

FUNDAMENTALS OF MASS COMMUNICATION SEM I REGULAR EXAMINATION DECEMBER 2020

ATTEMPT 40/50 QUESTIONS

EACH QUESTIONS CARRY 1.5 MARKS

TIME : 1 HOUR

MARKS : 60

* Required

1. Email *

2. NAME OF THE STUDENT (FULL NAME) *

3. STUDENT ID NO. *

4. ROLL NO.

5. The Act of interpreting messages is called

Mark only one oval.

☐ Decoding

☐ Encoding

☐ Coding

☐ listening

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6. Mixing Various Media Options on one device

Mark only one oval.

- ☐ Media Convergence
- ☐ Media Explosion
- ☐ Media Implosion
- ☐ Media Communication

7. The Science of Signs

Mark only one oval.

- ☐ Communicology
- ☐ Semiotics
- ☐ Ethnography
- ☐ Anthropology

8. When a Sender Manipulates Information so that it will be seen more Favorably by the receiver in communication it is called

Mark only one oval.

- ☐ Selective Perception
- ☐ Linguistic Trap
- ☐ Filtering
- ☐ Emotional Appeal

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9. Information that is sent back to the source is known as :

Mark only one oval.

- ☐ Context
- ☐ Feedback
- ☐ Encoding
- ☐ Decoding

10. Communicating within oneself is known as:

Mark only one oval.

- ☐ Group Communications
- ☐ Transpersonal Communication
- ☐ Intrapersonal Communication
- ☐ Interpersonal Communication

11. The Act of producing a message is known as :

Mark only one oval.

- ☐ Decoding
- ☐ Messaging
- ☐ Noise
- ☐ Encoding

12. Anything that interferes with a message in communication is known as :

Mark only one oval.

- ☐ Context
- ☐ Noise
- ☐ Decoding
- ☐ Feedback

13. Who among the following is a Gatekeeper

Mark only one oval.

- ☐ Reader
- ☐ Viewer
- ☐ Listener
- ☐ Editor

14. Which of the following is not a characteristics of Mass Communication

Mark only one oval.

- ☐ Instant Feedback
- ☐ Impersonal
- ☐ Universal Access
- ☐ Presence of Gatekeeper

15. Which among the following is not a component of Communication process

Mark only one oval.

- ☐ Message
- ☐ Channel
- ☐ Decoding
- ☐ Analysis

16. The Consequences of Communication is :-

Mark only one oval.

- ☐ Effect
- ☐ Message
- ☐ Source
- ☐ Context

17. The ability to remember Specific Information Content is Called:

Mark only one oval.

- ☐ Retain
- ☐ Recall
- ☐ Dissemination
- ☐ Selective Exposure

18. Mark Zukerberg is the Inventor of

Mark only one oval.

- ☐ Facebook
- ☐ Orkoot
- ☐ Google
- ☐ Yahoo

19. BBC Stands for

Mark only one oval.

- ☐ British Broadcasting Corporation
- ☐ Broadened Broadcasting Corporation
- ☐ Bit by Bit Broadcasting Corporation
- ☐ Busy Busy Communication

20. WIFI refers to

Mark only one oval.

- ☐ Wireless Fidelity
- ☐ Width Fixture
- ☐ Wireless Fixture
- ☐ Width Figure

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21. What does the Latin Word "Communis" Mean

Mark only one oval.

- ☐ Commute
- ☐ Communion
- ☐ Common
- ☐ Comment

22. What is Media Convergence

Mark only one oval.

- ☐ Carrying Multiple devices with you on vacation
- ☐ Joining of several technologies in to one
- ☐ When several news outlet give the same story
- ☐ A type of technology that does only one task

23. All of these are part of the three C's of Media Convergence EXCEPT

Mark only one oval.

- ☐ Computing
- ☐ Content
- ☐ Character
- ☐ Communication

24. _____ is known as the patron saint of the digital revolution

Mark only one oval.

- ☐ Steve Jobs
- ☐ Marshal McLuhan
- ☐ Thomas Nashe
- ☐ Tom Wolfe

25. Media is regarded as :

Mark only one oval.

- ☐ First Estate
- ☐ Second Estate
- ☐ Sixth Estate
- ☐ Fourth Estate

26. Importance of Mass Media

Mark only one oval.

- ☐ Mass Media Entertains
- ☐ Mass Media explodes
- ☐ Mass Media Sensitize
- ☐ Mass Media Fakes

27. The _____ tradition requires users to make use of electronics to access content and focuses on media such as audio/visual recordings, radio, telegraph, and television.

Mark only one oval.

- ☐ modern
- ☐ electrical
- ☐ digital
- ☐ electronic

28. The _____ tradition includes such technology as smartphones and e-books. It is also sometimes called mash-up culture because it comprises many of the other traditions (oral, print, and electronic) as well.

Mark only one oval.

- ☐ postmodern
- ☐ new media
- ☐ smart technology
- ☐ electronic

29. Following are the tyoes of Media Convergence EXCEPT

Mark only one oval.

- ☐ Technological Convergence
- ☐ Economic Convergence
- ☐ Community Convergence
- ☐ Cultural Convergence

30. What is the Full Form Of OOH

Mark only one oval.

- ☐ Out of Home Media
- ☐ Out of House Media
- ☐ Out of Hotel Media
- ☐ Out of Hat Media

31. Which of the following is an example of a social network?

Mark only one oval.

