

MEDIA APTITUDE TEST

Duration: 2 hours



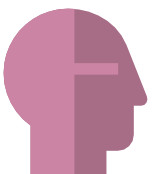
Fill the following information:

Application form No. _____

Name: _____

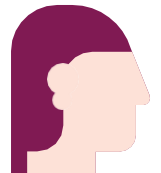
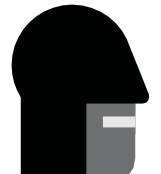
Candidate's Signature: _____

Centre: _____



Instructions:

1. Enter the information required above
2. Use colors where applicable:
 - a. Use only crayons, wax and pencil colors.
 - b. Water/Poster colors, sketch pens are not allowed
3. Each question carries 20 marks each.
4. Answer any five questions.

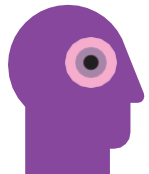
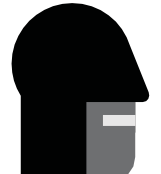
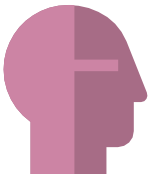
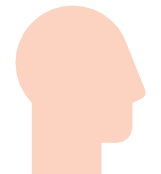


Note: Do not break the seal until asked to do so.

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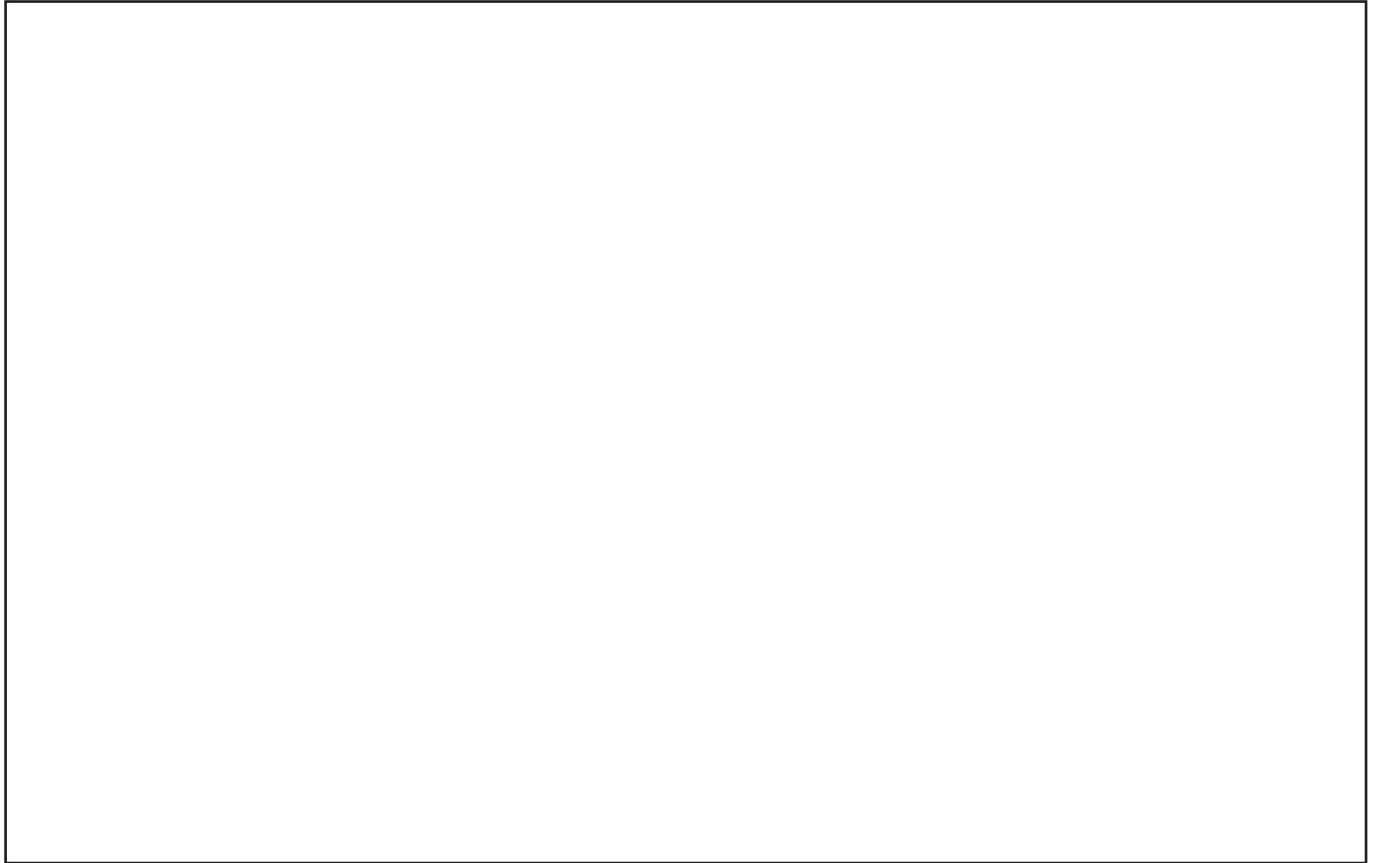
Marks Obtained

