

SPACE FOR ROUGH USE

This booklet contains 10 printed pages.

ARUNACHAL PRADESH UNIVERSITY
COMMON ENTRANCE TEST-2025
(APUCET-2025)

Test Booklet No.

MASTER OF ARTS IN MASS COMMUNICATION

OMR Sheet No.

Subject Code

Roll No.

Series

A

Day and Date of Examination: _____

Signature of Candidate: _____

Signature of Invigilator(s): _____

Full Marks: 100

Time: 1 Hours

INSTRUCTIONS

1. Do not open this test booklet until you are told to do so.
2. Candidate must write his/her Roll Number in the space provided.
3. This Test Booklet comprises One Section which consists of 50 Multiple Choice Questions (MCQs) and appropriate option should be marked as answers in the OMR sheet provided. All questions carry 2 marks each.
4. There will be no negative marking for a wrong answer.
5. No candidate shall be permitted to enter the Examination Hall after the commencement of the Entrance test and leave the examination hall before the expiry of the examination time.
6. Making any identification mark both in the Test Booklet and the OMR Sheet anywhere other than the specified places will lead to disqualification of the candidate.
7. Handover OMR Sheet at the end of the examination to the invigilators.
8. Candidates shall maintain silence inside and outside the examination hall. If candidates are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
9. The use of any electronic items, log table, etc. is prohibited inside the examination hall.
10. Use only **Black Ball Point Pen**.
11. In case of any dispute, the decision of the University Authority shall be final and binding.

SECTION – A
(Each Question Carries ONE Mark)

SPACE FOR ROUGH USE

1. When did Arunachal Pradesh become a full-fledged state of India?
 - a) 1972
 - b) 1975
 - c) 1987
 - d) 1990

2. Arunachal Pradesh shares an international border with which of the following countries?
 - a) Bhutan
 - b) China
 - c) Myanmar
 - d) All of the above

3. Who is the present IPR (Information & Public Relations) Minister of Arunachal Pradesh?
 - a) Mama Natung
 - b) Nyato Dukam
 - c) Pasang Dorjee Sona
 - d) Balo Raja

4. What was X formerly known as?
 - a) Facebook
 - b) Twitter
 - c) Snapchat
 - d) MySpace

5. Who is the current Cabinet Minister for the Ministry of Information & Broadcasting (as of 2025)?
 - a) Rajeev Chandrasekhar
 - b) L. Murugan
 - c) Anurag Singh Thakur
 - d) Ashwini Vaishnaw

6. Operation Sindoor is linked with which incident?
 - a) 26/11 Mumbai attacks
 - b) Pulwama terror attack
 - c) Pahalgam terror attack
 - d) Uri surgical strike

7. The Pulitzer Prize is awarded in the field of:
 - a) Cinema
 - b) Journalism and Arts
 - c) Science
 - d) Sports

32. A TV channel has ratings of 5.2, 5.8, 6.1, and 5.9. What is the average rating?
- 5.75
 - 5.8
 - 6.0
 - 5.85
33. 40% of 250 viewers liked a programme. How many viewers liked it?
- 90
 - 95
 - 100
 - 110
34. Gatekeeping in journalism means:
- Stopping fake news
 - Choosing which news gets published
 - Protecting the newsroom
 - Following journalism ethics
35. In print media, the term “masthead” refers to:
- Logo & publication details
 - Main headline
 - Editorial
 - Advertisement section gets published
36. The 'inverted pyramid' style is used in:
- Advertising copywriting
 - News reporting
 - Film scripts
 - PR press releases
37. In media, “infographic” means:
- A news summary
 - Visual representation of data
 - A printed news poster
 - A live news feed
38. “Paywall” in online journalism refers to:
- A site requiring payment to access content
 - A firewall for news websites
 - A free news platform
 - A sponsored article
39. “Microblogging” is:
- Writing short posts on social media platforms
 - Writing private diary entries
 - Blogging on niche topics only
 - Posting images without captions

8. Who is the present Chief Justice of India (2025)?
- B.R. Gavai
 - U.U. Lalit
 - N.V. Ramana
 - Sharad Arvind Bobde

9. The headquarters of UNESCO is located in:
- Geneva
 - Paris
 - New York
 - Vienna

10. Which country hosted the 2024 Summer Olympics?
- Tokyo
 - Paris
 - Los Angeles
 - Rio de Janeiro

11. Which of the following individuals was awarded the ‘Bharat Ratna’ in 2019?
- Bhupen Hazarika
 - Sachin Tendulkar
 - Atal Bihari Vajpayee
 - M.S. Subbulakshmi

