

**Time Allowed: 90 Minutes**

**(OBJECTIVE PART)**

**Max. Marks: 60**

**Sign of  
Supdt.**

**1- a) Tick or Encircle the correct answer:**

1x30

- i) The communication process is initiated by the \_\_\_\_\_.
- a) Message                      b) Receiver                      c) Source                      d) Channel
- ii) The interpretation of physical message into a form that has eventual meaning for a receiver is called:
- a) Coding                      b) Recoding                      c) Decoding                      d) Encoding
- iii) Receivers can be:
- a) A Group                      b) A Single Person                      c) An institution                      d) All of the above
- iv) An increase in noise \_\_\_\_\_ message fidelity.
- a) Increases                      b) Decreases                      c) Does not affect                      d) Expands
- v) Mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, scattered audiences that are:
- a) Heterogeneous                      b) Homogenous                      c) Related                      d) Specific
- vi) Message Termination is easiest in \_\_\_\_\_
- a) Interpersonal Communication                      b) Mass Communication  
c) Machine assisted Interpersonal Communication                      d) None of the above
- vii) The following is an example of a media vehicle:
- a) Newspapers and Magazines                      b) Radio Stations  
c) TV Networks                      d) All of the above
- viii) Disintermediation eliminates the:
- a) Source                      b) Middleman                      c) Customer                      d) Seller
- ix) In machine-assisted interpersonal communication:
- a) Source and receiver can be separated by time and space.                      b) Message can have permanence.  
c) Messages can be amplified or transmitted over large distances.                      d) All of the above
- x) Mass communication organizations:
- a) have multiple gatekeeper                      b) require little money to operate  
c) exist regardless of profit                      d) are non-competitive
- xi) In two-step flow theory, media influence passes from \_\_\_\_\_ to opinion followers:
- a) The Media                      b) Opinion Leaders  
c) Powerful Elites                      d) Opinion Makers
- xii) Agenda setting is a theory that argues that
- a) Reality is a social construction.  
b) Cultures attribute meaning to symbols which then control behavior.  
c) Media do not tell us what to think, but what to think about.  
d) Children can learn violence through watching television.
- xiii) According to \_\_\_\_\_, television constructs a reality of the world that, although possibly inaccurate, becomes accepted simply because we as a culture believe it to be true.
- a) Critical Cultural Theory                      b) The Frankfurt School  
c) Cultivation Analysis                      d) Social Construction of Reality Theory

xiv) Dependency theory argues that:

- a) People learn to model the behaviors they see through observation.
- b) audience members don't just passively take in and store bits of information, they actively process this information, reshape it, and store it.
- c) Media's influence resides in the relationship between the larger social system, the media's role in that system, and audience relationships to the media.
- d) People who share a culture also share an "ongoing correspondence" of meaning.

xv) Klapper's reinforcement theory argues that

- a) Media are quite powerful, especially in the realm of reinforcement.
- b) only selected, especially well-crafted, media messages can influence reinforcement.
- c) Media have little power, but what influence they do have is in the form of reinforcement.
- d) mediating variables make media powerful agents of change.

xvi) Uses and gratifications theory argues that:

- a) media don't do things to people, rather, people do things with media.
- b) Media producers can dictate the uses to which people put media.
- c) Only selected, especially well-crafted, media messages can influence gratifications.
- d) People use media to gratify only unimportant needs, such as keeping up on fashions.

xvii) Which of the following is a type of an impediment to mass communication?

- a) All of these
- b) Symbiotic Noise
- c) Obstinate Noise
- d) Channel Noise

xviii) Which of the following is not a component of most forms of mediated, mass communication?

- a) Mass Message
- b) Mass Feedback
- c) Mass Media
- d) Mass Audiences

xix) In which step of Shannon-Weaver communication model are thoughts transformed into messages?

- a) Stimulation
- b) Encoding
- c) Transmission
- d) Internalization

xx) Which of the following is a gatekeeper's major role?