Examiner's Signature

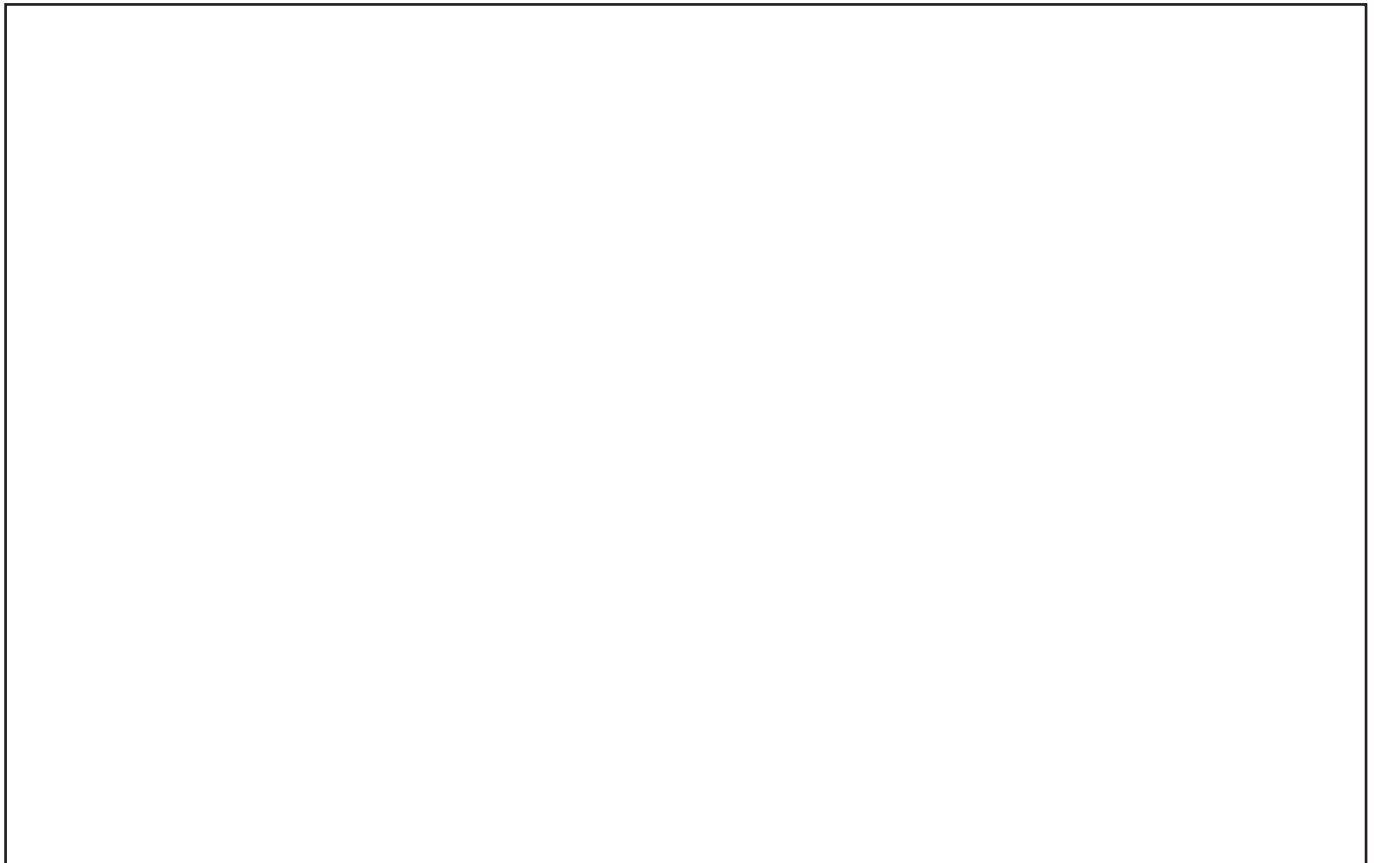


Q.1. Why do you want to select a media and communication career for yourself? Which area of specialization you are keen on? Why? What is in your background that gives you confidence in being successful in this domain?

