$1 \times 60 = 60$



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)

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 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 b) Barker a) Sydney Head c) Mehta d) Dominick (4) Who invented television in 1920? a) Baird b) Samuel Morse d) None of these c) Louis Jacques (5) Newspapers and magazines are a) daily b) weekly d) all the above c) monthly (6) In 17th century newspapers were first published in a) Germany b) Italy

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d) all the above

c) Netherlands

(7) Journalism was used by the social reformer	rs of India to fight the Brfitish 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 r	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 conce	ept 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 med	dia?
a) tamasha	b) street theatre
c) nautanki	d) All of avobe
(13) What made mass communication industry in	more popular in India?
a) Globalisation	b) Privatization
c) liberalization	d) none of these
(14) Which of the following is not included in the	he 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 kr	nowledge of
a) inter-media	b) textual
c) inter-textual codes	d) all the above
(17) Which one of the following industries is an	nong 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 large	gest 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	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	ed to as	
a) credits	b) dateline	
c) byline	d) all the above	
(22) The very first story in the front page of the newsp	aper is termed as	
a) editorial	b) feature	
c) kicker	d) lead	
(23) Identify the correct sequence of mass media as pe society.	r the order of their introduction to	
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 o	ligital 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	ing?	
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	
is a creative and a subject are inform readers.	ticle, which is designed to entertain and	
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	

c) a device which produce radio waves	d) None of the above
(34) was India's first commun	nity radio operation from an university.
a) Suryan FM	b) Anna FM
c) Kongu FM	d) Loyola FM
is a process of creating	ng videos by capturing moving images.
a) Photo story	b) Video Production
c) Audio Production	d) None of the above
(36) Purpose of Mass Media is to:	
a) Inform	b) Educate
c) Entertain	d) All of the above
(37) What is the meaning of 'Beat' in journalism	?
a) A part of the Headline	b) The exclusive territory assigned to a reporter
c) Duty given to a reporter	d) Bottom section of a story
(38) Media acts as a mirror to the soc	eiety.
a) selective	b) discriminating
c) limited	d) None of these
(39) News in leading media can lead to	
a) change in stock prices	b) corporate collapses
c) resignation of senior office holders	d) All of these
(40) Media effect can be assessed at1	level
a) Societal group	b) family
c) community group	d) All the above
(41) play an important role in people'	s voting behavior
a) Opinion leaders	b) Political candidates
c) Opinion followers	d) All the above
(42) Text refers to	
a) anything that carries meaning	b) visual (art, ads, paintings)
c) literary	d) All the above
(43) A funny imitation of a serious piece of litera	ture, writing, art or music
a) pastiche	b) parallelism
c) analogy	d) parody
(44) Text that has been adapted, re-imagined, or r	made new
a) pastiche	b) parody
c) allusion	d) appropriation
(45) Which of the following is a "text"?	
a) Novels	b) Movies
c) Songs	d) All of the above
(46) A filmmaker decides to make a re-make of C an example of	Citizen Kane set on Mars in 2327 AD. This is
a) Latent intertextuality	b) Deliberate intertextuality
c) External Allusion	d) Citation
(47) Intertextuality can take place	

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