- ☐ CNN.com
- ☐ Hotmail
- ☐ Facebook
- ☐ eBay

32. According to the text, what significant reason can be cited for the decline of MySpace in favor of Facebook?

Mark only one oval.

- ☐ the decline of the economy
- ☐ an increasing digital divide that has caused teens to segregate themselves, racially, from one another
- ☐ the fact that Facebook allows users to personalize their accounts with flashy designs and music
- ☐ celebrities have been quoted in the media as preferring Facebook to MySpace

33. How has new media influenced the public's perception of surveillance or "big brother"?

Mark only one oval.

- ☐ It has caused the idea of surveillance to become increasingly normalized and welcomed by users as a means of safety.
- ☐ It has created an even greater fear of government control, censorship and an infringement upon civil liberties.
- ☐ It has given people a private forum to express their outrage about government surveillance.
- ☐ It has caused people to view the Orwellian concept of "big brother" as outdated and irrelevant outside the realm of classic literature.

34. What is one of the big differences between traditional media and social media?

Mark only one oval.

- ☐ Participatory production.
- ☐ Social media reaches only a few people at a time.
- ☐ The management structure of the companies.
- ☐ Traditional media offers no way for audiences to communicate with

35. An important lesson learned in online political campaigns in recent years and other collaborative efforts that had online components is

Mark only one oval.

- ☐ People much prefer to do their own thing and not work in groups.
- ☐ There are always a couple of people who disrupt the work of others in the group.
- ☐ People must be able to meet face to face at times as well as online.
- ☐ Social media has still not lived up to its promise of helping people collaborate.

36. What is the term adopted for updates by Twitter users

Mark only one oval.

- ☐ Tweets
- ☐ Toots
- ☐ Twinks
- ☐ Posts

37. The fastest growing form of online advertising is :

Mark only one oval.

- ☐ Banner Ads
- ☐ Pop Up Ads
- ☐ Pop up under Ads
- ☐ Rich media/ Video Ads

38. Nautanki Jhora is related to which state

Mark only one oval.

- ☐ Haryana
- ☐ Gujarat
- ☐ Uttar Pradesh
- ☐ Assam

39. Asynchronous media

Mark only one oval.

- ☐ Is media that gets degraded or less clear when converted to digital format.
- ☐ Require using a personal computer to act as editor, publisher, and writer.
- ☐ Require the audience to be assembled simultaneously with the broadcast, transmission, or event.
- ☐ Allow the audience to consume the media at a time and place of their choosing.

40. Dandiya is Mainly related to which state

Mark only one oval.

- ☐ Rajasthan
- ☐ West Bengal
- ☐ Maharashtra
- ☐ Gujarat

41. Tamasha is related to which state

Mark only one oval.

- ☐ Maharashtra
- ☐ Haryana
- ☐ Punjab
- ☐ Arunachal Pradesh

42. Puppetry Belongs to which part of India

Mark only one oval.

- ☐ Gujarat
- ☐ Bihar
- ☐ Rajasthan
- ☐ Madhya Pradesh

43. Which Social Activist protested for Narmada Bachao Andolan

Mark only one oval.

- ☐ Baba Amte
- ☐ Medha Patkar
- ☐ Anna Hazare
- ☐ Dr. Prakash Amte

44. Which Actor was part of Incredible India Campaign by Indian Government

Mark only one oval.

- ☐ Aamir Khan
- ☐ Akshay Kumar
- ☐ Sushant Singh Rajput
- ☐ Hritik Roshan

45. Which medium was used by Barack Obama for his Presidential elections Campaign in 2012

Mark only one oval.

- ☐ Print
- ☐ Television
- ☐ Social Media
- ☐ Others

46. Who among this has wooden hard speech skills which help in influencing masses

Mark only one oval.

- ☐ Social Reformers
- ☐ Social Activist
- ☐ Mass Communicator
- ☐ Individuals

47. Mass media place a crucial role in forming and reflecting

Mark only one oval.

- ☐ Public opinion
- ☐ Societies image
- ☐ Self image
- ☐ Journalistic idea

48. Environmental barriers are the same as _____ noise.

Mark only one oval.

- ☐ Pysiological
- ☐ psychological
- ☐ Physical
- ☐ Sociological

49. Which of these is the external sounds present in the channels of communication?

Mark only one oval.

- ☐ Noise
- ☐ Semantic problems
- ☐ Cultural barriers
- ☐ Over communication

50. Which of these must be avoided for effective communication?

Mark only one oval.

- ☐ Sharing of activity
- ☐ Listening
- ☐ Ambiguity
- ☐ Politeness

51. A series of recorded audio episodes to which audience can subscribe is known as

Mark only one oval.

- ☐ Vodcast
- ☐ Podcast
- ☐ Sound forge
- ☐ Voice-over Internet protocol

52. The major objective of a community radio station is :

Mark only one oval.

- ☐ infotainment.
- ☐ entertainment.
- ☐ economic profit.
- ☐ Community Development

53. Reliance Group in India is owned by

Mark only one oval.

- ☐ Bill Gates
- ☐ Rupert Murdoch
- ☐ Mukesh Ambani
- ☐ Ratan Tata

54. Which of these is not The Basic Functions of Mass Communication?

Mark only one oval.

- ☐ To Entertain
- ☐ To Educate
- ☐ To Inform
- ☐ To sensatize

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