

Seat No.

B. Voc. (SEM/CR) CBCS Part I Semester-II Examination: October/November-2022
B. Voc (Media and Entertainment) (Compulsory) Paper-VII
ME201: Understanding Media Studies

Day and Date: Monday, 12/12/2022
Time: 1.00 PM To 3.00 PM

Total Marks: 50

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 Communication needs a
 - 1) Sender
 - 2) Receiver
 - 3) Channel
 - 4) All the Above
- 2 In a communication process sender is also known as
 - 1) Receiver
 - 2) Encoder
 - 3) Channel
 - 4) Decoder
- 3 Feedback is considered as
 - 1) Conviction
 - 2) Motor action
 - 3) Description cycle
 - 4) Multilaterality
- 4 Communication helps in
 - 1) Persuasion
 - 2) Entertainment
 - 3) Integration
 - 4) All the above
- 5 The Egyptian system of picture writing is known as
 - 1) Pictography
 - 2) Cuneiform
 - 3) Hieroglyph
 - 4) Script
- 6 _____ has turned the world into a global village
 - 1) Radio
 - 2) Cinema
 - 3) TV
 - 4) Internet
- 7 ICT Stands for
 - 1) Information common technology
 - 2) Information and communication technology
 - 3) Information and computer technology
 - 4) Interconnected technology
- 8 Radio & TV are the examples of
 - 1) Group communication
 - 2) Interpersonal communication
 - 3) human communication
 - 4) mass communication
- 9 Which is known as new media
 - 1) Print
 - 2) Radio
 - 3) TV
 - 4) Internet
- 10 The process of translation of the messages into a code suitable for transmission to the receiver
 - 1) Decoding
 - 2) Replication
 - 3) Encoding
 - 4) Transmission
- 11 Caption means
 - 1) Name of the reporter
 - 2) Place of origin of news
 - 3) Text accompanying a photo
 - 4) Name of publisher

- 12 PTI is a
1) News channel 2) News portal 3) Newspaper 4) News agency
- 13 Author of the book Mass Communication in India
1) Uma Narula 2) B.N.Ahuja 3) Seema Hasan 4) Keval.J.Kumar
- 14 India made its first satellite Instructional Television Experiment (SITE) in
1) 1985-86 2) 1972-73 3) 1975-76 4) 1980-82
- 15 The number of frames per second of a video is _____
1) 25 2) 30 3) 24 4) 50

Q.2. Write short Notes (Two out of Three) .

10

- 1 Rhetorical Appeals
- 2 Sender centric issues
- 3 Receiver

Q.3. Write short Answers (Two out of Three) .

10

- 1 Discuss the role of sign in human communication
- 2 What is semiotics?
- 3 Define the components of communication

Q.4.. Answer the following question on broad. (One out of two).

15

- 1 'Media is work as agent of cultural change' define statement with example?
- 2 What is rhetoric's? Explain rhetorical devises?

Model Answer Paper
B. Voc. (SEM/CR) CBCS Part I Semester-II Examination: October/November-2022
B. Voc (Media and Entertainment) (Compulsory) Paper-VII
ME201: Understanding Media Studies

Day and Date: Monday, 12/12/2022

Total Marks: 50

Time: 1.00 PM To 3.00 PM

Q.1. Choose the Correct alternatives from the following

15

1 Communication needs a

- 1) Sender 2) Receiver 3) Channel 4) All the Above

Option 4

2 In a communication process sender is also known as

- 1) Receiver 2) Encoder 3) Channel 4) Decoder

Option 2

3 Feedback is considered as

- 1) Conviction 2) Motor action 3) Description cycle 4) Multilaterality

Option 2

4 Communication helps in

- 1) Persuasion 2) Entertainment 3) Integration 4) All the above

Option 4

5 The Egyptian system of picture writing is known as

- 1) Pictography 2) Cuneiform 3) Hieroglyph 4) Script

- Option 3
6 _____ has turned the world into a global village
1) Radio 2) Cinema 3) TV 4) Internet
- Option 4
7 ICT Stands for
1) Information common technology 2) Information and communication technology 3) Information and computer technology 4) Interconnected technology
- Option 2
8 Radio & TV are the examples of
1) Group communication 2) Interpersonal communication 3) human communication 4) mass communication
- Option 4
9 Which is known as new media
1) Print 2) Radio 3) TV 4) Internet
- Option 4
10 The process of translation of the messages into a code suitable for transmission to the receiver
1) Decoding 2) Replication 3) Encoding 4) Transmission
- Option 3
11 Caption means
1) Name of the reporter 2) Place of origin of news 3) Text accompanying a photo 4) Name of publisher
- Option 3
12 PTI is a
1) News channel 2) News portal 3) Newspaper 4) News agency
- Option 4
13 Author of the book Mass Communication in India
1) Uma Narula 2) B.N.Ahuja 3) Seema Hasan 4) Keval.J.Kumar
- Option 4
14 India made its first satellite Instructional Television Experiment (SITE) in
1) 1985-86 2) 1972-73 3) 1975-76 4) 1980-82
- Option 3
15 The number of frames per second of a video is _____
1) 25 2) 30 3) 24 4) 50

Option 3

Q.2. Write short Notes (Two out of Three) .

10

1 Rhetorical Appeals

Ans:

2 Sender centric issues

Ans:

3 Receiver

Ans:

4 Receiver

Ans:

Q.3. Write short Answers (Two out of Three) .

10

- 1 Discuss the role of sign in human communication

Ans:

- 2 What is semiotics?

Ans:

- 3 Define the components of communication

Ans:

- 4 Define the components of communication

Ans:

Q.4. Answer the following question on broad. (One out of two).

15

- 1 'Media is work as agent of cultural change' define statement with example?

Ans:

- 2 What is rhetoric's? Explain rhetorical devises?

Ans:
