

Media, Gender and Culture/FYBAMMC(English)/ SEMESTER II/APRIL 2021/Regular/Set1

Instructions:

FYBAMMC English April 2021 Examination Semester II. SUBJECT: Media, Gender & Culture

Each question carries 1 mark. All questions are compulsory.

Total questions-50

Total marks 50

Total time: 1 hour

* Required

1. Email *

2. Student's name (Surname Firstname Middlename) *

3. Student's exam seat number / roll number *

4. Student's ID number *

5. Student's PRN number

6. Student's mobile number *

7. 1. When people come across foreign culture, after learning and accepting their home culture, they experience _____ *

Mark only one oval.

- ☐ Cultural Shock
- ☐ Cultural Relativism
- ☐ Enculturation
- ☐ Acculturation

8. 2. This concept was conceived by Australian sociologist R.W.Connell. *

Mark only one oval.

- ☐ Toxic Masculinity
- ☐ Post Feminism
- ☐ Feminism
- ☐ Hegemonic Masculinity

9. 3. Control of one state over others, ruling or dominant others is known as _____ behaviour. *

Mark only one oval.

- ☐ Psionic
- ☐ Hegemonic
- ☐ Industry assessment
- ☐ Marketing Body

10. 4. _____ allows us to critical scrutiny of culture without prejudices towards one another *

Mark only one oval.

- ☐ Ancient Studies
- ☐ Gender Studies
- ☐ Cultural Studies
- ☐ Historical Studies

11. 5. Construction of Culture happens through ____ systems. *

Mark only one oval.

- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7

12. 6. Identify which of the following can be described as an ad that analyses cultural crisis. *

Mark only one oval.

- ☐ Red Label's Shree Ganesh Apnepan Ka
- ☐ UCB's United by vote
- ☐ Pond's Complete Me
- ☐ VOGUE India's Start With The Boys

13. 7. Well known independent journalist _____ recently discussed the issue on Toxic Masculinity. *

Mark only one oval.

- ☐ Faye Dsouza
☐ Shobhaa De
☐ Arnab Goswami
☐ Piyush J.

14. 8. Tourism, travel and migration have speed up due to: *

Mark only one oval.

- ☐ Gloculturization
☐ Lo-culturization
☐ Globalization
☐ Deculturization

15. 9. The mother from the popular advertisement who chose to break the gender mould that sticks with parenting roles who is also a strong LGBT personality in India. *

Mark only one oval.

- ☐ Sonal Giani
☐ Anjali Ameer
☐ Laxmi Narayan Tripathi
☐ Gauri Sawant

16. 10. Helps deal with anxieties and uncertainties : *

Mark only one oval.

- ☐ Social system
- ☐ Religious system
- ☐ Technology system
- ☐ Economic system

17. 11. a) Richard Dawkins: Meme b) Mike Godwin: _____ *

Mark only one oval.

- ☐ WiFi Meme
- ☐ Social Media Meme
- ☐ Internet Meme
- ☐ Popular Meme

18. 12. Which of the following is NOT one of the usual themes through which stereotype portrayal of Men-Women relationship is displayed? *

Mark only one oval.

- ☐ Authority
- ☐ Constructive
- ☐ Victims
- ☐ Role and Status

19. 13. Hamam's ad that says 'Go Safe Outside' is an example of: *

Mark only one oval.

- ☐ Selfish women
- ☐ Self centered women
- ☐ Self sufficient women
- ☐ Selfless

20. 14. Social, Technology, Religious, Political and _____ are systems of construction of the culture. *

Mark only one oval.

- ☐ Diversified
☐ Economic
☐ Cultural
☐ Environmental

21. 15. Relating to or characterized by belief in or worship of more than one god. *

Mark only one oval.

- ☐ Monotheistic
☐ Polytheistic
☐ Polyreligion
☐ Monoreligion

22. 16. Feminism is NOT _____ towards men. *

Mark only one oval.

