

Options :

- 12820647755. A
- 12820647756. B
- 12820647757. C
- 12820647758. D

Question Number : 25 Question Id : 12820612082 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Kalyani is studying the culture of teashops in the university. She visits the tea shops and observes several times a week at various times for a full year. He interviews the visitors there about their engagement with the shop. He also has sought the help of three workers there to keep a diary regarding their experiences and what they accomplish at the coffee shop. Which of the following most accurately describes this procedure?

- (A) Journalistic Inquiry.
- (B) Literary Inquiry.
- (C) Qualitative Inquiry.
- (D) Interview Inquiry.

Options :

- 12820647759. A
- 12820647760. B
- 12820647761. C
- 12820647762. D

**Question Number : 26 Question Id : 12820612083 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Who is the founder editor of the People Archive of Rural India (PARI)

- (A) Prannoy Roy
- (B) P. Sainath
- (C) Sagarika Ghose
- (D) Khushwant Singh

Options :

- 12820647763. A
- 12820647764. B
- 12820647765. C
- 12820647766. D

**Question Number : 27 Question Id : 12820612084 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Samskara by UR Anantamurthy is a

- (A) Novel translated into English by Girish Karnad
- (B) Drama translated into English by A.K Ramanujam
- (C) Novel translated into English by A.K.Ramanujam
- (D) Novel translated into English by Chandrasekhar Kambhar

Options :

- 12820647767. A
- 12820647768. B
- 12820647769. C
- 12820647770. D

**Question Number : 28 Question Id : 12820612085 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 1 Wrong Marks : 0

Who among the following founded the Gandharva Mahavidyalaya in Lahore in 1939

- (A) Vishnu Narayan Bhatkhande
- (B) Vishnu Digambar Paluskar
- (C) Sardar Dayal Singh Majithia
- (D) Sir Ganga Ram

Options :

12820647771. A

12820647772. B

12820647773. C

12820647774. D

Question Number : 29 Question Id : 12820612086 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A Southern Music: The Karnatik Story is a

- (A) Dance drama is written by Rukminidevi Arundale
- (B) A historical play written and directed by T.M. Krishna
- (C) An exhibition curated by T.M. Krishna
- (D) A book authored by T.M. Krishna

Options :

12820647775. A

12820647776. B

12820647777. C

12820647778. D

Question Number : 30 Question Id : 12820612087 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mohan Rakesh, Kamleswar and Rajendra Yadav are

- (A) Characters in the serial written by Murli Shyam Joshi
- (B) Three pioneers in the *Naya* theatre in Hindi
- (C) The three successive editors of the magazine Hans
- (D) Three pioneers of *Nayi Kahani* phase in Hindi literature

Options :

12820647779. A

12820647780. B

12820647781. C

12820647782. D

Question Number : 31 Question Id : 12820612088 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which art form is wrongly included in the list?

- (A) Tenkutittu
- (B) Badagutittu
- (C) Alarippu
- (D) Moodalopaya

Options :

- 12820647783. A
- 12820647784. B
- 12820647785. C
- 12820647786. D

Question Number : 32 Question Id : 12820612089 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mainly critics, essayists and poets, the Satyabadi group led the social, cultural and political consciousness in the early part of 20th century in which province of British India

- (A) Odisha
- (B) Bengal
- (C) Bihar
- (D) Assam

Options :

- 12820647787. A
- 12820647788. B
- 12820647789. C
- 12820647790. D

Question Number : 33 Question Id : 12820612090 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is accorded a classical status

- (A) Theyyam
- (B) Chhau
- (C) Kuchipudi
- (D) Bihu

Options :

- 12820647791. A
- 12820647792. B
- 12820647793. C
- 12820647794. D

Question Number : 34 Question Id : 12820612091 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The documentary film 'Red Ant Dream' is directed by

- (A) Nishtha Jain
- (B) Sanjay Kak
- (C) Anand Patwardhan
- (D) Paromita Vohra

Options :

- 12820647795. A
- 12820647796. B
- 12820647797. C
- 12820647798. D

Question Number : 35 Question Id : 12820612092 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who wrote *A Fly in the Curry: Independent Documentary Film in India*?

