

भारतीय जनसंचार संस्थान
INDIAN INSTITUTE OF MASS COMMUNICATION
प्रवेश परीक्षा 2008

Entrance Examination-2008

PG Diploma Course in Advertising and Public Relations

Total Marks: 85

पूर्णांक-85

Time: 2 Hours

समय-2 घंटे

Note- Answer all questions. No additional answer sheet will be provided.

नोट-सभी प्रश्नों के उत्तर दीजिए। दी गई उत्तर पुस्तिका के अलावा कोई अतिरिक्त उत्तर पुस्तिका उपलब्ध नहीं कराई जाएगी।

Q.1 Choose any one of the following issues and give your views on how the problem can be tackled: (20)

- A) Domestic violence
- B) Examination phobia in youngsters
- C) Portrayal of sex and violence in entertainment media
- D) Internet and Children

निम्नलिखित में से किसी एक मुद्दे पर अपने विचार व्यक्त करते हुए बताइए कि इस समस्या को कैसे सुलझाया जा सकता है:

- क) घरेलू हिंसा
- ख) युवाओं में परीक्षा का भय
- ग) मनोरंजन माध्यमों में हिंसा और सेक्स का चित्रण
- घ) इंटरनेट और बच्चे

Q.2 Pick any two of the following competitive pair of brands and discuss your impressions about their brand communication: (20)

- A) Aaj Tak vs NDTV
- B) Hillary vs Obama
- C) Big B vs King Khan
- D) IPL vs ICL
- E) Nitish Kumar vs Laloo Prasad Yadav

निम्नलिखित प्रतियोगी ब्रांडों में से किन्हीं दो का चुनाव कीजिए और उनके ब्रांड संचार के बारे में अपनी राय लिखिए:

- क) आज तक बनाम एनडीटीवी
- ख) हिलेरी बनाम ओबामा
- ग) बिग बी बनाम किंग खान
- घ) आईपीएल बनाम आईसीएल
- ड) नितीश कुमार बनाम लालू प्रसाद यादव

Q.3 Critically analyze one of the following movies, as a film critic would do:
(Not more than 250 words) (15)

- A) Tare Zammen Par
- B) Jodha Akbar
- C) Jab We Met
- D) Shivaji-The Boss

निम्नलिखित में से किसी एक फिल्म की समीक्षा अधिकतम 250 शब्दों में लिखिए:

- क) तारे जमीन पर
- ख) जोधा अकबर
- ग) जब वी मेट
- घ) शिवाजी -द बॉस

OR या

Most of the chocolate ads now are not endorsed by children, but adults, be it Amitabh Bachchan in Cadburys or Rani Mukherjee in Munch ads. What would you ascribe this phenomenon to? Put forth intelligent and lucid arguments to sustain your point of view.

ज्यादातर चॉकलेट के विज्ञापन अब बच्चों द्वारा नहीं बल्कि बड़ों द्वारा विज्ञापित किए जा रहे हैं, चाहे वह अमिताभ बच्चन द्वारा कैडबरी का विज्ञापन हो या रानी मुखर्जी द्वारा 'मंच' का। इस परिघटना के पीछे क्या कारण है? अपने उत्तर के लिए उचित तर्क दीजिए।

Q.4 Write, not more than 200 words each, on any three of the following: (15)

- a) Inflation and rising prices
- b) Rising rupee and foreign trade
- c) "Incredible India "
- d) Baba Amte
- e) 100 years of Satyagraha
- f) Indian soaps on TV

निम्नलिखित में से किन्हीं तीन पर प्रत्येक पर अधिकतम दो सौ शब्दों में लिखिए:

- क) मुद्रास्फीति और बढ़ती कीमतें
- ख) मजबूत होता रुपया और विदेश व्यापार
- ग) 'अतुल्य भारत'
- घ) बाबा आम्टे
- ड) सत्याग्रह के सौ वर्ष
- च) भारतीय टी वी धारावाहिक

Q.5: Rewrite to improve the readability of the following:

(15)

निम्नलिखित गद्यांश का पठनीय हिन्दी में लिखिए:

The Schoolboy, who has not been named, was 13 when he suffered severe spinal injuries following the accident in a camp in Basra in September 2003. Now 17, he needs round-the-clock care from Specialist doctors in the UK. The Ministry of Defence of UK is to pay a Record £2m compensation to an Iraqi Teenager left paralysed when he was accident shot by a British soldier.

A Spokesman said it Reflect the "height of the negligence" involved. The figure is expected to be finalised by the high court within weeks following a civil claim. The settlement is the highest the MoD has paid to an individuals.

Currently, the Armed forces compensation Scheme offers a Maximum lump sum payment of £285,000 and a lifetime income. The payment is far higher than anything awarded to British troops injured in Iraq.

The teenager was wounded in a British camp in Basra when a soldier accidentally dropped his rifle, causing the weapon to discharge. It happened four months after 14-year-old Ali Salim was accidentally killed by a British soldier in the same city. The injured boy was immediately flown to the UK for specialist treatment. His injuries are so serious he will never be able to return to Iraq.

Liberal democrat Treasury spokesman Vince Cable warned that other Iraqis may now try to take action through the courts in the UK.

But the MoD rejected comparisons to the Scheme and Said it was a one-off incident. "This is an isolated claim for negligence from a young boy who will require specialist care for the rest of his life," said a Spokesman. "It is the highest ever Paid Out because of the height of the Negligence involved. It is not a precedent, it is an exceptional case. It is not expected that there are any other cases of such severity."