

MAHATMA GANDHI UNIVERSITY

FIFTH SEMESTER BA SOCIOLOGY

Core Course- *S05OPT03- SOCIOLOGY OF MEDIA AND COMMUNICATION*

Multiple choice questions

1. For Habermas, ----- is the most distinctive and pervasive human phenomena.
 - A. Communicative action.
 - B. Culture
 - C. Ideology
 - D. public sphere
2. _____ is the practical application of knowledge and use of techniques in productive activities.
 - A. Mass media.
 - B. Technology
 - C. Education
 - D. Communication
3. 'Culture and public sphere' associated with:
 - A. Jurgen Habermas.
 - B. Raymond Williams
 - C. Harold Innis
 - D. Marshal Mc Luhan
4. Global village is associated with:
 - A. Jurgen Habermas.
 - B. Raymond Williams
 - C. Harold Innis
 - D. Marshal Mc Luhan
5. Cultural materialism is associated with:
 - A. Jurgen Habermas.
 - B. Raymond Williams
 - C. Harold Innis
 - D. Marshal Mc Luhan
6. Time and space theory of mass media is given by:
 - A. Jurgen Habermas.
 - B. Raymond Williams
 - C. Harold Innis
 - D. Marshal Mc Luhan
7. Mass media includes:
 - A. Broadcast media.
 - B. Digital media
 - C. Internet media
 - D. All the above

8. Inter Personal communication is one of the -----of communication:
- A. Types.
 - B. Functions
 - C. Features
 - D. Roles
9. A pre-requisite of communication?
- A. Intelligence.
 - B. Pronunciation
 - C. Body language
 - D. All the above
10. Means of communication includes:
- A. Public speech.
 - B. Advertisement
 - C. Propaganda
 - D. All the above
11. News paper, magazine, television, internet and radio belongs to:
- A. Social media.
 - B. Digital media
 - C. Mass media
 - D. Broadcast media
12. Any exchange of information between two entities is known as:
- A. Propaganda.
 - B. Communication
 - C. Advertisement
 - D. Mass media
13. The use of jargon is a _ to effective communication.
- A. Method.
 - B. Feature.
 - C. Barrier.
 - D. Function
14. The form of communication is extremely private.
- A. Inter personal communication.
 - B. Intra personal communication.
 - C. Small group communication.
 - D. Public communication
15. -----is a process of communication without using words or sounds.
- A. Verbal communication.
 - B. Non- verbal communication.
 - C. Written communication.
 - D. Public communication

16. Good communication is a process of
- A. Transferring information.
 - B. Reading information.
 - C. Listening information.
 - D. All the above
17. Inter personal, Intra personal, Small group and public communications are the examples of
- A. Verbal communication.
 - B. Non- verbal communication.
 - C. Written communication.
 - D. Visual communication.
18. Election campaign is an example of
- A. Small group communication.
 - B. Public communication.
 - C. Non- verbal communication.
 - D. Visual communication.
19. Letters and e-mails are belong to which type of communication
- A. Visual communication.
 - B. Verbal communication.
 - C. Written communication.
 - D. Non- verbal communication.
20. Which is not included in visual communication?
- A. Movie.
 - B. Poster.
 - C. Photography.
 - D. Report.
21. The barriers of communication can be overcome by
- A. Active listening.
 - B. Use simple language.
 - C. Give constructive feedback.
 - D. All the above.
22. Which is a type of internet advertisement?
- A. Ad button.
 - B. Ad banner.
 - C. Classified ad.
 - D. All the above.
23. The functions of mass media include:
- A. Information.
 - B. Education.
 - C. Entertainment.
 - D. All the above.

24. Media disseminates information mostly through
- A. Television.
 - B. Radio.
 - C. News paper.
 - D. All the above.
25. Media provides education through
- A. Feature stories.
 - B. Documentaries.
 - C. Interviews.
 - D. All the above.
26. Entertainment is the most obvious function of-----
- A. Education.
 - B. Communication.
 - C. Propaganda.
 - D. Media.
27. Infotainment is the fusion of
- A. Entertainment and information.
 - B. Education and information.
 - C. Entertainment and education.
 - D. None of the above.
28. Edutainment is the fusion of
- A. Entertainment and information.
 - B. Education and information.
 - C. Entertainment and education.
 - D. None of the above.
29. Persuasion is a----- of mass media.
- A. Method.
 - B. Function.
 - C. Type.
 - D. Feature.
30. Advertisement is an example of
- A. Information.
 - B. Education.
 - C. Entertainment.
 - D. Persuasion.
31. Through the process of __, media help to shape the behaviours, attitudes, conducts and beliefs
- A. Socialization.
 - B. Entertainment.
 - C. Information.
 - D. Surveillance.