- (A) Srirupa Roy
- (B) K. P. Jayasankar & Anjali Monteiro
- (C) Giulia Battaglia
- (D) Shoma A. Chatterji

Options :

- 12820647799. A
- 12820647800. B
- 12820647801. C
- 12820647802. D

Question Number : 36 Question Id : 12820612093 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Internet was introduced in India by

- (A) BSNL
- (B) MTNL
- (C) Airtel
- (D) VSNL

Options :

- 12820647803. A
- 12820647804. B
- 12820647805. C
- 12820647806. D

Question Number : 37 Question Id : 12820612094 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

FM Radio was first introduced by AIR in 1972 at

- (A) Madras
- (B) Bombay
- (C) Delhi
- (D) Calcutta

Options :

- 12820647807. A
- 12820647808. B
- 12820647809. C
- 12820647810. D

Question Number : 38 Question Id : 12820612095 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who coined the notion "structure of feeling"?

- (A) Richard Hoggart
- (B) Stuart Hall
- (C) Raymond Williams
- (D) Pierre Bourdieu

Options :

- 12820647811. A
- 12820647812. B
- 12820647813. C
- 12820647814. D

Question Number : 39 Question Id : 12820612096 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who among the following is not a philosopher of 'social contract'?

- (A) Thomas Hobbes
- (B) John Lock
- (C) J.J Rousseau
- (D) Isaiah Berlin

Options :

- 12820647815. A
- 12820647816. B
- 12820647817. C
- 12820647818. D

Question Number : 40 Question Id : 12820612097 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

‘Common man’ is the famous cartoon character created by

- (A) Sudhir Dhar
- (B) R. K. Laxman
- (C) Shankar
- (D) P Unni

Options :

- 12820647819. A
- 12820647820. B
- 12820647821. C
- 12820647822. D

Question Number : 41 Question Id : 12820612098 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

I am a Troll is a book on social media and politics written by

- (A) Saba Naqvi
- (B) Swati Chaturvedi
- (C) Rana Ayyub
- (D) Sanjay Mohan

Options :

- 12820647823. A
- 12820647824. B
- 12820647825. C
- 12820647826. D

Question Number : 42 Question Id : 12820612099 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Licensing to import colour television was liberalized during the Asian Games
of

- (A) 1951
- (B) 1974
- (C) 1982
- (D) 1986

Options :

- 12820647827. A
- 12820647828. B
- 12820647829. C
- 12820647830. D

Question Number : 43 Question Id : 12820612100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Novy Kapadia is associated with which of the following forms of Journalism

- (A) Sports
- (B) Film
- (C) Fashion
- (D) Crime

Options :

12820647831. A

12820647832. B

12820647833. C

12820647834. D

Question Number : 44 Question Id : 12820612101 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who coined the term 'manufacturing consent'- efforts by the powers to create a popular opinion on some theme or issue?

- (A) Walter Lippmann
- (B) Friedrich Schiller
- (C) Noam Chomsky
- (D) Jürgen Habermas

Options :

12820647835. A

12820647836. B

12820647837. C

12820647838. D

SECTION II

Section Id :	128206351
Section Number :	2
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	20
Number of Questions to be attempted:	20
Section Marks:	40
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number:	1
Sub-Section Id:	128206559
Question Shuffling Allowed :	Yes

Question Number : 45 Question Id : 12820612102 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who has pioneered the idea of Network Society

- (A) Manuel Castells
- (B) Sergei Manuela
- (C) David Harvey
- (D) Raka Shome

Options :

12820647839. A

12820647840. B

12820647841. C

12820647842. D

Question Number : 46 Question Id : 12820612103 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Match the following

- | | | | |
|---|----------------|---|-------------------|
| a | Mediascape | 1 | Louis Althusser |
| b | Split Public | 2 | Arjun Appadurai |
| c | Simulacra | 3 | Aravind Rajagopal |
| d | Interpellation | 4 | Baudrillard |

Answer Codes:

- | | a | b | c | d |
|-----|---|---|---|---|
| (A) | 2 | 1 | 4 | 3 |
| (B) | 4 | 3 | 2 | 1 |
| (C) | 2 | 3 | 4 | 1 |
| (D) | 3 | 1 | 4 | 2 |

Options :

12820647843. A

12820647844. B

12820647845. C

12820647846. D

Question Number : 47 Question Id : 12820612104 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The -----assumes that any observed differences are likely to be due to *chance*, not to 'bias' or to any other deliberate or intentional process.

