

MICAT SUPPORT MATERIAL

MICA Admissions

This year the admission process consists of 2 stages

- MICAT
- On Campus GE/PI

MICAT

MICAT is the entrance exam for MICA Ahmedabad.

This year it is going to be held on **3rd March 2013**.

It has **60%** weightage in the calls for the college along with 40% from CAT/XAT/GMAT scores. 40% from CAT = (20% QADI + 20%VALR)

The paper for MICAT is an unusual one which tests your creative ability along with logical thinking. It also checks your General Awareness in the paper.

The MICAT will have 4 sections

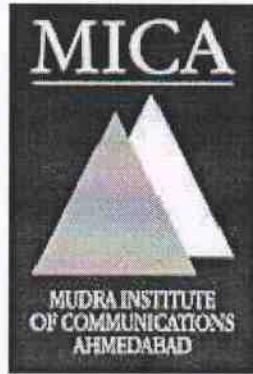
1. Psychometric Section
2. Creative Thinking – Logical Reasoning, Word Associations, Visual Reasoning, Para jumbles etc
3. Written Communication - Essay writing, Picture composition
4. General awareness

GE

Some sample topics are:

1. Re-enact a scene from a classic movie and relate it to a current scenario with the help of a magazine, a bunch of chart papers, sketch pens, etc.
2. Design a social networking platform for the year 2025. Discuss 5 major features it will have. Come up with an innovative name and design how its wall will look like.
3. Prepare a humorous save fuel ad campaign with hammer, umbrella, charkha, teddy bear, some artificial flowers, sketch pens, etc.
4. Make a bicycle model for middle aged women.
5. Make an ad against cruelty towards animals with umbrella, artificial flowers, paper plates, spoon, a cloth, charkha, teddy bear, etc.
6. Make a TV commercial for a brand of men's luxury watches

Mudra Institute of Communications, Ahmedabad



Postgraduate Diploma in Management (Communications) - PGDM(C) 2013-2015.

Admissions Criteria

Admission to the PGDM(C) programme requires a Bachelor's degree (in keeping with the 10 + 2 + 3 system) with minimum 50% marks, or an equivalent qualification in any discipline recognised by the Association of Indian Universities (AIU). Candidates appearing for final examinations towards a Bachelor's degree (or equivalent) are also eligible to apply. Candidates who demonstrate aptitude for expressing, assessing, or conceiving ideas that move people to action and achieve business results tend to stand a better chance of being shortlisted.

Candidates should apply to MICA through scores of either CAT 2012 / XAT 2013 / GMAT (December 31, 2007 or later)

Application Process and Timelines

The selection process for the PGDM (C) involves two steps (Batch 2013-15):

Stage – I : MICA Admissions Test (MICAT)

All candidates who apply to MICA through CAT/XAT/GMAT **irrespective of their score**, will be called for MICAT, subject to their application form being complete and accepted by MICA.

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

MICAT will be held in February/March 2013 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.

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

Candidates will be invited for Group Exercise and Personal Interview to MICA campus, Ahmedabad based on their performance in MICAT and CAT/XAT/GMAT. Quantitative and Verbal sections from CAT/XAT/GMAT will be given 20% weightage each.

Important Dates

Admission form available online upto January 29, 2013, 11:59 pm

Last date of submission: February 1, 2013, 11:59 pm

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

There are thirty problems in this section. Each problem consists of four clues and against that set of four clues, five alternatives are given. These alternatives are associated with either one or more than one clues in some manner. 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 mark the right answer from among the alternatives given. For example in the sample problem, alternative A "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 encircle the alternative B.

	<u>Clues</u>	<u>Alternatives</u>
	(i) Blowing	(A) Rind
	(ii) Set	(B) Mind
	(iii) Out	(C) Wind
	(iv) Brain	(D) Get
		(E) Sight
	<u>Clues</u>	<u>Alternatives</u>
1	(i) Pup	(A) Dog
	(ii) Flour	(B) Cup
	(iii) Cover	(C) Bed
	(iv) Pluck	(D) Cake
		(E) Sun
2	(i) Gum	(A) Ale
	(ii) Cup	(B) Steal
	(iii) Beer	(C) Mug
	(iv) Rob	(D) Blanket
		(E) Rubber
3	(i) Cloth	(A) Shirt
	(ii) Dry	(B) Towel
	(iii) Face	(C) Hand
	(iv) Sweat	(D) Salt
		(E) Coarse
4	(i) Cat	(A) Villain
	(ii) Wheel	(B) Ramp
	(iii) Vamp	(C) Cart
	(iv) Model	(D) House
		(E) Pot
5	(i) Leg	(A) Arm
	(ii) Protect	(B) Spoil
	(iii) Wing	(C) Bird
	(iv) Mar	(D) Man
		(E) Last

