

Booklet Serial No.

Signature Invigilator

Maulana Azad National Urdu University
PhD Journalism & Mass Communication
Entrance Test – May 2026
Question Paper cum Answer Script

Hall Ticket No.

OMR Serial No.

Time: 2hrs

Maximum Marks: 70

INSTRUCTIONS FOR CANDIDATES

1. Candidate should write their Hall Ticket number and OMR number on the space provided above. Candidate should not write their Hall Ticket and OMR number at any other place.
2. This question booklet contains (24) pages. The Candidate should check the booklet before taking the Test. In case of any discrepancy, a new booklet may be provided by the Invigilator.
3. The question booklet consists of Part A and Part B. Part A contains 50 multiple-choice questions, each with four options. The candidate must select the correct answer and mark the corresponding circle on the OMR sheet using a blue or black ballpoint pen. Each question carries one mark. No marks will be awarded if the correct answer is not properly marked against the corresponding question number in the OMR sheet. Further, if more than one option is marked for any question, no marks will be awarded for that question.
4. Part B consists of four descriptive questions, each carrying 5 marks. The answers must be written only in the 8-page answer booklet provided. No additional answer booklet will be issued.
5. There are no Negative marks.
6. At the end of Entrance Test, candidates are allowed to take their question booklet and handover the OMR Sheet and answer booklet to the Invigilator.

Part A
Section 1 – Research Methodology

1. Choose the correct formula from the following:
(A) $\text{Median} = (\text{Mean} + \text{Mode}) / 3$ (B) $\text{Mean} = 2 \text{ Median} - 3 \text{ Mode}$
(C) $\text{Mode} = 3 \text{ Median} - 2 \text{ Mean}$ (D) $\text{Mean} = 2 (\text{Median} - \text{Mode})$
2. What is the major attribute of correlation analysis?
(A) Association among variables
(B) Difference among variables
(C) Regression among variables
(D) Variation among variables
3. The conceptual framework in which research is conducted is called:
(A) Research Hypothesis (B) Research Summary
(C) Research Sample (D) Research Design
4. What is the primary role of research in education?
(A) To raise one's social status
(B) To increase job prospects
(C) To enhance personal growth
(D) To help the applicant become a famous educator
5. In qualitative research, which of the following is considered an important characteristic?
(A) Collecting data using standard research tools
(B) Collecting samples via probability sampling
(C) Collecting data under bottom-up empirical evidence
(D) Collecting data under top-down schematic evidence
6. Which of the following is not a research method?
(A) Survey (B) Historical
(C) Philosophical (D) Observation

7. On what basis did Jean Piaget give the theory of cognitive development in humans?

- (A) Evaluation Research (B) Fundamental Research
(C) Applied Research (D) Action Research

8. Match the following List I with List II:

List I (Variable)	List II (Explanation)
(a) Independent variable	(1) It can take on any value from a range of values
(b) Dependent variable	(2) It is what a researcher wants to eliminate
(c) Continuous variable	(3) It is systematically varied by the researcher
(d) Control variable	(4) It is what the researcher wants to explain

CODES:

- | | | | | |
|-----|-----|-----|-----|-----|
| | (a) | (b) | (c) | (d) |
| (A) | 4 | 3 | 2 | 1 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 3 | 4 | 2 | 1 |
| (D) | 3 | 4 | 1 | 2 |

9. Factor analysis is used to:

- (A) Formulate a hypothesis
(B) Understand the difference between two variables
(C) Understand the relationship between two variables
(D) Understand the difference between various variables

10. Match the following statistical tools with their functions:

List I (Variable)	List II (Functions)
(a) T test	(1) Prediction
(b) Chi-square (χ^2) test	(2) Comparison of means of two groups
(c) Correlation	(3) Observed vs expected frequencies
(d) Multiple regression	(4) Covariance

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|-----|-----|-----|-----|-----|
| | (a) | (b) | (c) | (d) |
| (A) | 2 | 3 | 4 | 1 |
| (B) | 3 | 2 | 1 | 4 |
| (C) | 4 | 3 | 1 | 2 |
| (D) | 3 | 4 | 2 | 1 |

11. Which statement is correct regarding hypothesis testing?
- (A) Only the alternative hypothesis can be tested
 (B) Only the null hypothesis can be tested
 (C) Both can be tested
 (D) Neither can be tested
12. Evaluation research is concerned with:
- (A) How well we are doing (B) Why we are doing
 (C) What we are doing (D) None of these
13. Which of the following does not match the characteristics of research?
- (A) Research is not passive
 (B) Research is systematic
 (C) Research is not problem-based
 (D) Research is not a process
14. What is the primary goal of Interdisciplinary research?
- (A) To simplify the research problem
 (B) To bring a holistic approach to research
 (C) To create a new trend in research methodology
 (D) To reduce focus on a single subject in the research domain
15. Which is not necessary in the formulation of a Hypothesis?
- (A) Survey Method (B) Historical study
 (C) Experimental study (D) Normative studies
16. Match the following authors with their respective countries:

