



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Comparative Media

Course Code - BJMCC601

(Semester VI)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) Which of the following is NOT one of the primary functions of mass communication?

a) Surveillance.	b) Cultural transmission
c) Entertainment.	d) Immunization
- (2) _____ is a device that circulates message to the large number of audience simultaneously.

a) inter-personal communication	b) cross-culture communication
c) mass communication	d) None of these
- (3) The term mass communication must imply at least five things i.e. large audience, form of message reproduction, undifferentiated audience composition, rapid distribution and delivery and low unit costs to customers was suggested by _____.

a) Sydney Head	b) Barker
c) Mehta	d) Dominick
- (4) Who invented television in 1920?

a) Baird	b) Samuel Morse
c) Louis Jacques	d) None of these
- (5) Newspapers and magazines are

a) daily	b) weekly
c) monthly	d) all the above
- (6) In 17th century newspapers were first published in _____.

a) Germany	b) Italy
c) Netherlands	d) all the above

- (7) Journalism was used by the social reformers of India to fight the British during _____.
- a) Quit India movement
b) Non-cooperation movement
c) Freedom movement
d) all the above
- (8) Which one of the following is not included in electronic media?
- a) Radio
b) Satellite TV
c) Cable TV
d) Internet
- (9) Which one of the following is included in new media?
- a) Social networking sites
b) Web advertising
c) Chat rooms
d) all the above
- (10) Who was the first one to develop the concept of wireless communication?
- a) Samuel Morse
b) Robert Fulton
c) Alexander Graham Bell
d) Eli Whitney
- (11) Thomas Alva Edison made contribution to film industry by developing
- a) moving images
b) talking pictures
c) still photographs
d) motion pictures
- (12) Which one is not the part of traditional media?
- a) tamasha
b) street theatre
c) nautanki
d) All of above
- (13) What made mass communication industry more popular in India?
- a) Globalisation
b) Privatization
c) liberalization
d) none of these
- (14) Which of the following is not included in the list of domestic news agencies?
- a) Press Trust of India
b) The Express News Service
c) The United News of India
d) Reuters
- (15) News media helps in spreading
- a) culture
b) opinions
c) ideas
d) all the above
- (16) Media subjectivity is concerned with the knowledge of
- a) inter-media
b) textual
c) inter-textual codes
d) all the above
- (17) Which one of the following industries is among the fastest growing sectors in India?
- a) Agricultural
b) Coal
c) Oil and Petroleum
d) Media and Entertainment
- (18) Which country had become the World's largest DTH satellite pay TV market by 2015?
- a) India
b) Pakistan
c) Australia
d) none of these
- (19) Which one among the following is related to films?
- a) Mukta Arts
b) Tips Industries
c) FXLabs Studio
d) None of these
- (20) India is becoming a hub for quality _____ work.
- a) social media
b) animation

- c) cinema
d) all the above
- (21) The name of the writer in the newspaper is referred to as
a) credits
b) dateline
c) byline
d) all the above
- (22) The very first story in the front page of the newspaper is termed as
a) editorial
b) feature
c) kicker
d) lead
- (23) Identify the correct sequence of mass media as per the order of their introduction to society.
a) print media, traditional media, electronic media, wireless communication
b) wireless communication, electronic media, print media, traditional media
c) traditional media, wireless communication, electronic media, print media
d) traditional media, print media, electronic media, wireless communication
- (24) _____ signals from a satellite can be transmitted to any place on earth.
a) Analog signal
b) Electromagnetic signal
c) Microwave signal
d) None of the above
- (25) ICT stands for _____
a) Indian Communication Technology
b) International Communication Technology
c) Information and Communication Technology
d) None of the above
- (26) Which among the following is/are an element of digital divide?
a) Gap in ability to use ICT
b) Gap in actual use of ICT
c) Gap in access to use ICT
d) All of the above
- (27) Internet was introduced in India by _____
a) BSNL
b) VSNL
c) Air tel
d) ISPAI
- (28) One of the first person to develop the concept of information society was _____.
a) Fritz Machlup
b) Peter Drucker
c) Daniel Bell
d) Alvin Toffler
- (29) Data Security Council of India was formed in _____
a) 2000
b) 2007
c) 2008
d) 2002
- (30) Which among the following is/are a mode of writing?
a) Expository
b) Journalistic
c) Persuasive
d) All of the above
- (31) Which among the following is/are a type of lead?
a) Summary
b) Descriptive
c) Question
d) All of the above
- (32) _____ is a creative and a subject article, which is designed to entertain and inform readers.
a) News story
b) Feature
c) Editorials
d) None of the above
- (33) The term broadcasting refers to _____
a) various media technologies
b) airborne transmission of radio and TV waves

- a) Within the same medium or style
c) Across cultures
- b) Across mediums or styles
d) All of the above
- (48) Citation is a form of...
- a) Deliberate intertextuality
c) External Allusion
- b) Latent intertextuality
d) None of the above
- (49) The study of signs and symbols is known as
- a) Symbiosis
c) Semiotics
- b) Symbiotics
d) Symbolic interactionism
- (50) Changing the name of a commonly used phrase such as “gay marriage” to “same-sex marriage” is known as
- a) Warping
c) Framing
- b) Streaming
d) Media grammar
- (51) User interface design
- a) Graphical representation for user
c) Introduction for user
- b) Tutorial for user
d) None of these
- (52) The carrier of communication is called
- a) receiver
c) message
- b) sender
d) medium
- (53) Which is not a function of mass media?
- a) Interpretation
c) Entertainment.
- b) socialization
d) education
- (54) TAM is
- a) Television audience measurement
c) Tele air marketing
- b) Television air msrketing
d) Television audio measurement
- (55) One of the main deciding factors for selecting a shooting location is
- a) suitability with script
c) its beauty
- b) the suitable climate for the actor
d) its closeness to the studio
- (56) Cyber space
- a) Anything associated with Internet
c) Server space
- b) Space for web design
d) None of these
- (57) A media presentation over Internet
- a) Webcasting
c) Live television broadcast
- b) Video Conference
d) Offline presentation
- (58) Interactive media
- a) Non-Linear Media
c) Traditional Media
- b) Linear media
d) Print Media
- (59) Video streaming
- a) Real time video on Internet
c) Linear Video Editing
- b) Non-linear video editing
d) AB Roll Editing
- (60) Concept of ‘Key words’ is applicable to
- a) Search Engine Optimization
c) Internet
- b) Broadcasting
d) Google