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## INDIAN INSTITUTE OF MASS COMMUNICATION (Entrance Examination)

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## **PREFACE**

This book is an offering to students preparing for entrance exams in Mass Communication and Journalism/Advertising and Public Relations. The questions and issues in this book have been dealt with in a pattern similar to questions asked during entrance exams held by Indian Institute of Mass Communication. The introduction page shall help the students to meander through the book and learn new things.

The material for the book was culled from various libraries. Sincere thanks to all near and dear ones for their timely and unconditional support.

The major credit for the book goes to Mr. Sanjay Nanda, Publisher of this book, who concieved the idea and chalked out a sketch for the book.

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## INTRODUCTION

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This book has been created to cater to students appearing in the entrance tests for courses like Mass Communication and Journalism, Advertising and Public Relations and radio and TV Journalism. These tests held by the Indian Institute of Mass Communication. The paper normally contains four questions that seek subjective answers of approximately 200 words each and a question that asks for about 10 newsmakers (requiring a 20-word detail about each one of these newsmakers). Also, there are objective type questions on abbreviations, books and authors, quotations and media taglines. Internal choice is given only in the first four subjective type questions.

Subjective questions are usually on current affairs or on a media-related issue that was in news recently. These questions are crafted to evaluate the student's awareness of the happenings around the world and to test their analytical skills. Candidates are, therefore, encouraged to keep track of the latest in news. They must read this book and solve all of its MCQs on their own. The material covered in the book is exhaustive and it certainly shall serve as a starting point for all aspirants.

For the convenience of our valued readers, this book has been divided into different sections. Part I deals with subjective type questions. It contains issues varying from current affairs to media issues. The approximate length of an answer has been kept close to 200. However, in certain cases, this word limit has been crossed in order to make the candidate familiar with the back-

ground of the issue. This extra material would help him prepare more easily for the competitive examination. Part II highlights important concepts. Sometimes, questions based on definitions are asked in the examination and keeping this fact in view, this section has been designed. These concepts range from common government terms to specialized media terminology. Part III is about people in news. They could be in news for various reasons. A separate list has been prepared for the Indian people and foreigners who are in news. Part IV has multiple choice questions based on journalism, media, radio and TV and mass communication. This Part has been designed to help students memorize certain journalistic concepts. However, the IIMC examination usually poses the same questions in an open-ended format, in the same way in which journalism terms are explained in Part II. But Part IV also contains questions on who's who of media. Hence, students must read it.

Part V encapsulates general awareness in multiple choice questions. Questions from daily news have been included; they give minute details of current issues.

Part VI is aimed at providing reference material. Hence, it has been divided into various subsections. They cover quotations, catchlines, TV programmes and their hosts, columns and columnists, editors, books and authors, abbreviations, awards, important operations, etc.

In the end, solved sample papers have been given for the convenience of all students.

**Indian Institute of Mass Communication  
Post Graduate Diploma in Advertising & Public Relations  
Entrance Examination (2015-2016)**

**31 May2015  
Maximum Mark 85  
Time: 02 Hours**

**Q: “A glass half-full of versus a glass half-empty.” Critically expound.**

Optimistic persons are those that think positively about life, its processes, and the future of the world and the euphoria of their families. They always try to find a loose thread from the labyrinth of desperation and try to weave a fabric of success with the help of that very thread. In so doing, the labyrinth becomes a medium of their success. When a person intends to do something favourable to himself or herself, his or her society and the world at large, the powers of the universe unite to help him. Thus, an optimistic person has to succeed, come what may! He says, “The water tumbler is always half full, the rest half would be full soon!” On the contrary, pessimistic persons are those that think negatively about life, its processes, the future of the world and their families. They try to escape their duties and responsibilities. They think that world would end soon and that their future is dark, just like coal. They hope that they would not succeed, for they had faced a string of failures in a row. They feel dejected, out of sync with every task and gloomy from the cores of their hearts. Thus, problems multiply for them, for they face economic, moral, social and political losses, much to their chagrin. God Almighty is also bewildered, for He must have planned something bigger for the person in question after his unsuccessful bout in the present round of failures. A pessimistic person says he is a loser

