



SAMPLE PAPER

IPU CET(Mass Comm.) -2021



MassComm Mock

Total questions: 100

Time: $2\frac{1}{2}$ hrs.

Total marks: 400

Negative marking = -1

ENGLISH LANGUAGE & COMPREHENSION

Instructions (1 to 3): In the following questions choose the word which best expresses the meaning of the given word.

1. STRINGENT

- (a) Tense (b) Strongly
(c) Strict (d) Causing to Shrink

2. INSOMNIA

- (a) Lethargy (b) Sleeplessness
(c) Drunkenness (d) Unconsciousness

3. LAUD

- (a) Lord (b) Eulogy
(c) Praise (d) Extolled

Instructions (4 to 6): In the following questions choose the word which is the exact OPPOSITE of the given words.

4. PERENNIAL

- (a) Frequent (b) Regular
(c) Lasting (d) Rare

5. BENIGN

- (a) Malevolent (b) Soft
(c) Friendly (d) Unwise

6. HINDRANCE

- (a) Aid (b) Persuasion
(c) Cooperation (d) Agreement

Instructions (7 to 9): Some proverbs/idioms are given below together with their meanings. Choose the correct meaning of proverb/idiom.

7. To cry wolf

- (a) To listen eagerly
(b) To give false alarm
(c) To turn pale
(d) To keep off starvation

8. To end in smoke

- (a) To make completely understand
(b) To ruin oneself
(c) To excite great applause
(d) To overcome someone

9. To be above board

- (a) To have a good height
(b) To be honest in any business deal
(c) They have no debts
(d) To try to be beautiful

Instruction (10 to 12): Which of the phrases given below for each sentence should replace the underline phrase to make the grammatically correct?

10. We demonstrated to them how we were prepared the artistic patterns.

- (a) are prepared (b) have prepared
(c) are preparing (d) had prepared

11. Because of his mastery in this field, his suggestions are wide accepted.

- (a) are widely accepted
(b) widely acceptance
(c) have widely accepted
(d) have been wide accepted

12. They felt humiliated because they realised that they had cheated.

- (a) have been cheated
(b) had been cheated
(c) had been cheating
(d) were to be cheated

Instructions (13 to 14): Given below are the jumbled sentences of a paragraph. The first and the last sentence of the jumbled paragraph are given in correct order. Arrange the middle sentences in the correct sequence.

13. S1: Duryodhana was a wicked prince.

P: one day Bhima made Duryodhana fall from a tree from which Duryodhana was stealing fruits.

Q: He did not like that Pandavas should be loved and respected by the people of Hastinapur

R: Duryodhana specially hated Bhima.

S: Among the Pandavas, Bhima was extraordinary strong and powerful

S6: This enraged Duryodhana so much that he began to think of removing Bhima from his way.

The Proper sequence should be:

- (a) PSQR (b) QPRS
(c) QSPR (d) PSRQ

14. S1: Jawaharlal Nehru was born in Allahabad on 14 Nov 1889.

P: Nehru meet Mahatma Gandhi in February 1920.

Q: In 1905 he was sent to London to study at a school called Haroow.

R: He became the first Prime Minister of Independent India on 15 August 1947.

S: He married Kamla Kaul in 1915.

S6: He died on 27 May 1964.

The Proper sequence should be:

- (a) QRPS (b) QSPR
(c) RPQS (d) SQRP

Instructions (15 to 18): Read the given passage carefully and attempt the questions that follow.

In what has since Harold a professional man who had worked in an office for many years had a fearful dream. In it, he found himself in a land where small slug-like animals with slimy tentacles lived on people's bodies. The people tolerated the loathsome creatures because after many years they grew into elephants which then became the nation's system of transport, carrying everyone wherever he wanted to go. Harold suddenly realised that he himself was covered with these things, and he woke up screaming. In a vivid sequence of pictures this dream dramatised for Harold what he had never been able to put in to words; he saw himself as letting society feed on his body in his early years so that it would carry him when he retired. He later threw off the "security bug" and took up freelance work.

