

Seat No.

B. Voc.(2022) (SEM/CR) CBCS Part I Semester-II Examination: March/April-2023

B. Voc (Media and Entertainment) (Compulsory) Paper-VII

ME201: Understanding Media Studies (New Pattern 2022)

Day and Date: Monday, 15/05/2023

Total Marks: 50

Time: 1.00 PM To 3.00 PM

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 A group discussion is a form of
 - 1) Dynamic communication
 - 2) Group communication
 - 3) Mass communication
 - 4) None of these
- 2 Sadharanikaran is a equivalent to the original concept of
 - 1) commonality
 - 2) Communion
 - 3) Communism
 - 4) Communication
- 3 In a communication process sender is also known as
 - 1) Receiver
 - 2) Encoder
 - 3) Channel
 - 4) Decoder
- 4 Communication helps in
 - 1) Persuasion
 - 2) Entertainment
 - 3) Integration
 - 4) All the above
- 5 In a communication process Receiver is also known as
 - 1) Sender
 - 2) Encoder
 - 3) Channel
 - 4) Decoder
- 6 TV telecasting began in
 - 1) 1925
 - 2) 1930
 - 3) 1935
 - 4) 1940
- 7 Thinking and meditation are the functions of
 - 1) Intrapersonal communication
 - 2) Interpersonal communication
 - 3) Mass communication
 - 4) Group communication
- 8 ICT Stands for
 - 1) Information common technology
 - 2) Information and communication technology
 - 3) Information and computer technology
 - 4) Interconnected technology
- 9 The interpretation process in communication takes place in
 - 1) Sender
 - 2) Message
 - 3) Receiver
 - 4) Channel
- 10 Name the first private channel in India
 - 1) Zee TV
 - 2) Asianet
 - 3) Sun
 - 4) Star
- 11 FM station owned by Reliance Group
 - 1) Big FM
 - 2) Best FM
 - 3) Radio Mirchi
 - 4) Radio city
- 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 Bennet & Coleman publishes which newspaper

- 1) The Hindustan Times 2) The Times of India 3) The Tribune 4) TheHindu

15 Commercials were introduced on AIRin

- 1) 1967 2) 1970 3)1972 4) 1978

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

10

- 1 Types of signs
- 2 Audience centric issues
- 3 Sign language

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

10

- 1 Discuss the role of sign in human communication
- 2 What is Mass Media Influence?
- 3 What is the importance of media literacy?

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

15

- 1 Explain the concept of 'Mass Communication'. How does the process of communication take place in your day-to-day life?
- 2 What is the importance of semiotics in popular culture?

Model Answer Paper
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Q.1. Choose the Correct alternatives from the following

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1 A group discussion is a form of

- 1) Dynamic communication 2) Group communication 3) Mass communication
4) None of these

Option 2

2 Sadharanikaran is a equivalent to the original concept of

- 1) commonality 2) Communion 3) Communism 4) Communication

Option 4

3 In a communication process sender is also known as

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

Option 2

4 Communication helps in

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

Option 4

5 In a communication process Receiver is also known as

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

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6 TV telecasting began in

- 1) 1925 2) 1930 3) 1935 4) 1940

Option 4

7 Thinking and meditation are the functions of

- 1) Intrapersonal communication 2) Interpersonal communication 3) Mass communication
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Option 1

8 ICT Stands for

- 1) Information common technology 2) Information and communication technology 3) Information and computer technology 4) Interconnected technology

Option 2

9 The interpretation process in communication takes place in

- 1) Sender 2) Message 3) Receiver 4) Channel

Option 3

10 Name the first private channel in India

- 1) Zee TV 2) Asianet 3) Sun 4) Star

Option 2

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Option 1

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Option 4

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Option 4

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Option 2

15 Commercials were introduced on AIR in

- 1) 1967 2) 1970 3) 1972 4) 1978

Option 1

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

10

1 Types of signs

Ans:

2 Audience centric issues

Ans:

3 Sign language

Ans:

4 Sign language

Ans:

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

10

1 Discuss the role of sign in human communication

Ans:

2 What is Mass Media Influence?

Ans:

3 What is the importance of media literacy?

Ans:

4 What is the importance of media literacy?

Ans:

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

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1 Explain the concept of 'Mass Communication'. How does the process of communication take place in your day-to-day life?

Ans:

2 What is the importance of semiotics in popular culture?

Ans:
