



**ST. XAVIER'S COLLEGE**  
**KOLKATA**  
**(AUTONOMOUS)**

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**ENTRANCE EXAMINATION – 2023**

**MASS COMMUNICATION**  
**[Question cum Answer Booklet]**

Saturday, June 17, 2023

1:00 PM to 2:30 PM

**1 hour 30 minutes**

**Full Marks : 100**

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**Name :** \_\_\_\_\_

**Enrollment No.** \_\_\_\_\_

**Mark the correct Alternative / Option where applicable.**

**No Extra Sheet will be provided.**

**Of the questions attempted, the answers to only the first required number of questions (as stipulated in the question paper) will be evaluated.**  
**So, PLEASE DO NOT ATTEMPT EXTRA QUESTIONS.**

I. Answer **ANY FIVE** questions. (Tick (✓) the correct option)

[5×2=10]

(i) Chronologically arrange the following events

1. First demonstration of electronic television
2. The invention of Telephone by Alexander Graham Bell
3. Demonstration of wireless telephone by Nathan Stubblefield
4. The invention of Photography by Louis Daguerre

**Answers -**

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

(ii) Chronologically arrange the following Satyajit Ray films

1. Aparajito
2. Apur Sansar
3. Pather Panchali
4. Paras Pathar

**Answers -**

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

(iii) Chronologically arrange the following Harry Potter books

1. Harry Potter and the Goblet of Fire
2. Harry Potter and the Chamber of Secrets
3. Harry Potter and the Deathly Hallows
4. Harry Potter and the Philosopher's Stone

**Answers -**

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

- (iv) Chronologically arrange the first appearance of the following fictional detectives
1. Sherlock Holmes
  2. Byomkesh Bakshi
  3. Feluda
  4. Hercule Poirot

**Answers -**

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

- (v) Chronologically arrange the first appearance of the following comics superheroes
1. Batman
  2. Superman
  3. Flash
  4. Iron Man

**Answers -**

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

- (vi) Chronologically arrange the release of the following series
1. Stranger Things
  2. Game of Thrones
  3. BBC Sherlock
  4. Supernatural

**Answers -**

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

- (vii) Chronologically arrange the first appearance of the following games
1. Pokemon
  2. Dungeons and Dragons
  3. Angry Birds
  4. Half-Life

**Answers -**

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

(viii) Chronologically arrange the release of following films

1. 2001 Space Odyssey
2. Jaws
3. Rashomon
4. Blade Runner

**Answers -**

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

**II. Answer ANY FIVE questions. (Tick (✓) the correct option)**

**[5×2=10]**

1. Russia's invasion of Ukraine happened on
  - (a) April 2022
  - (b) Feb 2022
  - (c) June 2022
  - (d) Dec 2021
  
2. Full form of 'GPT' of ChatGPT is
  - (a) Generative Pre-Trained Transformer
  - (b) GUID Partition Table
  - (c) Generated Programmed Talk
  - (d) None of the above
  
3. Which team did Argentina defeat in the quarter-finals of 2022 FIFA World Cup?
  - (a) Croatia
  - (b) Brazil
  - (c) Netherlands
  - (d) Morocco
  
4. Which of the following is not associated with Elon Musk
  - (a) SpaceX
  - (b) Meta
  - (c) PayPal
  - (d) Twitter

5. Who was the British Prime Minister before Rishi Sunak?
  - (a) Boris Johnson
  - (b) Liz Truss
  - (c) Theresa May
  - (d) David Cameron
  
6. 'Birsa Munda Hockey Stadium' is located in which state of India?
  - (a) West Bengal
  - (b) Odisha
  - (c) Jharkhand
  - (d) Bihar
  
7. Launch of James Webb Space Telescope happened on
  - (a) 2020
  - (b) 2021
  - (c) 2022
  - (d) 2023
  
8. *Once Upon a Time in Hollywood* is Quentin Tarantino's
  - (a) 7<sup>th</sup> film
  - (b) 8<sup>th</sup> film
  - (c) 9<sup>th</sup> film
  - (d) 10<sup>th</sup> film