15. In his dream Harold found the loathsome creatures

- (a) in his village (b) in his own house
(c) in a different land (d) in his office

16. Which one of the following phrases best helps to bring out the precise meaning of 'loathsome creatures'?

- (a) Security bug and slimy tentacles
(b) Fearful dream and slug-like animals
(c) Slimy tentacles and slug-like animals
(d) slug-like animals and security bug

17. The statement that 'he later threw off the security bug' means that

- (a) Harold succeeded in overcoming the need for security
(b) Harold stopped giving much importance to dreams
(c) Harold started tolerating social victimisation
(d) Harold killed all the bugs troubled him

18. Harold's dream was fearful because

- (a) it brought him face to face with reality
(b) it was full of vivid pictures of snakes
(c) he saw huge elephant in it
(d) in it he saw slimy creatures feeding on people's bodies

Instructions (19 to 23): Read the given passage carefully and attempt the questions that follow.

In 1954, a Bombay economist named A.D. Shroff began a Forum of Free Enterprise, whose ideas on economic development were somewhat at odds with those then influentially articulated by the Planning Commission of the Government of India. Shroff complained against the 'indifference, if not discouragement' with which the state treated entrepreneurs.

At the same time as Shroff, but independently of him, a journalist named Philip Spratt was writing a series of essays in favour of free enterprise. Spratt was a Cambridge communist who was sent by the party in 1920s to foment revolution in the subcontinent. Detected in the act, he spent many years in an Indian jail. The books he read in the prison, and his marriage to an Indian woman afterwards, inspired a steady move rightwards. By the 1950s, he was editing a pro-American weekly from Bangalore, called MysIndia. There he inveighed against the economic policies of the government of India. These, he said, treated the entrepreneur 'as a criminal who has dared to use his brains independently of the state to create wealth and give employment'. The state's chief planner, P.C. Mahalanobis, had surrounded himself with Western leftists and Soviet academicians, who reinforced his belief in 'rigid control by the government over all activities'. The result, said Spratt, would be 'the smothering of free enterprise, a famine of consumer goods, and the tying down of millions of workers to soul-deadening techniques.'

The voices of men like Spratt and Shroff were drowned in the chorus of popular support for a model of heavy industrialization funded and directed by the governments. The 1950s were certainly not propitious times for free marketers in India. But from time to time their ideas were revived. After the rupee was devalued in 1966, there were some moves towards freeing the trade regime, and hopes that the licensing system would also be liberalized. However, after Indira Gandhi split the Congress Party in 1969, her government took its 'left turn', nationalizing a fresh range of industries and returning to economic autarky.

19. Which of the following statements can most reasonably be inferred from the information available in the passage:

- (a) P.C. Mahalanobis believed in empowering private entrepreneurs and promoting free market.
- (b) Philip Spratt preferred plans that would create economic conditions favourable for a forward march by the private enterprise.
- (c) Restrictions on free markets enriched large Indian companies.
- (d) Philip Spratt opposed the devaluation of rupee in 1966.

20. Which of the following statements is least likely to be inferred from the passage.

- (a) Acceptance of A.D. Shroff's plans in the official circles smothered free enterprise in India.
- (b) The views of the Forum of Free Enterprise ran against the conception of development then prevalent among the policy makers.
- (c) A.D. Shroff believed that state should actively support the private sector.
- (d) Philip Spratt had been educated in Cambridge.

21. Select the statement that best captures the central purpose of this passage.

- (a) Highlight that even though there were advocates for free-market and private enterprise in the early years of independent India, they were crowded out by others who supported a dominant role for state over private enterprise.
- (b) Explain the politics behind Indira

Gandhi's decision to nationalize the banks.

- (c) Demonstrate with the help of statistics how the preference of policy makers for Soviet-style economic policies prevented India's economic growth.
- (d) Establish that devaluation of rupee in 1966 was vindicated by subsequent experience.

22. Philip Spratt came to India because he:

- (a) Fell in love with an Indian woman
- (b) Wanted to protest against the economic policies of the Indian government.
- (c) Was offered the editorship of Mysindia.
- (d) Had been instructed to work towards the goal of inciting a revolution in India.

23. The ideological shift of Philip Spratt to the right was caused by:

- (a) The demise of the Soviet Union
- (b) The start of the weekly called MysIndia.
- (c) The books that he encountered in the prison.
- (d) The dissolution of his first marriage to his college friend.

Instructions (24 to 25): Fill in the blanks with appropriate words:

24. The article written by the philosopher

was so _____ that I could not get a thing out of it.

- (a) avuncular (b) adroit
- (c) apposite (d) abstruse

25. The language used by you must be easily

understandable by all if you wish to reach out to the common man, it must not be _____ .