	<u>Clues</u>	<u>Alternatives</u>
6	(i) Permit (ii) Bank (iii) Pardon (iv) Court	(A) Grant (B) Jail (C) Prison (D) Judge (E) Leave
7	(i) Sheet (ii) Coat (iii) Ban (iv) Cover	(A) Metal (B) Sheep (C) Blanket (D) Electric (E) Soldier
8	(i) Gel (ii) Blood (iii) Sign (iv) Debenture	(A) Bond (B) Cheque (C) Gum (D) Rind (E) Belly
9	(i) Displace (ii) Cold (iii) Fresh (iv) Imitate	(A) Fan (B) Misplace (C) Hot (D) Copy (E) Coffee
10	(i) Narrow (ii) River (iii) Water (iv) Sea	(A) Creek (B) Ocean (C) Vast (D) Green (E) Fish
11	(i) Mark (ii) Tongue (iii) Dare (iv) Bone	(A) Cheek (B) Teeth (C) Book (D) Pink (E) Devil
12	(i) Eyes (ii) Rock (iii) Hair (iv) Safe	(A) Sea (B) Famous (C) Band (D) Air (E) Lock
13	(i) Suicide (ii) Phone (iii) Clothes (iv) Parliament	(A) Directory (B) Scarf (C) Hung (D) City (E) Heap

Clues

Alternatives

14

- (i) Stool
- (ii) Water
- (iii) Drip
- (iv) Dribble

- (A) Drool
- (B) Ball
- (C) Patient
- (D) Blue
- (E) Test

15

- (i) Salt
- (ii) Difficult
- (iii) Problem
- (iv) Key

- (A) Solution
- (B) Result
- (C) Lock
- (D) Tablet
- (E) Answer

Direction for Questions 16-20 :

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

Select option :

- (A) if only assumption I is implicit.
- (B) if only assumption II is implicit.
- (C) if either I or II is implicit.
- (D) if neither I nor II is implicit.
- (E) if both are implicit.

16. **Statement** : India won the third one day match against Australia due to Dhoni's cool captaincy.

- Assumptions** :
- I. India won the third one day match against Australia.
 - II. Dhoni is a cool captain.

17. **Statement** : Excessive advertising is leading to unbridled consumerism.

- Assumptions** :
- I. There is rampant consumerism rife in the society.
 - II. Advertising has increased in the past decades.

18. **Statement** : Engineers, doctors and other professionals who join the administrative services are wasting national resources

- Assumptions** :
- I. Indian administrative officers waste national resources.
 - II. National resources are invested only in imparting engineering, medical and other professional education.

19. **Statement** : Healthy mind lives in healthy body.

- Assumptions** :
- I. Physical health determines mental health.
 - II. Mental health and physical health are interdependent.

20. **Statement** : Incidents of acid rain are increasing because of environmental pollution.

- Assumptions** :
- I. Environmental pollution leads to acid rains only.
 - II. Environmental pollution is increasing.

Direction for Questions 21-25 :

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

21. **Question :** Has India experienced abnormal monsoon this year?

Statements : I. El Nino phenomenon affects monsoon in India.

II. This year El Nino was active.

22. **Question :** Why is economic development in India not uniform across regions?

Statements : I. Policies for economic development are centrally planned.

II. Conditions in India vary from one region to another.

23. **Question :** Why are RK and SG not speaking with each other?

Statements : I. RK and SG do not know each other.

II. RK and SG were friends earlier but have recently fought with each other.

24. **Question :** Why is 'X' a leading brand in 'Y' product category?

Statements : I. Most of the customers of Y product category purchase 'X'.

II. 'X' has the highest advertising spend.

25. **Question :** Why has Keshav done well in his exam of class 8th ?

Statements : I. There were only a few good students in his class.

II. Keshav took tuition for all the subjects.

SECTION - B

1. Julian Brian won a booker prize for his book _____.

- (A) The Sense of an Ending
- (B) Half Blood Blues
- (C) Pigeon English
- (D) In a strange room
- (E) C

2. Which is not a retail outlet among the following:

- (A) Nordstrom
- (B) Lululemon
- (C) American Girl
- (D) Starbucks
- (E) None

3. Whose idea managed to avert the Euro crisis on October 26th, 2011?

- (A) Angela Merkel
- (B) David Cameron
- (C) Sarkozy
- (D) Jean Claude Juncker
- (E) Lucas Papademos

4. Which of the following is not a brand?

- (A) Sugar Free
- (B) Salt Free
- (C) Carrefour
- (D) Carefree
- (E) None

5. Which of the following are the objectives of UN?
- u) To maintain peace and security in the world
 - v) To develop friendly relations among nations
 - w) To work together to remove poverty, disease and illiteracy
 - x) To encourage respect for each other's rights of basic freedom

- (A) u)
- (B) u) and v)
- (C) u) and w)
- (D) u), v), w) and x)
- (E) None

6. AFSPA stands for _____.

- (A) Armed Forces Special Power Act
- (B) Armed Forces Super Power Act
- (C) Air Force Special Power Act
- (D) Air Force Super Power Act
- (E) None

7. _____ invented ball point pen.

