

Department of Media & Communication Studies
Savitribai Phule Pune University

Entrance Examination for
M.Sc. in Media and Communication Studies: June 2017

Date: 25th June 2017

Time: 10.30 am- 02.30 pm

Total Duration: 4 hrs (Sec A: 50 Min- Break- 10 Min- Sec B: 3 hours)

Seat Number: _____

Student's Name: _____

(As indicated in the form)

Category: A) Open B) Reserved *(from Maharashtra)*
(Please encircle)

University: 1) Savitribai Phule Pune University (SPPU)

(Please encircle) 2) Out of SPPU but within Maharashtra (name of the University):

3) University out of Maharashtra (name of the University):

Student's Signature : _____

Invigilator's Signature : _____

For Office Use Only:.....

Written Exam: **Sec A:** _____ out of 50 **Sec B:** _____ out of 100

Total Marks : _____ out of 150

Instructions

1. There are TWO sections in this written test. Each section is separately timed. Students shall receive 50 minutes for solving Section A whereas for Section B they shall receive 3 hrs. You will be given Section B only when the allotted time for Section A is over.
2. A warning bell will be given ten minutes before the scheduled closing time for each section.
3. Calculators, digital diaries, watches with calculators, log books and similar material are not allowed inside the examination hall.
4. Please switch off your mobile phones in the examination hall.
5. Answers that are cancelled and rewritten in Section A will not be considered.
6. Section A has no separate answer sheet. Please write your answers in the booklet itself.
7. Section B should be answered on a separate answer sheet.
8. Before you start writing the paper, check your name, serial number, category and the name of the University of your Graduation.

All the best.....

Department of Media & Communication Studies

Savitribai Phule Pune University

Entrance Examination for M.Sc. in Media and Communication Studies (2017-19)

Section A


Time: 50 min.

Marks: 50

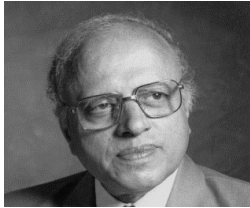
Note:1) Write the answers on *this* booklet only.

2) **No** negative marks

3) All questions carry *equal* marks.

1. _____ , a short film produced by Department of Media & Communication Studies of Savitribai Phule Pune University, won two prestigious awards this year- Best exploration/adventure film at 64th National Award and Best non-fiction short film at _____.
2. The longest river bridge in India, which was inaugurated recently connects Assam with _____ and spans river _____ , an important tributary of Brahmaputra.
3. _____, an e-commerce company from _____ (name of the country) is the biggest financial stakeholder in Indian electronic payment and e-commerce company Paytm.
4. American President Donald Trump decided recently to withdraw United States' membership from _____ Agreement which aims to cut down _____ gas emission.
5. Identify the Indian state shown below:


6. After demonetization in India last year, governments in two more countries _____ and _____ also took similar decision.
7. Identify the wrong pair of book and the author from the following: _____
 (a) Pinjar- Amrita Pritam (b) Flood of Fire- Amitav Ghosh
 (c) Blue Umbrella- Vikram Seth (d) Capitalism: A ghost story- Arundhati Roy
8. Identify the Taglines of the following
 (a) 'Think different': _____
 (b) Yah Kriyavan Sah Panditah (य क्रियावान स पण्डितः)- _____

9. _____ a famous English rock band formed in Manchester was heavily influenced by the music of well-known Indian Sitar maestro _____
10. _____, which in Farsi (Persian) means 'foremost or leader', was a designation or title equivalent to 'Prime Minister' in the Maratha empire during the 18th century.
11. Women's singles title at French Open 2017 was won by _____ from _____ . (country)
12. Write the famous pen-names of the following writers:
 a) Vishnu Vaman Shirwadkar: _____
 b) Dhanpat Rai Shrivastav: _____.
13. Arrange the following Yugas in chronological order as described in Hindu mythology
 (a) Kaliyug (b) Dwaparyug (c) Tretayug (d) Satyug : _____
14. Identify the correct pair of traditional dance and its state of origin: _____
 (a) Bharatanatyam- Andhra Pradesh (b) Kuchipudi- Tamil Nadu
 (c) Sattriya- Assam (d) Mohinyattam- Manipur
15. Controversial film 'Lipstick Under My Burkha' directed by _____ & produced by _____ is due for release now after a fight with Central Board of Film Certification.
16. As a part of anti-terrorism preparations, Indian Army recently held a joint army training exercise 'Hand in Hand 2016' in Pune with _____ army.
17. Identify the following personality and his field of contribution:
 _____
18. The controversial bull-taming sport _____ is practiced in _____.
 (name of Indian state)
19. Arnab Goswami, who used to be the Editor in Chief of _____ till November 2017 cofounded a new news channel called _____ in May this year.
20. In the French Presidential elections held this year, _____ succeeded _____ .

