

Department of Media & Communication Studies
Savitribai Phule Pune University

Entrance Examination for
M.Sc. in Media and Communication Studies: June 2016

Date: 27nd June 2016

Time: 10.30 am- 02.30 pm

Total Duration: 4 hrs (Sec A: 50 Min, 10 Min. break, 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 (2016-18)

Section A

Time: 50 min.

Marks: 50

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

2) **No** negative marking

3) All questions carry **equal** marks.

1. In the largest ever deal in e-commerce in India, _____ acquired fashion retailer Myntra in an estimated deal of Rs. 2000 Crore.
2. _____ is the only team that has played in final of Pro Kabaddi League season 1, 2 and 3.
3. Scientists from around the world have requested the World Health Organization (WHO) to move 2018 Olympics out of Brazil because of the _____ virus.
4. India shares its international terrestrial border with _____ (number) countries.
5. _____ the electronic gadget from Google received massive criticism and legislative action in 2015 due to its privacy and safety issues.
6. A multi-course cuisine 'Wazwan' is from _____ (name of the Indian state)
7. 'Quartet Du Dialogue National', a group of four organizations was awarded Nobel peace prize in 2015 for their attempts to build a pluralistic democracy in _____ (country)
8. Name anyone non-Indian, who is a recipient of Bharatratna: _____
9. The word 'Utkala' in our national anthem refers to _____ state/region in India.
10. The Government of India declared _____ (date) as the Constitution Day (*Samvidhan Divas*).
11. Write the correct chronology of the following events in Indian history (write only the indicator alphabets) _____

a) Champaran Satyagraha	b) Jallianwala Bagh massacre,
c) Quit India Movement	d) Dandi March
12. Daya, Aatmaram Bhide, Komal Hathi, Jethalal are the names of characters from the popular Hindi TV serial _____

13. Identify the campaign that the following logo represents:



14. In 2015, *Dyanpeeth* Award for outstanding contribution to Indian literature was conferred on Gujarati poet _____

15. Identify the wrong pair of book and author from the following: _____

- a) 'The God of Small Things' by Arundhati Roy
- b) 'Midnight's Children' by Salman Rushdie
- c) 'The Namesake' by Jhumpa Lahiri
- d) 'The Immortals of Meluha' by Asim Trivedi

16. The resurrection of Jesus Christ three days after his crucifixion is celebrated by Christians as _____

17. The Jungle Book, a collection of stories was written by _____

18. 'Zend Avesta' is a religious book of the _____ community in India.

19. Write full form of NEFT: _____

20. 'Babber Sher' is a 2 odd minute sparkler audio program on _____ station.

21. _____ is a new financial institution set up by Government of India last year for developing and refinancing micro finance institutions in small business sector.

22. _____ is the famous Indian YouTube channel that raised Rs. 66 Crore from Tiger Global, an international investment firm this year.

23. _____ is a smartphone sold by Ringing Bells Private Limited and is marketed as the world's cheapest smartphone.

24. Write the correct full form of GPRS: _____

25. 'Stay Raw' is the tagline of _____

26. Last week the UK decided to exit European Union (EU). Keeping other factors unchanged, this would subsequently reduce the number of member countries of EU to _____

27. On which day in 2015 following Google Doodle appeared?



28. The formal proclamation of the *Swadeshi* movement was made on 7th August 1905. From 2015 the Indian government has declared 7th August as _____ day.

29. The film 'The Man who Knew Infinity' released in 2015 was based on the life of _____

30. Which of the following city is not associated with any '*Gharana*' of Hindustani classical music Jaipur, Gwalior, Kanpur, Delhi, Patiala, Indore _____

31. An Indian monument that had become the first historical monument in the world to have its own twitter handle _____

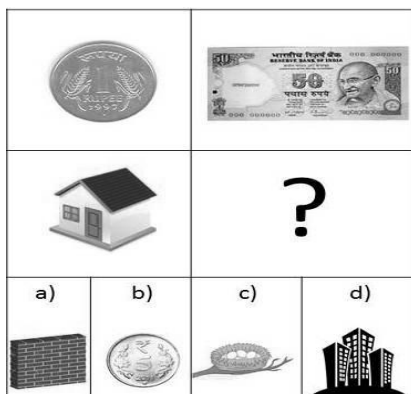
32. In the question given below, two statements are given (statement I & II) and four options namely a, b, c, d. Explain the relationship between two statements. From these four options select the option that explains the correct relationship between statement I & II :

Statement I: The prices of petrol and diesel in the domestic market have remained unchanged for the past few months.