- (A) Null Hypothesis
- (B) Hypothesis
- (C) Research Question
- (D) Research Method

Options :

- 12820647847. A
- 12820647848. B
- 12820647849. C
- 12820647850. D

Question Number : 48 Question Id : 12820612105 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Match the following

a	Stuart Hall	1	Connotation
b	Roland Barthes	2	Panopticism
c	Jacques Lacan	3	Encoding/Decoding
d	Michel Foucault	4	Mirror stage

Answer Codes:

	a	b	c	d
(A)	2	1	4	3
(B)	4	1	2	3
(C)	3	1	2	4
(D)	3	1	4	2

Options :

- 12820647851. A
- 12820647852. B
- 12820647853. C
- 12820647854. D

Question Number : 49 Question Id : 12820612106 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Match the following

a	Bengal Gazette	1	Times of India
b	Pre-independence newspaper	2	Oldest surviving newspaper of India
c	Bombay Samachar	3	First newspaper of India
d	Bennett and Coleman	4	Bengal Gazette

Answer Codes:

	a	b	c	d
(A)	3	4	2	1
(B)	3	1	4	2
(C)	4	1	2	3
(D)	3	4	1	2

Options :

- 12820647855. A
- 12820647856. B
- 12820647857. C
- 12820647858. D

Question Number : 50 Question Id : 12820612107 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which of the following is not correctly matched?

(A)	Mathrubhoomi	Malayalam
(B)	Dina Thanthi	Tamil
(C)	Dharitri	Odia
(D)	Jagbani	Assamese

Options :

- 12820647859. A
- 12820647860. B
- 12820647861. C
- 12820647862. D

Question Number : 51 Question Id : 12820612108 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Dhvani Theory in Indian Aesthetics is credited to

- (A) Anandavardhana
- (B) Vigrahasena
- (C) Bharata
- (D) Kalidas

Options :

- 12820647863. A
- 12820647864. B
- 12820647865. C
- 12820647866. D

Question Number : 52 Question Id : 12820612109 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is not correctly matched?

- (A) *Media & Modernity* : Robin Jeffery
- (B) *India on Television* : Nalin Mehta
- (C) *Politics After Television* : Aravind Rajagopal
- (D) *Through the Magic Window:* : Abhijit Roy
Television and change in India

Options :

- 12820647867. A
- 12820647868. B
- 12820647869. C
- 12820647870. D

Question Number : 53 Question Id : 12820612110 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is not correctly matched?

- (A) *Ideology of the Hindi Film* : Madhava Prasad
- (B) *The Melodramatic Public* : Ravi Vasudevan
- (C) *Bombay Cinema: An Archive of the City* : Ashish Rajadhyaksha
- (D) *Politics and Performance: A Social* : S.V Srinivas
History of the Telugu Cinema

Options :

- 12820647871. A
- 12820647872. B
- 12820647873. C

12820647874. D

Question Number : 54 Question Id : 12820612111 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Match the following

a	Roland Barthes	1	<i>On Photography</i>
b	Susan Sontag:	2	<i>Ways of Seeing</i>
c	Christopher Pinney	3	<i>Camera Lucida</i>
d	John Berger	4	<i>Camera Indica</i>

Answer Codes:

	a	b	c	d
(A)	4	3	1	2
(B)	2	4	3	1
(C)	3	1	4	2
(D)	3	4	1	2

Options :

12820647875. A

12820647876. B

12820647877. C

12820647878. D

Question Number : 55 Question Id : 12820612112 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Among the following, who is not primarily a professional photographer?

- (A) Raja Deen Dayal
- (B) Raghu Rai
- (C) Christopher Pinney
- (D) Sunil Janah

Options :

12820647879. A

12820647880. B

12820647881. C

12820647882. D

Question Number : 56 Question Id : 12820612113 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is not a principle New Media discussed by Lev Manovich?

- (A) Modularity
- (B) Automation
- (C) Transcoding
- (D) Embodying

Options :

12820647883. A

12820647884. B

12820647885. C

12820647886. D

Question Number : 57 Question Id : 12820612114 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

‘Imagined political community’ of the nation is made possible through

- (A) Cultural capital
- (B) Print capital
- (C) Symbolic capital
- (D) Economic capital

Options :

12820647887. A

12820647888. B

12820647889. C

12820647890. D

Question Number : 58 Question Id : 12820612115 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which among the following statements regarding the examples of media convergence is/are correct?

- a. Media convergence can lead to media folly
- b. Convergence is an endpoint rather than a process.
- c. Media Convergence is the merging of television and the print medium
- d. Cellphones, Smartphones, Video games, and Video texts are examples of media convergence

Answer Codes

(A) a & b

(B) a & c

(C) c & d

(D) a & d

Options :

12820647891. A

12820647892. B

12820647893. C

12820647894. D

Question Number : 59 Question Id : 12820612116 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who is the author of 'Technologies of Freedom'?

(A) Ithiel de Sola Pool

(B) Fredric Jameson

(C) Paul Bowman

(D) David Morgan

Options :

12820647895. A

12820647896. B

12820647897. C

12820647898. D

Question Number : 60 Question Id : 12820612117 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is not correctly matched?

