



**ST. ANTHONY'S COLLEGE
SHILLONG**

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

**2018
MEDIA TECHNOLOGIES
Time: 10:00 am - 12:00 pm**

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 beginning.
- 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.
- The shortlisted candidates will have to appear for a personal interview a day after the entrance test at the Department of Mass Media at 10 a.m.
- The final admission will be done on a first come, first served basis, once 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's Signature _____

GENERAL KNOWLEDGE – 15 Marks

Q1. Choose the correct answer and write the answer in the space provided (1x15=15)

I. When did GST come into effect in India?

- a. July 1, 2017
- b. June 1, 2017
- c. August 11, 2017

Ans:

II. Who is the present Chief Minister of Meghalaya?

- a. Shri. MukulSangma
- b. Shri. Conrad Sangma
- c. Shri. PrestoneTyngsong

Ans:

III. FM in FM radio means

- a. Frequency Modulation
- b. Frequency Moderation
- c. Frequency Management

Ans:

IV. Telegraph Newspaper is a

- a. Weekly
- b. Monthly
- c. Daily

Ans:

V. How many medals did India win in the Common Wealth Games 2018?

- a. 60 medals
- b. 66 medals
- c. 80 medals

Ans:

VI. NDTV is an abbreviation for...

- a. New Delhi Television
- b. New Dish Television
- c. National Direct Television

Ans:

VII. BHIM app was launched in the year

- a. 2016
- b. 2017
- c. 2018

Ans:

VIII. The CEO of Whatsapp and the Managing director of Facebook is

- a. Mark Zuckerberg
- b. Jan Koum
- c. Susan Wojcicki

Ans:

- IX. The Rohingyas are people that hail from
- a. India
 - b. Bangladesh
 - c. Myanmar

Ans:

- X. How many satellites were successfully launched by ISRO on 15th February 2017?
- a. 64 satellites
 - b. 104 satellites
 - c. 204 satellites

Ans:

- XI. The 5th of June is celebrated as
- a. World Environment day
 - b. World Television day
 - c. World Radio day

Ans:

- XII. Which country emerged as champions at the FIFA-U-17 held in India in 2017?
- a. Spain
 - b. England
 - c. Brazil

Ans:

- XIII. In August 2017 the Supreme Court ruled 'Right to Privacy' as
- a. Personal Right
 - b. Fundamental Right
 - c. Privacy right

Ans:

- XIV. The highest grossing Indian film of all time is
- a. Baahubali 2: The Conclusion
 - b. Tare Zameen Par
 - c. Dangal

Ans:

- XV. One of the senior Indian journalists was killed on 5th September 2017. It was described as the saddest day in the history of the Indian press. Who was the journalist?
- a. Tom Alter
 - b. Kundan Shah
 - c. GauriLankesh

Ans:

MEDIA AWARENESS – 10 Marks

Q2. Tick and write the correct answer in the space provided: (1x10 = 10)

- I. The Oscar Award for *Best Picture* for the year 2018 was won by :-
- a) The Shape of Water
 - b) Dunkirk
 - c) Beautiful Life
 - d) La La Land

Answer:

- II. AIR, Shillong launched its FM Radio on 2nd October 2010. The name of the service is
- a) Red FM
 - b) Radio Mirchi
 - c) Jong phi Radio
 - d) laNgi Radio.

Answer:

- III. The social network which allows you to 'pin' something is
- a) Facebook
 - b) Twitter
 - c) LinkedIn
 - d) Pinterest

Answer:

- IV. India's first newspaper is the Bengal Gazette. It was founded by
- a) Mahatma Gandhi
 - b) James Augustus Hicky
 - c) Raja Ram Mohon Roy
 - d) Lord Mounbatten

Answer:

- V. Paytm is India's first payments App. Its full form is
- a) Pay The Money
 - b) Pay Through The Machine
 - c) Pay Through Mobile
 - d) None of the Above

Answer:

- VI. This famous musician from Shillong was awarded the 4th Dr. Bhupen Hazarika award in 2016. His name is
- a) Timmy Kharhujon
 - b) Lou Majaw
 - c) Rudy Wahlang
 - d) PhomLyttan

Answer:

VII. A newly received information about an event that is currently occurring or developing is

- a) Developing news
- b) New News
- c) Breaking News
- d) News

Answer:

VIII. The practice of Communicating News by photographs is

- a) Photo Journal
- b) Photojournalism
- c) Magazine journalism
- d) Photo broadcast

Answer:

IX. The present Information and Broadcasting Minister of India is

- a) Smriti Irani
- b) Maneka Gandhi
- c) Arun Jaitley
- d) Vincent Pala

Answer:

X. The film that won the Best Feature Film at the National Awards 2018 is,

- a) Kaccha Limbu
- b) Village Rockstars
- c) Gazi
- d) Bhayanakam

Answer:

ENGLISH – 25 Marks

Q3. Remember the phrase "Busy as a Bee"? How busy are bees? (5)

OR

The phrase "Out of the Blue." Can't it also be red or yellow or green? (5)

Q4. You wake up as William Shakespeare in the 21st century, what do you do? (5)

Or

You wake up as Alice in Wonderland, what do you do? (5)

Q5. From the alternatives given after each set select the one that fits the definition.
(1X5=5)

- 1) A person who readily believes others.
a) credible b) credulous c) creditable

Ans:

- 2) One who is present everywhere.
a) omnipresent b) omniscient c) omnipotent

Ans:

- 3) A Person who hates womankind.
a) misogynist b) misologist c) misanthropist

Ans:

- 4) A child born after the death of his father.
a) philanthropist b) posthumous c) miscarriage

Ans:

- 5) A policy that segregates people on the basis of race.
a) theism b) apartheid c) partisan

Ans:

Q6. Fill in the blanks with correct preposition. (1X5=5)

1. The audience was incensed _____ the rude remark of the officer.
2. She has been reduced _____ a skeleton.
3. The child trembled _____ fear.
4. He became slave _____ the circumstances.
5. The bill was voted _____.

Q7. Construct meaningful sentences with the following idioms.(1X5=5)

I. in vogue.

II. put an end to

III. red letter day

IV. throw cold water on

V. break the ice.

SCRIPT – 10 Marks

**Q8. Khraw wakes up to the sound of the doorbell. It's his future outside.
Construct a scene with dialogue based on the above situation. (10 Marks)**

READING IMAGES – 20 Marks

Q9. Write a short paragraph based on the image below.

(5 marks)



Q10. Write a travel feature story based on the image below. Comment on the camera settings/gear needed to obtain this shot.
(5 marks)



Q11. Study the photograph given below carefully and answer the following questions:
(10 marks)



- Where do you think this photograph was taken?
- What is the photographer's name?
- Provide an appropriate caption to the photograph.
- What type of shot is this photograph?
- What type of shutter speed was used in this photograph?

APTITUDE FOR ADVERTISING – 20 MARKS

Q12. Write your own slogans for the brands mentioned below in one or two lines. (Original slogans should not be repeated) (5 Marks)

Eg: **Myntra** – *Original slogan: India's largest on line fashion store*

Recreated slogan: We bring you fashion at its best!

I. **Amul:** Original Slogan: *Utterly Butterly Delicious*

Your slogan:

II. **Vodafone:** Original slogan: *The Future is Exciting. Ready?*

Your slogan:

III. **Cadbury Dairy Milk Silk:** Original slogan: *Feels like a lot more.*

Your slogan:

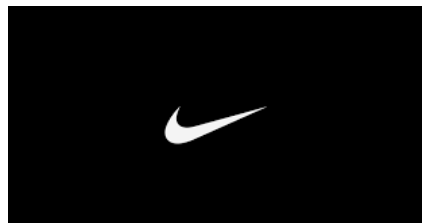
IV. **Republic TV:** Original slogan: *You are republic, we are your voice.*

Your slogan:

V. **Adidas:** Original slogan: *Impossible is Nothing.*

Your slogan:

Q13. Nike is a sports *brand*. Its slogan is: *Just do it*. And the following is its logo:



Similarly A new chocolate brand is to be launched in the market. The target group audience are teenagers. Using your own creativity, do the following:

I. Name the chocolate (1)

II. Create a new slogan for the chocolate (1)

III. Design a logo for the chocolate and explain why you have designed the said logo
(3)

Q14. Describe your favourite television ad in about 10-15 sentences. (10)