Statement II: The crude oil prices in the international market have gone up substantially in the last few months.

- If statement I is the cause and statement II is its effect.
- If statement II is the cause and statement I is its effect.
- If both the statements I and II are independent causes.
- If both the statements I and II are effects of independent causes. _____

33. Identify and rewrite the picture from option a), b), c) and d) that would go in the empty box (with?) so that the two bottom pictures are related in the same way as the top two.

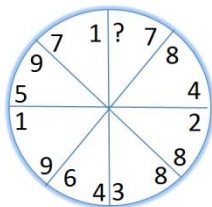


34. Arrange the following Android operating systems in the chronological order of development.
(Write only indicator alphabets)
a) Ice Cream Sandwich b) KitKat c) Jelly Bean d) Lollipop _____
35. 'Aaj Ki Raat Hai Zindagi' was a Reality talk show that revolved around common people who had accomplished something extraordinary. The show was broadcasted on _____ channel
36. Ramkrishna Yadav, who supported 2011 Indian anti-corruption movement is popularly known as _____
37. In the context of digital audio visual content, find an odd file format from the following:
.flv, .avi, .xls, .wmv, .mp4, .3gp: _____
38. Which one of the following pairs is incorrect: _____
a) Films-Censor Board of India (CBI) (b) Newspapers- Press Council of India (PCI)
c) Entertainment Channels- Broadcast Content Complaints Council (BCCC)
39. In the context of International bodies and treaties, write full form of the following:
NSG: _____
40. Identify and write a correct pair of newspaper and its language from the list given below
(Vartha, Tamil, Sandesh, Matrubhumi, Kannada, Gujarathi) _____
41. Identify the person in the photograph.



Name: _____

42. Which one of the following countries, Narendra Modi did not visit as Prime Minister?
Mongolia, Japan, Italy, France, Kazakhstan, Brazil _____
43. Find the missing number (?) in the figure given below _____

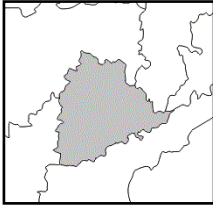


44. After winning a gold medal in Rome Olympics in 1960, Cassius Clay converted to Islam and came to be known as _____

45. The film 'Udata Punjab' is directed by _____

46. Associate the following personality with his field of work
Wasudev Gaitonde: _____

47. Identify the highlighted Indian state from the map



State: _____

48. Which of the following Venn diagram indicates the best relation between Teacher, Men and Women? (write only indicator alphabet)



a)



b)



c)



d)

49. Arrange the following sectors of Indian economy according to the ascending order of their contribution to Gross Domestic Production (GDP) of India. (write only indicator alphabets)

a) Agriculture sector b) Industry sector c) Service sector _____

50. In a code language the word THANK YOU is written as, 'QEXKH VLR' then what would the words 'PBB VLR PLLK' in that code language mean in normal English?: _____

(For rough work)

Department of Media & Communication Studies

Savitribai Phule Pune University, Pune

Entrance Exam for M.Sc. (Media & Communication Studies)- June 2016

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) Does Film Censorship or Certification Serve Public Interest?
चित्रपटसेन्सॉरशिप आणि प्रमाणपत्रांमुळे सार्वजनिक हित साधले जाते का?
- b) Is Our Country Changing and Moving Ahead?
देश बदलत आणि प्रगती करीत आहे का?
- c) Are Serials on Indian Television Taking a Mythological Turn Again?
भारतीय टीव्हीवरील मालिका पुन्हा एकदा मिथककथांचे वळण घेत आहेत का ?
- d) I Have Gone Crazy Folks..
याडं लागलं रे मला याडं लागलं..
2. Attempt any **ONE** for the following three sections (10)
- Section A:** Read the following poem and answer the questions given below

The Way through the Woods

They shut the road through the woods
Seventy years ago.
Weather and rain have undone it again,
And now you would never know
There was once a road through the woods
Before they planted the trees.
It is underneath the coppice and heath,
And the thin anemones.
Only the keeper sees
That, where the ring-dove broods,
And the badgers roll at ease,
There was once a road through the woods.
Yet, if you enter the woods
Of a summer evening late,
When the night-air cools on the trout-ringed pools
Where the otter whistles his mate,
(They fear not men in the woods,
Because they see so few.)

