



ST. JOSEPH'S COLLEGE (AUTONOMOUS)
36, Lalbagh Road, BANGALORE 560027

ENTRANCE TEST FOR ADMISSIONS 2019-20
POSTGRADUATE COURSES

M.A.(Mass Communication & Journalism); MA(Advertising & Public Relations); M.A.(English); M.Sc.(Big data Analytics)

GENERAL INSTRUCTIONS:

1. All students must carry a **valid original photo ID proof** (college ID, Passport, Aadhaar, etc.) and **entrance exam hall ticket** for the exam. All candidates who have submitted online application will receive a hall ticket for entrance exam by e-mail.
2. For the convenience of the applicants, the entrance exam will be held on two dates as detailed below. **The applicant is expected to choose any one of these entrance test dates and indicate the same in the application form. A candidate can take up the exam only once.**
3. If an applicant chooses to apply for two courses that have entrance exams, he/she can take both the exams on the same day. These candidates must report to the helpdesk an hour before the commencement of the exam.
4. A list of candidates provisionally selected for interview will be published on the website by evening 7 pm on the day of the entrance test. The interview for such candidates will be held on the following day (Monday). Candidates are required to come prepared with all necessary documents, entire fees for the course and also plan your travel accordingly.
5. The candidates must check the classroom number/seat allotment list displayed on the notice board on the day of the entrance exam and be at your seats atleast 15 minutes before the commencement of the exam.
6. No candidate is allowed to enter the exam hall after 15 minutes of the commencement of the start of the exam. The candidate can leave the hall after 30 min of commencement of exam.
7. No cell phone, smart watches, book, any form of print material or electronic gadgets, calculators will be allowed to the exam hall. Any form of malpractice reported will be subject to disqualification of the candidate from the admission process.
8. Parking is provided on the ground and entry will be from gate no 1 on Langford Road
9. The venue for the exam is : **Address: St. Joseph's College**
36, Lalbagh Road,
Shantinagar, Bengaluru,
Karnataka 560027
10. No travel allowance will be provided to the candidate.

11. The exam date and timing are as follows

POSTGRADUATE COURSE	Date for Ist round of exams	Date for IInd round of exams	TIME
M. A. (MASS COMMUNICATION & JOURNALISM)	7-4-2019 SUNDAY	28-4-2019 SUNDAY	9.30 am to 11.00 am
M.A. (ADVERTISING & PUBLIC RELATIONS)	7-4-2019 SUNDAY	28-4-2019 SUNDAY	9.30 am to 11.00 am
M. A. (ENGLISH)	7-4-2019 SUNDAY	28-4-2019 SUNDAY	9.30 am to 11.00 am
M. Sc. (BIG DATA ANALYTICS)	7-4-2019 SUNDAY	28-4-2019 SUNDAY	9.30 am to 11.00 am

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE
ENTRANCE TEST FOR ADMISSIONS: 2019-20
ENTRANCE EXAM DETAILS-PG
Exam date: 7-4-2019 and 28-4-19

All students must carry a valid ID proof and entrance exam hall ticket

MA: ADVERTISING & PUBLIC RELATIONS

Exam timings- 9.30 am -11.00 am

Max marks -50

Part I

Objective/Multiple Choice Questions (25 x 1 = 25 marks)

- Current affairs and general Knowledge
- Media awareness
- Brand awareness

Part II

Grammar (15 x 1 = 15 marks)

- Basic grammar skills

Part III

Application question (1 x 10 = 10 marks)

- Creativity and innovation
- Writing skills

MA: JOURNALISM & MASS COMMUNICATION

Exam timings- 9.30 am -11.00 am

Max marks -50

Part I

Objective/Multiple Choice Questions (25 X 1 = 25 marks)

- Current affairs
- General Knowledge
- Media awareness

Part II

Grammar (15 x 1 = 15 marks)

- Basic grammar skills

Part III

Essay Question (1 X 10 = 10 marks)

- Writing skills
- Ability to articulate and substantiate arguments
- Critical thinking

MA- ENGLISH

Exam timings- 9.30 am -11.00 am

Max marks -50

The test is aimed at assessing the candidate's knowledge of Literature and criticism. The test will also require the applicant to make nuanced written responses to unseen passages.

BIG DATA ANALYTICS

Exam timings- 9.30 am -11.00 am

Max marks -50

Distribution of marks -Test of Reasoning (10 Marks) and Mathematics (40 Marks)

- **Logic:** propositional logic, logical equivalence, predicates & quantifiers, and logical reasoning.
- **Sets:** basics, set operations, ordered pairs, Cartesian products, finite and infinite sets
- **Functions and Relations:** types of functions, inverse, properties, Combining relations, Closures, Equivalence
- **Elementary calculus:** Limit and continuity, differentiation and integration, maxima and minima
- **Matrix algebra:** basic operations, transpose, inverse, adjoint, determinant
- **Elementary probability and statistics:** axioms, measures of central tendency and dispersion