



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Bachelor of Science (Honours) in Media Science & Journalism

Course Name – Science of Media Communications and Society

Course Code - BMSJC101

Semester / Year - Semester I

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) Who invented paper about 200 BC?

- | | |
|------------|-------------|
| a) Chinese | b) Japanese |
| c) Korean | d) Russian |

(ii) The word 'communication' is derived from the Latin word 'communis', which means-

- | | |
|-------------|------------------|
| a) to write | b) to speak |
| c) to share | d) none of these |

(iii) _____ is a type of verbal communication.

- | | |
|-----------------------|--|
| a) oral communication | b) written communication |
| c) body language | d) both 'oral communication' and 'written communication' |

(iv) What is the major element of oral communication?

- | | |
|------------|-----------------|
| a) Pitch | b) volume |
| c) clarity | d) all of these |

(v) Non-verbal communication include

- | | |
|------------------|------------------|
| a) tone of voice | b) body language |
|------------------|------------------|

c) postur

d) all of these

(vi) "Smelling" is a form of which communication?

a) Verbal

b) Non-verbal

c) Both of these

d) none of these

(vii) "Para Language" is a part of which communication?

a) Non-verbal

b) Verbal

c) Both of these

d) none of these

(viii) Noise _____ a communication process.

a) Interrupts

b) Enhance

c) Upgrade

d) All of these

(ix) Sender and receiver should be available in the process of communication through a

a) Medium

b) Middle management

c) Channel

d) All of these

(x) "While a video call on skype, conversation is getting hampered because of poor network connection"- this happened because of

a) There was a noise

b) Bad sender

c) poor receiver

d) none of them

(xi) Language is called the _____ of expression.

a) Barrier

b) Vehicle

c) Magic

d) All the above

(xii) Identify the importance of communication.

a) To express ideas

b) To get knowledge

c) To live a healthy life

d) All of these

(xiii) Identify the odd within the below options

- a) Gesture
- b) Touch
- c) Facial expression
- d) Speaking

(xiv) An office meeting is a

- a) Formal communication
- b) Non-verbal communication
- c) Informal communication
- d) Mass communication

(xv) Communication is a dynamic process, means

- a) it keeps changing
- b) it cannot change
- c) both of these are correct
- d) all of these are wrong

(xvi) Communicare is a Latin _____.

- a) Noun
- b) Adjective
- c) Verb
- d) Preposition

(xvii) Communication also came from the word _____.

- a) Communicare
- b) Committee
- c) Colloquial
- d) Cooperate

(xviii) Anything that disrupts the communication is known as

- a) Encoding
- b) Sender
- c) Noise
- d) Feedback

(xix) "Testing" belongs to which element of communication?

- a) Sender
- b) Receiver
- c) Channel
- d) Message

(xx) "Sender receives signals from the environment and then began communicating with others"- which communication of model is this?

- a) Lasswell's
- b) Westley and MacLean's

c) Shannon-Weaver's

d) Aristotle's

(xxi) By profession Aristotle was

a) A doctor

b) A philosopher

c) A historian

d) A traveller

(xxii) Which model is known as "mother of all models"?

a) Aristotle

b) Lasswell

c) Shannon-Weaver

d) Berlo

(xxiii) There was a barrier to communication in Shannon Weaver's model of communication, that was-

a) Psychological

b) noise

c) personal

d) language

(xxiv) Lasswell has been described as a_____.

a) One-man university

b) One-man army

c) One-man dictionary

d) All of these

(xxv) In which year Lasswell developed his communication model?

a) 1947

b) 1948

c) 1949

d) 1950

(xxvi) "Says what" in Lasswell's model defines

a) Sender

b) Message

c) Channel

d) Feedback

(xxvii) Shannon was a

a) Mathematician

b) Psychologist

c) Doctor

d) None of these

(xxviii) Weaver was an

- a) Electrical engineer
- b) Entrepreneur
- c) Entertainer
- d) None of these

(xxix) Who described SMCR model of communication?

- a) Lasswell
- b) Osgood
- c) Berlo
- d) Gerbner

(xxx) Communication skills includes

- a) Ability to speak
- b) Ability to write
- c) Ability to read
- d) All of these

(xxxi) Westley and MacLean model of communication can be seen in which communication context?