List I (Authors)	List II (Countries)
(a) C.S. Peirce	(1) United States of America
(b) Ferdinand de Saussure	(2) Switzerland
(c) Roland Barthes	(3) France
(d) Stuart Hall	(4) Great Britain

CODES:

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|-----|-----|-----|-----|-----|
| | (a) | (b) | (c) | (d) |
| (A) | 1 | 2 | 3 | 4 |
| (B) | 2 | 1 | 4 | 3 |
| (C) | 3 | 4 | 1 | 2 |
| (D) | 1 | 3 | 2 | 4 |

17. The validity of research results is:
 (A) Originality (B) Duration/Validity
 (C) Objectivity (D) None of these
18. "Audience Analysis" is written by whom?
 (A) Denis McQuail (B) Mary Kelly
 (C) Vilfredo Pareto (D) J.W. Carey
19. Which of the following is not an element of a literature review?
 (A) Heading (B) Introduction
 (C) Result (D) Recommendations
20. Match the variables with its meaning.

List I (Variable)	List II (Meaning)
(a) Independent Variable	1. Cause or influencing factor
(b) Dependent Variable	2. Outcome or effect
(c) Control Variable	3. Kept constant
(d) Extraneous Variable	4. Unwanted influencing factor

CODES:

	(a)	(b)	(c)	(d)
(A)	4	1	3	2
(B)	1	2	3	4
(C)	2	1	3	4
(D)	4	2	3	1

21. The term 'research' is derived from which French word?
 (A) RESEARCH (B) RECERCH
 (C) RESOURCH (D) RISERCH
22. Snowball sampling technique falls under which category?
 (A) Probability sampling (B) Non-probability sampling
 (C) Random sampling (D) Quota sampling
23. Who is the founder of the T-Test?
 (A) William Sealy Gosset (B) George W. Snedecor
 (C) Karl Pearson (D) George William Russell

24. In which year the F-Test came into existence?
 (A) 1911 (B) 1915
 (C) 1919 (D) 1920
25. Who presented the theory of Positivism?
 (A) Auguste Comte (B) George Snedecor
 (C) Donald Fisher (D) Karl Marx

Section 2 – Journalism & Mass Communication

26. What does AFP stand for?
 (A) Associated French Press (B) American Free Press
 (C) Agency France-Presse (D) American Federal Press
27. Read the following statements and choose the correct answer:
 Assertion (A): Lower-case headlines are easier to read.
 Reason (R): All caps are read 12% slower.
 (A) Both A and R are true
 (B) Both A and R are true, but R is not the correct explanation of A
 (C) A is true, but R is false
 (D) A is false, but R is true
28. Match the terms with its meaning:

List I (Terms)	List II (Meaning)
(a) Fake News	1. Deliberately false information spread to mislead
(b) Misinformation	2. False information shared without intent to harm
(c) Disinformation	3. Verified correction process
(d) Fact-Checking	4. Intentional misleading content

CODES:

	(a)	(b)	(c)	(d)
(A)	1	2	4	3
(B)	3	4	1	2
(C)	2	1	4	3
(D)	1	2	3	4

29. A jump cut is an editing technique used:
- (A) Between two sequences
 - (B) In one scene
 - (C) Between two scenes
 - (D) At the end of a shot
30. What is measured through “Fog Index”?
- (A) Complexity of an article
 - (B) Word abstraction
 - (C) Number of words
 - (D) None
31. Match the following utilities with their corresponding social media platforms:

List I (Utility)	List II (Platforms)
(a) Social bookmarking	(1) Instagram
(b) Social news	(2) Twitter
(c) Social networking	(3) Reddit
(d) Social photo sharing	(4) Delicious

CODES:

	(a)	(b)	(c)	(d)
(A)	4	3	2	1
(B)	3	4	1	2
(C)	2	1	3	4
(D)	1	2	3	4

32. Narrowcasting is for:
- (A) Non-geographical
 - (B) Specific audience
 - (C) Mass audience
 - (D) None of these
33. The mathematical ratio between the vertical and horizontal measurements of film/video is called:
- (A) Format ratio
 - (B) Size ratio
 - (C) Aspect ratio
 - (D) Frame ratio

