

Department of Media and Communication Studies

ENTRANCE EXAM: Academic Year 2016-17

M.Sc. in Media and Communication Studies

Annexure - A

***Instruction-If the information is available on the university website, pl mention the department website in sr. no 1. Or pl. mention the Departmental detail information in sr.no. 1.**

1. About Department	Please see our website www.unipune.ac.in/dcs		
2. Courses offered	One (Post Graduate)		
a. Name of the course/s	M.Sc. in Media and Communication Studies Specialization a) Media Research b) Video – Production		
b. Duration of course/s	Course	Duration in years	
	M.Sc. in Media and Communication Studies	02 Years (Full time)	
c. Application Fee	Course	Open Category in Rs.	Reserved Category in Rs.
	M.Sc.	500	300
d. Course Fee	<u>Tuition fees per year *</u> 1. For Maharashtra Domicile Students: Rs.21,000/- 2. For Students outside Maharashtra: Rs.42,000/- 3. For NRI/PIO & Foreign students: Rs. 1,05,000/- Besides the tuition fees following fees is applicable to all students • Laboratory Fee : Rs.7,000 and Other fees : Rs. 800/- and • Security Deposits: Rs.2200/- (This deposit will be refunded after completion of course and is subject to formal procedure.) [*Above fee is subject to change as per University rules]		
e. Syllabus of the course/s	Available online on URL www.unipune.ac.in/dcs		
f. Eligibility	Qualifying Exam And Eligibility	Minimum Percentage Required	
	Any Graduate (passed or appeared) from recognized University OR 10+5 or 12+3 Diploma.	Open	Reserved
		Pass	Pass
g. Required Documents	1. Attested true copy of statement of marks of 10 th , 12 th , First Year, Second Year and Final Year.		
	2. For all candidates belonging to reserved category : Attested true copy of caste certificate from the competent authority and Validity Certificate or a proof of having applied for validity process [for SC/ST candidates].		
	3. Attested true copy of Non Creamy layer certificate if candidate belongs to OBC, NT-C, NT-D, SBC category.		
	4. For the candidate having physical disability attested true copy of minimum 40% physical disability certificate from competent authority (District Civil Surgeon).		

Department of Media and Communication Studies

Annexure - A

h. Number of seats available	Course	Seats
	M.Sc. in Media & Communication Studies	<u>47 (24 Open & 23 Reserved)</u> (17 seats for open category candidates passing qualifying examination from Savitribai Phule Pune University (SPPU), 4 seats for open candidates passing qualifying examination from University in Maharashtra other than SPPU, 3 seats for candidates passing qualifying examination from Universities outside Maharashtra State) <u>Plus 13 Seats</u> Department also admits 6 Foreign & 7 NRI/PIO students for the course under the regulations of International center of S.P. Pune University.
i. Whether departments covered under SAP & DSA programmes of UGC Details.	<u>NO</u>	
3. Fellowships	Government of India Scholarships and 'Earn & Learn' Scheme	
4. Legal Reservations	Category	Reservation Percentage
	SC	13%
	ST	07%
	DT (A)	03%
	NT (B)	2.5%
	NT (C)	3.5%
	NT (D)	02%
5. Social Reservations	3% seats are reserved for physically handicapped candidates.	
	One Migrant student from Jammu & Kashmir, over and above the sanctioned intake capacity will be admitted as per the merit in the entrance test.	
6. Entrance Exam	Entrance Exam consists of a Written exam for 150 Marks	
a. Examination centers	Dept. of Media and Communication Studies, Savitribai Phule Pune University, Pune-7.	
b. Model Question Paper for Written Exam	Nature of Questions	Objective & Descriptive
	Number & Names of sections in Question paper	Section A: General Knowledge, current affairs and logical ability (objective) Section B: Writing Skills, imagination & analysis and Current affairs (descriptive)
	Section wise weight age of marks	Section A: 50 Marks (Objective) Section B : 100 Marks (Descriptive)
	Total Marks	150.
	Passing criteria	Not Applicable.
	Negative marking	Not Applicable.
7. Merit List/Admission Rules	Out of total seats 50% (23 Seats) are reserved for reserved categories, out of the open seats (24) 70% are reserved for Open category students from Savitribai Phule Pune University (17 seats), 15% for Open students from other Universities of Maharashtra (4 Seats) & 15 % for students from Universities Outside Maharashtra (3 Seats).	

