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Barasat, Kolkata -700125

Term End Examination 2022
Programme – B.Sc.(AM)-Hons-2020/B.Sc.(AM)-Hons-2021
Course Name – Media and Communication Skills
Course Code - GEELS301
(Semester III)

Full Marks : 60

Time : 2:30 Hours

[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 30=30

1. Choose the correct alternative from the following :

- (i) The phrase "lurk before you leap" means
- | | |
|---|---|
| a) Send a message to the moderator of the group | b) Familiarise yourself with the group before sending the first message |
| c) Send hate messages to provoke the others | d) Never participate in the group |
- (ii) Which of these is cyber bullying?
- | | |
|-----------------|---------------------|
| a) A flame mail | b) A hate comment |
| c) Doxxing | d) All of the above |
- (iii) According to most historians of technology, The first mass media which left (and is continuing to a leave) a huge impact on our society is:
- | | |
|-----------------------------------|-----------------------------|
| a) Writing and the Printing Press | b) Singing and the Radio |
| c) Painting and the canvas | d) Electricity and the bulb |
- (iv) Which of these was used for communication using signal lamps?
- | | |
|---------------------------|---|
| a) American Sign Language | b) Coded message based on the height of the water |
| c) morse code | d) signals using fire |
- (v) Hydraulic semaphores were most popular during which time period?
- | | |
|----------------------|------------------------|
| a) prehistoric times | b) 14th and 15 century |
| c) 5th century BCE | d) 19th century |
- (vi) Which one of the following was a pre-requisite when it came to communication using signal lamps?
- | | |
|---|---|
| a) The distance had to be negligible | b) The other party must have a thorough understanding of morse code |
| c) It had to use a combination of water and smoke signals | d) The general public had to appreciate it |
- (vii) Which one of the following was a major advantage of using pigeon post method of

communication?

- a) The message was delivered extremely fast
- b) The content of the message was accurate
- c) It reduced the dependence on human messengers
- d) It was discreet

(viii) Which of the following is NOT a part of an article's brief?

- a) The expected outcome
- b) The need for the article
- c) The highlights of the articles
- d) The publishing cost

(ix) Which copymarking symbol has to be used to edit the error in the word 'recieve'?

- a) Delete
- b) Replace
- c) Close up
- d) Transpose

(x) Which copymarking symbol has to be used to edit the error in the word 'reviewe'?

- a) Delete
- b) Replace
- c) Close up
- d) Transpose

(xi) Which copymarking symbol has to be used to edit the error in the word 'animation'?

- a) Delete
- b) Replace
- c) Close up
- d) Transpose

(xii) Which copymarking symbol has to be used to edit the error in the word 'audi torium'?

- a) Delete
- b) Replace
- c) Close up
- d) Transpose

(xiii) What is the hero's journey in a screenplay called?

- a) Adventure
- b) Monopoeia
- c) Mytheme
- d) Monomyth

(xiv) Into how many stages is the hero's journey in a screenplay usually divided?

- a) 3
- b) 5
- c) 4
- d) 2

(xv) Identify the character who stands in the way of the hero's achievements in a screenplay.

- a) Protagonist
- b) Secondary Character
- c) Nemesis
- d) Supporting Characters

(xvi) _____ 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)..

- a) Search Marketing
- b) Internet Marketing
- c) Email marketing
- d) Mobile marketing

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

- a) Filters
- b) Print ads
- c) Promotional calls
- d) Webinars

(xviii) How are characters' names written in the script?

- a) All caps
- b) Centre aligned
- c) Both 1 and 2
- d) None of the above

(xix) Which of the following platforms featured a moderated newsgroup

- a) CompuServe
- b) USENET
- c) BIX
- d) SME

(xx) What is meant by 'micro-blogging'?

- a) Blogs which are posted by companies, not individuals
- b) Blogs with limited character count
- c) Blogging from mobile devices
- d) All of the above

(xxi) Which of the following was the collective name for online journalists, diarists, and record keepers

- a) Exhibitionists
c) Online writers
- b) Excavators
d) escriptionists
- (xxii) What is the part of a blog that appears at the top and usually includes the blog title?
a) Header
c) Sidebar
- b) Index
d) Topper
- (xxiii) A blog is an online dated diary listing your periodic thoughts on a specific topic, often in _____ chronological order.
a) Linear Narrative
c) Flashback
- b) Reverse
d) Nonlinear Narrative
- (xxiv) A _____ is the simplest form of website, in which the site's content is delivered without the use of server side processing.
a) Dynamic Websites
c) Static website
- b) Social Networking Websites
d) E-Commerce Website
- (xxv) _____ 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)
a) Search Marketing
c) Email marketing
- b) Internet Marketing
d) Mobile marketing
- (xxvi) Which of the following is a technique used in article writing
a) The food pyramid
c) The cylindrical structure
- b) The inverted pyramid
d) The diagonal structure
- (xxvii) The inverted pyramid style of writing has emerged in the field of
a) Advertisement
c) Literature
- b) Medicine
d) Journalism
- (xxviii) Which of the following is the main aim of the inverted pyramid style of writing
a) metaphor for the energy at every levels in a food chain
c) a metaphor used by writers to illustrate how information should be prioritised and structured in prose
- b) metaphor for the topic sentences
d) a metaphor used by journalists to interview others
- (xxix) Which of the following is a good strategy to include in online articles
a) hyperlinks to other articles
c) jargon
- b) outdated information
d) low resolution images
- (xxx) Which of the following is NOT a part of an article's brief
a) The expected outcome
c) The highlights of the articles
- b) The need for the article
d) The publishing cost

Group-B

(Multiple Choice Type Question)

3 x 10=30

2. Choose the correct alternative from the following :

- (i) Having the ability to network multiple computers is on of the biggest innovations in
a) the field of Wireless Telegraphy
c) Mass Communication
- b) Transcontinental Telephone Calling
d) Experimental Videophones
- (ii) Communication has changed dramatically over the past decade due to the rapid development of
a) arts
c) innovative ideas of eminent technologists
- b) new technologies
d) manuscript copyists
- (iii) Every single advertisement needs to have which following feature?