**III. Match the following: (Write the correct option in the box)**

**[5×1=5]**

Work	Directors	
1. Nausicaa of the Valley of the Wind	a. Russo Brothers	<input type="text"/>
2. Matrix Trilogy	b. Coen Brothers	<input type="text"/>
3. Avengers: Endgame	c. Hayao Miyazaki	<input type="text"/>
4. Gandhi	d. Wachowski Sisters	<input type="text"/>
5. No Country for Old Men	e. Goro Miyazaki	<input type="text"/>
	f. Duffer Brothers	<input type="text"/>
	g. Richard Attenborough	<input type="text"/>

**IV. Match the following: (Write the correct option in the box)**

**[5×1=5]**

Work	Writer	
1. The Hungry Tide	a. Owen King	<input type="text"/>
2. Normal People	b. Geetanjali Shree	<input type="text"/>
3. Good Omens	c. Amitav Ghosh	<input type="text"/>
4. Ret Samadhi (Tomb of Sand)	d. Sally Rooney	<input type="text"/>
5. Maus	e. Art Spiegelman	<input type="text"/>
	f. Neil Gaiman	<input type="text"/>
	h. Edgar Allan Poe	<input type="text"/>

**V. Assertion Reasoning and Logical Reasoning: (Tick (✓) the correct option)**

**[5×2=10]**

- Assertion (A): We prefer to wear white clothes in summer.  
Reason (R): White clothes are good reflectors of heat.
  - Both A and R are true, and R is the correct explanation for A
  - Both A and R are true, but R is not the correct explanation for A
  - A is true but R is false
  - A is false but R is true
- Assertion (A): In the first decade of cinema, films were silent.  
Reason (R): The methods of recording sounds were not discovered during the first decade of cinema.
  - Both A and R are true, and R is the correct explanation for A
  - Both A and R are true, but R is not the correct explanation for A
  - A is true but R is false
  - A is false but R is true
- Assertion (A): Carbohydrates provide energy to the body.  
Reason (R): Excessive intake of carbohydrates causes obesity.
  - Both A and R are true, and R is the correct explanation for A
  - Both A and R are true, but R is not the correct explanation for A
  - A is true but R is false
  - A is false but R is true

4. Assertion (A): Realism is no longer possible in Digital era of cinema.  
Reason (R): Computer Generated Images interfere with realist images.
- (a) Both A and R are true, and R is the correct explanation for A
  - (b) Both A and R are true, but R is not the correct explanation for A
  - (c) A is true but R is false
  - (d) A is false but R is true
5. Assertion (A): Mahatma Gandhi withdrew the non-cooperation movement.  
Reason (R): There was violence at the Chauri Chaura village.
- (a) Both A and R are true, and R is the correct explanation for A
  - (b) Both A and R are true, but R is not the correct explanation for A
  - (c) A is true but R is false
  - (d) A is false but R is true

**VI. Identify the film from 5 canonical still grabs: (Tick (✓) the correct option)**

**[5×2=10]**

1. From which Harry Potter film is the following still?
- (a) Harry Potter and the Chamber of Secrets
  - (b) Harry Potter and the Goblet of Fire
  - (c) Harry Potter and the Prisoner of Azkaban
  - (d) Harry Potter and the Order of the Phoenix



2. The following film is in which language?

- (a) Hindi
- (b) Tamil
- (c) Bhojpuri
- (d) None of the above



3. This is a poster from which film?

- (a) The Triangle of Sadness
- (b) All That Breathes
- (c) Everything Everywhere All At Once
- (d) Tár





4. Which animated film is this still from?
- (a) Bambi
  - (b) Brother Bear
  - (c) The Lion King
  - (d) The Jungle Book



5. Which film featuring Harrison Ford is this still from?
- (a) Blade Runner
  - (b) Indiana Jones and the Raiders of the Lost Ark
  - (c) Star Wars
  - (d) Indiana Jones and the Last Crusade