8. Important Dates	
a. Start date of online application	17th May 2016
b. End date of online application	23rd June 2016
c. Last date of submission application form (hard copy)	25th June 2016
d. Date of Entrance Test	27th June 2016
e. Time of Written Exam	10.30 a.m. to 1.30 p.m. (Reporting Time: 10.00 a.m.)
f. date of declaration of result of the Written Exam	29th June 2016 at 11.00 AM.
g. Date of GD/PI	Not Applicable
h. Date of publishing the merit list	29th June 2016
i. Date of publication of successive merit list	Department will call the wait listed candidates based on vacancies.
j. Date of admission	29th June 2016 from 12.00 PM onwards.
k. Date of commencement of the course	5th July 2016.
a. Name of the contact person	Dr. Madhavi Reddy
b. Designation	Associate Professor & Head of the Department
c. Contact timings	10.30 a.m. to 5.30 p.m.
d. Telephone Number/s	+91-20-25696348, 25696349
e. e-mail	hod_dcs@unipune.ac.in madhavirk@unipune.ac.in
f. Address	The Head, Department of Media and Communication Studies, Savitribai Phule Pune University Pune – 411 007.

3 of 3

Dr. Madhavi Reddy

Department of Communication Studies

Savitribai Phule Pune University

Entrance Examination for

M.Sc. in Communication Studies : June 2015

Date: 22nd June 2015

Time: 10.00 am- 02.00 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: A) Savitribai Phule Pune University
(Please encircle) B) Out of Savitribai Phule Pune Uni. but in Maharashtra (name):

C) University out of Maharashtra (name):

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 from which the student has completed his/her graduation.

All the best.....

Department of Communication Studies

Savitribai Phule Pune University

Entrance Examination for M.Sc. Communication Studies (2015-17)

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. Name the first country in Africa to use Electronic Voting Machines (EVM's) made by India in their fifth presidential elections conducted recently: _____
2. With the new rail line from Bhairavi to Sairang Indian railway network reached the north eastern state of _____ for the first time.
3. Australian cricketer _____ died because of a severe head injury due to a bouncer while playing in Sheffield Shield Game in Sydney.
4. A professional boxing match, popularly described as 'The Fight of The Century' was fought between _____ and _____ in Las Vegas on 2nd May 2015.
5. Write the chronological sequence of the following: (Just write alphabets)
a) Big Boss b) Buniyad c) Ramayan d) Alif Laila _____
6. The documentary on 2012 Nirbhaya rape case titled _____ and directed by _____ was blocked on YouTube by the Indian government.
7. Identify two incorrect pairs from the following: _____
a) Tabla- Vilayat Khan b) Flute- Ronu Muzumdar
c) Sitar- Ravi Shankar d) Violin- Shiv Kumar Sharma
8. Identify the following places of pilgrimage with their religion:
a) Anandpur Sahib: _____
b) Shravanabelagola: _____
9. Police Department comes under _____ Ministry whereas Post and Telegraph Department comes under _____

10. The 88th 'Akhil Bharatiya Marathi Sahitya Sammelan' was organised at _____ (place) in Punjab.
11. Lee Kuan Yew, commonly known by his initials LKY, recently passed away. He was the first Prime Minister of _____. (Country)
12. Identify the name of the channel of the following reality shows.
a) Nach Baliye: _____
b) India Puchega Sabase Shana Kaun: _____
13. India and _____ (country) recently signed a deal for the supply of Uranium to India for energy generation.
14. _____ (place) in the state of _____ is the only place in India where Asian lions are found in their natural habitat.
15. Marathi Novelist _____ was conferred with the 50th Gyanpeeth award recently.
16. Write correct chronological order of the following historic events-
(a) Dandi March (b) Foundation of Indian National Congress (c) Death of Rani Laxmibai
(d) Quit India movement : _____
17. A girl introduced a boy as the son of the daughter of her father to her uncle. The boy is the girl's _____
18. Identify & write the correct pair (organisation & its area of work) from the following:
ISRO, Higher Education, NARI, Ocean Studies, Aids Research, Women Empowerment, NOTE, Monitory Regulation _____
19. French satirical weekly magazine _____ was targeted by terrorists in 2015, killing 12 people for publishing controversial cartoons.
20. According to Malthus, the production increases in arithmetic progression whereas the population increases in _____ progression.
21. The saint poet from Maharashtra whose couplets have been incorporated in the Guru Granthasaheb is _____
22. Complete the series 4, 12, 48, 240, 1440,? _____