- (a) stultified (b) stilted
- (c) supplicate (d) surly

GENERAL AWARENESS

26. The International Day of the Girl Child is observed on which of the following days?

- (a) 6 October (b) 8 October
- (c) 11 October (d) 12 October

- 27. Name the artillery gun system, whose marching contingent took part for the 1st time in the Republic Day parade.**
 (a) Dhanush (b) Shipon
 (c) Ghaatak (d) Vidhwansak
- 28. The National Sports Day is celebrated on which day in India?**
 (a) August 28 (b) August 29
 (c) August 27 (d) August 26
- 29. Which animal is natural carrier of "Ebola Virus"?**
 (a) Mosquito (b) Fly
 (c) Beetle (d) Fruit Bat
- 30. Aviation fuel for jet aeroplanes consists of putified_____.**
 (a) petrol (b) kerosene
 (c) gasoline (d) diesel
- 31. Green Revolution in India began in the?**
 (a) 1960s (b) 1970s
 (c) 1980s (d) 1990s
- 32. India's 1st underwater metro rail, that will run partly under Hooghly River will be completed in which Indian city by March 2022 ?**
 (a) Nashik
 (b) New Delhi
 (c) Kolkata
 (d) Ahmedabad
- 33. Name the airport which has been recognised by the Airport Council International as the best airport in terms of services offered to passengers.**
 (a) Cochin International Airport Limited
 (b) Rajiv Gandhi International Airport
 (c) Indira Gandhi International Airport
 (d) Chaudhary Charan Singh International Airport
- 34. In which century did Ashoka reign?**
 (a) Second century B.C
 (b) Third century B.C
 (c) Second century A.D
 (d) Third century A.D
- 35. The real name of Tantiya Tope was_____.**
 (a) G.K.Gokhale (b) Nana Saheb
 (c) Balaji Rao
 (d) Ramchandra Panduranga
- 36. America was discovered in which year?**
 (a) 1491 (b) 1492
 (c) 1493 (d) 1494
- 37. PMAY stands for?**
 (a) Pradhan Mantri Awas Yojana
 (b) Pradhan Mantri Aadhar Yojana
 (c) Pradhan Mantri Ashram Yojana
 (d) Pradhan Mantri Aakash Yojana
- 38. In how many time zone has the world been divided into?**
 (a) 15 (b) 24
 (c) 90 (d) 180
- 39. The Central Government has set up the National Institute of Solar Energy (NISE) in?**
 (a) Kangra (b) Kathua
 (c) Gurgaon (d) Leh
- 40. India's first-ever aviation university will come up in which state?**
 (a) Uttar Pradesh (b) Assam
 (c) Maharashtra (d) Tamil Nadu
- 41. Who is the founder of the Arya Samaj?**
 (a) Swami Vivekananda
 (b) Jannalal Bajaj
 (c) Dayanand Saraswati
 (d) Virchand Gandhi
- 42. Pakyong Airport is in which State?**
 (a) West Bengal (b) Sikkim
 (c) Assam (d) Meghalaya
- 43. Which of the following tests helps in diagnosis of Cancer?**
 (a) X-Ray (b) Urine Tests
 (c) Blood Tests (d) Biopsy Tests
- 44. Which of the following is the Currency of Guinea Bissau?**
 (a) Dinar
 (b) West African CFA Franc
 (c) Dirham
 (d) Pound
- 45. B. C. Roy Award is given in the field of?**
 (a) Music (b) Journalism
 (c) Medicine (d) Environment

46. Who among the following is the Secretary-General of the United Nations?

- (a) Audrey Azoulay
- (b) Margaret Chan
- (c) Antonio Guterres
- (d) David Nabarro

47. Who has won the prestigious “Wildlife Photographer of the Year People’s Choice Award” for 2021?

- (a) Sergey Gorshkov
- (b) Brent Stirton
- (c) Tim Laman
- (d) Robert Irwin

48. Who among the following was one of the founders of the Jamia Millia Islamia in New Delhi?

- (a) Ziauddin Ahmad
- (b) Tariq Mansoor
- (c) Mufaddal Saifuddin
- (d) Hakim Ajmal Khan

49. The Mandu Festival is celebrated in which state of India?

- (a) Kerala
- (b) Gujarat
- (c) Assam
- (d) Madhya Pradesh

50. Who has won the Sanctuary Lifetime Service Award 2020?

- (a) Jane Ellison
- (b) Marieke Lucas Rijneveld
- (c) Carolina Araujo
- (d) Theodore Baskaran

REASONING

51. In a coded language if POSE is coded as OQNPRTFD, then the word TYPE will be coded as

- (a) SUXZQQFD
- (b) SUXZQOFD
- (c) SUXZQQDF
- (d) SUXZQODE

52. In a certain code, BOXER is written as AQWGQ. How VISIT is written in that code?

- (a) UKRKU
- (b) UKRKS
- (c) WKRKU
- (d) WKRKS

Instructions (53 to 56): In each of the questions below is given a statement followed by two assumptions

numbered I and II. An assumption is something supposed or taken for granted. You have to consider the statement and the following assumptions and decide which of the assumptions is implicit in the statement.

