

BA SOCIOLOGY
Third Semester
COMMUNICATION MEDIA AND DEVELOPMENT
(BSO - 11)

Duration: 20 minutes

Marks – 20

(PART A- Objective Type)

I. Choose the correct answer:

1×20=20

1. A large size headline across the entire page is called:
a) Deck
b) Banner
c) Lead
d) None of these
2. A sheet containing facts and detailed information on any issue is known as:
a) Summary
b) Write up
c) Background
d) None of these
3. The key Narrator of a newscast or program is called:
a) Anchor
b) Editor
c) Announcer
d) None of these
4. Continuation of a story on another page is called:
a) Jump
b) Carried
c) Bouncer
d) None of these
5. S.M.C.R. is a well known:
a) Communication Theory
b) Communication Strategy
c) Communication Model
d) None of these
6. A story appearing with the name of the writer is called:
a) Credit line
b) By line
c) Print Line
d) None of these
7. The news which appears in the papers two or three days before an important event is called:
a) Curtain Raiser
b) Back ground
c) Follow up
d) None of these
8. Who is the most important person in the T.V. NEWS:
a) News Caster
b) Camera Man
c) Peon
d) None of these
9. The Shannon and Weaver model of communication is:
a) Moduler
b) Circular
c) Linear
d) None of these

10. The medium that has largest reach in India is:
a) Radio b) Television
c) News Paper d) None of these
11. The “Limited Effects” model of mass communication was a counter to:
a) ABX model b) Circular Model
c) Diffusion Model d) Hypodermic Needle Model
12. The issue of monopoly press was extensively debated during the Prime Ministership of:
a) Indira Gandhi b) Jawaharlal Nehru
c) I.K. Gujral d) None of These
13. The community radio concept is identified with:
a) Broadcasting b) Narrowcasting
c) Personalcasting d) None of these
14. The communication theory of developmental communication emphasized:
a) Top Down communication b) Mechanistic Communication
c) Epistemological Approach d) None of these
15. A strategy that is integrated into communication for development is:
a) Religious lecture b) Social Marketing
c) Rural Publicity d) None of these
16. The middle range theory of communication was advocated by:
a) Robert Merton b) John Fiskay
c) Karl Marx d) None of these
17. F.R. Leavis stressed onof media text.
a) Practical Criticism b) Commercial Elements
c) Inter -Relatedness d) None of these
18. A universal generalization is the main feature of.....explanation.
a) Purposive b) Accidental
c) Inductive d) Deductive
19. The likert scale is used to find outof items selected.
a) The argumentative structure b) The meaning
c) The discriminative power d) None of these
20. The single- sheet advertisements printed in one side are known as:
a) Brochures b) Fliers
c) Posters d) None of these

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Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. Define Communication. Discuss about the types of Communication. (5+5=10)
2. What is the difference between hearing and listening? Discuss about the barriers in communication. (5+5=10)
3. Discuss about the influence of media on children. How can we minimize the negative impact of it? (5+5=10)
4. How media is playing a pivotal role in the process of development? Discuss. (10)
5. What is "Public Opinion"? How can we use mass media as a tool in public opinion building? (5+5=10)
6. Discuss about the historical role of Newspapers in development. Critically examine the strengths and limitations of Press as a tool for development. (5+5=10)
7. What is Social Marketing? Discuss about the role of Social Marketing in Community Development. (5+5=10)
8. Discuss about the growth and changing focus of Television in India. Critically examine about the attitude and values conveyed by TV programmes. (5+5=10)