23. Identify the following persons with their area of work:
 Vinod Mehta: _____
 Jahnu Barua: _____
24. Associate the following dates with the most important event in the Indian context:
 30th January, 1948: _____
 27 February 2002: _____
25. 'Yudhishtir' in B.R. Chopra's TV serial Mahabharat, Mr. _____
 is in controversy over his recent appointment as the chairman of FTII.
26. Find the odd sum out from the series given below
 187, 264, 386, 473, 682, 781 : _____
27. Name the fields in which following regulatory bodies work:
 AICTE: _____
 IRDAI: _____
28. The MRP of an electric iron is Rs 300 if two successive discounts of 15% and 10% are allowed, its selling price will be _____
29. Identify the organisations which has the following as their motto:
 'Yogakshemam Vahamyaham': _____
 'Bahujan Hitay Bahujan Sukhay': _____
30. Identify the correct chronology of the release of the following films (Just write alphabets)
 a) Do Bigha Zameen b) Mughal-e- Azam c) Sahib Bibi Aur Ghulam d) Guide: _____
31. A comedy show _____ featuring Ranveer Singh & Arjun Kapoor was removed recently from the YouTube due to mounting controversies.
32. Fill in the blank in the series: 5, 10, 13, 26, 29, 58, _____, 122:
33. Which of the following diagrams indicates the best relation between Women, Mothers and Engineers? _____
- a)  b)  c)  d) 
34. Arrange the following religion in chronological order of their existence: _____
 a) Jainism b) Buddhism c) Christianity d) Sikhism
35. On 1st January 2015, Central government established _____ to replace Planning Commission of India

36. A left wing leader and writer _____ was shot at in Kolhapur, Maharashtra in February 2015.
37. Andhra Pradesh government had approved _____ as the name of the new capital city of the state.
38. On 30th March 2015, Bharat Ratna was awarded to freedom fighter _____ posthumously.
39. Petroleum and Natural Gas Minister, Dharmendra Pradhan, launched the _____ campaign urging rich people to give up LPG subsidy.
40. Recently the Parliament passed the Constitution (119th Amendment) Bill in 2013, which would allow India to solve its territorial disputes with _____ (Country)
41. Prime Minister Mr. Narendra Modi launched three large-scale social security schemes at Nazrul Mancha in Kolkata. Name any one of those schemes:

42. Nobel Peace Prize for the year 2014 were awarded to _____ from India and _____ from Pakistan.
43. One of the most celebrated cartoonist of India and creator of comic character *Chacha Chaudhary*, _____, passed away recently.
44. Identify the brand from the taglines given below
Ideas for life: _____
Move on: _____
45. A national referendum (voting) was held in _____ (European nation) to become an independent sovereign state in September 2014.
46. If FRIEND is coded as HUMJTK, how can CANDLE be written in that code?

47. Fill in the blanks by choosing the apt pair of words from the options given below.
If it were true that enduring lessons are learnt from _____ errors, Broadway would be the repository of _____ theatrical wisdom.
(accidental- occult / egregious-sublime/ dubious-profound/ stupid-attenuated)

48. Identify the persons below



49. Identify the State and the city marked as A



State: _____

City: _____

50. In this question, the first and the sixth sentences are given in the beginning. The middle four sentences have been removed and jumbled up. These are labeled P, Q, R and S. Select the proper order for the four sentences. (for example PQRS)

S-1: American private lives may seem shallow.

S-6: This would not happen in China, he said.

P: Students would walk away with books they had not paid for.

Q: A Chinese journalist commented on a curious institution: the library.

R: Their public morality, however, impressed visitors.

S: But in general they returned them.