53. Statement : If you don’t get desired response to your fund-raising campaigns through the routine advertisements, appeal to the public’s regional sentiments.

Assumptions : I. People in general nurture regional sentiments.

II. Nobody bothers to read advertisements in the newspaper.

- (a) if only assumption I is implicit
- (b) if only assumption II is implicit
- (c) if either I or II is implicit
- (d) if neither I nor II is implicit

54. Statement : “If you want timely completion of work, provide independent cabins” – An employee tells the director of a company.

Assumptions : I. There are enough cabins.

II. Others’ presence hinders timely completion of work.

- (a) if only assumption I is implicit
- (b) if only assumption II is implicit
- (c) if either I or II is implicit
- (d) if neither I nor II is implicit

55. Statement : A good manager must draw the utmost from each worker.

Assumptions : I. It is possible to get the maximum from each worker.

II. Managers are expected to get the best from their workers.

- (a) if only assumption I is implicit
- (b) if only assumption II is implicit
- (c) if either I or II is implicit
- (d) if both I and II are implicit

56. Statement : The impact of economic sanctions on economy, that is already so weak, could be devastating.

Assumptions: I. Economic sanctions impact only a weak economy.

II. The impact of economic sanctions varies from economy to economy.

- (a) if only assumption I is implicit
- (b) if only assumption II is implicit
- (c) if either I or II is implicit
- (d) if neither I nor II is implicit

57. Amit said - "This girl is the wife of the grandson of my mother". How is Amit related to the girl?

- (a) Brother (b) Grandfather
(c) Husband (d) Father-in-law

58. One morning after sunrise, Amrit was standing facing a pole. The shadow of the pole was forming on the left side. Which direction was Amrit facing?

- (a) East (b) West
(c) North (d) South

59. Look at this series: 12, 11, 13, 12, 14, 13, ... What number should come next?

- (a) 10 (b) 16
(c) 13 (d) 15

60. Use analogy method to answer the following - Paw : Cat :: Hoof : ?

- (a) Lamb (b) Horse
(c) Elephant (d) Tiger

61. Statements:

All tubes are handles.

All cups are handles.

Conclusions:

All cups are tubes.

Some handles are not cups.

- (a) Only conclusion I follows
(b) Only conclusion II follows
(c) Either I or II follows
(d) Neither I nor II follows
(e) Both I and II follow

Instructions (62 to 65): Read the given information carefully and answer the questions that follow.

P, Q, R, S, T, V and J are sitting around a circle facing the centre. S is not an immediate neighbour of V. S is second to the right of T, who is second to the right of Q. R is third to the right of J and second to the left of P.

62. Who is on the immediate right of Q?

- (a) S (b) R
(c) V (d) data inadequate

63. What is J's position with respect to P?

- (a) Third to the right
(b) Second to the left
(c) Second to the right (d) Data inadequate

64. How many of them are there between Q and S?

- (a) 2 only (b) 3 only
(c) 4 only (d) 2 or 3 only

65. Who among the following is sitting between V and R?

- (a) Q (b) J
(c) T (d) S

Instructions (66 to 70): Read the given information carefully and answer the questions that follow.

Eight members A, B, C, D, E, F, G and H belonging to three families X, Y, Z go for weekend outing in three different cars I, II, III. Four out of the eight members are females. Members of any one family travel in different cars. Each car has at least one male and one female member. Each family has at least two members.

A belongs to family Y and he travels in car III. D is wife of E and they travel in cars I and II respectively. H is son of B, who is wife of G, and they belong to family Z. C is daughter of F, who is wife of A. C travels in car II. G does not travel with F.

66. Which of the following groups of persons travels in car I?

- (a) D, F, G (b) D, E, G
(c) D, G, H (d) D, F, H

67. Which car has only two members traveling in it?

- (a) I (b) II
(c) III (d) II or III

68. Which of the following members of families Y and Z travel in different cars?

- (a) F,G (b) C,G
(c) F,H (d) C,F

69. Which of the following groups of persons is a group of all females?

- (a) B,D,G (b) A,B,C
(c) B,E,F (d) None of these

70. Which of the following members of families X and Y travel in the same car?

- (a) C,F (b) D,F
(c) C,D (d) F,E

Instructions (71 to 75): Read the given information carefully and answer the questions that follow.

