



**ST. ANTHONY'S COLLEGE
SHILLONG**

**ENTRANCE TEST FOR ADMISSION INTO
UNDER GRADUATE
PROFESSIONAL COURSES**

MEDIA TECHNOLOGIES

INSTRUCTIONS

- This test has a total weightage of 100 marks spread across Five Sections.
- Instructions for each Section or Set of questions are given at the start of each.
- Write your Test Roll Number given on your Admit Card in the space specified below.
- Please preserve your Admit Card. It will be required at the time of admission.
- The Test Roll Number of those shortlisted for admission on the basis of this Entrance Test will be published on the college notice boards as well as on the college website by 30th May 2016.
- The final admission will be done on a first come, first serve basis, after the mark sheets of the Class XII examination of the Meghalaya Board of School Education are available, provided the eligibility criteria as laid down in the prospectus are fulfilled. Shortlisted students from other boards and streams whose Class XII results declared later will also be considered for admission provided they report not later than 2 days after the result declaration of their respective board examinations along with their mark sheets (Original or Downloaded)

Roll No. _____

Invigilator Signature _____

GENERAL KNOWLEDGE – 15 Marks

A. Choose the correct answer (1x10)

1. India's first Technicolor film_____in the early 1950s was produced by_____
- (a) 'Jhansi Ki Rani', Sohrab Modi
 - (b) 'Jhansi Ki Rani', Sir Syed Ahmed
 - (c) 'Mirza Ghalib', Sohrab Modi
 - (d) 'Mirza Ghalib, Munshi Premchand

Ans:

2. Philology is the
- (a) Study of bones
 - (b) Study of muscles
 - (c) Science of architecture
 - (d) Science of languages

Ans:

3. Republican party is
- (a) One of the important parties in USA
 - (b) The political parties which has no definite principles
 - (c) The political party which changes with the change in the times and circumstances in the country
 - (d) All of the above

Ans:

4. In which year was the Pulitzer Prize established?
- (a) 1917
 - (b) 1918
 - (c) 1922
 - (d) 1928

Ans:

5. Who is the first Asian Winner of Nobel Prize?
- (a) C.V Raman
 - (b) Rajiv Gandhi
 - (c) Rabindranath Tagore
 - (d) Mother Teresa

Ans:

6. WhatsApp was incorporated in 2009 by
- (a) Brian Acton and Jan Koum
 - (b) Mark Zuckerberg
 - (c) Evan Spiegel
 - (d) Jack Dorsey

Ans:

7. Which of the following is not a chief organ of the United Nations Organisations?
- (a) International Labour Organization
 - (b) Security Council
 - (c) International Court of Justice
 - (d) General Assembly

Ans:

8. The non-permanent members of the Security Council of the UN elected by the General Assembly for two years term at present include (2-year term which begins on the January 1, 2011)

- (a) Japan, India, Hungary, Venezuela
- (b) Morocco, Cape, Verde, Belgium, Russia
- (c) Zimbabwe, Venezuela, India, France
- (d) Colombia, Germany, India, Portugal, South Africa

Ans:

9. Which state set the first ever Blind Football Academy (BFA) for differently-abled footballers in the country?

- (a) Punjab
- (b) West Bengal
- (c) Kerala
- (d) Mizoram

Ans:

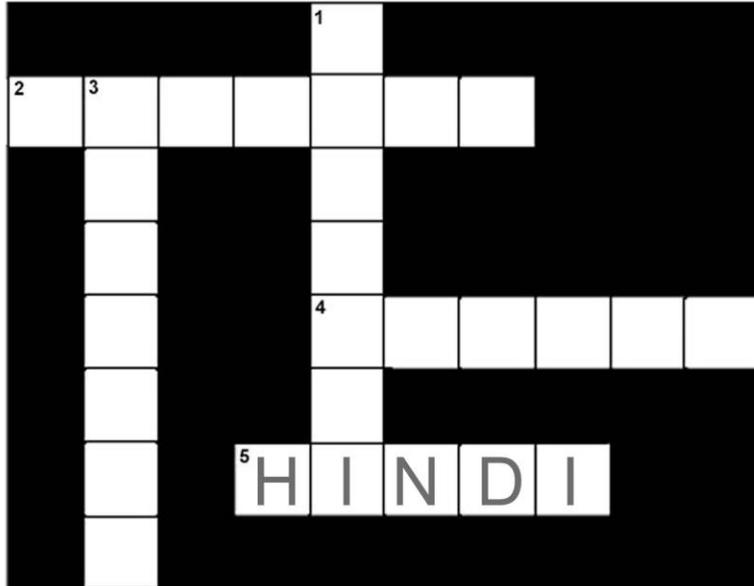
10. Who is elected as the head of FIFA's governance Committee?

