

## **FY BAMMC- SEM I**

### **Fundamentals of Mass Communication**

Q.1 Which of the following is the best explanation of mass communication?

- a) A form of interpersonal communication
- b) A form of commercial communication
- c) Broadcast communication
- d) Communication where one person, a small group of people or an organization sends a message through some communication channel to the public or a segment of the public

Q.2 Which of the following is not an example of mass communication?

- a) A television commercial
- b) A political ad
- c) A news program
- d) A company memo sent to a set of employees

Q.3 Because of the invention of the printing press.....

- a) literacy rates rose among royalty, clergy and upper classes.
- b) political leaders now relied more on printed information.
- c) books become more affordable as more publications come out.
- d) societies become more agricultural and less urban oriented.

Q.4 According to your textbook, which of the following is NOT associated with the digital era?

- a) Media convergence
- b) Social media
- c) Bloggers
- d) The transition from industrial society to Information Age

Q.5 Which is true of the difference between group and interpersonal communication?

- a) Coordinating group interaction is more complex than coordinating interpersonal interaction.
- b) Formalized roles are less likely to occur in small group communication than in interpersonal communication.
- c) Small group communication is mediated while interpersonal is face to face.
- d) All of the above.

Q.6 \_\_\_\_\_ is defined as the use of orbiting satellites to receive, amplify and retransmit data to earth stations.

- 1. Optical communication
- 2. Digital communication
- 3. Analog communication
- 4. Satellite communication

Q.7 which on these components is not relevant to Gerbner's Model of communication

- a) Event
- b) Man, or Machine
- c) Signal
- d) Primary Group

Q.8 Legislative bodies, regulative agencies, media producers, financial backers

Which of the following model you will choose for above mentioned components?

- a) HUB Model
- b) De Fleur's Model
- c) Sociological model
- d) Aristotle Model

Q.9 Printing press was invented in\_\_\_\_\_.

- a) 1440
- b) 1450
- c) 1540
- d) 1550

Q.10 The first proper newspaper is said to be started in\_\_\_\_\_.

- a) America
- b) Japan
- c) Germany
- d) India

Q.11 The content in the newspaper that is regularly or periodically written with the same person on some specific theme is the example of\_\_\_\_\_

- a) Editorial
- b) Column
- c) Interview
- d) Advertisement

Q.12 Radio was invented by\_\_\_\_\_

- a) Guglielmo Marconi
- b) Mcluhan
- c) Guttenburg
- d) Aristotle

Q.13 A crude predecessor of film was invented in 1870, was called as

- a) Teleprompter
- b) Projector
- c) Processor
- d) Phasmotrope

Q.14 Which one of these is not the characteristic of TV

- a) Audio Visual medium
- b) Fixed time Units
- c) Glamour Medium
- d) Article

Q.15 Who is known as the father of Indian Cinema.

- a) Dadasaheb Phalke
- b) Guru Datta
- c) Raj Kapoor
- d) Satyajit Ray

Q.16 Barack Obama was \_\_\_\_\_ President of America

- a) 41st
- b) 45th
- c) 42nd
- d) 44th

Q.17 \_\_\_\_\_ functions as cultural socialization agent

- a) Technology
- b) Media
- c) Politics
- d) Mobile

Q.18 Media played active role as watch dog in \_\_\_\_\_ case to improve women's representation

- a) 2G Scam
- b) Harshad Mehta
- c) Nirbhaya
- d) Coal scam

Q.19 Barack Obama was first \_\_\_\_\_ to hold the position of President of America American African

- a) American
- b) Canadian
- c) American
- d) Candian

Q.20 PSA standards for

- a) Public Safety Administration
- b) People's Security Association
- c) Public Safety Authority
- d) Public Service Advertisements

Q.21 Name the online platform launched by the Ministry of Women and Child Development to support women entrepreneurs?

- a) Digital India
- b) Mahila E-haat
- c) One Stop Centre Scheme
- d) Make in India

Q.22 Media helps digital age people to know about tales of God and Goddess, that is considered \_\_\_\_\_ impact of Media

- a) Educational Impact
- b) Social Impact
- c) Cultural Impact
- d) Impact on youth

Q.23 Media can be proved as excellent Synthesizing agent because\_\_\_\_\_

- a) Technological enhancement in media
- b) It has effective impact on education, culture, youth, women and many more
- c) Employment Scope is increased in Media
- d) source of Information is vast

Q. 24 If a foreigner will make is opinion about Indian culture based on daily scope like 'kahani ghar ghar ki' what can be that person's conclusion about Indian culture, Choose most appropriate option.

- a) women in India necessarily have to take care of entire family
- b) Women in their country doesn't have ethics
- c) Indian culture is dirty and poor
- d) Culture is Rich

Q.25 Facebook is an example of which form of media?

- a) Social Media
- b) Traditional Media
- c) Broadcast Media
- d) Grey Media