



Ph.D. ENTRANCE EXAMINATION, OCTOBER 2015

Section – B & C

Time : 140 Minutes

Max. Marks : 160

Instructions :

(This is to test the candidate's ability of defining concepts through short answers.)

- 1) Answer **any twelve** questions from Section **B** and **one** question from Section **C**.
- 2) In Section **B** each question carries **10** marks. Section **C** carries **40** marks.
- 3) In Section **B** an answer should not exceed **100** words. In Section **C** an answer should not exceed **500** words.
- 4) Candidates should **clearly** indicate the **Section, Question Number and Question Booklet code** in the answer paper.
- 5) The candidates are **permitted** to answer questions **only** from the subject that comes under the **faculty** in which he/she seeks registration as indicated in the **application** form.

FACULTY OF ARTS

1. English
2. Journalism and Communication
3. Library and Information Science
4. Philosophy

Name of Candidate

Register Number

Answer Booklet Code

Signature of Candidate

Signature of Invigilator



FACULTY OF ARTS

1. English Language and Literature

Section – B

1. Negative capability.
2. Allegory.
3. Analepsis.
4. Intentional fallacy.
5. Textuality.
6. Metaphysical conceit.
7. Stream of consciousness.
8. Alienation technique.
9. Bowdlerisation.
10. Diegesis.
11. Alexandrine.
12. Transferred epithet.
13. Expressionism.
14. Self reflexivity.
15. Epistolary novel.
16. Grand style.

Section – C

1. Critically evaluate the shift in academic research from literary studies to cultural studies.
2. Discuss the evolution of the concept of the author in literature.
3. Account for the growth of Dalit studies in recent times.



2. Journalism and Communication

Section – B

1. Noise in Communication.
2. Cheque-book journalism.
3. Gate-keeping.
4. Propaganda.
5. Verisimilitude.
6. Copy Platform.
7. Cultivation Analysis.
8. Phishing.
9. I Amendment to the American Constitution.
10. Mise en scene.
11. Plagiarism.
12. Grounded Theory.
13. One-case Analysis.
14. Media Determinism.
15. The Information Society.
16. Audience Research.

Section – C

1. How would you measure the effectiveness of television violence on children through an experimental study ? Specify the variables you would apply.
2. Research gains strength when theory is applied to it. Enumerate the use of TAM (Technology Access Model) to examine the use of e-governance in your district.
3. What parameters would you use for the content analysis of newspapers and television news channels ? Substantiate your answer with the yardsticks that you wish to apply for the study.

3. Library and Information Science

Section – B

1. Style manuals.
2. Indian Copyright.
3. Non-documentary sources of information.
4. Electronic Resources Management.
5. Vocabulary control.
6. Human Resources Management.
7. Metadata standards.
8. Digital preservation.



9. Case study.
10. Webometrics.
11. User education.
12. Virtual Libraries.
13. Subject Gateways.
14. Pre-and post- coordinate indexing.
15. Open Archives Initiative.
16. Markup Languages.

Section – C

1. What is research design ? Prepare a research design for a topic on “the use of e-journals in University of Kerala Central Library ; a case study”.
2. What do you mean by survey method of research ? Explain the various tools available for data collection with reference to their merits and demerits.
3. Explain the use of scaling and measuring techniques appropriate to the field of Library and information Science with examples.



15. Paradigm shift.
16. Being -for-others.
17. Logical positivism.
18. Transcendental phenomenology.

Section – C

1. Explain methodology of Research in Philosophy.
 2. Formulate a hypothesis and discuss the way you intend to prove it.
 3. How do you approach post modern developments in Philosophy ? Discuss the role of new trends in philosophy and research.
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