



Ph.D. Entrance Test 2017

Faculty of Media, Communication & Design

Syllabus & Questions for Entrance Test

❖ Mass Media

Logical and mental ability

1. History of India – ministers past and present
2. History of Indian media and broadcast
3. Contemporary India
4. Media & religion
5. Media & Politics
6. Media & caste
7. History of International media – media ownership
8. Theories of mass media – agenda setting, media framing, moral panic
9. Journalism – news values
10. Qualitative research methods
11. Semiotics theory
12. Visual design
13. Visual literacy
14. Broadcast journalism
15. Mobile journalism
16. Digital media
17. Film criticism
18. Media & gender studies

Sample questions:

1. The study of signs and symbols is called:
 - a. Semiotics
 - b. Semantics
 - c. Rhetorics
 - d. Pragmatics
2. Stories covered by common people for news media outlets is known as:
 - a. Activist journalism
 - b. Citizen journalism
 - c. Yellow journalism
 - d. Media trial

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3. What is the other name for New wave Indian cinema?
 - a. Parallel cinema
 - b. Non-commercial cinema
 - c. Political cinema
 - d. Realist cinema

❖ **Communication Management**

- Basics of Marketing
- 4 P's of Marketing
- STP
- Services Marketing
- Brand Management
- BCG Matrix
- Digital Marketing
- CRM
- Advertising theory
- PR theory
- Two-way model of communication
- Branding strategies
- Digital branding
- Audience profiling

Sample questions

1. AIDA stands for
 - a. Attention, interest, desire, action
 - b. Attention, insight, desire, action
 - c. Attention, interest, demand, arousal
 - d. Action, insight, demand, attention

2. What are the two parameters of audience profiling in audience research?
 - a. Demographic and psychographic
 - b. Demographic and geographic
 - c. Geographic and psychographic
 - d. None of the above