Mudra Institute of Communications, Ahmedabad

Admissions to Postgraduate Programme in Communications Management (PGPCM), leading to Postgraduate Diploma in Management (Communications) - PGDM(C) 2011-2013.

Selection Procedure

The selection process for the PGDM (C) involves two steps:

Stage - I
MICA Admissions Test (MICAT)

The MICAT is designed to assess analytical ability, divergent thinking, written communication skills and general awareness about the Communications industry.

There is no special preparation required for MICAT. We expect our prospective candidates to be well-read, innovative, and intelligent with an analytical bent of mind. We also expect them to be aware of contemporary social and industry issues including general awareness towards marketing, advertising, and business issues.

MICAT will be held in February-March, 2011 at the following centres:

Ahmedabad, Bangalore, Bhopal, Chennai, Delhi, Guwahati, Hyderabad, Kolkata, Lucknow and Mumbai.

Note: MICA reserves the right to withdraw or introduce MICAT Centres at its own discretion.

Stage - II
Group Exercise (GE) and Personal Interview (PI)

Candidates shortlisted on the basis of MICAT will be invited for Group Exercises and Personal Interviews in March-April, 2011.

PGDM(C) 2010- 2012 Admissions – MICAT Sample   questions.

Note: MICA reserves the right to change the pattern of questions.

Direction for Questions 1-5 :

Each question consists of four clues and against the set of four clues, five alternatives are given. Amongst all these five alternatives, there is only one alternative that is associated with all of the four clues in some manner. This alternative is the right answer. Your task is to choose the right answer from among the alternatives given.

For example in the sample problem, alternative B "mind" is related to all the four clues as follows: i) mind blowing ii) mindset iii) out of mind and iv) mind and brain are used interchangeably. In that case, you have to mark alternative B against corresponding question in the OMR sheet.

	Clues		Alternatives
I	Blowing	A	Rind
ii	Set	B	Mind
iii	Out	C	Wind
iv	Brain	D	Get
		E	Sight

		Clues		Alternatives
1	I	Temperate	A	Warm
	ii	Cool	B	Wave
	iii	Tepid	C	Grassland
	iv	Sun	D	Care
			E	Moon
2	I	In	A	Eye
	ii	Pin	B	Kin
	iii	Lens	C	Gate
	iv	Shoot	D	Camera
			E	Out
3	I	Stem	A	Leaf
	ii	Boot	B	Lid
	iii	Nose	C	Trunk
	iv	Case	D	Tiger
			E	Shoe
4	I	Wheat	A	Rice
	ii	Flood	B	Card
	iii	Lemon	C	Field
	iv	Cash	D	Hit
			E	Cricket
5	i	Walk	A	Win
	ii	Score	B	Run
	iii	Muscle	C	Finish
	iv	Sun	D	Pain
			E	Gases

Direction for Questions 6-8 :

Each question comprises of two statements followed by two conclusions I and II. Considering the two given statements to be true which of the conclusions can follow logically.

Select option :
(A) if only conclusion I follows
(B) if only conclusion II follows
(C) if either I or II follows
(D) if neither I nor II follows
(E) if both follow

6. Statement:
   1. Some players are singers
   2. All singers are tall

   Conclusion:
   1. Some players are tall
   I I All players are tall

7. Statement:
   1. All chalk is not cheese
   2. The moon is made of cheese

   Conclusion:
   1. The moon is made of chalk
   II. The moon is not made of chalk

8. Statement:
   1. No engineer is a doctor
   2. Some doctors are MBAs

   Conclusion:
   1. Some doctors are not engineers
   II. Some MBAs are not engineers

Direction for Questions 9-11 :

Each question is followed by two statements which may or may not contain data necessary to answer the question. Choose the option that lists / list the statement(s) containing necessary data.