Q.2. If you are appointed as the Public Relations Officer of UNICEF in India, what do you think will be your job profile? Explain.



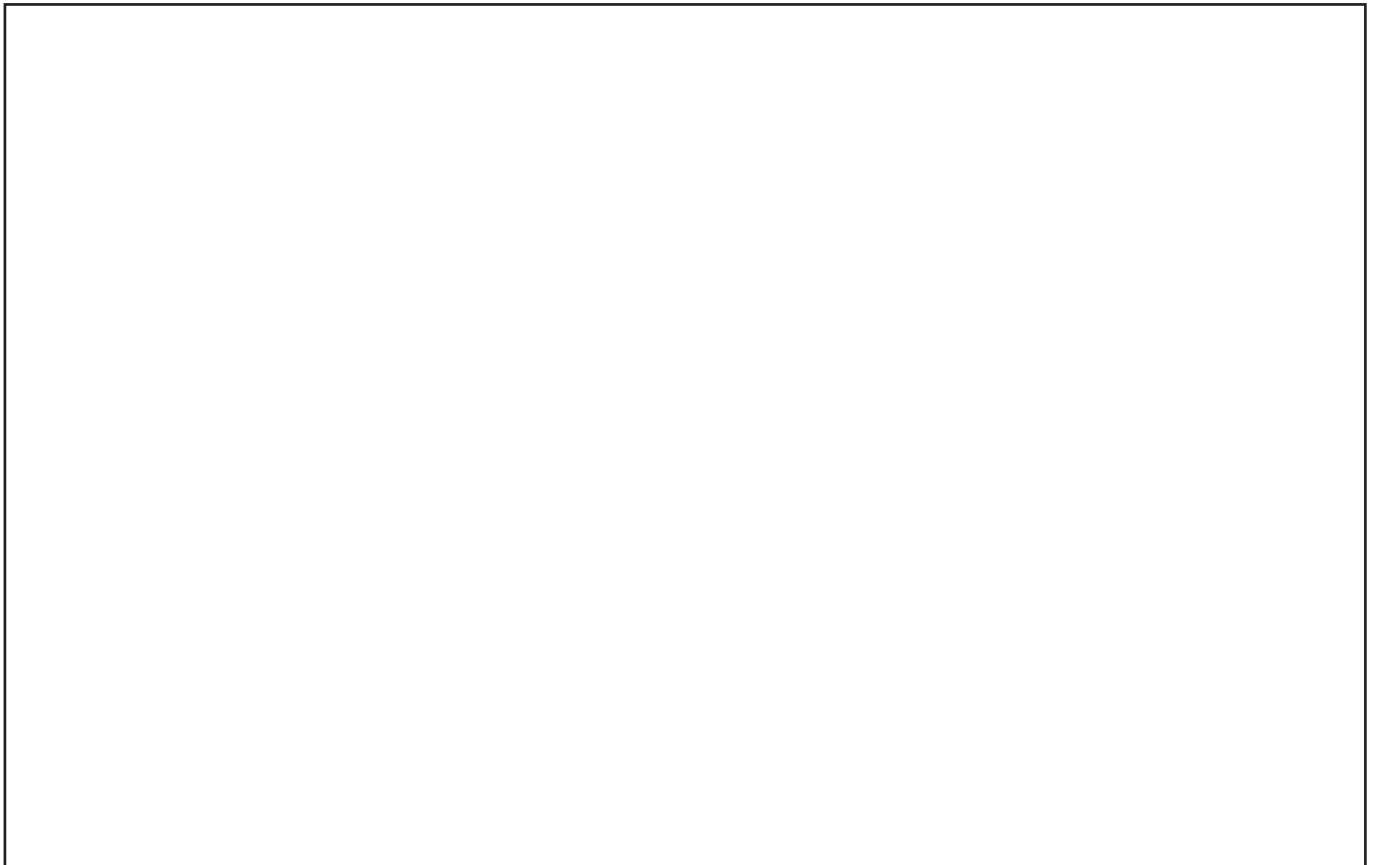
Q.3. Explain the concept of an event you will suggest if a new brand of two-wheeler for males has to be launched in your town. What will be strengths of such an event?



