Seat No.		

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

	Day and Date:Monday,12/12/2022 Fime: 1.00 PM To 3.00 PM						
Ins	tructions: 1. All Questions are Compulsory. 2. Figures to the right indicate full marks						
Q. 1	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	ý					
4	Communication helps in						
	1) Persuaution 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 Information and computer technology 4) Interconnected technology	3)					
8	Radio & TV are the examples of						
	1) Group communication 2) Interpersonal communication 3) human communication	unication 4)					
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	e					
	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 chan	nel 2) Ne	ews portal	3) Ne	wspaper	4) N	ews agency		
13	13 Author of the book Mass Communication in India								
	1) Uma Narul	la	2) B.N.Ahuja	ı	3) Seema H	Iasan	4) Keval.J.Kumar		
14	India made its	India made its first satellite Instructional Television Experiment (SITE) in							
	1) 1985-86	2) 1972-73	3) 1975-76	4) 198	0-82				
15	The number of	of frames per s	econd of a vide	o is					
	1) 25	2) 30	3) 24	4) 50					
Q.2	Write short I	Notes (Two ou	ıt of Three) .					10	
1	Rhetorical Ap	peals							
2	Sender centric	e issues							
3	Receiver								
Q.3	3.Write short A	Answers (Two	out of Three)	•				10	
1	Discuss the ro	ole of sign in h	uman commun	ication					
2	What is semio	otics?							
3	Define the components of communication								
Q. 4	Answer the	following quo	estion on broad	l. (One	out of two).			15	
1	'Media is wor	k as agent of	cultural change	define	statement wi	th examp	le?		
2	What is rhetor	ric's? Explain	rhetorical devis	ses?					
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Model Answer Paper

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Q.	1.Choose the	Correct altern		e following		15		
1	Communicat							
	1) Sender	2) Receiver	3) Channel	4) All the Above				
2	Option 4 In a commun							
	1) Receiver	2) Encoder	3) Channel	4) Decoder				
3	Option 2 Feedback is							
	1) Conviction	n 2) Mo	otor action	3) Description cycle	4) Multilaterality			
4	Option 2 Communicat	ion helps in						
	1) Persuautio	on 2) En	tertainment	3) Integration	4) All the above			
5	Option 4 The Egyptian	n system of pict	ture writing is l	known as				

3) Hieroglyph

4) Script

2) Cuneiform

1) Pictography

6	Option 3 has turned the world into a global village							
	1) Radio	2) Cine	ema	3) TV	4) Internet			
7	Option 4 ICT Stands for							
	1) Information of Information and			formation and c) Interconnecte	communication technology 3) ed technology			
8	Option 2 Radio & TV are	the examples	of					
	1) Group comm mass communic		2) Interperson	nal communica	3) human communication	4)		
9	Option 4 Which is known	n as new medi	a					
	1) Print 2	2) Radio	3) TV	4) Internet				
10	Option 4 The process of treceiver	translation of	the messages i	nto a code suit	able for transmission to the			
	1) Decoding	2) Replicat	ion 3) H	Encoding	4) Transmission			
11	Option 3 Caption means	•						
	1) Name of the Name of publish		2) Place of or	igin of news	3) Text accompanying a photo	4)		
12	Option 3 PTI is a							
	1) News channe	el 2) New	s portal	3) Newspape	er 4) News agency			
13	Option 4 Author of the bo	ook Mass Con	nmunication in	n India				
	1) Uma Narula		2) B.N.Ahuja	3) See	ema Hasan 4) Keval.J.Kumar			
14	Option 4 India made its first satellite Instructional Television Experiment (SITE) in							
	1) 1985-86 2	2) 1972-73	3) 1975-76	4) 1980-82				
15	Option 3 The number of the second sec	frames per sec	ond of a video	o is				
	1) 25	2) 30	3) 24	4) 50				
Q.2	Option 3 2.Write short No	tes (Two out	of Three) .			10		
1	Rhetorical Appe	eals						
	Ans:							
2	Sender centric is	ssues						
	Ans:							
3	Receiver							
	Ans:							
4	Receiver							

Ans:

Ans:

Ans:

2

What is rhetoric's? Explain rhetorical devises?

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?	