- ☐ Helpful
☐ Supportive
☐ Bias
☐ Better

23. 17. _____ is read-only mode. *

Mark only one oval.

- ☐ Web 4.0
☐ Web 3.0
☐ Web 2.0
☐ Web 1.0

24. 18. The speedup of movements and exchanges (of humans, goods and services, capital, technologies or cultural practices etc) all over the planet. *

Mark only one oval.

- ☐ Globalization
- ☐ Localization
- ☐ Privatization
- ☐ Investment

25. 19. As per the Technology System- 1) Local : Global 2) Bullock carts : *

Mark only one oval.

- ☐ Modern Art
- ☐ Shopping Carts
- ☐ Cyber Marts
- ☐ New Craft

26. 20. Scholarly research & Curriculum development are ways to tackle _____ *

Mark only one oval.

- ☐ Hegemonic masculinity
- ☐ Feminism
- ☐ Healthy masculinity
- ☐ Post feminism

27. 21. Enables users to create and upload their own content , share and participate in content of others : *

Mark only one oval.

- ☐ Web 0.0
- ☐ Web 1.0
- ☐ Web 2.0
- ☐ web 3.0

28. 22. _____ level of toxic masculinity is constructed through traditional practices on state-national zone. *

Mark only one oval.

- ☐ Regional
- ☐ Global
- ☐ Local
- ☐ Zonal

29. 23. Glocalization supports the following statement: *

Mark only one oval.

- ☐ The world is a universal village
- ☐ The world is a global village.
- ☐ The world is a local village.
- ☐ The world is a large village.

munotes.in

30. 24. In usual terms, raising funds using the internet based platforms is: *

Mark only one oval.

- ☐ Cyber-funding
- ☐ Cyber-capitalism
- ☐ Cyber-business
- ☐ Service Charges

31. 25. The recent event of global personalities commenting on India's Farmer Protest is an event that is falsely presented as _____ *

Mark only one oval.

- ☐ Fake news
- ☐ Bogus Media
- ☐ Media Imperialism
- ☐ Fact-Fake news

32. 26. Ritzer defines _____ as 'Process by which the principle of the fast food restaurants are slowly dominating more and more sectors of the American society as well as rest of the world' *

Mark only one oval.

- ☐ Jumbo King-zation
- ☐ KFC-zation
- ☐ McDonaldi-zation
- ☐ WokExpress-zation

33. 27. Patterned series of interrelationships which exist among individuals, groups and institutions and form a cohesive whole. *

Mark only one oval.

- ☐ Political System
- ☐ Social System
- ☐ Religious System
- ☐ Technology System

34. 28. Also defined as 'process of adaptation to the new conditions of life.' *

Mark only one oval.

- ☐ Acculturation
- ☐ Creolization
- ☐ Cultural Relativism
- ☐ Home Culture

35. 29. _____ are intangible, variable, perishable. *

Mark only one oval.

- ☐ Clients
- ☐ Services
- ☐ Models
- ☐ Products

munotes.in

36. 30. It refers to a process by which a strong country subjugates weaker countries through media. *

Mark only one oval.

- ☐ Goals Theory
- ☐ Cultural Imperialism
- ☐ Media Imperialism
- ☐ Dependency Theory

37. 31. _____ is a term used to describe a societal perception that many or all of the goals of feminism have already been achieved, thereby making further iterations and expansions of the movement obsolete. *

Mark only one oval.

- ☐ Post feminism
- ☐ Feminism
- ☐ Menism
- ☐ Post menism

38. 32. Choose examples of movies that display Hegemonic Masculinity: *

Mark only one oval.

- ☐ Biwi Number 1, Kabir Singh
- ☐ Thappad, Mardani
- ☐ Golmaal, Herapheri
- ☐ Bombay to Goa, Mission Mangal

39. 33. Study of what happens when culture is mass produced, distributed as direct competition. *

Mark only one oval.

- ☐ Mass marketing of Culture
- ☐ Commodification of Culture
- ☐ Distortion of Culture
- ☐ Cultural Competition

40. 34. _____ refers to the biological differences between males and females *

Mark only one oval.