Q.4. If you are making a documentary on street children and child labourers in your city/town, what two alternative starts to the documentary you can use? What will we see in the first three minutes of your documentary? Two possible starts.



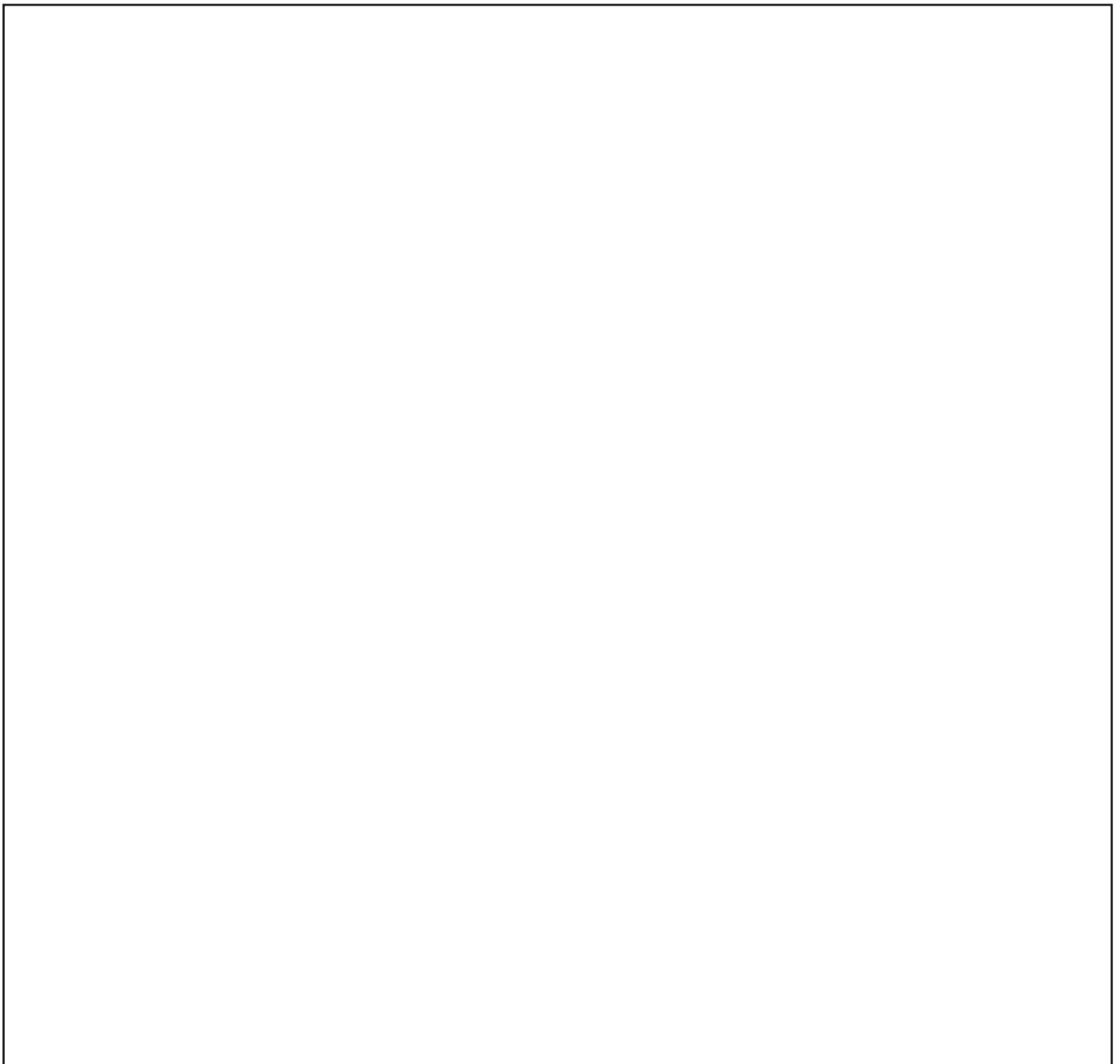
Q.5. Write a 200 words blog on How Can Indian Education System be Better.