- a) Making it easier for participants to enter the field of communication.
- b) Encouraging all participants in the communication process to more freely disseminate their messages.
- c) Controlling the flow of message to the audience.
- d) Depending new methods of cross media transmission of information.

xxi) The ability to understand and interpret mass communication messages is:

- a) Media literacy
- b) Multi-tasking
- c) Interpersonal Multiple intelligence
- d) Digital Integration

xxii) All of the following are sources of funding for mass media except:

- a) Audience Donations
- b) Perpetual Deficits
- c) Advertising Revenue
- d) Government Subsidies

xxiii) Market-oriented, or populist, media strive to give audiences content that

- a) the media owners believe are healthy for audiences
- b) satisfy Legal Requirements
- c) the government wants them to have
- d) the audience wants

xxiv) All of the following are possible negative aspects of media conglomeration Except:

- a) the media all contain similar content and lose their local individuality.
- b) media conglomerates can experience corporate instability if their profit margins fall.
- c) cost cutting can reduce quality, especially of writing and editing.
- d) the resources of media conglomerates can fund advances in new technology and content.

xxv) Darla is reading the news headlines during her shift as a volunteer announcer for the campus radio station.

Darla is engaging in:

- a) Interpersonal Communication
- b) Mass Communication
- c) Media Consumption
- d) All of these

xxvi) Large organizations that own several smaller businesses are called:

- a) Conglomerates
- b) Channels
- c) Critical Masses
- d) All of these

- xxvii) A common way for media organizations to achieve their profit goals is through:
- a) Cutting costs and expenses
  - b) Fiercely competitive pricing
  - c) Serving very small audiences
  - d) All of these
- xxviii) In order to effectively supply messages to consumers, media organizations must
- a) present a marketplace of ideas
  - b) distribute a variety of content
  - c) do all of these
  - d) generate or obtain a variety of content
- xxix) Which of the following is an example of media convergence, the melding of previously separate media forms?
- a) Books
  - b) the Internet
  - c) Radio
  - d) All of these
- xxx) The technological development that most profoundly altered the printed mass media was
- a) Ford’s development of assembly-line production.
  - b) Marconi’s development of radio broadcasting.
  - c) Gutenberg’s development of moveable metal type.
  - d) Crick & Watson’s development of DNA testing.

**b) Encircle True or False:**

1x10

- i) Feedback refers to responses of the receiver that shape subsequent messages of the source. **TRUE / FALSE**
- ii) Interpersonal communication can occur between two people without being in each other’s physical presence. **TRUE / FALSE**
- iii) The receiver in the machine-assisted setting can be a single person only. **TRUE / FALSE**
- iv) In mass media, television and film demonstrate relationships that are independent. **TRUE / FALSE**
- v) Communication is the process in which the message moves from source to destination. **TRUE / FALSE**
- vi) The basic purpose of communication is to bring change in the behavior of the source. **TRUE / FALSE**
- vii) The sensory powers of individuals can also be one channel of the communication. **TRUE / FALSE**
- viii) Mass communication through media has turned this world into a ‘Global Village’. **TRUE / FALSE**
- ix) Messages in mass communication are transmitted publically. **TRUE / FALSE**
- x) Individuals or companies that buy space or time in media, in order to have access to the media’s audiences, are called advertisers. **TRUE / FALSE**

**2- Give short answers of the following questions:**

4x5

- i) Enlist any Five Functions of Print Media.  

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- ii) What are the Elements of Communication?  

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- iii) What are the Cultural Functions of Media?  

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- iv) Briefly describe Effects of Advertisement on Perception.  

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- v) Briefly discuss the Relationship of Mass Media with Cultural Reinforcement.  

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**SUBJECTIVE PART**

- 2- What are the BARRIERS of MASS COMMUNICATION? Discuss in detail with examples.
- 3- Discuss the Role of COGNITIVE SCHEMAS in Mass Communication.
- 4- Critically analyze Strengths and Limitations of various Sources of MASS COMMUNICATION.
- 5- Do you agree that Electronic Media has become the Most Powerful Source of Information in present world?  
  
Justify your arguments with examples.
- 6- How Media influence PERCEPTION of a Common Man in Society? Discuss
- 7- What are the Psychological Effects of ADVERTISING through MASS MEDIA?
- 8- What are Theoretical Approaches of Mass Communication?