- ☐ Gender
- ☐ Bioparameter
- ☐ Birth implant
- ☐ Sex

41. 35. _____ is a universal human need. *

Mark only one oval.

- ☐ Religion
- ☐ Economic needs
- ☐ Social aspects
- ☐ Technology

42. 36. Distortion of culture means: *

Mark only one oval.

- ☐ Process of adaption to the new conditions of life.
- ☐ Process in which we learn and transmit culture.
- ☐ To put culture out of shape or to mispresent facts about a specific culture.
- ☐ To build culture to a new phenomena

43. 37. With regards to Globalization and other media, _____ is a leisure activity that is also associated with social isolation, violence and addiction . *

Mark only one oval.

- ☐ Convergence Zones
- ☐ Television
- ☐ Video Gaming
- ☐ Movies

44. 38. Web 2.0 is _____ *

Mark only one oval.

- ☐ Participatory and passive
- ☐ Participatory and interactive
- ☐ Non-participatory
- ☐ Non interactive

45. 39. Who are predominant newsmakers? *

Mark only one oval.

- ☐ Women
- ☐ Men
- ☐ Girls
- ☐ Boys

46. 40. McDonaldization of the society is put into ____ ways. *

Mark only one oval.

- ☐ 4
- ☐ 5
- ☐ 3
- ☐ 2

47. 41. Culture is usually distorted through these mediums: *

Mark only one oval.

- ☐ Books and Research papers
- ☐ Websites and Webpages
- ☐ Mouth Publicity
- ☐ Memes, Representation and Cyber culture

48. 42. A point of view in which people use their home culture as the standard for judging the worth of culture of others. *

Mark only one oval.

- ☐ Ethnocentrism
- ☐ Acculturation
- ☐ Enculturation
- ☐ Cultural Shock

49. 43. _____ is a term referring to the process by which elements of different cultures are blended together to create a new culture. *

Mark only one oval.

- ☐ Creolization
- ☐ Glocalization
- ☐ Fragmentation
- ☐ Globalization

50. 44. Which of the following way discusses change that can be brought to avoid toxic masculinity by examining and analyzing various effects and causes of the same in the society. *

Mark only one oval.

- ☐ Curriculum Development
- ☐ Scholarly Research
- ☐ Public Policies
- ☐ Gender Socialization

51. 45. Capacity of imposing one's will on others: *

Mark only one oval.

- ☐ Power
- ☐ Position
- ☐ Status
- ☐ Ego

52. 46. CCTV cameras that are installed for safety purpose can also be used to violate someone's privacy. This is an example of _____ theory: *

Mark only one oval.

- ☐ Culture and Industry
- ☐ Encoding and Decoding
- ☐ Techno Culture and risk
- ☐ Product and Culture

53. 47. Describes how each individual comes to terms with the set of beliefs, The way in which we learn and transmit culture. *

Mark only one oval.

- ☐ Ethnocentrism
- ☐ Cultural Relativism
- ☐ Enculturation
- ☐ Cultural Shock

54. 48. Cultural Relativism can be defined as: *

Mark only one oval.

- ☐ Puts one's culture at the centre of everything and 'scaled and rated with reference to it.'
- ☐ When people of two different cultures come in contact, they may influence each other in various way.
- ☐ New immigrant groups become a part of the habitant group
- ☐ Viewing of behaviour or culture of the people from their point of view rather than one's own point of view.

55. 49. According to _____, the electronic media tends to create a global village. *

Mark only one oval.

- ☐ Stuart Hall
- ☐ George Ritzer
- ☐ Marshall McLuhan
- ☐ John Fiske

56. 50. _____ packages promotional messages that will be attended and acted by people. *

Mark only one oval.

- ☐ Advertising
- ☐ Marketing
- ☐ Promoting
- ☐ Distrubuting
-

This content is neither created nor endorsed by Google.

Google Forms

munotes.in