For Rough Work:

Department of Communication Studies

Savitribai Phule Pune University

Entrance Exam for M.Sc. (Communication Studies): June 2015

Written Test :Section B

Time: 3 hour

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 not more than 800 words. Elaborate every new point in a *new* paragraph. (20)
 - a) Are Debates on News-channel Getting Debased? / वृत्तवाहिन्यांवरील चर्चा हिणकस होत आहेत?
 - b) Clean India: Campaign, Concept & Character/ स्वच्छ भारत: अभियान, संकल्पना आणि स्वभाववृत्ती
 - c) Does Higher Education Ensure Better Politicians?/ उच्च शिक्षणातून चांगले राजकीय नेतृत्व खात्रीने घडते?
 - d) Are We Becoming 'Selfi'sh? / आपण 'सेल्फी'श बनत चाललो आहोत काय?
 - e) *Aur Dikhaao* / अजून दाखवा..

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

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

Do not go gentle into that good night

Do not go gentle into that good night,
Old age should burn and rave at close of day;
Rage, rage against the dying of the light.

Though wise men at their end know dark is right,
Because their words had forked no lightning they
Do not go gentle into that good night.

Good men, the last wave by, crying how bright
Their frail deeds might have danced in a green bay,
Rage, rage against the dying of the light.

Wild men who caught and sang the sun in flight,
And learn, too late, they grieved it on its way,
Do not go gentle into that good night.

Grave men, near death, who see with blinding sight
Blind eyes could blaze like meteors and be gay,

Rage, rage against the dying of the light.

And you, my father, there on the sad height,
Curse, bless, me now with your fierce tears, I pray.
Do not go gentle into that good night.
Rage, rage against the dying of the light.

- Dylan Thomas

- a) Write an interpretative note on the poem in your words (up to 400 words) (10)
b) Explain the concept- 'dark is right' in the context of the poem. (up to 100 words) (5)
c) Explain the meaning of the terms 'green bay' and 'blaze like meteors' (5)

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

दोन मी

तो कुणी माझ्यातला तो घनतमी ठेचाळतो,
तरिही मी का चालतो? तो बोलतो ना थांबतो.
वाकणा-या अन मला तो पाहुनीया मोडतो,
झाकितो तो गच्च डोळे, श्वास वक्षी रोखितो.
अग्नीज्वाळेच्यपरी तो नग्न आहे केशरी
कल्पना होती अशी अन् अजुन आहे ती खरी
कोणते पोशाख त्याचे चोरीले मी भर्जरी:
विकित बसलो येथ हाटी, आणि खातो भाकरी
तो उपाशी तरिही पोटी लाज माझी राखतो,
राख होतानाही ओठी गीतगाणी ठेवितो
मैफलीला तो नि मी दोघेही जातो धावुनी:
ऐकतो मी सूर, तो अन् दूरचे घंटाध्वनी.
तो कुणी माझ्यातला तो घनतमी तेजाळतो
दीन मी बांधून डोळे एकटा अन् चालतो

-आरती प्रभू

- अ) या कवितेचा तुमच्या शब्दात अन्वयार्थ लिहा (मर्यादा- ४०० शब्द) (10)
आ) कवितेच्या संदर्भात 'भर्जरी पोशाख' आणि 'दूरचे घंटाध्वनी' या संकल्पना स्पष्ट करा (१०० शब्द) (5)
इ) वरील कवितेतील 'दोन मी' ही संकल्पना केंद्रस्थानी असलेल्या इतर एका कलात्मक अभिव्यक्तीबद्दल (चित्रपट, कथा, कादंबरी, कविता, नाटक इ.) थोडक्यात लिहा (१०० शब्द) (5)

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

परंपरा

परंपरा को अंधी लाठी से मत पीटो
 उसमें बहुत कुछ है
 जो जीवित है
 जीवन दायक है
 जैसे भी हो
 ध्वंस से बचा रखने लायक है
 पानी का छिछला होकर
 समतल में दौड़ना
 यह क्रांति का नाम है
 लेकिन घाट बांध कर
 पानी को गहरा बनाना
 यह परम्परा का नाम है
 परम्परा और क्रांति में
 संघर्ष चलने दो
 आग लगी है, तो
 सूखी डालों को जलने दो
 मगर जो डालें
 आज भी हरी हैं
 उन पर तो तरस खाओ
 मेरी एक बात तुम मान लो
 लोगों की आस्था के आधार
 टुट जाते हैं
 उखड़े हुए पेड़ों के समान
 वे अपनी जड़ों से छूट जाते हैं
 परम्परा जब लुप्त होती है
 सभ्यता अकेलेपन के
 दर्द में मरती है
 कलमें लगना जानते हो
 तो जरूर लगाओ
 मगर ऐसी कि फलों में
 अपनी मिट्टी का स्वाद रहे
 और ये बात याद रहे
 परम्परा चीनी नहीं मधु है
 वह न तो हिन्दू है, ना मुस्लिम
 - रामधारी सिंह 'दिनकर'