- (A) Biro Brothers
- (B) Slavoljub Eduard Penkala
- (C) Van Vechten Riesburg
- (D) All
- (E) None

8. Google has acquired _____.

- (A) Over 100 companies
- (B) Motorola Mobility for \$12.5 billion
- (C) Companies based in or around San Francisco Bay area
- (D) More than one company per week since 2010
- (E) All of the above

9. Which of the following companies' acquires Halite Personal Care India Pvt Ltd?

- (A) Reckit Benckiser
- (B) Marico
- (C) Dabur
- (D) Emami
- (E) None

10. What are the specializations MICA offers from among the below mentioned?

- t. Communications and Media
- u. Finance and Communications
- v. Brand Management and Media
- x. Marketing Research and Account Planning
- y. Marketing and Communications
- z. Brand Management and Finance

- (A) v, x, y
- (B) t, x, z
- (C) t, v, x
- (D) v, x, t
- (E) v, x

11. _____ each earned 11 Academy Awards.

- (A) The Lord of the Rings, Ben-hur, Titanic, and The Return of the King
- (B) The Godfather, The Lord of the Rings, Ben-hur, Titanic, and The Return of the King
- (C) All about Eve, The Lord of the Rings, Ben-hur, Titanic, and The Return of the King
- (D) Cabaret, All about Eve, The Godfather, Titanic, and The Lord of the Rings
- (E) None

12. _____ was/ were India's official entry to Oscar and were nominated for Oscars for Best Foreign Film.

- u) Mother India
- v) Metropolis
- w) Stree
- x) Madumati
- y) Salaam Bombay

- (A) u
- (B) x
- (C) uy
- (D) uv
- (E) wy

13. Match the following :

- | | |
|--------------------------|---------------------------|
| s. Ogilvy & Mather | w. Media Agency |
| t. Taylor Neilson Sofres | x. Ad Agency |
| u. Reliance MediaWorks | y. Data Analytics firm |
| v. Mu Sigma | z. Market Research Agency |

- (A) s-x; t-w; u-z; v-y
- (B) s-w; t-y; u-x; v-z
- (C) s-z; t-y; u-w; v-z
- (D) s-x; t-z; u-w; v-y
- (E) None

14. Ndebele, Northern Sotho, Sotho, Swazi, Tsonga, Tswana, Venda, and Xhosa are

- (A) Official Languages in South Africa
- (B) Cities in South Africa
- (C) Languages in South Africa
- (D) Both (A) and (B)
- (E) None

15. Match the following names with their taglines:

- | | |
|-----------------------|---------------------------------|
| n. CEAT | u. Push Button Publishing |
| o. Windows XP | v. News you can use |
| p. NDTV Profit | w. Do more with less |
| q. Sholay | x. The power of knowledge |
| r. The Economic Times | y. The greatest story ever told |
| s. Blogger.com | z. Born Tough |
| | t. Movie |

- (A) n-z; o-w; p-v; q-y; r-x; s-u
(B) n-z; o-y; p-v; q-t; r-x; s-u
(C) n-z; o-x; p-v; q-t; r-y; s-u
(D) n-z; o-w; p-u; q-y; r-x; s-v
(E) None

16. Who acquired whom?

- | | |
|-----------------------|----------------------|
| n. Tata chemicals | u. Bank of Rajasthan |
| o. Airtel | v. Mudra |
| p. Omnicom | w. British Salt |
| q. ICICI bank | x. Ispat Industries |
| r. Jindal Steel Works | y. Zain |
| s. Mahindra | z. Ssang Yong |

- (A) n-w; o-x; p-v; q-u; r-w; s-u
(B) n-w; o-y; p-v; q-u; r-x; s-z
(C) n-x; o-y; p-v; q-u; r-w; s-z
(D) n-w; o-x; p-z; q-u; r-x; s-v
(E) None

17. Forbidden Verses was written by _____

- (A) Salman Rushdie
- (B) Taslima Nasrin
- (C) Abu Nuwas
- (D) Abdus Salam
- (E) None

18. How many stanzas of Rabindranath Tagore's Jana Gana Mana were adopted as India's national anthem?

- (A) Whole song
- (B) Only the first stanza
- (C) The first and second stanza
- (D) The second and third stanza
- (E) Only the fifth stanza