12. In tech jargon, AI denotes which of the following?
- Artificial Integration
 - Automated Intelligence
 - Artificial Intelligence
 - Artificial Innovation

13. Fill in the blank: “The journalist worked tirelessly to _____ the facts.”
- uncover
 - covered
 - covering
 - uncovers

14. Identify the grammatically correct sentence:
- The news were surprising.
 - The news was surprising.
 - The news is surprise.
 - The news are surprise

15. In journalism, the antonym of “Objectivity” is:
- Analytical depth
 - Bias
 - Balanced reporting
 - Neutral commentary

16. Synonym of "Reluctant" is:
a) Willing
b) Unwilling
c) Resistant
d) Stubborn
17. Choose the antonym of "Opaque":
a) Clear
b) Dark
c) Dull
d) Thick
18. Synonym of "Ambiguous":
a) Clear
b) Vague
c) Transparent
d) Bright
19. Antonym of "Obscure":
a) Vague
b) Clear
c) Dim
d) Hidden
20. Synonym of "Headline" is:
a) Caption
b) Title
c) Byline
d) Subhead
21. The passive form of "The editor rejected the article" is:
a) The article has rejected by the editor.
b) The article was rejected by the editor.
c) The article is rejected by the editor.
d) The article will reject by the editor.
22. Choose the correctly spelled word:
a) Acommodate
b) Accommodate
c) Accomodate
d) Accomadate
23. Which is the plural form of "Crisis"?
a) Crisises
b) Crisis
c) Crises
d) Crisas

24. Choose the correct article: "He is _____ honest man."
a) a
b) an
c) the
d) no article
25. Choose the correct option: "Neither the reporters nor the editor _____ available."
a) were
b) was
c) are
d) be
26. If all reporters are writers and some writers are editors, then:
a) All reporters are editors
b) Some editors are reporters
c) No reporter is an editor
d) All editors are reporters
27. Arrange in logical order: 1) Reporting 2) Editing 3) Printing 4) Distribution
a) 2-1-3-4
b) 1-3-4-2
c) 1-2-3-4
d) 4-3-2-1
28. If 'NEWS' is coded as 'MZVH', then 'MEDIA' is coded as:
a) JZAXV
b) KZAYV
c) LZAXU
d) JZAYW
29. Which is different: JPEG, PNG, MP3, BMP?
a) JPEG
b) PNG
c) MP3
d) BMP
30. Find the odd one out:
a) Microphone
b) Mobile Phone
c) Tripod
d) Camera
31. Arrange: Headline, News Item, Lead, Body.
a) Headline → Lead → Body → News Item
b) Lead → Headline → News Item → Body
c) Headline → Body → Lead → News Item
d) News Item → Lead → Body → Headline

40. A “vox pop” in media refers to:
- Opinion of the public
 - Voice-over in ads
 - Political speech
 - Viral content
41. “Yellow Journalism” refers to:
- Sensationalized and exaggerated news
 - Financial reporting
 - Investigative journalism
 - Political propaganda
42. FM radio generally operates in which frequency range in India?
- 88–108 MHz
 - 530–1600 kHz
 - 300–3000 MHz
 - 50–80 MHz
43. Who is regarded as the father of Indian journalism?
- Raja Ram Mohan Roy
 - Mahatma Gandhi
 - Bal Gangadhar Tilak
 - Annie Besant
44. Who is credited with the invention of the printing press?
- Johannes Gutenberg
 - Benjamin Franklin
 - Thomas Edison
 - Marconi
45. The Press Trust of India (PTI) is:
- A news agency
 - A newspaper
 - A magazine
 - A TV channel
46. The first Hindi newspaper was:
- Udant Martand
 - Navbharat Times
 - Aaj
 - Amar Ujala
47. The first newspaper in India was:
- The Indian Gazette
 - The Bengal Gazette
 - The Times of India
 - Amrita Bazar Patrika
48. Which is NOT a news agency in India?
- UNI
 - ANI
 - Reuters
 - Doordarshan

49. Which is the first news channel in India?
- a) NDTV
 - b) Doordarshan News
 - c) Aaj Tak
 - d) Zee News
50. The first radio broadcast in India was in:
- a) 1920
 - b) 1923
 - c) 1927
 - d) 1930