- (A) Geeta Kapur : *When was Modernism; Essays on contemporary cultural practices in India*
- (B) Tapati Guha Takurta : *The 'Making of a New 'Indian' Art*
- (C) Anuradha Kapur : *The Triumph of Modernism: India's Artists and the Avant-garde, 1922-47*
- (D) Partha Mitter : *Much Maligned Monsters: History of European Reactions to Indian Art*

Options :

12820647899. A

12820647900. B

12820647901. C

12820647902. D

Question Number : 61 Question Id : 12820612118 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which founder and newspaper are wrongly matched?

- (A) Mohammed Ali Jinnah : *Qaumi Awaj*
- (B) M.K Gandhi : *Young India*
- (C) Jawaharlal Nehru : *National Herald*
- (D) Madan Mohan Malviya : *Leader*

Options :

12820647903. A

12820647904. B

12820647905. C

12820647906. D

Question Number : 62 Question Id : 12820612119 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which one of the following is not correctly matched?

- (A) Ravish Kumar : *NDTV India*
- (B) Barka Dutta : *Zee TV*
- (C) Rajdeep Sardesai : *India Today*
- (D) Arnab Goswami : *Republic TV*

Options :

12820647907. A

12820647908. B

12820647909. C

12820647910. D

Question Number : 63 Question Id : 12820612120 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which among the following is not an exclusively online news portal?

(A) The Caravan

(B) The Print

(C) The Quint

(D) The Wire

Options :

12820647911. A

12820647912. B

12820647913. C

12820647914. D

Question Number : 64 Question Id : 12820612121 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

"You Press the Button; We Do the Rest" was an advertising slogan coined by
George Eastman, for-----

(A) Sony

(B) Nikon

(C) Canon

(D) Kodak

Options :

12820647915. A

12820647916. B

12820647917. C

12820647918. D

SECTION III

Section Id :	128206352
Section Number :	3
Section type :	Online
Mandatory or Optional:	Mandatory
Number of Questions:	3
Number of Questions to be attempted:	3
Section Marks:	16
Display Number Panel:	Yes
Group All Questions:	No

Sub-Section Number: 1
Sub-Section Id: 128206560
Question Shuffling Allowed : Yes

Question Id : 12820612122 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No

Question Numbers : (65 to 67)

Question Label : Comprehension

His views on literary criticism are scattered in his essays in such collections as *Ashok Ke Phool*, *Kalpa Lata*, *Vichar a Vitark*, *Vichar-pravaha*, *Sahitya ka marma*, *Kutaja* and *Sahi ka Sathi*. More important is his contribution in the field of applied criticism. *Sur Sahitya*, *Hindi Sahitya ki bhumi Kabir*, *Nath Sampradaya*, *Hindi Sahitya ka adi kala*, *Hi Sahitya: Udbhava aur Vikas* and *Madhya Kalin Dharm sadhana* are monumental works providing standing testimony to his profound learning, penetrating insight and deep appreciation of our glorious cultural heritage. Each one of these books bears him out as a great explorer and exponent. His enthusiasm for research, ably supported by his unique capacity and equipment for the same, has yielded rich harvests. His contribution in this direction has been mainly two-fold. First, by linking successfully environment with tradition, he has been able to explain with a much greater degree of cogency and reason the rise and growth of the chief literary movements in Hindi literature. Secondly, he has successfully explained and brought to limelight some of the neglected spots in Hindi literature. While his *Nath Sampradaya* and *Madhya Kalin Dharmasadhana* have sought to fill up lacunae, his other works have endeavored to change fundamentally many of the obstinately held literary opinions. For instance, it is no longer necessary to share the doubts, misgivings and curiosity of Dr. Grierson at the sudden (?) rise of the Bhakti-Kavya in the 15th century. Nor the factors of Islam and Christianity, individually or collectively, be held totally responsible for this altogether offspring of Islam or that the Doha-chaupayi style of the Sufi poets is their own innovation. A close study of the poetry of the Siddhas and the Nath-panthis would negate both. In this way Dr. Dwivedi, by virtue of his deep appreciation of the Prakrit and Apabhramsha literature has been able to blow away many of the musty cobwebs of Hindi literature.

