

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

Course Name - –Literature in Digital Age

Course Code - MELS402

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- M.SC.(MSJ)
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- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. What key aspect differentiates today's digital media from traditional media?

Mark only one oval.

- Longevity
- Interactivity
- Portability
- All of the above

10. 2. User interface has become a critical issue with digital media and the Internet because

Mark only one oval.

- Digital media is very new and has not had the time to evolve
- Rapid advances in technology radically alter any user interface assumptions that are made
- Varying computer standards mean not all technology is accepted
- All of the above

11. 3. Intuitive interfaces would be

Mark only one oval.

- Keyboards and computer mouse
- Having the ability to use other languages in addition to English.
- Having the ability to use Mac or PCs
- All of the above

12. 4. The invention in 1968 that greatly changed how we interact with computers but that was not widely used until nearly a dozen years later was the

Mark only one oval.

- computer mouse
- Dvorak keyboard
- World Wide Web
- Google

13. 5. The importance of broadband is that it

Mark only one oval.

- Allows us to rapidly receive and transmit large amounts of textual and visual information over the Internet
- Has given us many more choices with cable providers
- Forces the government to deregulate the telecommunications industry
- Helped companies like Amazon challenge traditional media companies

14. 6. A computer network that allows users to easily store and share information stored on each other's computers is known as a _____ system.

Mark only one oval.

- TCP/IP
- HTTP
- server/client
- peer-to-peer

15. 7. Posting deliberately obnoxious or provocative messages in online discussion groups is known as

Mark only one oval.

- Phishing
- Trolling
- Sock-puppeting
- Spamming

16. 8. Which three companies dominate the video game industry worldwide?

Mark only one oval.

- Sony, Ampex, Nokia
- Microsoft, IBM, Sony
- Sony, Nintendo, Microsoft
- None of these

17. 9. Augmented reality refers to

Mark only one oval.

- Our increased ability to better understand our situations thanks to easy Internet search
- How we lose track of time when we are engrossed in video games
- Digital overlays of information onto a screen that is showing the real world
- Increased capacities for the disabled thanks to digital technologies

18. 10. Information overload arises when

Mark only one oval.

- Too much data is saved onto a disc or USB
- Media, particularly electronic media, repeatedly cites the same information
- Vast amounts of information are available to us from a variety of sources
- All of the above

19. 11. The Greek philosophers lived during a time when three classical areas of learning were required for any educated person. What were the three areas?

Mark only one oval.

- Reading, Writing and Arithmetic
- Mathematics, science and fine arts
- Logic, grammar and rhetoric
- Business, politics and philosophy

20. 12. Theories of persuasion broadly categorize premises about how we think and feel, and how those thoughts and emotions affect the way we act. Select the most appropriate assumption

Mark only one oval.

- How people process information about the world can play an important part in what types of messages they find most persuasive.
- People's behavior and actions are inextricably linked to their mother and father's parenting style, and the behavior and actions of siblings
- People tend to understand messages regardless of who seeks to persuade them
- All of the above

21. 13. Media organizations determine how much they can charge advertisers for space in their publication or air time on their state based on the audience reached or delivered to the advertiser. Which is not true?

Mark only one oval.

- In broadcasting, the number is called the rating
- In print, the number is called cost per thousand audience members
- In online media, it is the CPM per 1,000 page views or unique visitors to a site or web page.
- All of the above

22. 14. An infomercial is

Mark only one oval.

- A news program highlighting a topic of interest to advertisers
- A situation comedy
- Paid Programming
- All of the above

23. 15. In a digital world, what is a cookie?

Mark only one oval.

- Information that a web site puts on a user's local hard drive so that it can recognize when that computer accesses the web site again
- A type of payment for syndicated programming
- A device that boosts an electrical signal
- Cable used for transmitting a digital signal via thin strands of flexible glass

24. 16. In 2008, newspapers and business to business suffered the greatest lost in advertising revenues; _____ and ____ were the only two that reported gains.

Mark only one oval.