32. -----includes news papers, magazines and books.
- A. Traditional media.
 - B. Print media.
 - C. New media.
 - D. Mass media.
33. The word ' Propaganda' means
- A. To spread.
 - B. To create.
 - C. To entertain.
 - D. To educate.
34. ___ is used to influence public opinion
- A. Education.
 - B. Information.
 - C. Propaganda.
 - D. Communication.
35. Promotion of one candidate and his views on others is an example of
- A. Public opinion.
 - B. Propaganda.
 - C. Information.
 - D. Advertisement.
36. An ad that promotes one brand of toothpaste over another is
- A. Propaganda.
 - B. Communication.
 - C. Information.
 - D. Public opinion.
37. Any campaign that is used to persuade is
- A. Propaganda.
 - B. Communication.
 - C. Information.
 - D. Public opinion.
38. Which of the following is an example of social media?
- A. Movie.
 - B. Radio.
 - C. Journal.
 - D. Facebook.
39. World press day
- A. May 3.
 - B. May 8.
 - C. June 3.
 - D. June 8.

40. National Press Day
- A. November 16.
 - B. May 3.
 - C. June 8.
 - D. September 15.
41. Forms of public communication include
- A. Public speaking events.
 - B. News paper editorials.
 - C. Billboard advertisements.
 - D. All the above.
42. Forms Communication with large group of people is known as
- A. Public communication.
 - B. Written communication.
 - C. Visual communication.
 - D. Inter personal communication.
43. ----- is a process of exchanging verbal and non verbal messages.
- A. Information.
 - B. Communication.
 - C. Education.
 - D. Advertisement.
44. ----- is a two way process.
- A. Advertisement.
 - B. Public opinion.
 - C. Communication.
 - D. Propaganda.
45. The term 'grapevine' is also known as.
- A. Upward communication.
 - B. Downward communication.
 - C. Horizontal communication.
 - D. Informal communication.
46. In communication, the language is
- A. The symbolic code.
 - B. The non- verbal code.
 - C. The verbal code.
 - D. Intra personal.
47. Which of the following is not a principle of effective communication?
- A. One-way transfer of information.
 - B. Strategic use of grapevine.
 - C. Persuasive and convincing dialogue.
 - D. Participation of the audience.

48. Aspects of the voice other than the speech are known as?
- A. Physical language.
 - B. Para language.
 - C. Delivery language.
 - D. Personal language.
49. Every type of communication is affected by its
- A. Reception.
 - B. Context.
 - C. Non-regulation.
 - D. Transmission.
50. Which of the following are characteristic features of communication?
- A. Communication involves exchange of ideas, facts and opinions.
 - B. Communication Involves both information and understanding.
 - C. Communication is a continuous process.
 - D. All the above.
51. Media is known as
- A. First estate.
 - B. Second estate.
 - C. Third estate.
 - D. Fourth estate.
52. The mode of communication that involves a single source transmitting information to a large number of receivers simultaneously is called
- A. Group communication.
 - B. Mass communication.
 - C. Interpersonal communication.
 - D. Written communication.
53. The term 'yellow journalism' refers to
- A. Sensational news prints in yellow paper.
 - B. Sensational news about arts and culture.
 - C. Sensational news about terrorism and violence.
 - D. Sensationalism and exaggeration to attract readers or viewers.
54. The chronological order of non- verbal communication is
- A. Signs, symbols, codes, colours.
 - B. Colours, symbols, signs, codes.
 - C. Symbols, signs, colours, codes.
 - D. Codes, signs, colours, symbols.

55. In communication, chatting in internet is
- A. Verbal communication.
 - B. Parallel communication.
 - C. Non- verbal communication.
 - D. Grapevine communication.
56. The major objective of a community radio station is
- A. Infotainment.
 - B. Entertainment.
 - C. Economic profit.
 - D. Social inclusion.
57. The word ' communication' is derived from which Latin word?
- A. Communicate.
 - B. Communism.
 - C. Communalism.
 - D. Communion.
58. An attribute of mass media
- A. Broad appeal.
 - B. Speed.
 - C. Availability.
 - D. All the above.
59. According to McLuhan, ----- would happen because of mass communication's ability to unify people around the globe.
- A. Cultural materialism.
 - B. Global village.
 - C. Cyber extension.
 - D. Educational media.
60. Media used for educational purposes is called
- A. Broad appeal.
 - B. Educational media.
 - C. Cyber extension.
 - D. Infotainment.
61. Which one of the following is termed as verbal communication?
- A. Professor delivered the lecture in the classroom.
 - B. Signal at the cross- road changed from red to green.
 - C. The child was crying to attract the attention of the mother.
 - D. I Father wrote a letter to his son.
62. Networked media exist in interconnected :
- A. Social environments.
 - B. Economic environments.
 - C. Political environments.