- अ) इस कविता का आस्वादात्मक अर्थ लिखिए (मर्यादा ४०० शब्द) (10)
- आ) कविता के संदर्भ में 'पानी को गहरा बनाना' और 'सभ्यता का अकेलेपन' इन संकल्पनाओं का अर्थ स्पष्ट किजिए (5)
- इ) कवी रामधारी सिंह 'दिनकर' के बारे में अधिक जानकारी लिखिए (5)

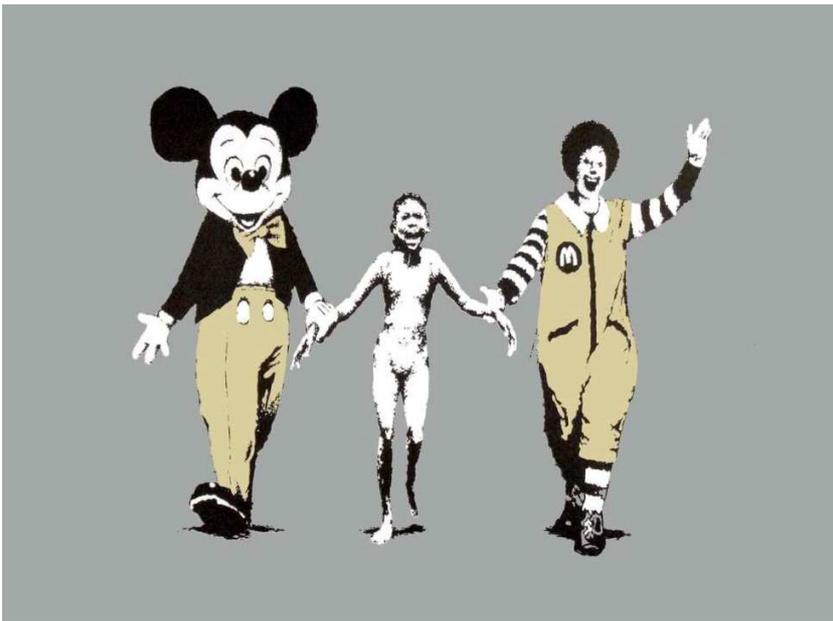
3. Construct an imaginary free-flowing discussion on any **ONE** of the following debate themes. The discussion is supposed to be among four (real or imaginary) people representing diverse perspectives on the issues. The discussion as a whole should bring out various issues and ideas associated with the topic. Ensure that every member participates adequately in the discussion. You can decide the name, gender, age, designation etc. of the four participants and write it clearly before the discussion. The discussion can be written in English, Marathi or Hindi. (600 word) (20)

- A) Promoting Yoga in Education Does Not Amount to Promoting Religion
B) Does Indian Television Require Censorship?

4. A) Construct a 400-500 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 may interpret the given set of words in a certain socio-cultural context. You may write the story in Marathi, Hindi or English (10)