(P.T.O.)

You will hear the beat of a horse's feet,
 And the swish of a skirt in the dew,
 Steadily cantering through
 The misty solitudes,
 As though they perfectly knew
 The old lost road through the woods.
 But there is no road through the woods.

- Rudyard Kipling

- a) Write an interpretative note on the poem in your words (up to 300 words) (5)
 b) Describe **any one** of 'coppice and heath,' 'ring-dove broods,' and 'trout-ringed pools,' in context of the poem (up to 100 words) (3)
 c) Explain the metaphor 'The old lost road' used by Kipling (2)

Section B: Read the following poem and answer the questions given below

मन मनास उमगत नाही

मन मनास उमगत नाही
 आधार कसा शोधवा ?
 स्वप्नातील पदर धुक्याचा
 हातास कसा लागावा?

मन थेंबांचे आकाश
 लाटांनी सावरलेले
 मन नक्षत्रांचे रान
 अवकाशी अवघडलेले
 मन गरगरते आवर्त
 मन रानभूल, मन चकवा

मन काळोखाची गुंफा
 मन तेजाचे राऊळ
 मन सैतानाचा हात
 मन देवाचे पाऊल
 दुबळ्या गळक्या झोळीत
 हा सूर्य कसा झेलावा ?

चेहरा मोहरा याचा
 कुणी कधी पाहिला नाही
 धनी अस्तित्वाचा तरीही
 याच्याविण दुसरा नाही
 या अनोळखी नात्याचा
 कुणी कसा भरवसा द्यावा ?

-सुधीर मोघे

(P.T.O.)

- अ) या कवितेचा भावार्थ किंवा अन्वयार्थ तुमच्या शब्दात लिहा (३०० शब्दांपर्यंत) (५)
- आ) 'दुबळ्या गळक्या झोळीत हा सूर्य कसा झेलावा' या ओळीचा अर्थ स्पष्ट करा (५० शब्दांपर्यंत) (२)
- इ) 'अस्तित्वाचा धनी' किंवा 'अनोळखी नाते' यापैकी एका संकल्पनेचा अर्थ स्पष्ट करा (५० शब्दांपर्यंत) (२)
- ई) 'मन' ही संकल्पना मध्यवर्ती असलेली आणखी एक मराठी वा हिंदी कविता सांगा. (१)

Section C: Read the following poem and answer the questions given below

घास

दुनिया के तमाम शहरों से
खदेडी हुई जिप्सी है वह
तुम्हारे शहर की धूल में
अपना खोया हुआ नाम और पता खोजती हुई

आदमी के जनतंत्र में
घास के सवाल पर
होनी चाहिए लंबी एक अखंड बहस
पर जब तक वह न हो
शुरुआत के तौर पर मैं घोषित करता हूँ
कि अगले चुनाव में
मैं घास के पक्ष में
मतदान करूंगा
कोई चुने या न चुने
एक छोटी सी पत्ती का बैनर उठाए हुए
वह तो हमेशा मैदान में है।

कभी भी...
कहीं से भी उग आने की
एक जिद है वह.

-केदारनाथ सिंह

- अ) इस कविता का आप के शब्दोंमें आस्वादात्मक अर्थ लिखिए (३०० शब्दोंतक) (५)
- आ) 'घास का सवाल' इस संकल्पना का अर्थ स्पष्ट किजीए (५० शब्दोंतक) (२)
- इ) 'जिप्सी' का अर्थ बताईए। इस कविता में यह किस का रूपक बनकर है? (२)
- ई) घास से संबंधित शब्द जिस के नाम में है ऐसा कोई राजकीय पक्ष अथवा संकल्पना बताईए (१)

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



OR



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) A Journalist b) A Woman Selling Vegetables c) Railway Station
d) Watch e) Surprise or Anger

