

**MA SOCIOLOGY
THIRD SEMESTER
SOCIOLOGY OF MASS COMMUNICATION
MSO-305 C**

Duration: 3 Hrs.

Marks: 70

PART : A (OBJECTIVE) = 20

PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. Discuss the Hypodermic Needle theory of communication with suitable examples. (10)
2. Write a brief note on development of mass media in our country. Also examine critically the present status of the same in our country. (5+5=10)
3. Do you think folk media has any role to play in the process of bringing about development in the country? Justify your answer with examples. (10)
4. Define social networking. Examine the impact of the same especially on youth. (4+6=10)
5. Write a brief note on the diffusion of global culture through mass media in respect of food, fashion and entertainment. (10)
6. Critically examine the commercialization of culture in the light of modern world. (10)
7. What do you mean by MNC? Discuss the role of MNC in globalization. (5+5=10)
8. State the difference between folk culture and popular culture. (10)

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[PART-A : Objective]

Choose the correct answer from the following :

1×20=20

1. E- choupal represents:
 - a. Personal character
 - b. Democratic character
 - c. Digital character
 - d. Healthy character
2. Which of the following department introduced a booklet Gram Vikas?
 - a. Ministry of information and communication
 - b. Ministry of Rural development
 - c. Ministry of Social development
 - d. Ministry of Urban development
3. Who has given the concept cultural dope?
 - a. E. Durkheim
 - b. Karl Marx
 - c. E. Goffman
 - d. Garfinkel
4. Think globally and act locally is a strategy of:
 - a. Globalization
 - b. Privatization
 - c. Liberalization
 - d. Neo - liberalization
5. Mc Donald s is a type ofculture.
 - a. Folk
 - b. Popular
 - c. Typical
 - d. None of the above
6. Which theory is known as bullet theory?
 - a. Critical cultural theory
 - b. Hypodermic needle theory
 - c. Cultivation theory
 - d. All the above
7. Aggressive advertising and marketing is a strategy of:
 - a. Social marketing
 - b. Globalisation
 - c. Advertising
 - d. Multinational companies
8. Who wrote the book Mass Media and National Development?
 - a. D. Lerner
 - b. Rogers
 - c. Wilbur Schramm
 - d. F. Braid
9. Which of the following is related to Hybridization?
 - a. Globalization
 - b. Liberalization
 - c. Popular culture
 - d. Mass media
10. Relocation diffusion of culture is possible in:
 - a. Folk culture
 - b. Popular culture
 - c. Folk-popular culture
 - d. None of the above
11. Internet was an emergency military communication system operated by the Department of Defense's advanced Research Project Agency. The whole operation is known as:
 - a. APARNET
 - b. ARPANET
 - c. APRANTE
 - d. APRAANET
12. Commonality of interest is possible in:
 - a. Social networking
 - b. Social marketing
 - c. Social ecology
 - d. All the above
13. Which among the following is function of media?
 - a. Watchdog
 - b. educator
 - c. Public opinion
 - d. All the above
14. Direct broadcast television satellite is also known as:
 - a. Direct to home
 - b. Cable network
 - c. Radio network
 - d. DTC

15. Manipulation is done in:
- Privatization
 - Liberalization
 - Globalization
 - Consumerism
16. Commercialization of sports is a form of popular culture.
- This statement is true.
 - This statement is partially correct.
 - This statement is not true.
 - None of the above.
17. What do you mean by yellow journalism?
- Profitable news
 - Fake news
 - Sports news
 - Classified news
18. Customer orientation is an aspect of:
- Social networking
 - Consumerism
 - Social marketing
 - Commercialization
19. Name the person who talked about risk society.
- Anthony Giddens
 - George Ritzer
 - Daniel Bell
 - U. Beck
20. The process of consumerism is:
- Intrusive
 - Manipulative
 - Life style and chances
 - All the above

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



[PART (A) : OBJECTIVE]

Duration : 20 Minutes

Serial no. of the main Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

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Scrutinizer's Signature

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Examiner's Signature

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Invigilator's Signature