

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - Techniques of Communication using Digital Methods...

Course Code -LLBS401

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Answer all the questions. Each question carry one mark.

9. 1.Which one of the following is the oldest form of communication?

Mark only one oval.

- Pigeon Post
- Hydraulic and maritime semaphores
- Fires and smoke signals
- Signal lamps

10. 2.Which of these is NOT a communication purpose served by smoke and fire signals?

Mark only one oval.

- Asking people to stay away
- Track location when moving from one place to another
- Seek assistance from others
- Capture assistance of the others

11. 3.Which of these is NOT a modern form of communication?

Mark only one oval.

- Pigeon Post
- Fires and Smokes
- Semaphores
- Newspapers

12. 4.Which of these factors enhance the pigeon post means of communication

Mark only one oval.

- Pigeon's speed of flight
- Pigeon's regal appearance
- Pigeon's homing abilities
- The content of the message

13. 5.Which of the following is a tool used in a semaphore?

Mark only one oval.

- containers filled with water
- fire signals
- cave paintings
- sign language

14. 6.Which of the following means of communication was most famous in ancient Greece?

Mark only one oval.

- Pigeon post
- fire signals
- newspapers
- semaphores

15. 7.Which of these was used for communication using signal lamps?

Mark only one oval.

- American Sign Language
- Coded message based on the height of the water
- morse code
- signals using fire

16. 8. Hydraulic semaphores were most popular during which time period?

Mark only one oval.

- prehistoric times
- 14th and 15 century
- 5th century BCE
- 19th century

17. 9. Which one of the following was a pre-requisite when it came to communication using signal lamps?

Mark only one oval.

- The distance had to be negligible
- The other party must have a thorough understanding of morse code
- It had to use a combination of water and smoke signals
- The general public had to appreciate it

18. 10. Which one of the following was a major advantage of using pigeon post method of communication?

Mark only one oval.

- The message was delivered extremely fast
- The content of the message was accurate
- It reduced the dependence on human messengers
- It was discreet

19. 11. In which year was the first trans-atlantic cable set up?

Mark only one oval.

1838

1858

1894

1876

20. 12. Who is credited with the invention of telephone?

Mark only one oval.

Albert Einstein

Marie Curie

Alexander Graham Bell

Thomas Alva Edison

21. 13. The acoustic phonograph paved the way for?

Mark only one oval.

electrical means of communication

cheaper communication

maintain connection with other countries

military and defence purposes

22. 14.The acoustic phonograph utilised which of these to communicate?

Mark only one oval.

- light waves
- sound waves
- water pressure
- smoke

23. 15.Wireless telegraphy used which one of the following?

Mark only one oval.

- Wireless lightning
- wireless sound
- wireless light
- wireless pictures

24. 16.The "wireless lightning" used in wireless telegraphy was?

Mark only one oval.

- sound waves
- radio waves
- light waves
- a combination of sound and light waves

25. 17. Who was the inventor of wireless telegraphy?

Mark only one oval.

- Nikolas Tesla
- Marie Curie
- Alexander Graham Bell
- Thomas Alva Edison

26. 18. When did the radio become an American sensation?

Mark only one oval.

- 1800s
- 1900s
- 2000s
- 1600s

27. 19. Which of these is a major advantage of satellite communication?

Mark only one oval.

- Two-way communication
- Access to songs and news for a limited period
- Streaming of songs and news without disruptions
- Getting signals from others

28. 20.Communication Radio-Telephone Service used which one of these?

Mark only one oval.

- radio waves
- audio transmitters
- encrypted videos
- radio-television services combined with wireless telegraphy

29. 21.Internet bandwidth services uses which one of the following?

Mark only one oval.

- fibre optic cables
- high tension wires
- audio transmitters
- encrypted video portals

30. 22.In 1981 which one of the following emerged as a popular communication tool?

Mark only one oval.

- Newspaper
- Television
- SMTP email
- Instant Messaging

31. 23.Which of the following is NOT a disadvantage of online communication?

Mark only one oval.

- Increased privacy risks
- Increased job opportunities
- Decreased attention span
- Increased disassociation from reality

32. 24.Which one of the following is a risk when it comes to formal online communication

Mark only one oval.

- Cost effective
- Less time consuming
- More accessible for all
- Chances of misunderstanding due to misconstruing meaning

33. 25.Online communication does not achieve which of the following means?

Mark only one oval.

- It allows a healthy exchange of ideas
- It allows people from diverse regions to put forward their views
- It allows faster and more cost-effective communication
- It depends on in-real life presence

34. 26.Which of these is NOT a means of cyber communication?

Mark only one oval.

- Instant messaging apps
- Blogging platforms
- Libraries and book clubs
- Video streaming platforms

35. 27.What is the definition of cyber space?

Mark only one oval.

- virtual spaces where online interaction happens
- The space required to save online content
- A place inspired by science-fiction and dependent on virtual reality
- Just instant messaging

36. 28.What is one of the biggest differences between traditional and new media?

Mark only one oval.

- New media provides absolutely correct information
- social media reaches only a select few
- traditonal media offers lesser chances for audiences to connect with content creators
- traditional media is faster and more cost-effective

37. 29. 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.

38. 30. Two increasingly important ethical aspects of social media are

Mark only one oval.

- Ratings and traffic
- Transparency and privacy
- Identity and honest
- Politeness and civility

39. 31. Which one of these is a characteristic of new media?