All the six members of a family A, B, C, D, E and F are traveling together. B is the son of C. But C is not the mother of B. A and C are a married couple. E is the brother of C. D is the daughter of A. F is the brother of B.

71. How many male members are there in the family?

- (a) 1 (b) 3
(c) 2 (d) 4

72. Who is the mother of B?

- (a) D (b) F
(c) E (d) A

73. How many children does A have?

- (a) one (b) two
(c) three (d) four

74. Who is the wife of E?

- (a) A (b) F
(c) B (d) Can't be determined

75. Which of the following is a pair of females?

- (a) AE (b) BD
(c) DF (d) AD

MEDIA APTITUDE

76. ABC is the abbreviation of

- (a) Asian Broadcasting Council
(b) Asian Broadcasting Council
(c) American Bureau of Circulation
(d) Audit Bureau of Circulation

77. Who is considered as father of Mass Media?

- (a) Lord North Cliff (b) Elahu Katz
(c) E .M .Rogers (d) None of these

78. Dr. Gobbles is known as father of

- (a) Advertising (b) Public Relation
(c) Propaganda (d) None of these

79. The type of communication based on purchased on purchased times or space is called

- (a) Publicity (b) Advertisiting
(c) Both of these (d) None of these

80. Who was the founder of Yellow Journalism?

- (a) William Hurst (b) William John
(c) William Hickey (d) None of these

81. Any message given by other than the literal interpretation of words is called:

- (a) Verbal Communication
(b) Non-verbal Communication
(c) Audio Communication
(d) Visual Communication

82. Broadcast media may be classified as

- (a) Type of signal output
(b) Target Audience
(c) Programming format and source
(d) None of these

83. The structure of Newspapers is determined by

- (a) Frequency of Publication
(b) Size
(c) Circulation (d) None of these

84. APNS represents

- (a) Editors (b) Reporters
(c) Newspapers Owners
(d) None of these

85. The news of important public events appearing in the front sections of a newspaper, are called:

- (a) Hard News (b) Soft News
(c) Investigative News (d) Feature News

86. The first issue of India Gazette was published in

- (a) November 1780 (b) August 1880
(c) August 1947 (d) None of these

87. A journalist who is not attached to any Newspaper is known as

- (a) Retainer (b) Correspondent
(c) Free Lancer (d) Stinger

88. Broadcast media may be classified by:

- (a) Type of signal output
(b) Target Audience
(c) Programming format and source
(d) All the three

89. What is the full form of BBC?

- (a) British Broadcasting Channel
(b) Best Broadcasting Company
(c) British Broadcasting Corporation
(d) None of the above

90. Which of the following was a later invention?

- (a) cinema (b) Radio
(c) Print (d) Television

- 91. Which of the following is known as Direct Response Marketing?**
(a) Leaflets (b) Brochures
(c) Direct Mail (d) All of the above
- 92. Who began the first newspaper to be published from India?**
(a) Mahatma Gandhi
(b) Bennett and Coleman
(c) James Augustus Hicky
(d) James Cameron
- 93. What is the name of the first ad agency established in our country?**
(a) Ogilvy and Mather
(b) Indian Advertising Agency
(c) Modern Publicity Company
(d) India's Advertising Company
- 94. What do you understand by 'TRP'?**
(a) Television Reader Poll
(b) Television Rating Poll
(c) Television Rating Points
(d) Television Rating Programme
- 95. What does a copywriter do?**
(a) makes photocopies of the ads.
(b) writes the main slogan, taglines and dialogue of the ad.
(c) uses the typewriter
(d) None of the above
- 96. New media is known for its ability to involve the audience. This is known as**
(a) Blogging (b) Transparency
(c) Interactivity (d) All of the above
- 97. Interactive is a _____.**
(a) Active medium (b) Passive medium
(c) Narrative medium (d) Interactive medium
- 98. Which among the following is not a part of New Media?**
(a) Websites (b) Internet Explorer
(c) Cyber Café (d) Compute
- 99. Media can be considered as the institution in a Democracy**
(a) First (b) Second
(c) Third (d) Fourth
- 100. A story appearing with the name of the writer is called:**
(a) Credit Line (b) By Line
(c) Print Line (d) None of these