Tick the correct options in the questions given below:

1. Which theory refers to a spectrum of communication processes, strategies SITE sta and principles aimed at improving the conditions and quality of life of people struggling with underdevelopment and marginalisation? a) State 1 a) Development Media Theory b) Democratic Participant Theory b) Satelli c) Social Responsibility Theory d) Worker's Theory c) Satelli is also known as the Free Press Theory. d) Site fo a) Worker's Theory b) Authoritarian Theory Which o c) Social Responsibility Theory d) Libertarian Theory a) A med 3. Mass Communication audience is b) heterogeneous a) synonymous c) homogenous d) monogamou c) An inti 4. Who developed the movable type press? In which a) Kepler b) Copernicus d) Mayan c) Guttenberg a)1930

> a) Indian b) Indian c) Inter St

The full fo

G. Mar a) 18th

a) Inform

c) Broad

a) Interd

c) Domi

Radio a

a) group

c) intrap

Who de

a) Steve

c) Henry

2014/03

Marks - 20

 $1 \times 20 = 20$

d) Indeper

communication revolution. d) 5th c) 6th

c) 60s

b) Interdependency model

d) Communication for Development

a) 3rd

a) 50s

each nation.

a) Dominant Paradigm

c) Basic Needs Model

b) 4th

7. Quantum Computing is a development characteristic of the ...

5. The Dominant Paradigm was operative in the-

b) 40s

6. model states that the international social

and political system decisively determines the course of development within

d) 70s

G. Marconi sent a wireless messa a) 18th Jan, 1903 b)	age from Cape Cod in 19th Jan, 1902	USA to England on - c) 19th Jan, 19	903	d) 18th Jan, 1902
a) Information Communication T		dea for doing something		hrough technology.
c) Broadcasting	d) In	formation Technology		
pı			ogue.	
a) Interdependency model		b) New Paradigm		
c) Dominant Paradigm		d) Basic Need Model		
. Radio and TV are the examples	of			
a) group communication		b) interpersonal commu	unication	
c) intrapersonal communication		d) mass communication	n	
. Who developed the World Wide	Web?			
a) Steve Jobs; 1990		b) Tim Barnes Lee; 199	92	
c) Henry William Gates; 1995		d) Micheal Dell; 1997		
. SITE stands for				
a) State Instructional Television I	Experiment			
b) Satellite Instructional Television	on Experiment			
c) Satellite Inter Television Expe	riment			
d) Site for Instructional Televisio	n Experiment			
. Which of the following is a char-	acteristic of radio?			
a) A medium of sound	b) A ma	ss medium		
c) An intimate medium	d) All of	f the above.		
In which year did the government	take over the radio fr	om Indian Broadcasting	g Company?	
of Employed was the		c)1927	d)1940	
The full form of ISBS is -				
a) Indian State Board Service				
b) Indian State Broadcasting Serv	vice			
c) Inter State Broadcasting Service				
d) Independent State Board Servi	ce			

16. 5	17. The Internet is a						
17.]	a) Network of thousands of computer networks						
18. I	b) A vast information system						
10. 1	c) Means of communication with the help of technology						
19. F	d) All of the above.						
20. (18. Which of these is not a characteristic	of T.V.?					
	a) A mass medium	b) A mo	bile medium				
	c) An audio-visual medium	d) A med	dium of immediacy				
	19. AIR is the acronym of –						
	a) Allied India Radio	b) Adver	b) Advertising in Radio				
	c) All India Radio	d) None	of the Above				
	20. In 1976, TV was separated from AIR & was given a banner which was called-						
	a) Akashvani b)Viv	idh Bharati	c) Doordarshan	d) DD Metro			

at at at at at

BA SOCIOLOGY Third Semester Communication Skills and Personality Development (BSO - 11)

Duration: 3Hrs. Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. Marks: 50

1. Define Any Three of the following:

 $2 \times 3 = 6$

a) Public Opinion b)Public Relations c)Group Media d) Folk Media

2. Answer Any Two of the following:

 $2\times2=4$

- a) Name and define two types of non-verbal communication.
- b) Which paradigm was developed in 1970s and what did it emphasize on?
- c) Give two important characteristics of the second communication revolution.

3. Answer Any Five of the following:

3×5=15

- a) "Radio is an instrument for Mass Communication". Comment.
- b) Mention three advantages of television as a tool for development.
- c) Write a short note on the internet and its various features.
- d) Why did the All India Radio create two external links during World War II?
- e) Name three major educational television projects in India and briefly state their aims.
- f) How is folk media an appropriate media for development communication. Give three solid reasons.
- g) Name two of the most recent mass communication theories and briefly state their salient features.

4. Answer Any Five of the following:

5×5=25

- a) Describe the historical role of Newspapers in the process of development.
- b) Write a note on the growth of Radio in India.
- c) "Internet and its role in the process of development." Describe.
- d) Explain the need of Public Relations in Social Work Skills.
- e) Give a brief description of the 6 communication revolutions in the world.
- f) Describe the SITE and Post SITE project.
- g) What is an advertisement and what do you mean by appeals of advertisements? How has this form of publicity bend ethics to reach its goal?