Mark only one oval.

- Content curation
- Real life socialisation
- Excessively time consuming
- Automation

40. 32. Emerging technologies will continue to influence consumer behaviour in the future by enabling

Mark only one oval.

- Customer centricity
- Relevant content
- Excessive reliance on personal connection
- Encryptions and codes

41. 33. Which of the following is not a standard of online communication?

Mark only one oval.

- Referral links
- Discount codes
- Dynamic banners
- Word of mouth marketing

42. 34. What is the best way to promote a business with social media?

Mark only one oval.

- To advertise your company, services, and products
- To collect as many contacts as possible
- Offer a lot of helpful and free information
- Invite potential clients to visit your website

43. 35.What does SEO stand for?

Mark only one oval.

- Site Engine Optimisation
- Search Engine Optimisation
- Site Efficiency Optimisation
- Search Entry options

44. 36._____ is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion)..

Mark only one oval.

- Search Marketing
- Internet Marketing
- Email marketing
- Mobile marketing

45. 37.Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.

Mark only one oval.

- Filters
- Print ads
- Promotional calls
- Webinars

46. 38. Which of the following was NOT a popular digital community before blogging became popular?

Mark only one oval.

- USENET
- BIX
- Facebook
- CompuServe

47. 39. In blogs, conversations comprised of replies and comments are called?

Mark only one oval.

- Running threads
- Conversation blocks
- Comments
- Blog posts

48. 40. Which of the following platforms featured a moderated newsgroup?

Mark only one oval.

- CompuServe
- USENET
- BIX
- SME

49. 41.Which of the following is NOT an important part when it comes to writing an article?

Mark only one oval.

- Knowing the audience
- Knowing the competition
- Knowing the topic
- Spending money on web interface

50. 42.How can we build context while writing an article?

Mark only one oval.

- Ask the audience to include it in comments
- Anachronistic references
- Include pictures and colourful art
- Find examples of recent trends and local happenings to create relevance

51. 43.Which of the following DOES NOT contribute to the success of a good article?

Mark only one oval.

- Search Engine Optimisation
- Unique content
- Research and knowledge about the topic
- Tangents and digressions

52. 44.Which of the following is the defining feature of a good headline?

Mark only one oval.

- It should be memorable
- It should introduce the topic
- It should highlight the author
- It should acknowledge the sources

53. 45.Why is a good headline important for writing in the digital age

Mark only one oval.

- It looks good a website
- It captures reader's attention which is very fleeting
- It contains the essence of the article
- It helps to understand the topic

54. 46.Which of the following is NOT a strategy for creating a good headline

Mark only one oval.

- Know the target audience and cater to them
- Know the target of the ad and the desired result
- Include jargon
- List the biggest takeaway for the audience

55. 47.Jingles in a advertisement help the company to

Mark only one oval.

- Defeat competition
- Attract kids
- Make an impression on the minds of the customer through a catchy tune
- Make the customer feel inferior

56. 48.Which of the following is a major disadvantage of online content creation

Mark only one oval.

- Online spaces allow people with different opinions to have a healthy discussion
- Online spaces are highly competitive and hence content creators are pushed to churn out poor content
- Online spaces are accessible for most people
- Online spaces allow for real time interaction between content creators and consumers

57. 49.Which of the following is not relevant when it comes to advertisements

Mark only one oval.

- Features of the product
- Age of the seller
- USP of the product
- Price

58. 50. Which are the most expensive kind of newspaper advertisements?

Mark only one oval.

- classified notice
- writing notice
- reading notice
- spoken notice

59. 51. Which of the following media needs a script for advertisements?

Mark only one oval.

- Newspapers
- Magazines
- Print ads
- Radios

60. 52. Who is known as the father of modern advertisement

Mark only one oval.

- JP Morgan
- Peirce White
- Antony Porowski
- Thomas J. Barratt

61. 53.Which of these is NOT a disadvantage of online advertisement?

Mark only one oval.

- Advertisements are there for a general audience
- People do not click on the ads
- Needs technical expertise
- The reach is huge

62. 54.What is an informercial?

Mark only one oval.

- An ad of 160 or less characters giving product information
- An image with the major product information listed out
- A celebrity endorsement of the product
- A specially designed television advertisement for the information and awareness of the public

63. 55.Which one of these is the fastest growing advertisement type?

Mark only one oval.

- Tv informercials
- SMS advertisement
- Internet advertisement
- Print advertisement

64. 56.Which one of the following is NOT a characteristic of COVERT advertisement

Mark only one oval.

- No mention is made of the product to the audience
- The product is quietly embedded in the background
- A celebrity openly endorses and talks about the product
- Mostly done using movies and other video streaming facilities

65. 57.Which one of these is NOT an example of outdoor advertisement?

Mark only one oval.

- Digital billboards
- Large product posters
- Jingles
- Hoardings and banners

66. 58.Which one of these is not a factor to be considered while creating an advertisement?

Mark only one oval.

- Colour psychology
- The needs of the consumer
- Marketing strategies
- Low waste manufacturing centres

67. 59.Which of these is NOT a type of e-correspondence?

Mark only one oval.

- E-mail
- Memo
- Meeting invitation
- Advertisement

68. 60.Digital correspondence requires a lot of

Mark only one oval.

- Tact
- Awareness
- Netiquette
- All of the above

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