21. Last year, international group of investigative journalists published a series of news stories about suspicious financial transactions of several world leaders based on millions of leaked documents. These papers are collectively called as _____ .
22. Arrange the following state in the chronological order of the year when they became part of Independent India.: (write only indicator alphabets) : _____
 (a) Jammu & Kashmir (b) Hyderabad (c) Goa (d) Sikkim
23. _____ (name of person) of _____ (name of country) retired from active career in sports after winning the 5 gold medals at the Rio Olympics making him the most decorated Olympian ever with a total of 23 Gold medals.
24. _____ disease a mosquito-borne infection that was found mostly in narrow equatorial belt of Africa later spread to over 20 countries in the Americas and was recently reported to have been also detected in three cases from _____ (name of city) in India.
25. Mobile game _____ set five world records including the highest revenue grosser and most downloaded game in the first month of the launch. The game uses _____ facility in the mobile for geographical coordinates.
26. Identify Government entity which the following logo: _____



27. Interestingly, noted actor in Hindi commercial and parallel cinema _____ made his debut in mainstream film genre with a Marathi film Ghashiram Kotwal based on the novel written by _____.
28. _____ , a village in _____ district of Maharashtra triggered the farm waiver loan stir in the state when the farmers of the village decided to go on strike for their demands making it the first of its kind strike in the country.
29. From the following set, identify a correct pair of film and the real-life incident on which the film is based- _____
 F. H. Nariman Case, Neerja, Air India 182- Kanishk Case, Airlift, Mathunny Mathew's Heroic Efforts, Rustom :
30. Besides Christians, Jerusalem is also a holy place for _____ and _____ (religious followers).

31. In the context of Indian space programme give full form of the following:

GSLV: _____

32. The video-streaming service market in India is witnessing high activity since two global players _____ and _____ were launched in India last year.

33. _____ has largest Muslim population in the world followed by _____.

34. Actor _____ who made his debut with “Mann Ka Meet” went on to become a celebrated Hero of Hindi films in 1970s and 1980s. He also represented _____ (political party) in Parliament.

35. Identify the dark shaded country from the map



: _____

36. _____ became the last Minister to present the _____ budget as the central Government merged it with the main budget this year, ending a 92-year old British-era practice.

37. Identify the incorrect pair from the following: _____

- (a) Entertainment ke liye kuch bhi karega - Sony TV (b) Dance India Dance – Zee TV
(c) India Poochega: Sabse Shaana Kaun? – Star Plus (d) The Bachelorette India – Life ok

38. GST, which stands for _____, is an indirect tax throughout India to replace taxes levied by the central and state governments and it is expected to be applicable from _____ (date), 2017.

39. Identify two media regulatory bodies in India from the following: _____

- (a) CBFC (b) AICTE (c) NBSA (d) IRDA

40. Write down the names of all planets between the Sun and Jupiter in our solar system:

41. Associate the decade in which the following media related developments took place in India:

a) Beginning of public access to Internet in India: _____

b) Introduction of colour TV and rapid expansion of its terrestrial network: _____

42. Identify the following freedom fighters with the political organisation they were a founder member of: (a) Wyomesh Chandra Banerjee: _____
(b) Subhash Chandra Bose: _____
43. According to Indian Christian traditions, the Apostle _____ arrived in _____ (name of state) as early as AD 52.
44. Arrange the following memory units of computers in the descending order: _____
(a) megabyte (b) gigabyte (c) Terabyte (d) Petabyte
45. Identify the following programmes with their radio stations:
(a) Purani Jeans: _____
(b) Hawa Mahal: _____
46. Two veteran editors passed away recently. Write the names of newspaper they edited last.-
(a) Govind Talwalkar: _____
(b) Cho Ramaswami: _____
47. The gulf between those who have access to computer and Internet and those who do not, is typically called as _____.
48. If each side of a square is increased by 25%, find the percentage change in its area?