19. Match the following:

- n. Satyamev Jayate
- o. Natya Shastra
- p. Zend Avesta
- q. Sare Jahan se Accha

- u. Parsis
- v. Mundak Upanishad
- w. Rigveda
- x. Bharat Muni
- y. Nara Muni
- t. Mohammed Iqbal
- s. Bankim Chandra Chatterjee

- (A) n-w; o-y; p-u; q-s
- (B) n-w; o-y; p-u; q-t
- (C) n-v; o-x; p-u; q-t
- (D) n-v; o-x; p-u; q-s
- (E) None

20. The current Lok Sabha is the _____.

- (A) 12th Lok Sabha
- (B) 13th Lok Sabha
- (C) 14th Lok Sabha
- (D) 15th Lok Sabha
- (E) 16th Lok Sabha

21. Which of the following days are observed ?

- u. World No Smoking Day
- v. Sadhbhavana Divas
- w. National Science Day
- x. World Human Rights Day
- y. World Literacy Day

- (A) u, v, w, x, and y
- (B) v, w, x, and y
- (C) u, v, and w
- (D) u, v, w, and y
- (E) None

22. India has the largest deposits of _____ in the world.

- (A) Iron
- (B) Mica
- (C) Gold
- (D) Copper
- (E) None

23. Kanyakumari, Southern tip of peninsular India is _____
- (A) South of the equator
 - (B) North of equator
 - (C) East of equator
 - (D) West of equator
 - (E) On the equator
24. What is Monopoly?
- (A) A game created by Charles Darrow
 - (B) A market dominated by one seller
 - (C) Name of a city in New Jersey
 - (D) (A) and (B)
 - (E) (A), (B) and (C)
25. Ed Hardy, Mossimo, London Fog, Ecko and Candie, brands operating in fashion apparel, home décor and electronics through Iconix JV will be owned and managed by _____ in India.
- (A) Aditya Birla Group
 - (B) RIL
 - (C) ADAG
 - (D) Iconix India
 - (E) None

SECTION - C

Name _____

Roll No. _____

Class _____

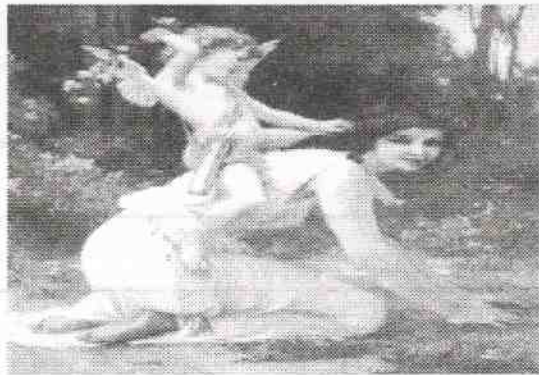
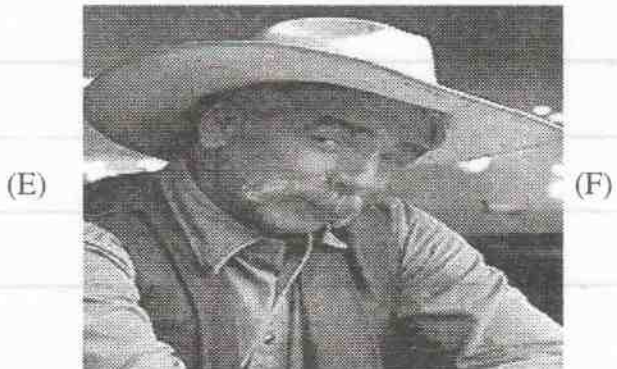
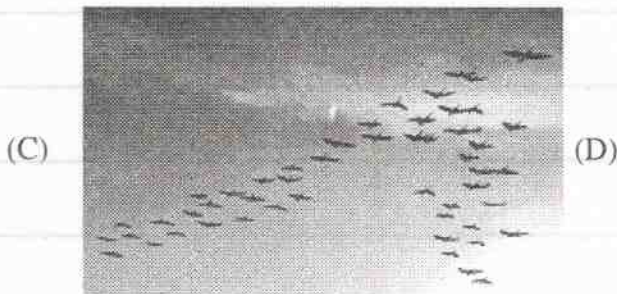
Signature _____

(C) Having given your arguments on both sides of the statement 'Larger states should be divided into smaller states', present your own view in 45-50 words in response to a request from a leading newspaper editor. Please note that no marks will be given for expressing your view on both sides of the argument.

Write Examinee's Roll No.

--	--	--	--	--	--	--

2 Please arrange the following pictures in a sequence in such a way that a story is formed. Write the picture sequence and the story of approximately 300 words in the allocated space. Ensure that all the pictures have been utilized in the story.



Write Picture Sequence :

--	--	--	--	--	--