- D. Technological environments.
63. The combination of computing, telecommunications and media in a digital atmosphere is referred as
- A. Online communication.
 - B. Integrated media.
 - C. Digital combine.
 - D. Convergence.
64. "Everybody is doing", a theme promoted to media channel is known as
- A. Band Wagon.
 - B. Card- stacking.
 - C. Transfer.
 - D. Name calling.
65. For a public relations practitioner, status difference is one of the main barriers in
- A. Mass communication.
 - B. Inter personal communication.
 - C. Impersonal communication.
 - D. Organizational communication.
66. In the mediated world, temporary and incomplete concensus is called
- A. Publicity.
 - B. Public opinion.
 - C. Public relations.
 - D. Propaganda.
67. A major recommendation of the Mac Bride commission was
- A. Centralisation of media ownership.
 - B. Restriction on technology transfer.
 - C. Democratisation of media.
 - D. Higher tariff for telecommunication.
68. 'The already said is the still being said'- This statement is made with reference to the medium of
- A. Magazine.
 - B. News paper.
 - C. Folk performance.
 - D. Television.
69. The 'copyright' day is observed on
- A. April 23.
 - B. May 21.
 - C. March 25.
 - D. August 30.
70. According to Habermas, modern mass media are influenced by
- A. High degree of ethical conduct.
 - B. New cultural trends.

- C. Massive public participation.
 - D. Empty political spectacle.
71. Initial stage of inter personal communication is called
- A. The phatic stage.
 - B. The intimate stage.
 - C. The personal stage.
 - D. The public stage.
72. The post- modernist media hinge on
- A. Collectivism.
 - B. Religious leadership.
 - C. Inspirational illusions.
 - D. Aesthetic politics.
73. The first Indian language news paper was
- A. Bangadoota.
 - B. Samachar.
 - C. Digdarshan.
 - D. Mirat- ul- akhbar.
74. Which is the parent company of Google?
- A. Alphabet.
 - B. Oracle.
 - C. Dell.
 - D. Microsoft.
75. Grid card is related to
- A. Broadcast media.
 - B. News papers.
 - C. Outdoor media.
 - D. Magazines.
76. In the commercial world, public relations and advertising are associated with:
- A. Propaganda.
 - B. Marketing.
 - C. Diplomacy.
 - D. Secret Service.
77. Banner advertisement is a type of:
- A. Outdoor advertising.
 - B. Interactive advertising.
 - C. Paid advertising.
 - D. Corporate advertising.
78. Scamp refers to:
- A. Cartoon.
 - B. Newspaper news.
 - C. Advertisement.
 - D. Letters to editor.

79. Communication is also refined as the symbolic production of:
- A. Reality.
 - B. Conviction.
 - C. Tradition.
 - D. Morality.
80. Media texts are considered as:
- A. Passive.
 - B. Static.
 - C. Dynamic.
 - D. Negative.
81. A technique of propaganda
- A. Transfer.
 - B. Message.
 - C. Information.
 - D. Confirm.
82. For Harold Innis, the concepts of----- reflect the significance of media to civilization.
- A. Time and Technology.
 - B. Space and Technology.
 - C. Time and Space.
 - D. None of the above.
83. Which is not the book of Harold Innis?
- A. Empire and communications.
 - B. Changing concepts of time.
 - C. Theory of communicative action.
 - D. The bias of communication.
84. Who divided media into time- binding and space- binding types?
- A. Jurgen Habermas.
 - B. Raymond Williams
 - C. Harold Innis
 - D. Marshal Mc Luhan
85. Modern media include in
- A. Time- binding media.
 - B. Space- binding media
 - C. Both A and B.
 - D. Neither A or B.
86. Who coined the term ' Public sphere'?
- A. George Habermas.
 - B. Raymond Williams.
 - C. Harold Innis.
 - D. Marshal Mc Luhan.