even before he has been knocked out of the bout of life. His education, training, parents and friends are squarely responsible for his fiasco. He takes to drugs and alcohol in most cases. Losses in business wreak havoc on him but no one helps him. He loses jobs quite often and is to be able to focus on his work, despite the fact that he was a very fine worker not so long ago. Such a person says, “The water tumbler is half empty, it would be emptied soon!” There are 68 emotions man can feel and express. Desperation and pessimism emanate out of negative emotions. These traits are part of every personality. Thus, we cannot expect any person to be fully optimistic or fully pessimistic. Circumstances, educational background, family credentials, experience and friendship circles mould a person’s personality. Thus, he may behave as an optimistic being on some occasions and a fully pessimistic being on some others. Personality development is the latest buzz for studying the success and failure rates of man, it is very much important to know that a person may be optimistic on some issues and pessimistic on some others. There are no extremes of pessimist or optimist at one instant of time. Rather, there is a mixed bag of optimistic and pessimistic orientations in the conscious mind of every person. The relative percentage of optimistic orientation or pessimistic orientation is decided by the circumstances, person’s academic background, history, and health status, family’s devotion towards a family god or religion and

influences of peers. Our study on these two personality traits brings us to a vital question—can extreme optimism or pessimist be harmful to individual? A very happy person may cross all limits of happiness and hurt himself or those around him. Recently, a man fired two or three bullets during the course of a marriage and killed at least one person. This optimism—that he was a happy man who could celebrate a marriage by firing shots in the air—cost him dearly. Similarly, a family committed suicide because the head of the family had suffered loss in business. We hear about such incidents quite often. We always float in a sea of despair and hope. We must not lose hope at any point of time. Lord tests our patience when He gives us pain and tests of various genres. If we trust Him and do our duty with efficiency and dedication, He helps us come out of any type of crisis. Hence, we conclude that pessimism must be eschewed in all walks of life and that optimism should be adopted as the policy for working and succeeding. Thus, a glass half full of water is always better than a glass that is half-empty. Focus on the water that is present in the glass, not on the empty part of the glass.

**Q: Create a radio script for a 30-second ad on “Safe Streets for Women.” Indicate in three to four lines who are the target audience of your ad and why you think your ad will work on them.**

Safe Streets for Women Background Voices: A man calling a girl, “Hello Miss! May I accompany you to the coffee cafe?”

The girl replies, “No thanks! And if you keep following me, I may have to call up 100. Now, please get out of my way.”

Radio Commentary (male voice): India is a country that has always respected and revered woman since times immemorial. But

it is sad to note that many of us do not respect them even as they walk down the streets and by-lanes of our cities, towns and villages. Learn to respect them if you want your mothers, sisters and other women folk of your families to be respected.

**Radio Commentary (female voice):** These women and young girls also belong to decent families and have the right to live with dignity. If you snatch away this right of the fairer gender, you may be nabbed by the police and eventually land up in jail. The long arm of the law would catch up with you sooner or later.

**Radio commentary (male and female voices):** Issued in public interest by Radio Wonder, 154.6 FM, committed to the protection of women.

**Target Audience of This Ad:** The targeted audience of this ad is the youth of the country whose age bracket is between 15 years to 35 years. That is because these are the people who are likely to indulge in eve teasing and molestation cases. If they are brought to book by the law, other age groups of men would automatically learn their lessons.

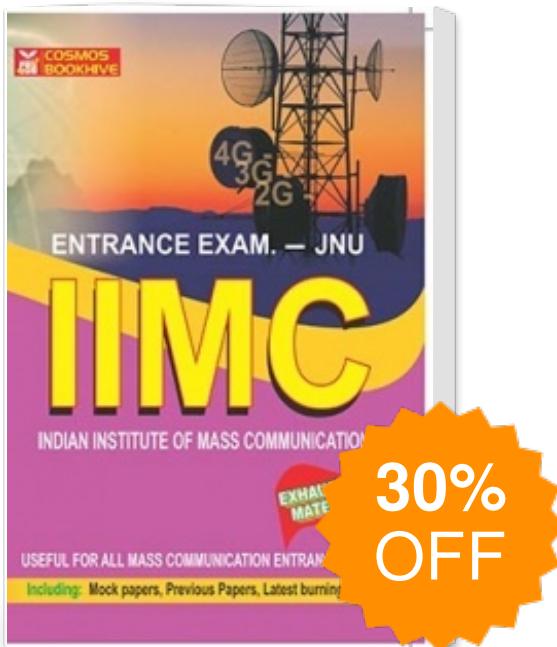
**Why This Ad Would Work on Them:** This ad would have a punitive impact on them. The infatuation of boys and men for women going down streets is not a new phenomenon. If they listen to this ad on radio, they would hear phrases like police, jail and long arm of the law. Everyone is fearful of punishment and jail. Thus, this ad would act as a deterrent for these offending people.

**Q: Which is your favourite prime time television news programme and why is it so? Explain, giving reasons on the parameters of the content, credibility and news anchor’s persona and abilities.**

### **Introduction**

My favourite TV channel is Rajya Sabha TV. My favourite TV programme on his channel

# Indian Institute of Mass Communication (IIMC) Entrance Exam



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