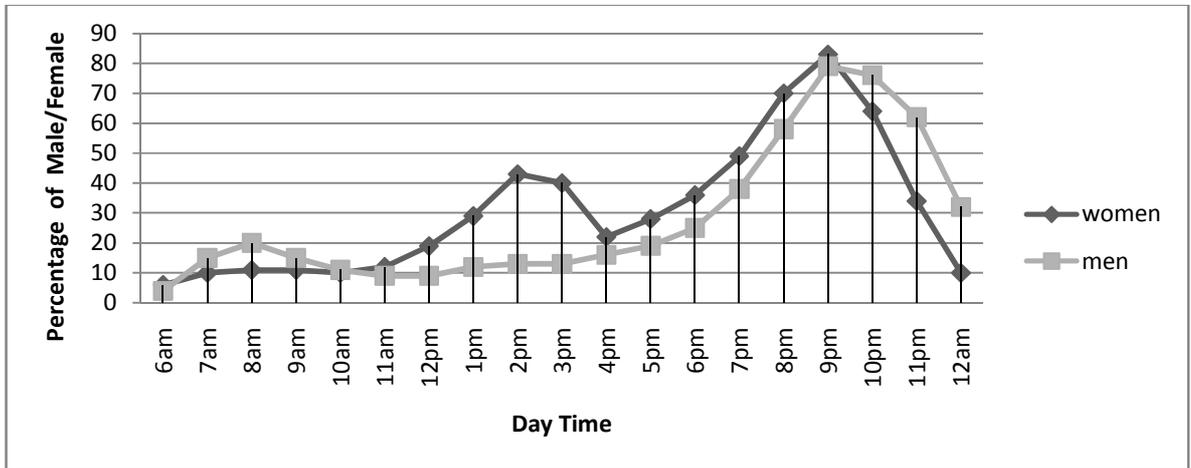
- 1) A Deaf Young Man (एक बहिरा तरुण) 2) A Little Girl (एक छोटी मुलगी)
3) Fair (जत्रा) 4) Mobile (मोबाईल फोन)
5) Hope (आशा)

B) Interpret the following visual in 400-500 words. You can write in English, Marathi or Hindi (10)

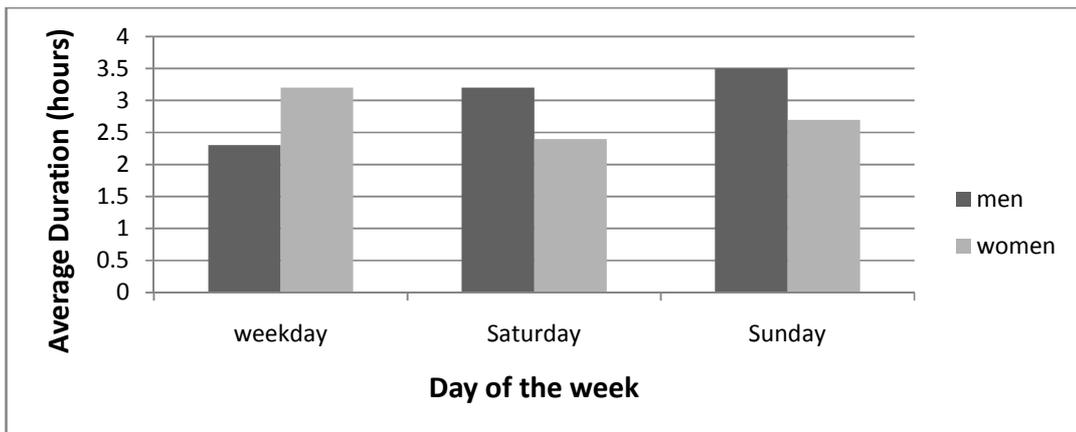


5. A) A study was carried out to understand the nature of television viewing patterns of adult male and female in a typical urban Indian family set up. Following graphs indicate the results of some of the objectives of the above study. The graphs are based on the quantitative data collected from the respondents in the study.

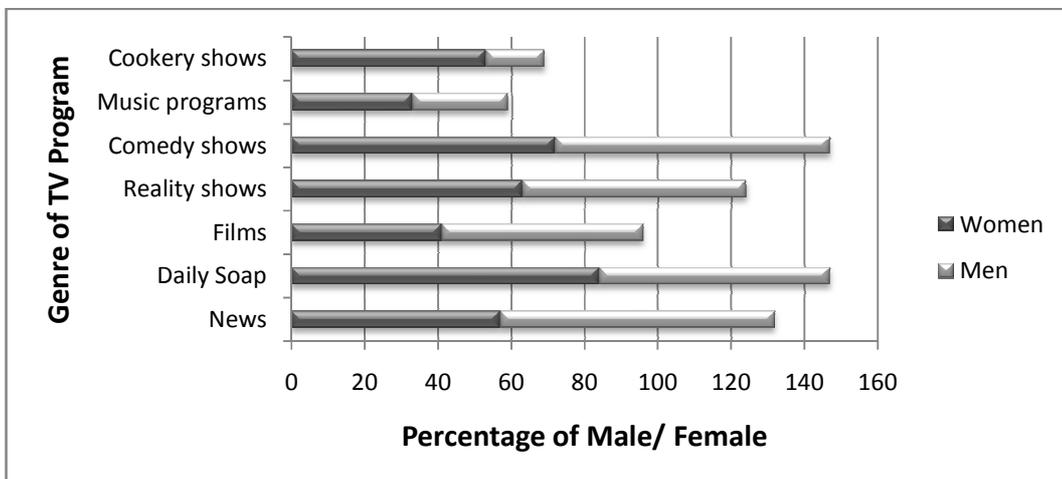
Graph 1: TV Viewing Timing of Adult Male and Female on Weekdays