87. A concern of feminists regarding the media is
- A. Ownership by men.
 - B. Objectification of women.
 - C. Images of men in control.
 - D. All the above.
88. ----- is a society engaged in critical public debate.
- A. Public sphere.
 - B. Public opinion.
 - C. Public relations.
 - D. Public speech.
89. Which is not a book of Jurgen Habermas?
- A. The structural transformation of the public sphere.
 - B. The theory of communicative action.
 - C. Legitimation crisis.
 - D. Empire and communications.
90. Whose book is 'Understanding media'?
- A. George Habermas.
 - B. Raymond Williams.
 - C. Harold Innis.
 - D. Marshal Mc Luhan.
91. The ability to acquire knowledge and apply knowledge and skills is known as
- A. Intelligence.
 - B. Information.
 - C. Culture.
 - D. Advertisement.
92. ----- is a structured system of communication.
- A. Language.
 - B. Information.
 - C. Culture.
 - D. Intelligence.
93. Linguistics is the scientific study of -----
- A. Communication.
 - B. Language.
 - C. Culture.
 - D. Media.
94. -----is the way in which a word or a language is spoken.
- A. Pronunciation.
 - B. Communication.
 - C. Information.
 - D. Education.

95. Kinesics is the interpretation of human
- A. Verbal communication.
 - B. Body language.
 - C. Social behaviour.
 - D. All the above.
96. The term 'global village' was coined by
- A. George Habermas.
 - B. Raymond Williams.
 - C. Harold Innis.
 - D. Marshal Mc Luhan.
97. All the combined societies throughout the world is an example of
- A. Cultural materialism.
 - B. Public sphere.
 - C. Mass media.
 - D. Global village.
98. ___ means all parts of the world as they are being brought together by the internet and other electronic communication.
- A. Cultural materialism.
 - B. Public sphere.
 - C. Mass media.
 - D. Global village.
99. The term 'global village' was coined in which year?
- A. 1964.
 - B. 1946.
 - C. 1960.
 - D. 1940.
100. The world that has been 'shrunk' by modern advances in communications.
- A. Global village.
 - B. Public sphere.
 - C. Mass communication.
 - D. None of the above.
101. Which is the first news paper in Kerala?
- A. Swedasabhimani.
 - B. Rajyasamacharam.
 - C. Mathrubhumi.
 - D. Malayala Manorama.
102. Which is the first news paper in India?
- A. The Indian express.
 - B. Bengal Gazette.
 - C. The Times of India.

- D. Dainik Bhaskar.
103. Which is the first movie in India?
A. Raja Harishchandra.
B. Alam Ara.
C. Pather Panchali.
D. None of the above.
104. The first movie in Malayalam?
A. Balan.
B. Vigathakumaran.
C. Neelakuyil.
D. Chemmeen.
105. The term 'cultural materialism' was coined by
A. George Habermas.
B. Raymond Williams.
C. Harold Innis.
D. Marshal Mc Luhan.
106. ----- is a theory which views culture as a productive process, focusing on arts such as literature.
A. Cultural materialism.
B. Global village.
C. Mass communication.
D. Popular culture.
107. According to Raymond Williams, the concept Of----- is seen as a social development, truly developed between the 18th and 19th century within culture.
A. Literature.
B. Arts.
C. Language.
D. Communication.
108. Which is a book of Raymond Williams?
A. Culture and Society.
B. Culture and Materialism.
C. Problems in materialism and culture.
D. All the above.
109. The principal targets of media regulation are
A. Press.
B. Radio.
C. Television.
D. All the above.
110. Press Council of India (PCI) was established for the purpose of
A. Preserving the freedom of press.
B. Build a code of conduct for journalists and news agencies.

- C. Improving the standards of news papers and news agencies.
 - D. All the above.
111. Media regulation means----- enforced by the jurisdiction of law.
- A. Rules.
 - B. Functions.
 - C. Types.
 - D. All the above.
112. ----- is the control by the government of mass media texts..
- A. Mass communication.
 - B. Media regulation.
 - C. Propaganda.
 - D. Public sphere.
113. The global regulation of new media technologies is to
- A. Ensure the cultural diversity in media content.
 - B. Provide a free space of public access.
 - C. Ideas without censorship.
 - D. All the above.
114. ----- refers to the legal right of the owner of intellectual property.
- A. Copyright.
 - B. Patent.
 - C. Cyber ethics.
 - D. None of the above.
115. ----- is a legal means of protecting an author's work.
- A. Patent.
 - B. Copyright.
 - C. Cyber ethics.
 - D. Media regulation.
116. ----- gives an inventor the right to stop other people making or using their invention.
- A. Patent.
 - B. Copyright.
 - C. Cyber ethics.
 - D. Media regulation.
117. The word Patent is derived from which Latin word means 'to lay open'?
- A. Patere.
 - B. Patent.
 - C. Pateer.
 - D. None of the above.
118. ----- is the study of moral, legal and social issues involving cyber technology.
- A. Patent.
 - B. Copyright.
 - C. Cyber ethics.
 - D. Media regulation.