- a) Interpersonal
- b) Mass
- c) Both of these
- d) None of these

(xxxii) Feedback in mass communication is

- a) Direct
- b) Slow
- c) No feedback
- d) None of these

(xxxiii) Communication through Radio, comes under which communication?

- a) Verbal
- b) Non-verbal
- c) Both of these
- d) None of these

(xxxiv) Owing to evolution of technology, what was the medium introduced for long distance communication?

- a) Telephone
- b) letters,
- c) telegraph
- d) courier

(xxxv) Telephone was invented by

- a) Martin Cooper
- b) Samuel Morse
- c) Alexander Graham Bell
- d) Tim Berners-Lee

(xxxvi) What is the full form of “www”

- a) World window web
- b) World wide web
- c) Wide world web
- d) Web world wide

(xxxvii) Who among the following published first newspaper in India?

- a) James Augustus Hickey
- b) Lord Cornwallis
- c) Sir Thomas Munro
- d) Lord William Bentinck

(xxxviii) What was the title of India’s first newspaper?

- a) Punjab Mirror
- b) The Bengal Gazette
- c) Azad Hind
- d) Enlighten India

(xxxix) Broadcast media is linked with _____

- a) Radio
- b) Books
- c) Telephone
- d) Internet

(xl) The first printed work by Johannes Gutenberg using movable types was

- a) Aeropagitica
- b) Catechism text
- c) Way of the cross
- d) Bible

(xli) Who is popularly known as “The Inventor” of radio?

- a) Heinrich Hertz
- b) Oliver Heavyside
- c) Guglielmo Marconi
- d) Lee De Forest

(xlii) Radio is an/a _____ medium.

- a) Print
- b) Audio-visual
- c) Audio
- d) Visual

(xliii) TV is an/a _____ medium.

- a) Print
- b) Audio-visual
- c) Audio
- d) Visual

(xliv) Who is known as the Father of Indian Cinema?

- a) Raja Harish Chandra
- b) Dadasaheb Phalke
- c) Guru Dutt
- d) Save Dada

(xlv) When the first publicly internet service was launched in India?

- a) 15 August 1995
- b) 35292
- c) 16 August 1995
- d) 35293

(xlvi) When Television came to India?

- a) 15th August 1959
- b) 15th September 1959
- c) 15th August 1960
- d) 15th September 1960

(xlvii) What is the full form of OTT?

- a) Over the top
- b) Over the table
- c) Over the territory
- d) On the table

(xlviii) What is the meaning of “trending” in social media?

- a) admired by many people
- b) known about by many people
- c) currently popular or widely discussed online
- d) arousing curiosity

(xlix) Raj is in conversation with Vivek. They are in which type of communication?

- a) Group communication
- b) Intra personal
- c) Inter personal
- d) Mass communication

(l) How many persons can be involved in intrapersonal communication?

- a) One
- b) Two
- c) A group
- d) Mass

(li) In which type of communication we use only our senses as the medium of communication?

- a) Intrapersonal
- b) Interpersonal
- c) Public communication
- d) Group communication

(lii) 'Reading' comes under which communication?

- a) Oral
- b) Wtitten
- c) Both of these
- d) None of these

(liii) Silence is _____ communication.

- a) Verbal
- b) Oral
- c) Non-verbal
- d) None of these

(liv) "Who says what in which channel with what effect"- which model consists these this basic question?

- a) Aristotle's
- b) Lasswell's
- c) Berlo
- d) None of these

(lv) "Knowledge" is an important factor of which elements of communication?

- a) Sender
- b) Receiver
- c) Both of these
- d) Message

(lvi) Westley, popularly known for "Westley & MacLean's model of communication" was a

- a) Professor
- b) Doctor
- c) Engineer
- d) Sailor

(lvii) Identify the communication model where we can find feedback element.

- a) Westley & MacLean
- b) Shannon-Weaver
- c) Lasswell
- d) None the above

(lviii) Which is the options given below is the example of audio-visual communication?

- a) TV
- b) Skype call
- c) Cinema
- d) All the above

(lix) Identify the bad effect of social media on the society.

- a) Cyber bulling
- b) Fake news
- c) Both of these
- d) None of these

(lx) 'Indian election process' follows which model of communication?

- a) Shannon-Weaver
- b) Aristotle's
- c) Westley & MacLean
- d) Lasswell's