University of Management and Technology

School of Media and Communication Studies

M.Phil Media and Communication

Sample Entry Test

The entry test for MPhil Media and Communication Studies carries 100 marks and consist of MCQs. The Test comprises of three parts with multiple- choice questions (MCQs) carry equal marks. 50% of these questions are for subject knowledge and 20% are to test the English language proficiency. Another 30% of questions are designed to test the quantitative and analytical reasoning of candidates. The candidates are required to score a minimum of 50 marks in order to qualify for the interview. Tick mark the correct answer from the given options.

Section 1: English

1. The teacher cautioned me _____ my spelling.
   A. For   B. against   C. At   D. On
2. I_____my friend will die soon.
   A. Hope   B. Fear   C. Expect   D. No Appropriate
   Option
3. The train went _____ the tunnel.
   A. from   B. under   C. through   D. to
4. A hundred rupees _____ all that he wants.
   A. was   B. Were   C. Is   D. Are
5. 7. Choose the Synonymous of "Novice":
   A. Unaware   B. experienced   C. Lively   D. None of these
6. 8. Choose the correct meaning of idiom "Play ones card right":
   A. To do something risky   B. To get benefit of the opportunity
   C. Change the parties   D. Being to improve

Section 2: Mathematics

In a hostel mess there is enough food provisions for 1200 boarders for a month. After 15 days half of them leave due to vacations. How long will the food provisions now last?

A. 20 days   B. 30 days   C. 35 days   D. 50 days

1. 15 cattle can graze a field in 20 days 20 cattle can graze 3 such field in how many days?
   A. 30   B. 45   C. 50   D. 60

2. 38. 5kg food is consumed by 50 chickens in 2 days. 60 chickens will consume how much food in 6 days.
   A. 2 kg   B. 6 kg   C. 15 kg   D. 18 kg

3. 39. At any army camp the provisions were stored for 40 days but ten days after the no. of soldiers become double. Now the food lasts for x days. What is x?
   A. 30   B. 40   C. 50   D. 15

4. 40. A garrison has provision for 30 days for certain men. If 2/3 of them do not attend the mess then the food will last for?
   A. 60 days   B. 90 days   C. 75 days   D. 45 days

5. 41. If a car is sold for Rs.50000 the profit is 17 percent, what would be profit percentage if sold for Rs. 47000?
   A. 9.98%   B. 10.50%   C. 15.00%   D. 16.50%

Section 3: Subjective

1. Communication is a:
   A. Act   B. Process   C. Way of living   D. Technology

2. What function does Newspaper perform from its Feature and Comics?
   A. Educate   B. Inform   C. Entertain   D. Persuade

3. From which language the word Journalism is taken?
   A. French   B. Latin   C. English   D. Greek

4. What News writers in Aurangzeb's reign were called?
   A. Khateeb   B. Waqai Nawees   C. Mutarjam   D. Musanif

5. Who invented paper making?
   A. Italian   B. Arabs   C. Chinese   D. Germans

6. What is the other name of inverted pyramid style?
   A. Downward pyramid   B. Summary Lead   C. Upright Pyramid   D. Paragraph

7. What does Latin word Advertising means?
   A. To Give Out   B. To turn the mind to   C. To bring On   D. TO Show off

8. How ancient Egyptians used to exercise Public Relations ?

A. By Edicts   B. By carving on the walls of temples   C. By special correspondents D. By Imposing Laws

9. When PPO ordinance was amended?
   A. 1962   B. 1963   C. 1964   D. 1965