- Magazines and radio
- Spot radio and the Internet
- National newspaper and National Sunday supplement
- Cable TV and Hispanic Cable TV

25. 17. To obtain media coverage, public relations professionals use several important tools, such as _____

Mark only one oval.

- Phoning favored reporters
- Pseudo events
- Networking
- Internet databases

26. 18. Advertising in a digital world would include all but _____.

Mark only one oval.

- E-Mail marketing
- Classifieds
- Viral Marketing
- Handbills

27. 19. Advertising has not reaped great profits on the web because _____.

Mark only one oval.

- Technology allows for greater accountability of response rates to advertisements.
- A large percent of Americans don't have access to the Web.
- Ad rates are too low.
- None of the above

28. 20. A type of advertising that makes extravagant claims about a product without saying anything concrete is called

Mark only one oval.

- Classified
- Display
- Puffery
- Interstitial

29. 21. Who authored the book “Medium is the Message”?

Mark only one oval.

- Sein McBride
- Wilbur Schramm
- Marshall McLuhan
- George Gerbner

30. 22. Wikileaks is run by

Mark only one oval.

- Julian Assange
- Wilbur Schramm
- Marshall McLuhan
- George Gerbner

31. 23. Mark Zuckerberg is the inventor of _____.

Mark only one oval.

- Google
- Facebook
- WhatsApp
- Netflix

32. 24. Cyberpunk terms include ____.

Mark only one oval.

- Phreak
- Transhuman
- Extropian
- All of the above

33. 25. The deification of technology, which means that culture seeks its authorization in technology, finds its satisfactions in technology, and takes its orders from technology is called _____.

Mark only one oval.

- Technophilia
- Techograpghy
- Technopoly
- Technoscopy

34. 26. In Jorge Luis Borges' "The Library of Babel," which of the following is NOT a major concern of the work ?

Mark only one oval.

- The short work speaks of the daunting search for truth and knowledge
- It is obsessed with the descriptions of an endless and ultimately incomprehensible library.
- Borges takes great pains to show how the key to understanding the library is reason
- The library is analogous to the universe.

35. 27. In 'The Library of Babel', what does the Library represent?

Mark only one oval.

- Education System
- Knowledge
- The Universe
- Human nature

36. 28. What shape are the rooms in the Library?

Mark only one oval.

- Triangle
- Circle
- Pentagon
- Hexagon

37. 29. How many bookshelves are in each room in the Library?

Mark only one oval.

400

100

20

5

38. 30. How many books are on each shelf in the Library?

Mark only one oval.

220

55

32

6

39. 31. How many pages are in each book in the Library?

Mark only one oval.

530

410

270

350

40. 32. How many rooms are there in the Library?

Mark only one oval.

- 400
- 600
- 800
- Infinite

41. 33. What is the first axiom about the Library?

Mark only one oval.

- THE LIBRARY HAS EXISTED AB AETERNITATE
- THERE ARE 25 ORTHOGRAPHIC SYMBOLS
- LIBRARIANS MUST NOT ATTEMPT TO CREATE RANDOMNESS
- THE BOOK-MAN IS GOD

42. 34. What is the second axiom about the Library?

Mark only one oval.

- THE LIBRARY HAS EXISTED AB AETERNITATE
- THERE ARE 25 ORTHOGRAPHIC SYMBOLS
- LIBRARIANS MUST NOT ATTEMPT TO CREATE RANDOMNESS
- THE BOOK-MAN IS GOD

43. 35. Which of these symbols would not be found in a book in The Library?

Mark only one oval.

- Period
- Lower case-A
- Upper case-A
- Comma

44. 36. What letters were repeated in the book the narrator's father found?

Mark only one oval.

- SVD
- SHC
- KCH
- MCV

45. 37. What quote was on the penultimate page of another book in the Library?

Mark only one oval.

- THE LIBRARY IS TOTAL
- O TIME THY PYRAMIDS
- COMBED THUNDER
- TLÖN, UQBAR, ORBIS TERTIUS

46. 38. What language is not mentioned with regard to the book with two identical pages?

