

Admit Card No.



ST. ANTHONY'S COLLEGE, SHILLONG

ENTRANCE TEST FOR ADMISSION INTO GRADUATE PROFESSIONAL COURSES 2007

Media Technologies

DATE : 9 May 2007
TIME : 10.00 am
DURATION : 2 hours

INSTRUCTIONS

- ☞ All the questions in this test are to be answered on the question paper itself.
- ☞ Make sure that you have entered the number on your admit card in the place provided above. Enter only the admit card number of Media Technologies
- ☞ Please preserve your admit cards. They will be required at the time of admission.
- ☞ The admit card numbers of those shortlisted for admission on the basis of the entrance test will be published on the college notice boards and on the college web site on 15 May, 2007. The final admission will be done on a first come, first served basis, after the marksheets of the Class XII examinations of the Meghalaya Board of School Education are available, provided the eligibility criteria as laid down in the prospectus are fulfilled.

Section I - Marks: 25

I. Cross (×) the appropriate option given for each question:

$\frac{1}{2} \times 18 = 9$

- a) Arjuna award is associated with
 Distinguished service for the country Sports achievement
 Advancement of art, literature and science
- b) Wimbledon, located in England, is known for
 Lawn tennis court For its beautiful garden For its architecture.
- c) The first nuclear explosion carried out in India was at
 Jaisalmer Vishhakapatnam Perambur
- d) Digboi is known for its
 Handicrafts Coal products Oil refineries
- e) R.K laxman is associated with
 Painting Sculpture Cartoon
- f) The *Forbidden City* is located in
 Rome , Italy Lhasa , Tibet Korea
- g) The First Actress of India to win Padma Sri award was
 Devika Rani Roerich Madhu Bala Nargis Dutt
- h) First English song used in an Indian Movie was
 My heart is beating Don't know much about History
 Don't break my heart
- i) The 2006 Oscar Award for Best Film was awarded to
 Brokeback mountain Crash Walk the line
- j) Asom, the new name of Assam means
 Uneven Peace Unity
- k) Lollywood is the name given to the film industry of
 Kolkata Hyderabad Pakistan
- l) Deepa Mehta's film, focussing on the Plight of castigated women, is
 Fire Mississippi Masala Water
- m) What is 103.50 FM?
 The latitude of Capricorn AIR FM Rainbow
 The Frequency of Radio Mirchi
- n) What is the most common typeface used in printing?
 Garamond Arial Times New Roman
- o) What is commonly known as *green gold*?
 Darjeeling tea Bamboo Tulsi
- p) *Penguin* , *Rupa* , *Sage* , *Oxford* , and *Orient Longman* are
 Book Publishers Art Galleries Town
- q) Which State is known as the *Land of the Highlander*?
 Arunachal Pradesh Sikkim Mizoram
- r) Which State is often called the land of the Red river and the Blue Hills?
 Assam Manipur Nagaland

2. Give one line answers for these questions. Write your answers in the space provided after each questions. $1 \times 8 = 8$

- a) Name the book of Kiran Desai which bagged the Booker Prize for the year 2006.
- b) Write down the full name of the present President of India.
- c) When do we observe the World Press Day?

d) The term “Photography” is derived from two Greek words meaning

e) Name the anthropological and cultural Museum at Mawlai, Shillong

f) Which award by the Government of India stands fourth in the hierarchy of civilian awards?

g) Who invented the cinema?

h) Who is the present Union Minister for Information and Broadcasting Ministry?

3. Give the full form of the following. Write your answers in the space provided. 1×8=8

- a) NGO
- b) PETA
- c) VAT
- d) PIB
- e) PAN
- f) BPL
- g) UPSC
- h) UPS

Section II- Marks: 20

4. Write a 20 to 25 lines recollection of *My Fifth Birthday* 10

Section III- Marks: 20

5. Identify the brands with the following slogans: 4

For eg: The taste of India: Amul

- a) Connecting people:
- b) A lot can happen over coffee:
- c) Just do it:
- d) Sense and simplicity:

6. The names of four stars have been given below. Place the name of the brands that they endorse: 4

For eg: Rani Mukherjee: Munch

- a) Juhi Chawla:
 Kurkure Reliance Mobile Pentene Lifebuoy
- b) Akshay Kumar:
 Bajaj Pulsar Thumbs Up Boost Coca Cola
- c) Aamir Khan:
 Thumbs Up Coca Cola Sprite Pepsi
- d) Sania Mirza:
 Santro Xing Sprite Redo Watch HP

7. Rename the drink *Coca-Cola*. Give it a new slogan and design your own new television advertisement in approximately 10 lines. 1 + 1 + 10 = 12

Section IV- Marks: 25

8. In the following news item pick out three nouns, three adjectives, two verbs and two adverbs. 10

Tremors, food crisis threatens survivors:

Honiara (Solomon Islands) April 3(Reuters): A humanitarian crisis triggered by a huge earthquake and tsunami threatened thousands of homeless people in the Solomon islands today as aid began to trickle in and powerful aftershocks rattled the country. After the first disaster teams reached hard-hit Western and Choiseul provinces, Prime Minister Manasseh Sogavare said aerial patrols had reported "massive and widespread" destruction from yesterday's magnitude 8.0 quake and Tsunami. Aerial pictures showed flattened homes and twisted iron roofs on the ground all along the remote coastline as people wandered seemingly aimlessly on roads clogged by debris and boats hurled ashore by powerful waves up to 10 metres high.

9. Fill in the blanks with appropriate prepositions. $\frac{1}{2} \times 2 = 1$

a) Temperance and employment are conducive _____ health.

b) Take good care _____ your health.

10. Place the adverbs given in brackets in the correct places. $\frac{1}{2} \times 2 = 1$

(a) He invited me to visit him. (often)

(b) I have to reach the office by 9.30.(usually)

11. Construct sentences with the following idioms: (any three) $1 \times 3 = 3$

a) A bone of contention

b) Bury the hatchet

c) Ended in smoke

d) Smell a rat

e) In hot water

f) Red handed

12. Write a paragraph in about 150 words on any one of the topics:

1×10=10

- a) Is the print media on the decline?
- b) The influence of television advertising on youth.
- c) The emerging Paparazzi culture in India
- d) Photography as a career

Section V- Marks: 20

13. Study the following image and answer the questions on the next page.

10

a) Give a suitable title/ caption to the Photograph?

b) According to you, what is the eye catching focal point (punctum) of this photo?

c) Following are some of the aesthetic points of a photograph- cross (x) two such points prominent in this photograph.

Light and Shadow

Colour

Composition

Shape

Lines

Movement

d) What do you think is the intention of the photographer?

e) Where do you think this photograph was taken?

f) Cross (x) the appropriate (genre) type to which this picture belong:

Portrait

Landscape

Still life

Photojournalism

Commercial

Fashion

Action

g) What is your first reaction to the photograph and why?

h) Cross (x) the appropriate type of Framing used in the photograph:

Centered

Frame within frame

Off balance

Vertical

Horizontal

Diagonal

i) How many of the following types of camera have you used? Cross (×) all the ones that you have used:

Simple compact

Zoom Compact

SLR

Viewfinder

Digital

Medium/ large format

14. Write the necessary text to create a story for the following cartoon strip within the space provided (in the conversation balloons) 10

