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Communication Aptitude Test

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Amrita School of Communication

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The question booklet consists of five sections – Know your English, Logic, Current Affairs, General Awareness, People in the News and Media & Advertising

Know your English

Vocabulary

5 x 1= 5 Marks

Diplomacy

- a) Tact b) deception c) negotiation d) equivocation

Nonplussed

- a) Unimpressed b) misunderstood c) bewildered d) frozen

Unique

- a) Extraordinary b) one of a kind c) rare d) none of the above

Ironic

- a) Amusing coincidence b) contrary to expectation c) bad happening d) none of the above

Enormity

- a) Immensity b) magnification c) Aggregation d) none of the above

Usage, Grammar and Spellings

1 x 10 = 10 Marks

Choose the Correct spellings

1.

- a) Accommodate
b) accommodate
c) accomodate
d) accommodete

2.

- a) Grateful
b) Greatful
c) Gratful
d) Gratefull

3.

- a) Inoculate
b) Innoculate
c) Inocculate
d) Innocullate

Use the following in sentences

4. Tentative explanation

5. Irreparable damage

Usage choices: Complete the sentences using the given collocation choices

Note: Collocation means a natural combination of words. Example: do homework, make mistakes

1. Criticising your previous boss doesn't create _____
2. The changes had some unforeseen _____
3. We must do all we can to minimise _____
4. The riots were an inevitable _____
5. Henry's grandmother had _____

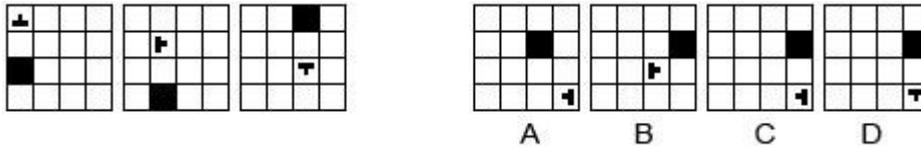
Use the choices given below to complete the sentences above

- a) the development of personality very deeply
- b) a considerable influence on his choice of career
- c) a good impression at a job interview
- d) result of huge tax rises
- e) the impact of new measures
- f) results which no one could have predicted
- g) the impact of the tragedy on our children

Logic

5 x 1 = 5 Marks

1. Find the picture that follows logically from the diagrams to the right.



The answer is _____

2. Which of the diagrams follows?



The answer is _____

3. Select the number that best completes the analogy

$$10 : 6 :: 3 : ?$$

- A. 2
- B. 1
- C. -1
- D. 12
- E. 4

The answer is _____

4. The day before the day before yesterday is three days after Saturday. What day is it today?

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday

The answer is _____

5. Library is to book as book is to

- A. page
- B. copy
- C. binding
- D. Cover

The answer is _____

Current Affairs

10 Marks

Section A

1. The expansion of NOTA is _____
2. The total number of states and union territories in India as of 2014 is _____
3. The current Lok Sabha Speaker is _____
4. This is the current U.N _____ Mr. _____



5. Identify at least one of the KXIP players in the photograph



Section B

Commentary: Your opinion and observations on whether the Delhi assembly should be suspended or not in not more than 100 words. The facts are

1. AAP resigned in February and recommended that the assembly be dissolved and fresh elections held
2. The assembly was kept in suspended animation.
3. AAP challenged this in supreme court and the supreme court has asked the Lieutenant Governor of Delhi to decide
4. The governor can either call for fresh elections or call for President's rule

Under the circumstances what do you think the Governor should do?

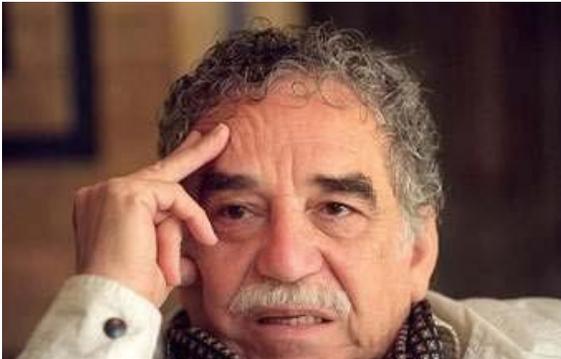
General Awareness

1 x 5 = 5 Marks

There has been a quarrel between your room-mates in the hostel. Room Mate A is home sick and is not able to adjust to the hostel rules. The other room-mate, Room Mate B is an aggressive person used to getting his/her way. B has made friends with seniors and is popular and A is seen as a very unfriendly person. You are also trying to settle down and the daily show downs between those two are distracting you from your studies. Moreover, A is slowly going into depression and has started talking about quitting studies. How will you deal with this problem?

People in the News

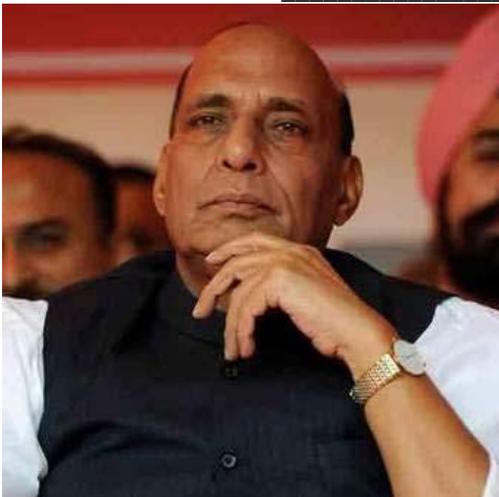
Identify the personalities using the given clues. This section is for 5 Marks.



Columbian Novelist, short story writer and Journalist affectionately known as Gabo _____



The Blue Jasmine _____



Started his career as a Physics lecturer and is now President of a political party in India. _____



American Internet entrepreneur born in Huntsville, Alabama, USA.



First Lady Michelle Obama honoured this resilient acid attack victim in the white house _____

Media & Advertising

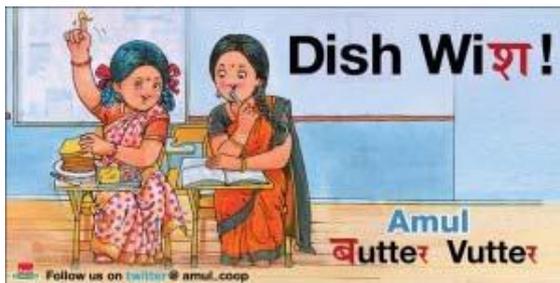
This section is for 10 Marks. It contains questions about influential trends in Media and Advertising triggered by individuals, films, movements and media companies in India and rest of the world.



1.

Indian film sound designer who won an Oscar for his concept of soundscapes

2.



The famous movie on which this Amul campaign is based was shortlisted for an Oscar. It also won global acclaim at many international film festivals. The name of the movie is

3.

Which Indian political party has the broom as its party symbol?

4.

Complete this slogan:

There are some things money can't buy. _____

5.

We ate Wikipedia™ is the slogan for _____

6.

2. The 'small world machines' campaign by advertising agency Leo Burnett Sydney saw consumers at a mall each in Delhi and Lahore 'connecting' through special vending machines to bridge the indo-pak divide. Name the product brand for which this campaign was launched.

7.

In this moving spot, telling women "You are more beautiful than you think," women meet a criminal sketch artist who draws two pictures of them. The first is how they describe themselves, and the second is how a stranger they just met describes them. Name the product brand for which this campaign was launched. _____

8.

MyBo, the popular U.S political social networking website belongs to _____

Questions 9 and 10



The Stanford University graduates who redefined Internet search.

_____ & _____