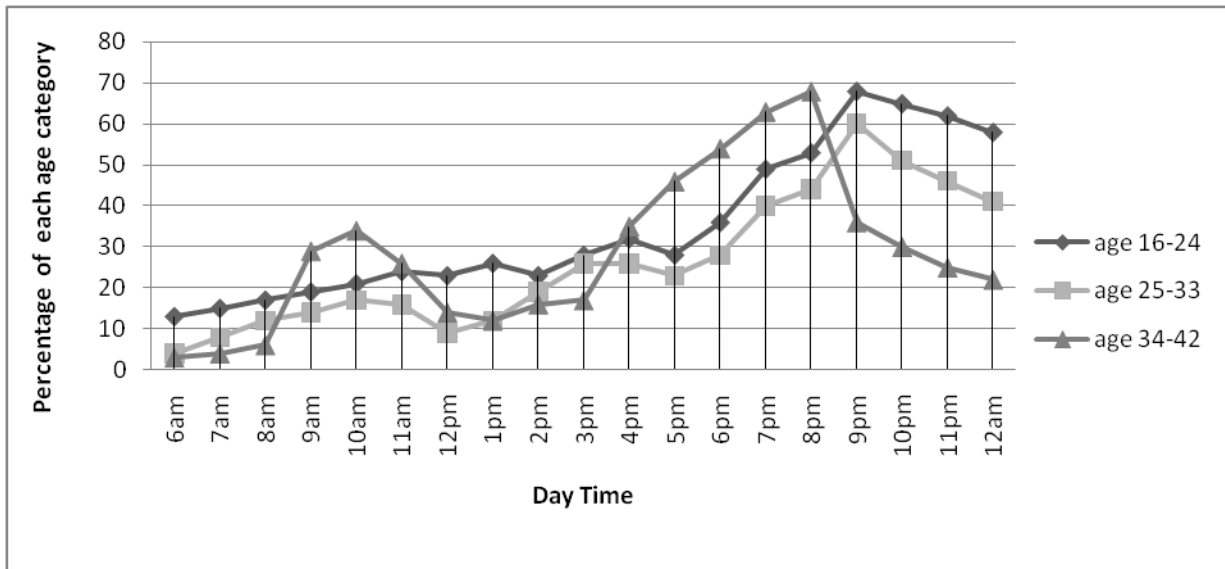
5. Construct an imaginary free-flowing discussion on any **ONE** of the following debate themes. The discussion is supposed to be among four people representing diverse perspectives on the issues. The discussion as a whole should bring about various issues and ideas associated with the topic. Ensure 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) Is Free Speech More Important Than National Pride?
खुली अभिव्यक्तीही राष्ट्राभिमानापेक्षा अधिक महत्त्वाची आहे काय?
- b) Is the Gender Discrimination at the Places of Worship Only a Religious Issue?
प्रार्थनास्थळांमध्ये होणारा स्त्री-पुरुष भेदभाव हा फक्त धार्मिक मुद्दा आहे काय?

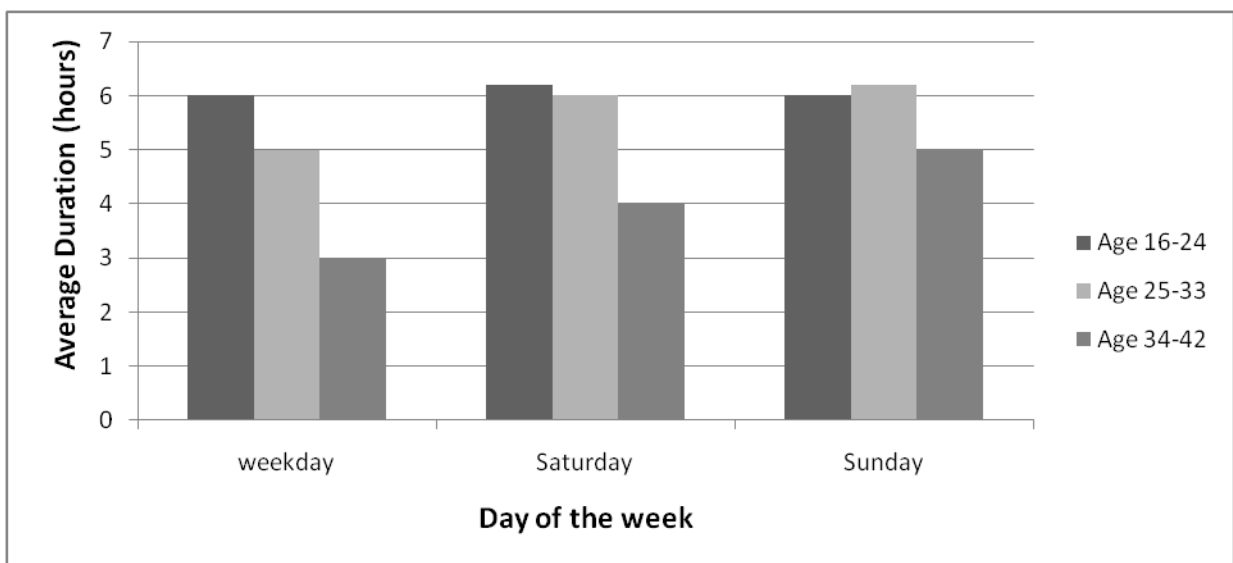
6. A study was carried out to understand the nature of internet usage patterns of men and women from the age group of 16-42 in a typical urban Indian family set up. Following graphs indicate the results of some of the objectives of the above study. The graphs are based on the quantitative data collected from the respondents in the study. (20)