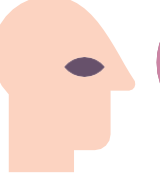
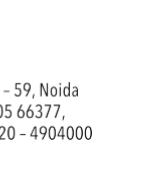
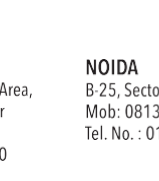
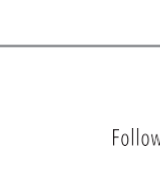
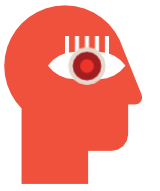
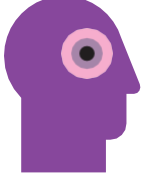
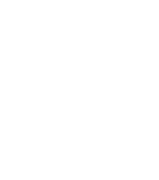
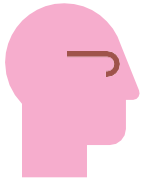
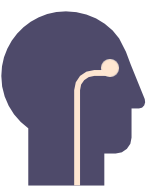
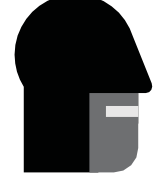
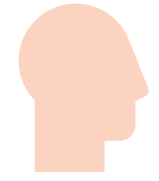
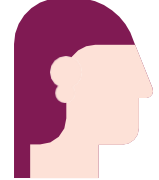
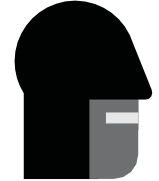
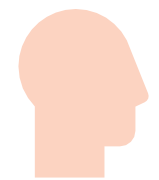
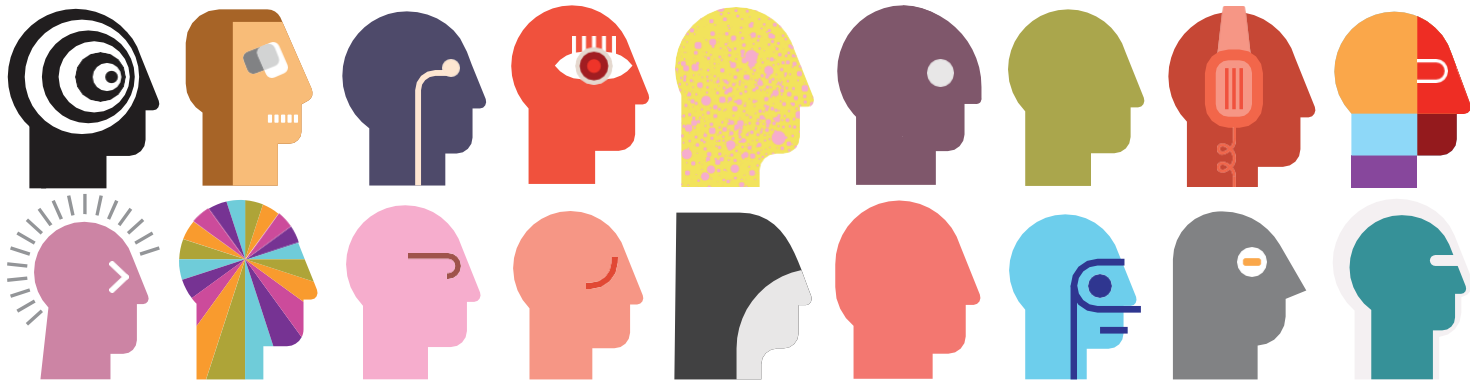
Q.6. If the following lines have to be made into a music video for kids, what shall we see on the screen when these words are sung?

Twinkle, twinkle, little star
How I wonder what you are
Up above the world so high
Like a diamond in the sky
Twinkle, twinkle little star
How I wonder what you are

When the blazing sun is gone
When he nothing shines upon
Then you show your little light
Twinkle, twinkle, all the night
Twinkle, twinkle, little star
How I wonder what you are



Q.7. If you are an RJ and introducing the rockstar Class XII passing youth of your city who has topped the city in Class XII board and yet has multiple interests and achievements, what script will you use for two minutes of introduction with him? Write the scripts (you can create a hypothetical person with imaginary skills and who has topped XII in your city).



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