Mark only one oval.

- Portuguese
- A SAMOYED-LITHUANIAN DIALECT OF GUARANI
- Yiddish
- English

47. 39. What books are said to contain "prophecies that would vindicate for all time the actions of every person in the universe"

Mark only one oval.

- The Vindications
- The Apologies
- The Catalog of Catalogs
- The Babelogs

48. 40. Which of the following is NOT a theme in The Library of Babel?

Mark only one oval.

- Metaphysics
- Infinite
- Marriage
- Religion

49. 41. _____ is a right obtained by a person for his innovation

Mark only one oval.

- copyright
- patent
- trademark
- license

50. 42. To obtain a patent the inventor must given an application to _____ of patent

Mark only one oval.

- certifying authority
- controller of patent
- commisioner of patent
- attorney general

51. 43. Every patent will be valid for _____ years from the date of filling of application

Mark only one oval.

- 20
- 15
- 30
- 60

52. 44. Every patent will be valid for 20 years from the date of _____

Mark only one oval.

- filing of application
- date of issue of patent
- date of invention
- date of hearing

53. 45. The owner of the patent will get ____ time period to put his invention to use

Mark only one oval.

- 3 years
- 2 years
- 4 years
- 5 years

54. 46. A copyright will be issued for the work related to

Mark only one oval.

- movie
- literature
- music
- All of the above

55. 47. A copyright will be valid for _____ years

Mark only one oval.

20

40

50

60

56. 48. Which of the following is not under the purview of Intellectual Properties Act

Mark only one oval.

Patent

Copyright

Trademark

Conflict of interest

57. 49. The examiner of patent will check the validity of the invention in terms of

Mark only one oval.

Option 1

Whether the applicant is the real owner or authorized person for the invention .

. Is the invention is useful or applicable in business

All of the above

58. 50. Which of the following is patentable

Mark only one oval.

- an invention or a process by a person
- a bare bones idea
- a mathematical model
- agriculture

59. 51. Which of the following is not a reason for revocation of patent

Mark only one oval.

- Offering nothing new
- Invention is not useful
- Applied by the employer to whom it has been assigned
- False representation

60. 52. License is Issued to other person to make use of patented invention in industrial use _____

Mark only one oval.

- without consideration of patentee
- only with the consideration of patentee
- only after paying the government
- none of the above

61. 53. if public are not getting benefit of invention in reasonable price then the patent can be

Mark only one oval.

- revoked
- re-issued to someone else
- license issue
- anyone of the above

62. 54. Licence will be issues if the inventor is not put the invention into use within ____ years of patent

Mark only one oval.

- 2 years
- 3 years
- 4 years
- 20 years

63. 55. Which of the following can be used when a company or a publishing house does not wish for others to use their logo?

Mark only one oval.

- Patent
- Trademark
- Copyright
- Industrial Design

64. 56. Which of the following is NOT a plagiarism checking software?

Mark only one oval.

- Easybib
- Turnitin
- iThenticate
- Writecheck

65. 57. DOAJ stands for

Mark only one oval.

- Directory of Open Access Publishers
- Directory of Open Access Journals
- Directory of Open Astronomy Journals
- Directory of Open Accessibility Journals

66. 58. Which of the following is a characteristic of predatory online journals?

Mark only one oval.

- Publish applied research
- Publish fundamental research
- Charge APC for publishing the manuscript but do not take proper peer reviewing measures
- Only publish reputed and established scholars in the area

67. 59. Which of the following is a characteristic of Green Open Access?

Mark only one oval.

- Permits researchers to make their journals available in an open access repository
- Publishes only journals of environmental sciences
- Requires the author to pay Article Processing Charges
- Needs to solicit unpaid reviews

68. 60. Why is peer review conducted?

Mark only one oval.

- To ensure that the researcher's work has been checked for quality
- Ensure that only the privileged scholars are benefitted
- To prolong the process of publication and increase the demand
- A minor formality on the part of the publisher

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