49. A is B's sister. C is B's mother. D is C's father. E is D's mother. Then, how is A related to D?

50. Arrange the following steps in a proper chronological sequence in order to have a meaningful communicative event. (write only indicator alphabets): _____
(a) Introduction (b) Discussion (c) Arrival (d) Presentation (e) Recommendation
-

(For rough work)

Department of Media & Communication Studies

Savitribai Phule Pune University, Pune

Entrance Exam for M.Sc. (Media & Communication Studies) - June 2017

Written Test : Section B

Time: 3 hours

Marks: 100

Note: 1) Write the answers on the answer-book provided to you.
2) Figures to the right indicate marks.

1. Write an essay in English or Marathi or Hindi on any **ONE** of the following topics. Write important points of your essay in a box and then integrate those points coherently into a full-length essay of 600- 800 words. Elaborate every new point in a *new* paragraph. (20)
 - a) Cow: A Sacred Symbol Or Just A Cattle?
गाय: पावित्र्याचे प्रतीक की फक्त पाळीव प्राणी?
 - b) Market, Mobile & Me: Diffusing Divides..
मार्केट, मोबाईल आणि मी: सीमा संपताना..
 - c) If Entire Media Goes On Strike..
जर सर्व माध्यमे संपावर गेली तर..
 - d) Bahubali's 'Dangal'
बाहुबलीची 'दंगल'

2. Attempt any **ONE** for the following three sections

Section A: Read the following poem and answer the questions given below-

Hunger

It was hard to believe the flesh was heavy on my back.
The fisherman said: Will you have her, carelessly,
trailing his nets and his nerves, as though his words
sanctified the purpose with which he faced himself.
I saw his white bone thrash his eyes.

I followed him across the sprawling sands,
my mind thumping in the flesh's sling.
Hope lay perhaps in burning the house I lived in.
Silence gripped my sleeves; his body clawed at the froth
his old nets had only dragged up from the seas.

In the flickering dark his lean-to opened like a wound.
The wind was I, and the days and nights before.
Palm fronds scratched my skin. Inside the shack
an oil lamp splayed the hours bunched to those walls.
Over and over the sticky soot crossed the space of my mind.

I heard him say: My daughter, she's just turned fifteen...

Feel her. I'll be back soon, your bus leaves at nine.
The sky fell on me, and a father's exhausted wile.
Long and lean, her years were cold as rubber.
She opened her wormy legs wide. I felt the hunger there,
the other one, the fish slithering, turning inside

- **Jayant Mahapatra**

- Write an interpretative note on the poem in your words (up to 300 words) (5)
- Explain the line 'The sky fell on me, and a father's exhausted wile' (2)
- Explain 'flesh's sling' or 'heavy flesh on back' (2)
- Write brief introduction of the poet (1)

Section B: पुढील मराठी कविता वाचा आणि प्रश्नांची उत्तरे द्या-

कॉलम

कोणत्या कॉलममध्ये माझे शब्द बसवायचे सांगा..
आत्ता हातावेगळी करते अक्षरं
फक्त मेंदुच्या अगम्य कोपऱ्याला आज्ञा करायची, लिही म्हणून..
जगणंसुद्धा या कॉलमी शिस्तीतच अडकलयं
तशी आपल्याला हौसच आहे कशा ना कशात अडकवून घ्यायची
प्रेमात नाही तर लफड्यात तरी अडकतोच ना माणूस
पुन्हा शब्द बेशिस्त व्हायला लागलेत बघा,
विषय सोडून भलतीकडेच धावताहेत...
म्हणून सांगा, कॉलमची लांबी किती ?
माझ्या जगण्याची किती लांबी कापू अन कागदावर चिकटवू ?