34. Match the following films with their respective directors:

List I (Films)	List II (Directors)
(a) Kaag haz Ke Phool	(1) Bimal Roy
(b) Do Bigha Zameen	(2) Muzaffar Ali
(c) Mother India	(3) Guru Dutt
(d) Umrao Jaan	(4) Mehboob Khan

CODES:

	(a)	(b)	(c)	(d)
(A)	3	1	4	2
(B)	1	2	3	4
(C)	3	4	1	2
(D)	2	1	4	3

35. From which field is the word "Broadcasting" in mass communication taken?

- (A) Radio (B) Banking
(C) Agriculture (D) Television

36. Which theory believes that mass media are used as tools of rich capitalists to exploit the poor?

- (A) New Normative Theory
(B) Social Responsibility Theory
(C) Information Society Theory
(D) Marxist Theory of Media and Society

37. Which theory is derived from the studies of Saussure and Peirce?

- (A) Hegemony Theory
(B) Political Economy Theory
(C) Mass Society Theory
(D) Culture and Semiotic Theory

38. Specific items in a TV program budget are called:

- (A) Assets (B) Sarkaar Items
(C) Line Items (D) Recurring Items

39. What is the promotion strategy where media suggests "everyone is doing it"?
- (A) Bandwagon (B) Name-linking
(C) Transfer (D) Card Stacking
40. For a PR practitioner, status difference is one of the major barriers in:
- (A) Mass Communication
(B) Interpersonal Communication
(C) Impersonal Communication
(D) Organizational Communication
41. Who presented the four models of Public Relations?
- (A) Edward Bernays (B) Ivy Lee
(C) Walter Lippmann (D) Grunig and Hunt
42. Read the following statements and choose the correct answer:
Assertion (A): Magic Bullet Theory considers media powerful.
Reason (R): Mass society assumes uniform audience characteristics.
- (A) Both A and R are true
(B) Both A and R are true, but R is not the correct explanation of A
(C) A is true, but R is false
(D) A is false, but R is true
43. The documentary film "Celluloid Man" is a biography of which person?
- (A) Shyam Benegal (B) Gopalakrishnan
(C) P.K. Nair (D) Girish Karnad
44. Who owns Columbia Pictures?
- (A) Sony (B) Reliance
(C) Magiram (D) Matsushita

45. Read the following statements and choose the correct answer:

Assertion (A): Media promotes violence.

Reason (R): Violence sells because audiences are attracted to violent content.

- (A) Both A and R are true, and R is the correct explanation of A
- (B) Both A and R are true, but R is not the correct explanation of A
- (C) A is true, but R is false
- (D) Both A and R are false

46. Which microphone is suitable for recording on a busy footpath?

- (A) Omni-directional
- (B) Hyper-cardioid
- (C) Cardioid
- (D) Condenser

47. Match the platform with its feature:

List I (Platform)	List II (Feature)
(a) OTT Platforms	1. Internet-based video streaming
(b) YouTube	2. User-generated video sharing
(c) Podcasts	3. Audio based content
(d) Live Streaming	4. Real-Time Broadcasting

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|-----|-----|-----|-----|-----|
| | (a) | (b) | (c) | (d) |
| (A) | 3 | 1 | 4 | 2 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 2 | 3 | 1 | 4 |
| (D) | 1 | 2 | 3 | 4 |

48. What do the terms “Semiotics” and “Semiology” mean?

- (A) Both mean analysis of signs
- (B) Theory vs interpretation
- (C) Study vs model creation
- (D) Signs vs symbols

49. Match the research method with its description:

List I (Method)	List II (Description)
(a) Survey	1. In-depth study of a single case
(b) Case Study	2. Collecting Data through Questionnaires
(c) Experiment	3. Testing cause-effect relationship
(d) Content Analysis	4. Systematic analysis of Media content

CODES:

	(a)	(b)	(c)	(d)
(A)	1	2	3	4
(B)	3	1	4	2
(C)	2	1	3	4
(D)	2	1	4	3

50. What is Cultural Imperialism?

- (A) Study of Cultures
- (B) Negative notions of power
- (C) Inherited attitudes and practices
- (D) Forced ways of thinking imposed by Nations

Part B (Subjective Questions)

Answer all four questions

20 Marks

Research Methodology

- What is hypothesis? Write the difference between qualitative and quantitative research. Explain with examples.
- Elaborate an appropriate research design for studying the dissemination Fake News.

Journalism and Mass Communication

- What is theoretical framework? Explain about ten (10) minimum media theories.
- What are misleading advertisements, and how do they affect consumers? Write in detail.

Rough Work