

COMMON P.G. ENTRANCE TEST – 2021 (CPET-2021)

Test Booklet No.:

142543

**HIGHER EDUCATION DEPARTMENT, GOVT. OF ODISHA
TEST BOOKLET**

Subject Code : **26**

Entrance Subject : **Journalism & Mass Communication**

Time Allowed: 90 Minutes

Full Marks : 70

INSTRUCTIONS TO CANDIDATES

1. Please do not open this Question Booklet until asked to do so.
2. Check the completeness of the Question Booklet immediately after opening.
3. Enter your **Hall Ticket No.** on the Test Booklet in the box provided alongside. Do not write anything else on the Test Booklet.
4. Fill up & darken Hall Ticket No. & Test Booklet No. in the Answer Sheet as well as fill up Test Booklet Serial No. & Answer Sheet Serial No. in the Attendance Sheet carefully. Wrongly filled up Answer Sheets are liable for rejection.
5. Each question has four answer options marked (A), (B), (C) & (D).
6. Answers are to be marked on the Answer Sheet, which is provided separately.
7. Choose the most appropriate answer option and darken the oval completely, corresponding to (A), (B), (C) or (D) against the relevant question number.
8. Use only **Blue/Black Ball Point Pen** to darken the oval for answering.
9. Please do not darken more than one oval against any question, as scanner will read such markings as wrong answer.
10. Each question carries equal marks. There will be no negative marking for wrong answer.
11. Electronic items such as calculator, mobile, etc., are not permitted inside the examination hall.
12. Don't leave the examination hall until the test is over and permitted by the invigilator.
13. The candidate is required to handover the original OMR sheet to the invigilator and take the question booklet along with the candidate's copy of OMR sheet after completion of the test.
14. Sheet for rough work is appended in the Test Booklet at the end.

SEA

1. The adoption of an innovation by consumers over a period of time is called
 - (A) Fusion of Modernization
 - (B) Diffusion of Innovation
 - (C) Dispersion of Innovation
 - (D) Blockchain Technology
2. Dr. Radhanath Rath was the editor of the Odia daily called
 - (A) Prajatantra
 - (B) Sambad
 - (C) Samaja
 - (D) Dhariti
3. The World Health Organization (WHO) is a specialized agency of the
 - (A) United Nations
 - (B) United States of Africa
 - (C) United Countries of World
 - (D) United Organizations
4. Netflix is a production company that delivers streaming service content on
 - (A) Out of the Tip platform
 - (B) Over The Top platform
 - (C) On The Top platform
 - (D) Off The Type platform
5. Abbreviate the right term of MPEG which is used for a video file
 - (A) The Moving Pictures Experts Group
 - (B) The Motion in Pictures Expertise Group
 - (C) The Movies and Photographers Experts group
 - (D) The Motion Photography Ethnic group

6. The brackish water lagoon in Odisha known as haven for migratory birds is
- (A) Paradip
 - (B) Chilika
 - (C) Satapada
 - (D) Chandipur
7. National Film Awards in India are presented annually by the organisation
- (A) National Film Development Corporation
 - (B) Directorate of Film Festivals
 - (C) Information and Broadcasting Department
 - (D) Centre for Film fraternity
8. The recipient of Business World Young Entrepreneur Award, who is from Odisha is
- (A) Sitakanta Ray
 - (B) Punyasloka Panda
 - (C) Ritesh Agarwal
 - (D) Subroto Bagchi
9. Which among the following is not an Odia newspaper
- (A) Samaya
 - (B) Prameya
 - (C) Anupam Bharat
 - (D) Hari Bhoomi
10. UNESCO stands for
- (A) The Unity for National Education, Science and Cultural Operations
 - (B) The Unified Nations Education, Significant and Cultural Order
 - (C) The United Nations Educational, Scientific and Cultural Organization
 - (D) The Union of Nations Educational, Scientific and Culture Organization
11. A person arrested has to be brought to court before being detained or imprisoned is
- (A) The Writ of Mandamus
 - (B) The Writ of Habeas Corpus
 - (C) The Writ of Certiorari
 - (D) The Writ of Quo-Warranto

12. Choose the odd one out among the film animation companies listed below:
- (A) Dreamworks
 - (B) Warner Bros
 - (C) Paramount
 - (D) White Ants
13. New media have facilitated the type of communication which is
- (A) Abstract
 - (B) Conceptual
 - (C) Public
 - (D) Interactive
14. Choose the correct 'Child Helpline number in India'
- (A) 100
 - (B) 1098
 - (C) 181
 - (D) 1091
15. Name the first Odia Film
- (A) Raja Harishchandra
 - (B) Sri Lokanath
 - (C) Sita Bibaha
 - (D) Ramayana
16. Mimic aspects or simulation of human intellect by software is called
- (A) Animation
 - (B) Google Doodle
 - (C) Artificial Intelligence
 - (D) Algorithm
17. Camera operation to sharpen the image is called as
- (A) Exposure
 - (B) Focus
 - (C) Blimp
 - (D) Bloop

18. 'The Indian Express' newspaper was founded by
- (A) Narasimhan Ram
 - (B) Sundersingh Lyallpuri
 - (C) Ramkrishna Dalmia
 - (D) Ramnath Goenka
19. Vividh Bharati radio channel is part of
- (A) Radio City
 - (B) Hello Radio
 - (C) All India Radio
 - (D) Times Radio
20. The oldest stock exchange of India which is located at the Dalal Street is
- (A) NSE
 - (B) MSE
 - (C) BSE
 - (D) Nasdaq
21. HTML stands for
- (A) Homepage Multimedia Language
 - (B) Hypertext Markup Language
 - (C) Hyperlink Memory Language
 - (D) Hypertext Media Language
22. Find the option where the movie name does not match with its actor
- (A) Haider - Shahid Kapoor
 - (B) Masaan - Rajkumar Rao
 - (C) Andhadhun - Ayushmaan Khurana
 - (D) Udaan – Rajat Barmecha

23. The webseries 'Scam 1992: The Harshad Mehta Story', is based on
- (A) Chitfund
 - (B) Journalism
 - (C) Stock Exchange
 - (D) Bofors
24. Choose the oldest news agency in the world
- (A) Associated Press
 - (B) Agence France Presse
 - (C) Reuters
 - (D) United Press International
25. In Olympics 2020, the Indian sportsperson to win the first medal for India is
- (A) Sai Praneeth
 - (B) Saikhom Mirabai Chanu
 - (C) Lovlina Borgohain
 - (D) Mary Kom
26. The World Press Freedom Day is observed on
- (A) 3rd May
 - (B) 5th May
 - (C) 15th May
 - (D) 21st May
27. The actress-director who received the Best Director Debut for the movie Firaq is
- (A) Anushka Sharma
 - (B) Gul Panag
 - (C) Shabana Azmi
 - (D) Nandita Das

28. Government of India Campaign initiated to eliminate open defecation is called as
- (A) Swacch Bharat Mission
 - (B) Sarva Shiksha Abhiyan
 - (C) Total Sanitation Campaign
 - (D) Rural Health and Sanitation
29. Find the one which is not part of the elements when communication occurs
- (A) Pictorial
 - (B) Plagiarized
 - (C) Verbalized
 - (D) Nonverbal
30. Aarogya Setu mobile app developed by the National Informatics Centre falls under the Ministry of
- (A) Science and Technology
 - (B) Electronics and Information Technology
 - (C) Health and Family Welfare
 - (D) National Resources and Scientific Research
31. The first electronic media journalist to be bestowed with the Ramnath Goenka Excellence in Journalism Award is
- (A) Shekhar Gupta
 - (B) Vinod Dua
 - (C) Gauri Lankesh
 - (D) Nidhi Razdan
32. In the women oriented movies 'Pink' and 'Thappad', the lead role was played by
- (A) Bhumi Pednekar
 - (B) Yami Gautam
 - (C) Taapsee Pannu
 - (D) Mrunal Thakur

33. 'Daag Achey Hein' or 'Stains are good' is the tag line of the product
- Tide
 - Surf Excel
 - Wheel
 - Ariel
34. A social question and answer website where users can post questions and get answers from its community of users is called
- WhatsApp
 - Quora
 - I-pple
 - Snapchat
35. A computer component that stores data so that future requests for that data can be served faster is
- Debug
 - Cookie
 - Cache memory
 - Chatbot
36. Blue Origin, the space company which aims to transform space travel, its founder is
- Ted Turner
 - Rupert Murdoch
 - Jeff Bezos
 - Elon Musk
37. Pictograms, used in electronic messages to fill in cues missing from typed conversation is
- Cartoon
 - Emoji
 - Comic
 - Doodle

38. The media conglomerate, Eastern Media Ltd, which owns the Odia channel is
- (A) Kanak
 - (B) Nandighosh
 - (C) News7
 - (D) Colors
39. The popular tagline of an advertisement 'No Confusion Great Combination' is from
- (A) Britannia
 - (B) Bingo
 - (C) Lays
 - (D) Pringles
40. Short wave frequencies are used in radio communication for
- (A) Short distance
 - (B) Long distance
 - (C) Location specific distance
 - (D) Local distance
41. Find the Community Radio Station which is not existing currently in Odisha
- (A) Radio Bulbul - Bhadrak
 - (B) Radio Swayamshakti - Nuapada
 - (C) Radio Resham - Ganjam
 - (D) Radio Dhimsa – Koraput
42. Usually in public information used by public relations, importance is given to
- (A) Impact
 - (B) Reception
 - (C) Truth
 - (D) Fair deal
43. The Odia film 'Kalira Atita' which was nominated for Oscars was based on
- (A) Sustainable Development
 - (B) Climate Change
 - (C) Deforestation
 - (D) Ecological