हे भुकेले पोट या सो-कॉल्ड कॉलमवरच जगतं आहे ना..
ना याच्या बाहेरचं माहीत, आतलं तरी ठाऊक असतं का, शंकाच आहे नाही का ?
म्हणून म्हटलं, कॉलम कुठल्या पानावर आहे सांगा..
आयुष्यातलं कुठलं पान काढून लावू सांगा.
नाही, म्हणजे परफेक्शन हव ना लिखाणात.
परफेक्शन म्हणे! इथं सारी जिंदगी जाईल
पण परफेक्शनचा साधा 'प' सुद्धा जमायचा नाही
फक्त ठिगळं लावायची इकडची तिकडची आणि
म्हणायचं, 'यस्स..दॅटस् व्हॉट आय वॉन्ट, सर..'

म्हणून म्हटलं, कुठला विषय हवाय तेवढं नक्की सांगा
जगण्यातला कुठला कोपरा खुडून लावू ते सांगा
तसा फक्त लेआऊटच शिल्लक राहिलाय जगण्याचा
चार दोन उडते शब्द गहिऱ्या कवितेचे
अन् चार दोन ओले क्षण भावनांचे
आहेत तसे तसे आत भरलेले
त्याव्यतिरिक्त आता असून नसल्यासारखं
कॉलममध्येच उथळ जगण्याची अन
दरवेळी संपून जाण्याची सवय लागलीय ना
म्हणून म्हटलं, जगण्याचा ले आऊट कसा लावू ते सांगा...

-प्रियंका डहाळे

- अ) कवितेचा भावार्थ किंवा अन्वयार्थ तुमच्या शब्दात लिहा (३०० शब्दांपर्यंत) (५)
 आ) 'जगणंसुद्धा या कॉलमी शिस्तीतच अडकलयं' या ओळीचा अर्थ स्पष्ट करा (५० शब्दांपर्यंत) (२)
 इ) कवितेतील 'जगण्याची लांबी' किंवा 'आयुष्यातील पान' यापैकी एका संकल्पना स्पष्ट करा (५० शब्द) (२)
 ई) 'वर्तमानपत्रातील पत्रकार' हे मध्यवर्ती पात्र असलेला एक मराठी आणि एक हिंदी चित्रपट सांगा. (१)

Section C: कविता पढकर नीचे दिये गये प्रश्नों के उत्तर लिखिए।

दुनिया ओ दुनिया

हे सुरमई आँखों के प्यालों की दुनिया ओ दुनिया
 सतरंगी रंगों गुलालों की दुनिया ओ दुनिया
 असलाई सेजों के फुलों की दुनिया रे
 अंगड़ाई तोडे कबुतर की दुनिया ओ दुनिया रे
 हे करवट ले सोयी हकिकत की दुनिया ओ दुनिया
 दिवानी होती तबियत की दुनिया ओ दुनिया
 ख्वाईश में लिपटी जरूरत की दुनिया ओ दुनिया रे
 ये इंसान के सपनों की नियत की दुनिया
 ये दुनिया अगर मिल भी जाए तो क्या है

गालिब के मोमिन ख्वाबों की दुनिया
 मजाजों के उन इन्कलाबों की दुनिया
 फैज फिराको साहिर ओ मखदुम
 मीर की जौख की दागों की दुनिया
 ये दुनिया अगर मिल भी जाए तो क्या है
 पलछिन मे बाते चली जाती है
 पलछिन मे राते चली जाती है
 रह जाता है जो सवेरा वो हुंढे
 जलते मकानों मे बसेरा वो हुंढे
 जैसी बची है वैसी की वैसी, बचालो ये दुनिया
 अपना समझ के अपनों के जैसी, उठालो ये दुनिया
 छुट पुट की बातों मे जलने लगेगी, संभालो ये दुनिया
 कट पुट के राखों मे पलने लगेगी, संभालो ये दुनिया

वो कहते है दुनिया ये इतनही ही नही है
 सितारों से आगे जहाँ और भी है
 हम ही नही है वहाँ और भी है
 हमे ऐतराज नही है कही भी
 मगर फलसफा ये बिगड जाता है जो वे कहते है
 आलिम ये कहता है वहा ईश्वर है
 आदिल ये कहता है वहा अल्ला है
 खातिर ये कहता है वहा इशा है
 मंजिल ये कहती है इन्साँ से तब
 तुम्हारी है तुम ही संभालो ये दुनिया
 उजले हुए चंद बासी चिरागो
 तुम्हारे ये काले इरादों की दुनिया
 दुनिया ओ री दुनिया....

