



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Master of Science in Media Science & Journalism

Course Name – Science of Communication - Theory and Practice

Course Code - MMSJC101

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) Media comes from a _____ word medium

- | | |
|------------|-----------|
| a) Latin | b) Greek |
| c) Spanish | d) French |

(ii) “Encoding” relates to

- | | |
|------------|-------------|
| a) Channel | b) Receiver |
| c) Source | d) Feedback |

(iii) Who invented printing press?

- | | |
|------------------|-----------------------|
| a) Aristotle | b) Ralph Wedgwood |
| c) Martin Cooper | d) Johannes Gutenberg |

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

- a) Non-verbal
- b) Verbal
- c) Both Non-verbal & Verbal
- d) none of these.

(vii) Producers, writers, actors, directors are the type of _____ in mass communication

- a) Messages
- b) sources
- c) audiences
- d) feedback

(viii) "Communication is a two way process"- which means it should have

- a) "Sender and Receiver" in it
- b) "Message & Channel" in it
- c) "Feedback" in it
- d) all of these

(ix) A child's cry is which types of communication?

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

(x) Intra-personal communication involves

- a) An individual talking to a group
- b) An individual communicating to a large number of people
- c) An individual thinking or talking to himself
- d) An individual talking to another individual

(xi) "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 these

(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 process of

- a) Sharing information
- b) Transferring information
- c) Sharing messages
- d) all of these

(xvi) Every communication involves

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

(xvii) Communication is an inevitable process, means

- a) One can easily live without it
- b) One can't live without it
- c) One can't move without it
- d) One can easily move without it

(xviii) Anything that disrupts the communication is known as

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

(xix) "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

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

- a) Aristotle
- b) Lasswell

c) Shannon-Weaver

d) Berlo

(xxi) "Linear" model of communication means

a) No message

b) No feedback

c) No noise

d) No channel

(xxii) As per SMCR model of communication, which element a sender should have?

a) Communication skills

b) Culture

c) Knowledge

d) all of these

(xxiii) Indian election process based on which communication process?

a) Aristotle's

b) Berlo's

c) Lasswell's

d) all of these

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

a) Sender

b) Message

c) Channel

d) Feedback

(xxv) What is the common disadvantage to Aristotle's & Lasswell's model?

a) Feedback not mentioned

b) Noise not mentioned

c) Linear Model

d) all of these

(xxvi) Content is a part of which element of communication?

a) Sender

b) Message

c) Channel

d) Receiver

(xxvii) Gate Keeper is belongs to which communication model?

a) Westley and MacLean

b) Shannon and Weaver

c) Gerbner

d) Berlo

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

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

(xxix) Feedback in mass communication is

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

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

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

(xxxii) Internet can be used for

- a) Communicating across border
- b) Sending & receiving e-mails
- c) Communication over a video call
- d) all of these

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

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

(xxxiv) In which year Google came?

- a) 1997
- b) 1998
- c) 1996
- d) 2000

(xxxv) Match the following- 1. Twitter, 2. Skype, 3. Candy Crush, 4. Netflix /
i. Game app, ii. OTT platform, iii. Social networking site, iv. Video calling

- a) 1:iii, 2:iv, 3:i, 4:ii
- b) 1:iii, 2:ii, 3:i, 4:iv
- c) 1:i, 2:iii, 3:iv, 4:ii
- d) I:iv, 2:iii, 3:i, 4:ii

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

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

(xxxvi) In which place of India the 1st printing press was established?

- a) Goa
- b) Calcutta
- c) Bombay
- d) Madras

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

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

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

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

(xxxix) When Television came to India?

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

(xl) What is the full form of OTT?

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

(xli) 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

(xlii) Identify the medium where the feedback is instant.

- a) Newspaper
- b) TV

c) Facebook

d) None of these

(xliii) Which of the options given below the feedback is been delayed?

a) Intra personal

b) Inter personal

c) Group communication

d) Mass communication

(xliv) 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

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

a) One

b) Two

c) A group

d) Mass

(xlvi) 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

(xlvii) “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

(xlviii) “Knowledge” is an important factor of which elements of communication?

a) Sender

b) Receiver

c) Both Sender & Receiver

d) Message

(xlix) “Treatment” is an important factor of which elements of communication?

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

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

- a) TV
- b) Skype call
- c) Cinema
- d) all of these

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

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

(lii) What is the good effect of social media on society?

- a) Get in touch with relatives & Friends
- b) Self-promotion
- c) Cultural globalization
- d) all of these

(liii) 'At night, when suddenly an individual experiences an earthquake, he immediately wakes up and conveys to his family that they immediately need to vacate the house' – this incident leads to which model of communication?

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

(liv) Which model of communication says nothing about 'noise'?

- a) SMCR
- b) Lasswell's
- c) Aristotle's
- d) all of these

(lv) . "Credibility, Completeness, Clarity"- within these 3, which are the key elements of 7c's of an effective communication?

- a) Credibility & Clarity
- b) Completeness & Credibility
- c) Clarity & Completeness
- d) all of these

(lvi) An acronym, 'KISS' which means keep it short and simple is very important in

- a) Verbal communication
- b) Non-verbal communication
- c) Gestures
- d) all of these

(lvii) Which is not included in the 7Cs of effective communication?

- a) Chromatics
- b) Clarity
- c) Complete
- d) Correctness

(lviii) In communication, relational information is

- a) Emotional
- b) Non-interpretative
- c) Critical
- d) Non transferable

(lix) The most important limitation of information-flow theory is

- a) Source dominance
- b) Message centric
- c) Channel problem
- d) Receiver specific

(lx) Digitization is

- a) Thin, flexible fibers of glass capable of transmitting light signals
- b) The process in which media is made into computer-readable form
- c) Media's focus on narrower audience segments
- d) None of these