**VII. Read the Image - identify composition, mise--en-scene, elements from a given image: [5×2=10]  
(Tick (✓) the correct option)**

1. What is the altitude from which this photograph is taken?
  - (a) Top Angle – above average human height
  - (b) Bottom angle – below average human height
  - (c) Eye level – from average human height
  - (d) Bird’s Eye View – aerial shot from sky



2. What is the altitude from which this photograph is taken?
  - (a) Top Angle – above average human height
  - (b) Bottom angle – below average human height
  - (c) Eye level – from average human height
  - (d) Bird’s Eye View – aerial shot from sky



3. The vehicle in the following photograph is blurred because
- (a) There is an error in exposure
  - (b) Only the human figures are in focus
  - (c) There is lack of light because of downcast sky
  - (d) None of the above



4. Where is the source of light for shooting this portrait?
- (a) On the same level as the face
  - (b) Above the face
  - (c) Below the face
  - (d) Shot in natural daylight



5. Identify which of the following is true for the following photograph.
- (a) The little boy is in the foreground and the palm impressions are in the background
  - (b) The palm impressions are in the foreground and the little boy is in the background
  - (c) The palm impressions and the little boy are both in the midground
  - (d) None of the above



**VIII. Comprehension:**

**[5×3=15]**

Old media involved a human creator who manually assembled textual, visual and/or audio elements into a particular composition or a sequence. This sequence was stored in some material, its order determined once and for all. Numerous copies could be run off from the master, and, in perfect correspondence with the logic of an industrial society, they were all identical. New media, in contrast, is characterized by variability. Instead of identical copies a new media object typically gives rise to many different versions. And rather being created completely by a human author, these versions are often in part automatically assembled by a computer. ...

The logic of new media thus corresponds to the post-industrial logic of "production on demand" and "just in time" delivery which themselves were made possible by the use of computers and computer networks in all stages of manufacturing and distribution. Here "culture industry" [...] is actually ahead of the rest of the industry. The idea that a customer determines the exact features of her car at the showroom, the data is then transmitted to the factory, and hours later the new car is delivered, remains a dream, but in the case of computer media, it is reality. Since the same machine is used as a showroom and a factory, i.e., the same computer generates and displays media - and since the media exists not as a material object but as data which can be sent through the wires with the speed of light, the customized version created in response to user's input is delivered almost immediately.

- Lev Manovich, "The Language of New Media" (2001)

**Tick (✓) the correct option:**

1. What do you think might be examples of 'old media' according to the writer?
  - (a) Handwritten manuscripts
  - (b) Films
  - (c) Websites
  - (d) Hieroglyphics
  
2. Explain why the writer says that 'new media' are not as dependent on the 'human creator' as 'old media' was.
  - (a) New media is produced by A.I.
  - (b) Copies of New Media can be automatically reproduced
  - (c) New Media can produce variations via computers
  - (d) New Media can be assembled in factories
  
3. Which machine suits the description "the same machine is used as a showroom and a factory"?
  - (a) The camera
  - (b) The television
  - (c) The smartphone
  - (d) The radio
  
4. What do you think the writer says in 2001 is 'dream' in physical world, but 'reality' in a virtual world?
  - (a) Multiple products
  - (b) Customized products
  - (c) Products generated by machines
  - (d) None of the above
  
5. Why, according to the writer in 2001 "post-industrial logic of "production on demand" and "just in time" delivery" is possible?
  - (a) Because distribution is via computers
  - (b) Because production is via computers
  - (c) Because exhibition is via computers
  - (d) Because production, exhibition, distribution is via computers

## Long Questions

[25]

**IX.** Write a short narrative by applying any of the five audio/visual/audio-visual cues

(Word Limit - 400 words)

1. Howling winds
2. Dogs roaming around
3. Vultures in the sky
4. No traffic on the roads
5. A song playing in a loop
6. No signals in the radio
7. Puddle of water

**OR**

Write a review of any theatre/book/film you have recently seen or read (Word Limit - 400 words)



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