- पियुष मिश्रा

- अ) इस कविता का आप के शब्दोंमें आस्वादात्मक अर्थ लिखिए (३०० शब्दों तक) (५)
- आ) यह कविता कौनसे फिल्म में गीत के रूप में आती है तथा इस कविता में आनेवाली 'ये दुनिया अगर मिल भी जाए तो क्या है' यह पंक्ती कौनसे हिंदी फिल्म गीत से प्रेरित हो कर उस पर टिपणी करती है? (२)
- इ) इस कवितामें उर्दू के कितने शायरों के नाम आते हैं ? उनमें से चार के नाम बताईए। (२)
- ई) कवी पियुष मिश्रा का अल्पपरिचय दिजिए। (१)

3. Interpret any **ONE** of the following visuals in 400-500 words in English or Marathi or Hindi (10)



(a)

OR (b)



4. Construct a 500-600 word story using all of the following words or the concepts they represent. You are free to add or introduce any other additional character, place, time or element in the story but the story should primarily evolve around the given set of words/concepts. You are allowed to interpret the given set of words in a certain socio-cultural context. You may write the story in Marathi, Hindi or English (20)

- (a) Government Office (सरकारी कार्यालय) (b) Decade of 1980s (१९८० चे दशक) (c) Old Couple (वृद्ध दाम्पत्य) (d) Photo Album (फोटो अल्बम) (e) Laughter AND/ OR Fear (हास्य आणि / किंवा भय)

5. Construct an imaginary free-flowing discussion on any **ONE** of the following debate themes. The discussion is supposed to be among four people representing diverse perspectives on the issues. The discussion as a whole should bring about various issues and ideas associated with the topic. Ensure that every member participates adequately in the discussion. You can decide the name, gender, age and designation of the four participants and write them clearly before the discussion. The discussion can be written in English, Marathi or Hindi. (20)

- a) Has demonetization achieved its objectives ?

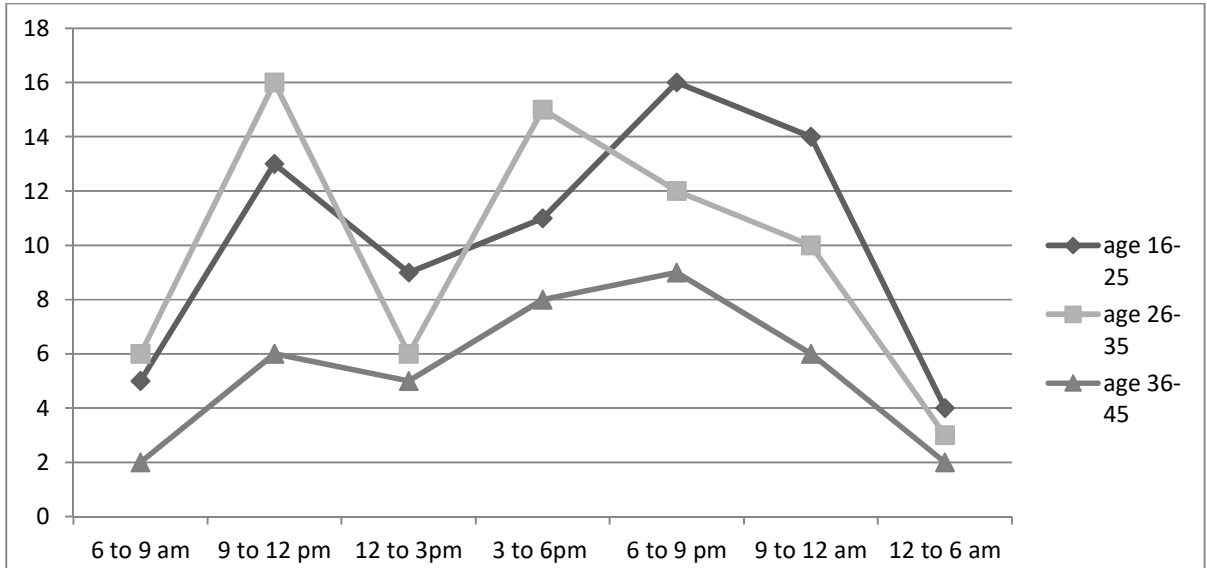
निश्चलीकरणची उद्दिष्ट्ये साध्य झालीत का ?