119. What types of work can be copyrighted?
- A. Literary works.
 - B. Musical works.
 - C. Pictorial works.
 - D. All types of original works.
120. The term of copyright for an author lasts how long?
- A. 70 years.
 - B. 90 years.
 - C. Life of the author.
 - D. Life of the author plus 70 years.
121. What is Verbal Communication?
- A. Talking to someone.
 - B. When someone is talking and someone else is listening
 - C. When more than one person is talking
 - D. All the above
122. What is communication without words?
- A. There is no communication without words.
 - B. Non-verbally communication
 - C. Telepathy
 - D. Sign language
123. Which of the following is not a form of non- verbal communication?
- A. Body language.
 - B. Tone of voice.
 - C. Facial expression.
 - D. Telepathy.
124. When you are talking directly a person and you can see them, is called what?
- A. Verbal contact.
 - B. Face to face communication.
 - C. Talking.
 - D. Body language.
125. When speaking on the phone, what type of communication is being used?
- A. Verbal and tone of voice.
 - B. Verbal and body language
 - C. Verbal communication
 - D. Non verbal communication
126. Intellectual property is a category of property that includes intangible creation of the human ____
- A. Wealth.
 - B. Intellect
 - C. Property

- D. Knowledge
127. Name the mission launched by the union government of India to provide broadband access to all villages by 2022.
- A. National Broadband Mission.
 - B. NITI Ayog.
 - C. Unnath Bharath Abhiyan.
 - D. None of the above.
128. Full form of IPR?
- A. Intellectual Property Rights.
 - B. Information Property Rights.
 - C. Intellectual Privilege Rights.
 - D. Information Privilege Rights.
129. Primary types of intellectual property include:
- A. Patent.
 - B. Copyright.
 - C. Trademark.
 - D. All the above.
130. ----- is an exclusive right granted for an invention.
- A. Patent.
 - B. Copyright.
 - C. Trademark.
 - D. None of the above.
131. ----- means to impart understanding of the message.
- A. Encoding.
 - B. Decoding.
 - C. Feed back.
 - D. Receiver.
132. When is the communication process complete?
- A. When the sender transmits the message.
 - B. When the message enters the channel.
 - C. When the message leaves the channel.
 - D. When the receiver understands the message.
133. ----- is the first enemy of communication
- A. Noise.
 - B. Politeness.
 - C. Clarity.
 - D. Language.
134. Which of these must be avoided for effective communication?
- A. Listening.
 - B. Sharing of activity.
 - C. Politeness.

- D. Ambiguity.
135. Which of these is not a commandment of effective communication?
- A. Clarity in language.
 - B. Listen poorly.
 - C. Adequate medium.
 - D. Home communication skills.
136. How can a person correctly communicate?
- A. Speaking.
 - B. Text message.
 - C. Phone.
 - D. All the above.
137. How much of language made up of non- verbal communication?
- A. 38%.
 - B. 52%.
 - C. 74%.
 - D. 93%.
138. How can people use verbal communication?
- A. Words used during face to face contact.
 - B. Can happen face to face, telephone, Skype.
 - C. Use of words but not sounds.
 - D. Words either spoken or written but does not include body language.
139. Using whole body to communicate is called?
- A. Mining.
 - B. Body language.
 - C. Sign language.
 - D. Full communication.
140. Waving is what type of communication?
- A. Gestures.
 - B. Body language.
 - C. Sign language.
 - D. Body position.
141. Facial expressions are a part of what?
- A. Gestures.
 - B. Sign language.
 - C. Body language.
 - D. Verbal communication.
142. When using electronic communication, which of the following is something you should not do?
- A. Use jargon.
 - B. Use text language.
 - C. Give private information.
 - D. All the above.