Select option :

(A) If only statement I is required to answer the question

(B) If only statement II is required to answer the question

(C) If both I and II are required to answer the question

(D) If either I or II are required to answer the question

(E) If neither I nor II are required to answer the question

9. Question: How are Harish and Sarita related ?

   Statements:

   1. Harish's grandfather married Sarita's maternal aunt.

   II. Harish and Sarita study in the same class.

10. Question: How many students are there in a class ?

    Statements:

    1. When arranged in alphabetical order, Dilip's name is the 15th and Vinod's is the 37th

    II. In reverse order Vinod's name is 3rd

11. Question: Which of the integers A, B, C, D, E are odd numbers.

    Statements:

    1. A, B, C, D, E are consecutive integers.

    II. A and B are prime numbers.

Direction for Questions 12-14 :

Identify the missing number and mark the answer in OMR sheet.

12. 2   5   7

4   7   5

3   6   ?

(A)   2

(B)   3

(C)   4

(D)   5

(E)   6

13.   15   9   5

23   8   13

31   9   ?

(A)   13

(B)   15

(C)   19

(D)   23

(E)   25

14.   3   7   16   35   ?

(A)   44

(B)   55

(C)   64

(D)   74

(E)   84

SECTION - B

1   The names of both the country and capital begin with V. The capital has
    only four letters. What are the names of the country and capital ?

    (A) Vanuatu; Vila
    (B) Vanuatua; Vela
    (C) Vila; Vatu
    (D) Venda; Vila
    (E) None of theabove

2   COP15 is
    (A)   15th Copenhagen climate change December 2009
    (B)   15th Conference of Parties to the United Nations Framework
          Convention on Climate Change
    (C)   15th Meeting of the Parties to the Kyoto Protocol
    (D)   15th Conference on Climate Change Global Risks, Challenges and
          Decisions held at Bella Centre, 2009
    (E)   2009 United Nations Climate Change Conference

3   Erich Segal who died at the age of 72 in January 2010 is not the author
    of

    (A) Love Story
    (B) Oliver Story
    (C) Man, Woman and Child
    (D) Only Love
    (E) Love Letters

4. Adwords is_____launched by_____in year

    a keyword targeted advertising program; Microsoft; 2000 a
    keyword targeted advertising program; Netconvict; 2000 a
    keyword targeted advertising program; Google; 2000
    a keyword targeted advertising program; Microsoft; 1999
    a keyword targeted advertising program;Google; 1999

5 Match the following companies and their taglines

1.	Yahoo!	1.	Inspired living
II.	Haier	2.	Inspire the Next
III.	Hitachi	3.	It's You
IV	Hughes	4.	Think skywards
V	Jobsahead.com	5.	Fill in your ambition

A) I-1; II -2; III -3; IV-4; V-5
(B) 1-3; II -2; III-1; IV-4; V-5
(C) 1-3; II-1; III-2; IV-4; V-5
(D) I-1; II -2; III -4; IV-4; V-3
(E) 1-5; II -4; III-1; IV-2; V-3

SECTION - C

1   The revenue for Rajesh Fruit Shop varies from day to day. The shop's revenue on first day of the year 2009 was Rs 1000/- , and on the second day it was Rs 6000/-. On the third day, the revenue decreased by Rs 4000/- as compared to previous day's revenue. On the fourth day, the revenue increased by Rs 5000/- as compared to previous day. If this trend, continues, total revenue (in thousands) for Rajesh Fruit Shop for the year 2009 will be

(A)   34384
(B)   910
(C)   34404
(D)   34399

Direction for Questions 2-3 :

In a promotional campaign of Coke, 1000 tickets with numbers 1 to 1000 were distributed to all the customers who bought a 250ml bottle. And tickets numbered 1 to 500 were distributed among customers who bought a 1000ml bottle. At the end of the campaign, it was decided to award prizes to the consumers who had tickets with numbers divisible by 5 or 7.