(Indian Literature, Vol. 11, No. 3 (July-September 1968), pp. 57-8)

Sub questions

Question Number : 65 Question Id : 12820612123 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who is the person being talked about here

- (A) Acharya Hazari Prasad Dwivedi
- (B) Acharya Mahavir Dwivedy
- (C) Dr. Chandra Prakash Dwiwedy
- (D) Mr. Surendra Nath dvivedy

Options :

- 12820647919. A
- 12820647920. B
- 12820647921. C
- 12820647922. D

Question Number : 66 Question Id : 12820612124 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Till intervention of this thinker, origins of Bhakti Kavya (poetics), was thought in terms of

- (A) Extraneously influenced
- (B) Autochthonous
- (C) Syncretic
- (D) All of them

Options :

- 12820647923. A
- 12820647924. B
- 12820647925. C
- 12820647926. D

Question Number : 67 Question Id : 12820612125 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

What approach, in the light of this passage, must seem to be the most appropriate, has helped the thinker to 'remove many musty cobwebs'

- (A) Approaching data from the methods of Comparative literature
- (B) A historical study of contemporary Hindi literature
- (C) Deep philological approach
- (D) All of above

Options :

- 12820647927. A
- 12820647928. B
- 12820647929. C
- 12820647930. D

Sub-Section Number: 2
Sub-Section Id: 128206561
Question Shuffling Allowed : Yes

Question Id : 12820612126 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No

Question Numbers : (68 to 69)

Question Label : Comprehension

The global electronics production is estimated to be USD 1,740 Billion in 2017, growing at a CAGR of 5%. Indian electronics hardware production has increased from INR 1,90,366 crore in 2014-15 to an estimated INR 3,87,525 crore (~USD 59 Billion) in 2017-18, registering a Compound Annual Growth Rate (CAGR) of 26.7%, as against a growth rate of 5.5% in 2014-15. India's share in the global hardware electronics production is 3.4%. The share of domestic electronics production in India's GDP is 2.3%. The import of electronic goods was of the order of USD 53 Billion in 2017-18. With the demand for electronics hardware expected to rise rapidly to about USD 400 Billion by 2023-24, India cannot afford to bear a huge foreign exchange outgo on the import of electronics alone. Therefore, promoting domestic electronics hardware manufacturing, with high-value addition is of critical importance. (National Policy on Electronics 2018 (NPE 2018))

Sub questions

Question Number : 68 Question Id : 12820612127 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical Correct Marks : 2 Wrong Marks : 0

What is the Global electronic Hardware production in 2017

- (A) 1,740 USD Billion
- (B) INR 1,90,366 crore
- (C) Exact Information is not available
- (D) All are correct

Options :

- 12820647931. A
- 12820647932. B
- 12820647933. C
- 12820647934. D

Question Number : 69 Question Id : 12820612128 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical Correct Marks : 2 Wrong Marks : 0

What is the compound growth rate in 2014-'15 is

- (A) 5.5%
- (B) 5.6%
- (C) Data is not available
- (D) 65%

Options :

12820647935. A

12820647936. B

12820647937. C

12820647938. D

Sub-Section Number:	3
Sub-Section Id:	128206562
Question Shuffling Allowed :	Yes

Question Id : 12820612129 Question Type : COMPREHENSION Sub Question Shuffling Allowed : Yes Group Comprehension Questions : No

Question Numbers : (70 to 72)

Question Label : Comprehension

Reliance Jio and SBI have partnered to launch SBI Yono, an Omnichannel platform that will offer digital banking, commerce and financial superstore services to customers. Yono's financial services will be enabled through the MyJio platform. Jio Prime will offer exclusive deals from Reliance Retail, Jio, partner brands and merchants. In addition, SBI customers can avail additional opportunities to earn loyalty reward.

“The scale of the SBI customer base is unmatched globally. Jio is committed to using its superior network and platforms combined with the Retail ecosystem to accelerate digital adoption serving all the needs for SBI's and Jio's customers,” Mukesh D. Ambani, Chairman, Reliance Industries Limited said in a statement. (Indian Express, 4th August 2018)

Sub questions

Question Number : 70 Question Id : 12820612130 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

What will be the most appropriate method of research relating to the media relationship in this case

- (A) Content Analysis
- (B) Political economy method
- (C) Economic modeling
- (D) All the above

Options :

- 12820647939. A
- 12820647940. B
- 12820647941. C
- 12820647942. D

Question Number : 71 Question Id : 12820612131 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Coming together of such large companies inside media infrastructure is referred to as

- (A) Military industrial complex
- (B) Media-industrial complex
- (C) Media monopolies
- (D) Media-politics-economy concentration

Options :

- 12820647943. A
- 12820647944. B
- 12820647945. C
- 12820647946. D

Question Number : 72 Question Id : 12820612132 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In terms of historical analysis, the alliance indicate

- (A) Media state cooperation
- (B) Expansion of financial capital
- (C) Corporatisation
- (D) Media monopoly

Options :

- 12820647947. A
- 12820647948. B
- 12820647949. C
- 12820647950. D