143. Which of the following is a legal document?
- A. Any email with a client's name.
 - B. Policy manual.
 - C. Client notes.
 - D. Any written documents.
144. Active listening involves listening and-----.
- A. Action.
 - B. Responding.
 - C. Agreeing.
 - D. Caring.
145. If you are showing that you are interested in what a person is saying, then this shows what?
- A. That you care.
 - B. That you agree with that person.
 - C. You are encouraging to talk more.
 - D. All the above.
146. What a good way to continue the communication?
- A. Make good eye contact.
 - B. Active listening.
 - C. Ask questions.
 - D. Do not interrupt.
147. What happens when you are using jargon with someone who doesn't understand it?
- A. You are smarter than them.
 - B. You are excluding them.
 - C. You are causing miscommunication.
 - D. You are helping them to learn.
148. No matter who you are speaking to, you must always speak what?
- A. The truth.
 - B. With respect.
 - C. With correct terminology.
 - D. How you are most comfortable.
149. Who invented ' Television'?
- A. John Baird.
 - B. Thomas Edison.
 - C. Charles Babbage.
 - D. Alan Shugart.
150. Who invented ' Radio'?
- A. Rontgen.
 - B. Marconi.
 - C. Farade.
 - D. None of the above.

151. Who invented ' Telephone'?
- A. Alexander Graham Bell.
 - B. Thomas Edison.
 - C. Eldridge R Johnson.
 - D. Martin Cooper.
152. ----- is when an authority cuts out or suppresses communication.
- A. Censorship.
 - B. Regulation.
 - C. Social control.
 - D. None of the above.
153. Censorship can be conducted by
- A. Government.
 - B. Private institution.
 - C. Corporation.
 - D. All the above.
154. For a work to be protectable under copyright, it must?
- A. Be fixed in a tangible form of expression.
 - B. Be of professional quality.
 - C. Include a copyright notice.
 - D. Be clear and precise.
155. All of the following are controversies concerning copyright law except
- A. Free downloads of music.
 - B. Whether ideas can be owned or not.
 - C. Indigenous practices are not covered by law.
 - D. Clipart in PowerPoint presentations.
156. When in doubt about copyright law, an educator should
- A. Consult a lawyer.
 - B. Follow district policy.
 - C. Go ahead and use the work.
 - D. Request permission from the author of the work.
157. -----means technology that is intended to reach a mass audience
- A. Mass media.
 - B. Education.
 - C. Propaganda.
 - D. Public opinion.
158. The common platforms for mass media are
- A. Television.
 - B. News paper.

- C. Internet.
 - D. All the above.
159. -----inform, educate and entertain people.
- A. Mass media.
 - B. Propaganda.
 - C. Technology.
 - D. Education.
160. Who invented Internet?
- A. Tim Berners Lee.
 - B. Charles Babbage.
 - C. Douglas Engelbart.
 - D. Alan Shugart.
161. World Computer Literacy Day?
- A. December 2.
 - B. December 3.
 - C. December 4.
 - D. December 5.
162. World Computer Security Day?
- A. November 30.
 - B. September 25.
 - C. October 28.
 - D. December 31.
163. WhatsApp is a mobile chatting application under which company?
- A. Victors.
 - B. Facebook.
 - C. Microsoft.
 - D. Apple.
164. Information Technology Act was enacted in India in the year?
- A. 2000.
 - B. 2005.
 - C. 2008.
 - D. 2009.
165. ----- does not take place through face to face or telephonic conversation.
- A. Mass communication.
 - B. Verbal communication.
 - C. Inter personal communication.
 - D. Intra personal communication.
166. ----- is the world's largest video- sharing social networking site.
- A. WhatsApp.
 - B. Facebook.
 - C. Twitter.
 - D. YouTube.

167. ----- has tremendously enhanced the scope of mass communication.
- A. Technological advancement.
 - B. Education.
 - C. Advertisement.
 - D. Public opinion.
168. ----- is a term that refers to all print, digital and electronic means of communication.
- A. Media.
 - B. Education.
 - C. Technology.
 - D. Censorship.
169. ----- creates media
- A. Technology.
 - B. Education.
 - C. Culture.
 - D. Public sphere.
170. Social networking sites, blogs and wikis are include in
- A. New media.
 - B. Broadcast media.
 - C. Visual media.
 - D. None of the above.
171. Educational radio broadcasts provide
- A. Education.
 - B. Listening participation.
 - C. Communication.
 - D. Entertainment.
172. Role of mass media in education
- A. Direct instruction.
 - B. Active learning teaching strategies.
 - C. Student projects.
 - D. All the above.
173. An emerging trend in media and communication?
- A. Social media.
 - B. Increased audience control.
 - C. Multiple platforms for content delivery.
 - D. All the above.
174. Harold Innis's communication writings explore the role of ----- in shaping the culture and development of civilization.
- A. Technology.
 - B. Media.
 - C. Education.