- (a) Suresh Yadav
- (b) Krishnan Singh
- (c) Mukul Mudgal
- (d) Shiram Murthy

Ans:

II Complete the crossword puzzle by filling in Indian languages used by newspapers in India: (1x5)

E.g. Punjab Kesri - Hindi



Clues

Across

2 Ananda Bazar Patrika

4 Eenadu

5 Punjab Kesri

Down

1 Daily Sakal

3 The Hindu

MEDIA AWARENESS – 10 Marks

A. Tick and write the correct answer space provided:

1. In the social media, the term use to indicate how many people have visited your page is:

- a. A Hit
- b. A cloud
- c. A bookmark
- d. A Pagemark

Ans:

2. In the advertising language, the final date for accepting advertising material to meet a publication or broadcast schedule is known as.:

- a. A dateline
- b. A deadline
- c. A timeline
- d. A close line

Ans:

3. The British Sunday tabloid newspaper which was shut down in march 2012 to bring an end to a phone hacking scandal is:

- a. London Evening standard
- b. The sun
- c. News of the world
- d. The Mirror

Ans:

4. The tag line for Radio Ooo Lala is:

- a. it's hot
- b. har din har pal
- c. Suno Sunao, life banao
- d. Bajaate Raho

Ans:

5. The 6th News Television (NT) Award for best young TV journalist (under 24 years of age) declared in March 2013 is won by:

- a. Sonal Mehrotra (NDTV 24 X &)
- b. Shereen Bhan (CNBC TV 18)
- c. Sagarika Ghosh (CNN)
- d. Shaili Chopra (Economic Times business news channel)

Ans:

6. The form of journalism in which reporters deeply investigate a single topic of interest often involving crimes and wrongdoings is

- a. Page 3 journalism
- b. Yellow journalism
- c. Investigative journalism
- d. Political journalism

Ans:

7. The local English newspaper based in Shillong which publishes Canvas edition on Sunday is:

- a. Shillong Times
- b. Meghalaya Times
- c. Mawphor Today
- d. Sentinel

Ans:

8. The type of photography which specializes in taking photos from the air is:

- a. Photojournalism
- b. Glamour photography
- c. Micro photography
- d. Aerial Photography

Ans:

9. The latest You Tube Indian Rap Song sensation *Talk it out* which is about civil debate is composed, arranged, conceptualized and written by

- a. A.R.Rehman
- b. Anu Malik
- c. Abhaey Singh
- d. Jagjit Singh

Ans:

10. The Kamal Haasan film which was released in January 2013 and which faced legal controversies over its portrayal of Islamism is

- e. Hey Ram
- a. Vishwaroopam
- f. Maro Charithra
- g. Dasavathaaram

Ans:

ENGLISH – 25 Marks

1. Write about the most amusing experience in your life. (10 Marks)

4. Construct meaningful sentences out of any five of the following idioms. (1x5=5)

i. Add insult to injury.

ii. Ball in your court.

iii. Burn the mid night oil.

iv. Curiosity killed the cat.

v. Let sleeping dogs lie.

vi. See eye to eye.

vii. Speak of the devil.

viii. Steal someone's thunder.

SCRIPT – 10 Marks

Choose any three elements from the list given below and highlight it. Write a story of about 150-200 words that includes the selected three elements. (10 Marks)

UFO, psychologist, disgust, ashtray, joy, auto rickshaw, surprise, YouTube, fear, crown, shampoo, lust, Amazon, calendar, saucepan,

READING IMAGES – 20 Marks

Q1. Write a short paragraph based on the image below. (5 marks)



Q2. Write a sports report based on the image below. Comment on the camera settings needed to obtain this shot. (5 marks)



Q3. Study the photograph given below carefully and answer the following questions:(10 marks)



Q1. Where do you think this photograph was taken?

Q2. What is the photographer's name?

Q3. Provide a caption to this photograph

Q4. What type of a shot is this photograph?

Q5. Was this photo taken on a slow shutter speed?

APTITUDE FOR ADVERTISING AND MARKETING – 20 MARKS

Q1. Identify the brand name for the following logos. ($\frac{1}{2} \times 10 = 5$ marks)



Ans:



Ans:



Ans:



Ans:



Ans:



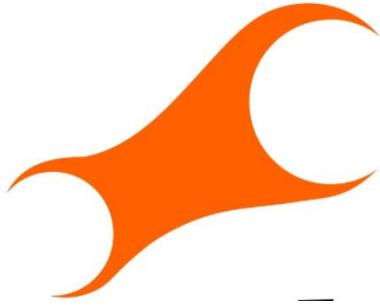
Ans:



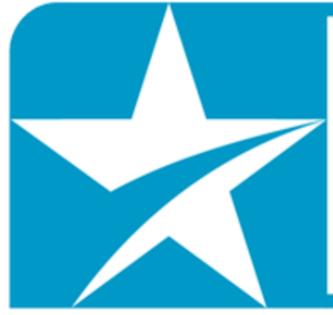
Ans:



Ans:



Ans:



Ans:

Q2. What is your favourite advertisement/commercial? Give reasons why. (5 marks)

Q3. Pick one unique element of your hometown or state (for example a product or natural resource, cultural element, tourist destination, etc.) and describe how you would 'sell' it to the world. (10 marks)

- What is unique about the element that you have chosen? (2)

- Who would be the people who would 'buy' (or visit, enjoy the benefits of) your chosen element? (2)

- Provide a suitable brand name and slogan for it. (3)

-Would you choose a brand ambassador to endorse your brand? If Yes, who and why? If No, give reasons why. (3)