Note:

- (a) The Percentage in Graph 1 and 3 represent percentage within the category i.e. age group OR Gender
 (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 in the beginning

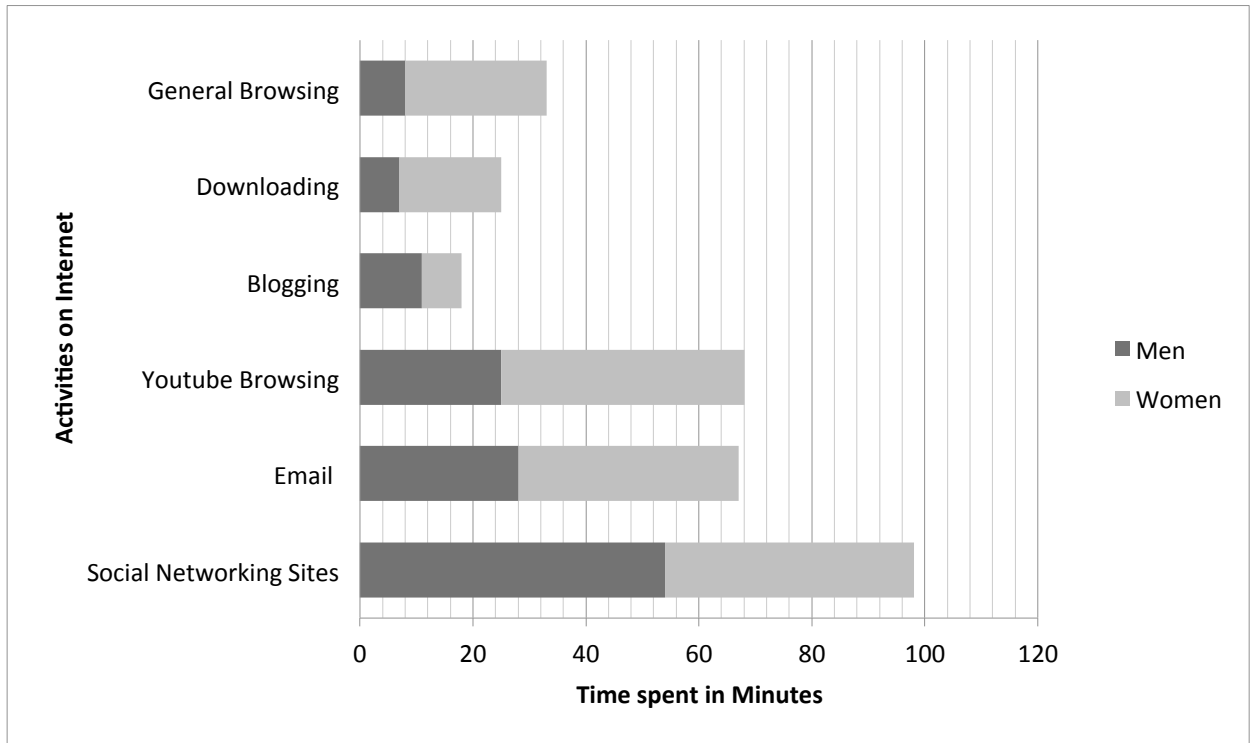


Graph 1: Internet Usage Timing and Age Categories (during week days)



Graph 2: Average Internet Usage Duration in Days of Week and Age Category

(P.T.O.)



Graph 3: Activities on Internet (General Preferences) by Men & Women

Attempt the following questions on the basis of the graphs-

- Write at least two important observations from each of the graphs. (12)
- Write a 100-150 word concluding note by integrating/ interpreting various observations from the three graphs together in the context of the aim of the study. (8)