2   The number of customers who bought 250m1

bottle but were not awarded a prize is

(A)   632
(B)   536
(C)   686
(D)   594

3   The number of the customers who bought 1000ml bottle and were

awarded a prize is
(A)   100
(B)   157
(C)   171
(D)   71

4   Amit, Bipin and Chetan were running on a 180m circulartrack.

Chetan is running in a direction opposite to Amit and Bipin. All three start running from the

same point at the same time. Average speed of Bipin is 4m per second, which is twice that of Amit, but half of Chetan. When three of them meet for the first time, the number of complete rounds made

by Amit, Bipin and Chetan are

(A) 2,   1, 4
(B) 4,   2, 1
(C) 1,   2, 4
(D)Cannot be determined

Direction for Questions 5-7:

Three popular news channels- NDTV, CNN IBN and Times Now telecast their News program - India at 9, India Decides at 9, and News Hour at 9pm respectively. As a part of a survey conducted among 1000 respondents (in each city) at Ahmedabad, Surat, Pune and Mumbai, the respondents were asked to tick those News programs that they watched at least once a week

Number of the viewers for the programs is given in the table below.

Program	City			
	Ahmedabad	Surat	Pune	Mumbai
India at 9 (CNN IBN)	100	140	240	80
India Decides at 9 (NDTV)	60	120	300	200
News Hour (Times Now)	180	160	280	120

5   5 % of the viewers in Mumbai watch all three News programs, 8% of them watch India at 9 and India Decides at 9 and 6% watch both India Decides at 9 and News Hour. Probability that a respondent of Mumbai will watch only India Decides at 9 is

(A)   0.164
(B)   0.094
(C)   0.220
(D)   0.2

6   Probability that a respondent of Ahmedabad will not watch any of these News programs is
(A)   0.45
(B)   0.24
(C)   0.340
(D)   0.66

7   Probability that a respondent in Mumbai or Pune will not watch any of the 3 News programs is
(A)   0.66
(B)   0.82
(C)   0.78
(D) Data is insufficient

Direction for Questions 8-10 :

Considering two major sports events - IPL and Common Wealth Games, scheduled in the near future, a manufacturer of LCD TV projects a 10% increase in demand per week after 5 weeks. Currently he is producing 500 TV sets per week and is planning to increase his production by 5% per week for first 4 weeks. After 4 weeks, he increases production by 8% compared to the previous week. Presently he is selling 600 TV sets per week at Rs. 30000/-. Considering growth in demand, he is planning to give a discount of Rs. 2000/- after 4 weeks.

8   Average production per week at the end of 8 weeks will be
     (A)   590.9
     (B)   652.5
     (C)   565.2
     (D)   600.9

9   Total number of units of LCD to be sold at the end of 8 weeks will be
     (A)   5184.6
     (B)   4816.6
     (C)   6009.5
     (D)   5080.2

10   How much more would the manufacturer have earned had he not given a discount of Rs. 2000/- ?

     (A)   1036920
     (B)   1597200
     (C)   5056000
     (D)   5569200

SECTION - D

Direction for Questions 1-4 :

Read the passage below and answer the questions that follow.

Mathematics is in many ways the most elaborate and sophisticated of the sciences or____so   it seems to me, as a mathematician. So I find both a special pleasure and constraint in describing the progress of mathematics, because it has been part of so much human speculation; a ladder for mystical as well as rational thought in the intellectual ascent of man. However there are some concepts that any account of mathematics should include: the logical idea of proof, the empirical idea of exact laws of nature (of space particularly), the emergence of the concept of operations, and the movement in mathematics from a static to a dynamic description of nature. They form the theme of thisessay.

Even very primitive peoples have a number system; they may not count much beyond four, but they know that two of anything plus two of the same thing makes four, not just sometimes but always. From that fundamental step, many cultures have built their own number systems, usually as a written language with similar conventions. The Babylonians, the Mayans, and the people of India, for example, invented essentially the same way of writing large numbers as a sequence of digits that we use, although they lived far apart in space and in time.

So there is no place and no moment in history where I could stand and say `Arithmetic begins here, now.' People have been counting, as they have been talking, in every culture. Arithmetic, like language, begins in legend. But mathematics in our sense, reasoning with numbers is another matter. And it is to look for the origin of that, at the hinge of legend and history that I went sailing to the island of Samos.

1   Why does the writer of this passage think mathematics is one of the most sophisticated of sciences :

(A) Because the writer is a mathematician

(B) Because mathematics has been a part of much human speculation

(C) Because it is an exact and logical subject.

(D) Because it has evolved as our understanding of nature has evolved.