Graph 2: Average TV Viewing Duration and Day of Week



Graph 3: Type of Television Programme and Preference by Male & Female



Note: (a) The Percentage in Graph 1 and 3 represent percentage within the category i.e. Male OR Female (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 if required for the interpretation. But mention them clearly before your note.

Attempt the following questions on the basis of the graphs-

- 1) Write at least two important observations from each of the graphs. (5)
- 2) 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. (5)

B) Following is a shortened version of a research carried out on the theme of 'Mobile and Romantic Love'. Read it carefully and answer the questions.

Many studies in the past have shown the importance of mobile communication in the context of close personal relationships. But only few studies have focused on the effect of mobile communication on the key relational process in romantic relationships. Thus, it is important to study whether mobile communication between romantic partners is associated, as is face-to-face communication, with their relational characteristics including relational uncertainty, love and commitment, and attachment styles. The present study takes up this question by analyzing the communicative behaviour of people in romantic relationship.

Relational uncertainty—"the degree of confidence people have in their perceptions if involvement within interpersonal relationships" is a fundamental component of close relationships that shapes communicative behaviors between partners. It has been consistently used as a reliable indicator of relationship quality. Relational uncertainty stems from three sources: the self, the partner, and the relationship. Self uncertainty represents doubts about one's own involvement in the relationship. Partner uncertainty relates to doubts about one's partner's involvement in the relationship, and relationship uncertainty concerns the doubts about the relationship itself. It has been found in the present study that frequent or longer voice calls over mobile phones were linked to lower relational uncertainty among respondents involved in romantic relationships.

Love and commitment are also important aspects of romantic relationships because they draw individuals together to form and maintain relationships. Romantic relationships are often characterized as a process in which partners become interdependent. A relationship marked by love and commitment is likely to show strong interdependence between partners which lasts for a considerable period of time. Relationship qualities (e.g., love, commitment) are influenced by both the quality and the quantity of communication between relational partners. The results of the present study also indicate that the more voice calls are used by individuals in romantic relationships, the stronger the love and commitment with their partners. Given that frequent interconnection is necessary to form a close relationship, mobile communication seems to fulfill people's need for connectedness. It helps in attaining shared outcomes in the

context of close relationships. This process of becoming interdependent may result in greater levels of love and commitment, as suggested by the present findings.

Another critical individual factor in interpersonal communication relates to attachment style. Romantic love can be conceptualized as an attachment process, in which an individual bonds to his or her romantic partner in a similar way that an infant becomes attached to his or her primary caregiver. Several studies have shown the relationship between individuals' attachment styles and their relational functioning. Attachment styles vary across two dimensions: Avoidance or the tendency to steer clear of intimate contact due to discomfort with closeness, and anxiety or the strong desire for closeness coupled with fear of abandonment. Individuals with different attachment styles experience romantic relationships differently. The study reveals that participants' attachment styles were significantly associated with voice call use. Specifically, participants with more avoidance reported fewer amounts of voice calls within their romantic relationships than those with less avoidance. Although there was no support for the assumption that anxious individuals would make less use of mobile phones, there was an interaction effect between avoidance and anxiety on voice call frequency. For people who are less anxious, the difference of voice call frequency between those with high avoidance and with low avoidance was larger as compared to that for those who are more anxious.

1. From the above passage, identify the three main concepts which the study focuses on. Also identify the sub-concept (if any) under each of them. Just write the concepts and sub-concept/s. No need to explain them. (5)
2. What can be inferred about the main objective of the study from the above analysis? Write in 100 words using the terms and concept from the analysis. (5)

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