D. Advertisement.

175. Innis sees ----- principally affecting social organization and culture.
- A. Communication technology.
 - B. Educational development.
 - C. Social behaviour.
 - D. None of the above.
176. IEC stands for
- A. Information Electronics and Communication.
 - B. International Export Council.
 - C. Information Education and Communication.
 - D. Indian Economic Council.
177. Good communication happens only when:
- A. More messages are given to more people.
 - B. Right message is given in the right form and to right people.
 - C. Various media are used to give messages.
 - D. Messages are detailed and with illustrations.
178. In communication, information starts from?
- A. Organizer.
 - B. Source.
 - C. Organization.
 - D. None of the above.
179. McLuhan's predictions was that of a ----- that would connect all people everywhere.?
- A. Mass media.
 - B. Technological advancement.
 - C. Global village.
 - D. Public sphere.
180. Who were the first Europeans, brought a printing press to India?
- A. French.
 - B. Dutch.
 - C. English.
 - D. Portuguese.
181. Habermas defined _ as the sphere of private people who join together to form a public.
- A. Public opinion.
 - B. Public speech.
 - C. Public sphere.
 - D. Public relation.

182. Habermas argues that the self-interpretation of the public sphere took place in the concept of
- A. Public opinion.
 - B. Public relation.
 - C. Public speech.
 - D. None of the above.
183. A group discussion is a form of
- A. Dyadic communication.
 - B. Group communication.
 - C. Mass communication.
 - D. None of these.
184. The Indian Institute of Mass Communication was established in?
- A. 1955.
 - B. 1964.
 - C. 1965.
 - D. 1946.
185. Communication involves active interaction with our environments
- A. Physically.
 - B. Biologically.
 - C. Socially.
 - D. all the above.
186. The primary function of interpersonal communication is
- A. Reasoning.
 - B. Relationship building.
 - C. To inform.
 - D. To provide relaxation.
187. The Author of the book Communication Networks.
- A. Daniel Belt.
 - B. Manuel Castle.
 - C. E.M.Rogers & D.L.Kincaid.
 - D. Andre Gunder Frank.
188. The twentieth century began with the invention of
- A. Photography.
 - B. Printing.
 - C. Cinema.
 - D. Radio.
189. Radio broadcasting began in
- A. 1910.
 - B. 1915.
 - C. 1920.
 - D. 1925.

190. TV telecasting began in
- A. 1925.
 - B. 1930.
 - C. 1935.
 - D. 1940.
191. _____ has turned the world into a global village
- A. Radio.
 - B. Cinema.
 - C. TV.
 - D. Internet.
192. _____ is the basis of all communication
- A. Intrapersonal communication.
 - B. Interpersonal communication.
 - C. Mass communication.
 - D. Group communication.
193. Who developed w.w.w.?
- A. Steve Jobs.
 - B. Tim-Bernes Lee.
 - C. Henry William Gates.
 - D. Michel Dell.
194. It was in _____ world wide web was developed
- A. 1991.
 - B. 1992.
 - C. 1993.
 - D. 1994.
195. The social media network of Google
- A. facebook.
 - B. Twitter.
 - C. Google plus.
 - D. Linkedin.
196. The Indian Institute of Mass Communication (IIMC) Kerala is located at
- A. Trivandrum.
 - B. Kottayam.
 - C. Cochin.
 - D. Calicut.
197. Which is the largest circulated daily in south India
- A. Enadu.
 - B. Kerala Koumudi.
 - C. Malayala Manorama.
 - D. Dinakaran.

198. The Highest film award in India?
 A. J.C.DanielAward.
 B. Filmfare award.
 C. film critics award.
 D. Dadasaheb Phalke award.
199. Name the first private channel in India?
 A. Zee TV.
 B. Asianet.
 C. Sun.
 D. Star.
200. The educational channel of AIR
 A. Yuvavani.
 B. Gyan vani.
 C. Akashvani.
 D. Worldspace radio.

Answers

SL NO	OPTION	ANSWER
1	A	Communicative action
2	B	Technology
3	A	Jurgen Habermas
4	D	Marshal Mc Luhan
5	B	Raymond Williams
6	C	Harold Innis
7	D	All the above
8	A	Types
9	D	All the above
10	D	All the above
11	C	Mass media
12	B	Communication
13	C	Barrier
14	B	Intra personal communication
15	B	Non- verbal communication
16	D	All the above
17	A	Verbal communication
18	B	Public communication
19	C	Written communication