2   The following is implied in the passage :

(A) Number systems and language are a matter of convention.

(B) The progress of mathematics is a speculative issue.

(C) Mathematicians consider mathematics as the most sophisticated of the sciences.

(D) The island of Samos is where arithmetic began.

3   Select the option that captures the science of mathematics according to the passage:

(a) Logical proof

(b) Reasoning with numbers

(c) Representation of large numbers

(d) Concept of mathematical operations

(A) a,b,d

(B) a,c,d

(C) a,b,c,d

(D) None of the above

4   Select the most appropriate title for the passage from the options below:

(A) Mathematics in the Intellectual Evolution of Mankind

(B) Mathematics: A Quantitative Expression of Human Experience

(C) Mathematics: An Abstract of the Concrete

(D) Mathematics and Language: At the Hinge of Legend and History

Direction for Questions 5-6 :
Choose the most appropriate word from the given options to complete the sentence

5.   Their views had been intellectually_____from the beginning

(A) parallel

(B) opposed

(C) defined

(D) irreconcilable

6.   The_____in attitudes toward eating meat developed at this time.

(A) persistence

(B) transformation

(C) metamorphoses

(D) reconsideration

Direction for Questions 7-8 :

In the following questions, a sentence is given followed by four different ways of phrasing it.
Choose the most grammatically and semantically correct alternative.

7   Kingship provided one model for bhakti, which from its very inception, superimposed the divine upon the royal.

(A) The attitude towards the divine was influenced by royalty

(B) The attitude towards the royalty was influenced by divinity

(C) Gods and Kings were treated alike

(D) None of the above

8 By basing itself on the shifting sands of letters, diaries, memoirs, interviews____all fatally subjective forms   biography has no solid foundation in historical fact.

(A) History is superior to Biography

(B) Biographies should be based on historical facts

(C) Biographies arefictional

(D) Biographies are subjective

Direction for Questions 9-10 :

For each of the sentence given below only one word from the options provided forms an appropriate pattern. Choose the word that is most appropriate from the option provided.

9. The_____with which he faced the ups and downs that life presented him with was a source of wonder to his peers.

(A) equanimity
(B) tranquility
(C) silence
(D) peace

10. We need identify factors that help_____ poverty at a village level.

(A) militate
(B) mitigate
(C) allay
(D) moderate

Direction for Questions 11-12 :

Complete the sentence by inserting appropriate prepositions:

11. I wish to expresssolidarity _____you on the issue of childlabour.

(A) for
(B) on
(C) with
(D) in

12   His anger _____ me had little justification.

   (A) with

   (B) for

   (C) against

   (D) at

Direction for Questions 13-14 :

Each question consists of a statement followed by two assumptions I and II. Consider the statement and decide which of the assumptions are implicit informing the statement.

13   Statement: Passenger fares have been increased to meet budgetry deficit

   Assumptions:

   1. Passenger fares were low.

   I I. If the fare is not increased the deficit cannot be met

   (A) I and II are implicit

   (B) Only I is implicit

   (C) Only II is implicit

   (D) Neither I or II are implicit

14   Statement: Let us announce attractive incentives for better performance

   Assumptions:

   1. Performance can be improved

   II.   Incentive schemes are successful

   (A) Both I and II are implicit

   (B) Only II is implicit

   (C) Only I is implicit

   (D) Neither I nor II are implicit

Direction for Questions 15-16 :

Each question comprises of a statement followed by two conclusions I and II. Decide which of the conclusions follow from the given statement and select the appropriate answer.

MICAT Sample Paper

15   Statement: The last date of submission for the project has been extended twice so far

Conclusion:

1.   No further extension is likely

I I. The previous submission date was unrealistic

(A)   Only I follows

(B)   Only II follows

(C)   Both I & II follow

(D)   Neither I nor II follows

16.   Statement: The legal ban on smoking in public places may be well-intentioned but is likely to be ineffective.

Conclusion:

1.   Good intentions do not always yield desired results.

I I. It is impossible to regulate public spaces.

(A) Only I follows

(B) Only II follows

(C) Both I & II follow

(D) Neither I nor II follows