- b) Is loan waiver an essential part of solution to agrarian crisis ?

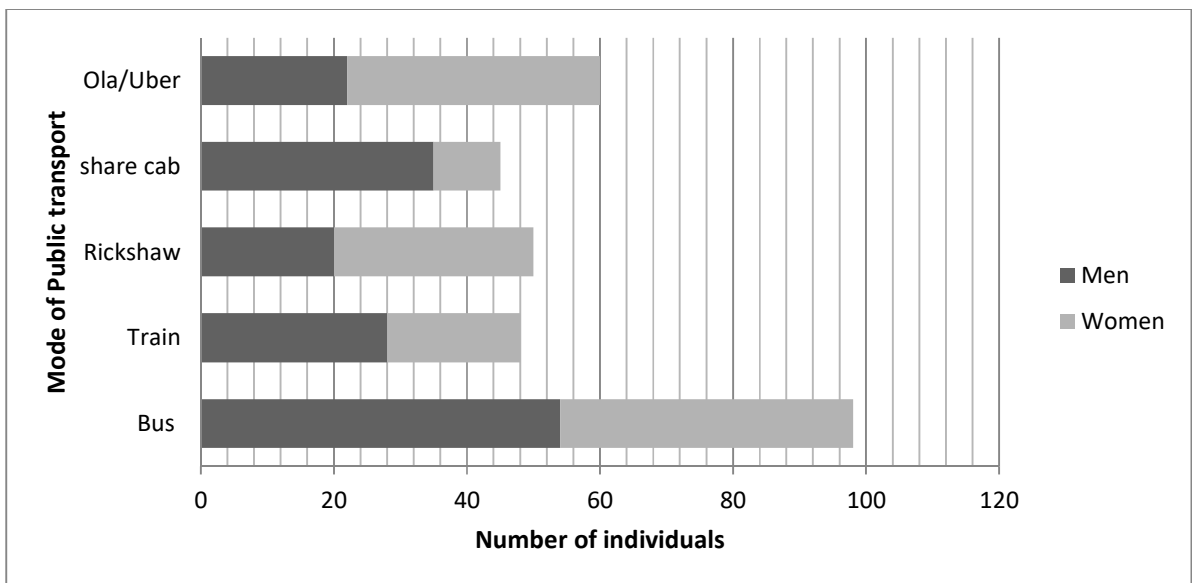
कर्जमाफी हा शेतीसमस्यांवरील उपाययोजनेचा अत्यावश्यक भाग आहे काय ?

6. A study was carried out recently to understand the usage of public transport facilities by men and women belonging to the age group of 16-45 from Pune. Following graphs show the results of some of the objectives of the above study. The graphs are based on the quantitative data collected from the respondents in the study. (20)

- Note:** (a) The Percentage in Graph 1 represent percentage within the category i.e. age group
 (b) Your observations must go beyond simply reading and writing figures in words
 (c) The study is hypothetical & meant for illustrative purpose only.
 (d) You may make a few assumptions for the interpretation. But mention them clearly.



Graph 1: Usage of public transportation timings and age categories (during week days)



Graph 2: Mode of public transportation (General Preferences) by Men & Women

Attempt the following questions based on reading of graphs-

- a) Write at least four important observations from each of the graphs. (12)
- b) Write your conclusion in 100-150 words by integrating/ interpreting various observations from the two graphs together in the context of the aim of the study. (8)