20	D	Report
21	D	All the above
22	D	All the above
23	D	All the above
24	D	All the above
25	D	All the above
26	D	Media
27	A	Entertainment and information
28	C	Entertainment and education
29	B	Function
30	D	Persuasion
31	A	Socialization
32	B	Print media
33	A	To spread
34	C	Propaganda
35	B	Propaganda
36	A	Propaganda
37	A	Propaganda
38	D	Facebook
39	A	May 3
40	A	November 16
41	D	All the above
42	A	Public communication
43	B	Communication
44	C	Communication
45	D	Informal communication
46	C	The verbal code
47	A	One-way transfer of information
48	B	Para language
49	B	Context
50	D	All the above
51	D	Fourth estate
52	B	Mass communication
53	D	Sensationalism and exaggeration to attract readers or viewers
54	A	Signs, symbols, codes, colours
55	B	Parallel communication
56	D	Social inclusion
57	A	Communicate
58	D	All the above
59	B	Global village
60	B	Educational media
61	A	Professor delivered the lecture in the classroom.
62	D	Technological environments
63	D	Convergence
64	A	Band Wagon
65	D	Organizational communication

66	B	Public opinion
67	D	Higher tariff for telecommunication
68	D	Television
69	A	April 23
70	D	Empty political spectacle
71	A	The phatic stage
72	D	Aesthetic politics
73	B	Samachar
74	A	Alphabet
75	A	Broadcast media
76	B	Marketing
77	B	Interactive advertising
78	C	Advertisement
79	A	Reality
80	C	Dynamic
81	A	Transfer
82	D	None of the above
83	C	Theory of communicative action
84	C	Harold Innis
85	B	Space- binding media
86	A	Jurgen Habermas
87	D	All the above
88	A	Public sphere
89	D	Empire and communications
90	D	Marshal Mc Luhan
91	A	Intelligence
92	A	Language
93	B	Language
94	A	Pronunciation
95	B	Body language
96	D	Marshal Mc Luhan
97	D	Global village
98	D	Global village
99	A	1964
100	A	Global village
101	B	Rajyasamacharam
102	B	Bengal Gazette
103	A	Raja Harishchandra
104	B	Vigathakumaran
105	B	Raymond Williams
106	A	Cultural materialism
107	A	Literature
108	D	All the above
109	D	All the above
110	D	All the above
111	A	Rules

112	B	Media regulation
113	D	All the above
114	A	Copyright
115	B	Copyright
116	A	Patent
117	D	None of the above
118	C	Cyber ethics
119	D	All types of original works
120	D	Life of the author plus 70 years
121	B	When someone is talking and someone else is listening
122	B	Non-verbally communication
123	D	Telepathy
124	B	Face to face communication
125	A	Verbal and tone of voice
126	B	Intellect
127	A	National Broadband Mission.
128	A	Intellectual Property Rights
129	D	All the above
130	A	Patent
131	B	Decoding
132	D	When the receiver understands the message
133	A	Noise
134	D	Ambiguity
135	B	Listen poorly
136	D	All the above
137	D	93%
138	B	Can happen face to face, telephone, Skype
139	B	Body language
140	A	Gestures
141	C	Body language
142	D	All the above
143	C	Client notes
144	B	Responding
145	A	That you care
146	C	Ask questions
147	C	You are causing miscommunication
148	B	With respect
149	A	John Baird
150	B	Marconi
151	A	Alexander Graham Bell
152	A	Censorship
153	D	All the above
154	A	Be fixed in a tangible form of expression
155	D	Clipart in PowerPoint presentations
156	D	Request permission from the author of the work

157	A	Mass media
158	D	All the above
159	A	Mass media
160	A	Tim Berners Lee
161	A	December 2
162	A	November 30
163	B	Facebook
164	A	2000
165	A	Mass communication
166	D	YouTube
167	A	Technological advancement
168	A	Media
169	A	Technology
170	A	New media
171	B	Listening participation
172	D	All the above
173	D	All the above
174	B	Media
175	A	Communication technology
176	C	Information Education and Communication
177	B	Right message is given in the right form and to right people
178	B	Source
179	C	Global village
180	D	Portuguese
181	C	Public sphere
182	A	Public opinion
183	B	Group communication
184	C	1965
185	D	all the above
186	B	Relationship building
187	C	E.M.Rogers & D.L.Kincaid.
188	C	Cinema
189	C	1920.
190	D	1940
191	D	Internet
192	A	Intrapersonal communication
193	B	Tim-Bernes Lee
194	D	1994
195	C	Google plus
196	B	Kottayam.
197	C	Malayala Manorama.
198	D	Dadasaheb Phalke award
199	A	Zee TV
200	B	Gyan vani