44. 'I Am No Messiah' is a memoir written by Indian actor and social worker
- (A) Amitabh Bachan
 - (B) Sonu Sood
 - (C) Salman Khan
 - (D) Rajnikant
45. The GI tag given for the 'Odisha Rasagola', is produced at
- (A) Salepur
 - (B) Pahala
 - (C) Bikalananda Kar
 - (D) Puri Jagannath Temple
46. The FM radio channel in which educational contents are broadcasted is
- (A) Gyandarshan
 - (B) Gyanbharati
 - (C) Gyanvani
 - (D) Gyanganga
47. The world being interconnected by the propagation of media technologies is called
- (A) Unified Technology
 - (B) Worldwide Verbosity
 - (C) Universal Home
 - (D) Global Village
48. Kalia, Chutki, Raju were the popular characters from the famous Indian cartoon
- (A) Shinchon
 - (B) Little Krishna
 - (C) Motu & Patlu
 - (D) Chota Bheem

49. The Radio channel which is not broadcasting in Odisha is
- (A) Radio Choklate
 - (B) Big FM
 - (C) Hello FM
 - (D) Sarthak FM
50. Indian journalist, news presenter & hosted 'The Devil's Advocate' programme is
- (A) Khuswant Singh
 - (B) Arnab Goswami
 - (C) Rajdeep Sardesai
 - (D) Karan Thapar
51. Find out the one which is not a natural wonder of the world
- (A) Grand Canyon, Arizona
 - (B) Mt. Everest, Nepal
 - (C) Eiffel Tower, Paris
 - (D) Niagra Falls, Canada
52. The Indian Comedy show 'Comedy Nights' is hosted by
- (A) Kapil Sharma
 - (B) Johnny Lever
 - (C) Vir Das
 - (D) Raju Srivastava
53. Actress, author and columnist, popular as 'Mrs. Funny Bones' for her witty writing is
- (A) Priyanka Chopra
 - (B) Twinkle Khanna
 - (C) Hema Malini
 - (D) Genelia Deshmukh

54. Find the odd one out which is not a webseries
- (A) Made in Heaven
 - (B) Sacred Games
 - (C) Smaller Things
 - (D) The Family Man
55. TheGuardian.com is associated to the leading newspaper based at
- (A) Berlin
 - (B) Amsterdam
 - (C) Washington
 - (D) London
56. Indian multinational educational technology company, which bought Epic, Toppr is
- (A) Khan Academy
 - (B) Byju
 - (C) Udemy
 - (D) Course Era
57. Julian Paul Assange is the founder of
- (A) Twitter
 - (B) Wikileaks
 - (C) Tinder
 - (D) Google Chrome
58. Colors TV is an entertainment broadcast network owned by
- (A) TV18 Broadcast
 - (B) Zee Media Corporation
 - (C) UTV Communications
 - (D) Viacom 18
59. The term 'blue revolution' refers to the remarkable emergence of
- (A) Horticulture
 - (B) Forest conservation
 - (C) Aviation pollution
 - (D) Aquaculture

60. "Drinks and Memories" is the slogan of the brand
- (A) Pepperfry
 - (B) Puma
 - (C) Paperboat
 - (D) Pepsi
61. A photograph's metadata attached to a physical location such as city is called
- (A) Geologic
 - (B) Geo-positioning
 - (C) Geographical indications
 - (D) Geotagging
62. Publishing or telecasting controversial contents about a celebrity is a
- (A) PR tactic
 - (B) Political stunt
 - (C) Mercantile strategy
 - (D) Crisis Management
63. The words 'Satyameva Jayate' means
- (A) Truth alone triumphs
 - (B) Truth leads to justice
 - (C) Truth is always fair
 - (D) Truth never cheats
64. International document that enshrines the rights and freedoms of all human beings
- (A) Amnesty International
 - (B) The International Court of Justice
 - (C) The Universal Declaration of Human Rights
 - (D) The International Forum for Human Welfare
65. Business and employment-oriented online service mainly used for professional networking is
- (A) Twitter
 - (B) LinkedIn
 - (C) Angellist
 - (D) Indeed

66. Identify from the following the one which is not a folk dance of Odisha
- (A) Ghumura
 - (B) Daskhatia
 - (C) Dandiya
 - (D) Dalkhai
67. The highest civilian award in India conferred in recognition of exceptional service is
- (A) Arjuna Award
 - (B) Bharat Ratna
 - (C) Padma Vibhushan
 - (D) Padma Bhushan
68. 23 July, National Broadcasting Day celebrated every year to make people aware of
- (A) Usefulness of Media
 - (B) Prominence of Television
 - (C) Significance of Radio
 - (D) Importance of Broadcasting Engineers
69. A single-legged support used to steady a handheld camera or cellphone is
- (A) Monopod
 - (B) Tripod
 - (C) Gimble
 - (D) Trolley
70. The Times Group network belongs to
- (A) Star Network Pvt. Ltd.
 - (B) Reliance Infocomm Ltd.
 - (C) Bennett, Coleman and Company Ltd.
 - (D) Fox star Company Ltd.
