

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____

Semester _____

Paper Code _____

Paper Title _____

Type of Exam: _____

(Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, and rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

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

Duration : 3 hrs.

Full Marks : 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. When the message is created from the idea generated in the mind of the sender, it is called
 - a. Encoding
 - b. Decoding
 - c. Channel
 - d. Non-verbal messages
2. When the audience of mass media is not necessarily limited to a particular geographical sector, it is called
 - a. Heterogeneous
 - b. Assorted
 - c. Anonymous
 - d. Large
3. Which of the following is not a feature of mass communication?
 - a. Mass communication experience is a public one.
 - b. It is a mediated communication act.
 - c. Mass communication is an unfiltered communication.
 - d. Mass communication experience is transient.
4. Who gave the definition that "Culture is that complex whole which includes knowledge, belief, art, morals, law, custom and other capabilities and habits acquired by man as a member of society"?
 - a. George Murdock
 - b. William Graham Sumner
 - c. Ken Barger
 - d. Edward Tylor
5. The "Magic Bullet" theory graphically assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head" according to
 - a. Jacques Ellul
 - b. Harold Lasswell
 - c. Noam Chomsky
 - d. Berger
6. Tactile communication means
 - a. Communication through sound waves.
 - b. Communication through visual elements or properties.
 - c. Communication by touch or taste.
 - d. Communication by smell.
7. Propaganda Model of Communication was first introduced in the year
 - a. 1987
 - b. 1988
 - c. 1989
 - d. 1990
8. Who was among the first to talk about being able to communicate globally through satellites?

- a. Arthur C. Clarke
c. Lazars Feld
- b. William Graham Sumner
d. Wilbur Schramm
9. Which is not a feature of social media?
- a. It represents high-cost tools that are used to combine technology and social interaction with the use of words.
c. Use it as a tool that creates a personality behind your brand.
- b. Uses communication tool that makes you accessible to those interested in your product and/or service.
d. Creates relationships that you otherwise may never gain.
10. When was Wikipedia founded?
- a. January of 2000
c. January of 2002
- b. January of 2001
d. January of 2010
11. Basically marks the paradigm shift in economic thinking.
- a. Digital Revolution
c. communication
- b. Globalization
d. revolution
12. The use of low-cost tools combined with technology for social interaction represents
- a. Social media
c. Communication
- b. Multi- media
d. Hyper- media
13. Which of the following is not the guiding factor of MNCs?
- a. Favourable government policies.
c. Cheap production.
- b. Closeness of production unit to the markets.
d. International enterprise
14. Which is not a feature of folk music?
- a. Folk music is considered dispensable especially in different functions.
c. Folk music is learned almost as if by osmosis.
- b. There are no formal periods of apprenticeship.
d. The music is heard and imbibed as a simple matter of life since childhood.
15. "*Rhetorical Dimensions of Popular Culture*" was written by
- a. Lazars Feld
c. Edward Samuel Herman
- b. H. G. Wells
d. Brummett
16. Which of the following is not a feature of popular culture?
- a. It involves the plight of the common people.
c. It is determined by the interactions between people in their everyday activities.
- b. It encompasses the most immediate and contemporary aspects of our lives.
d. It is also informed by the mass media.
17. Which study approach tries to understand the media in the context of broader cultures and power structures that surround it?
- a. Macroscopic structural theories.
c. Marxists approach.
- b. Microscopic interpretive theories.
d. Critical cultural studies.

18. The definition, 'communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback' is given by
- a. Louis Allen
 - b. Oxford English Dictionary
 - c. Joseph A Devito
 - d. Wilbur Schramm
19. Which is not a feature of Multinational Corporations?
- a. International Operations Through a Network of Branches.
 - b. Improvement in Balance of Payment Position.
 - c. Better Quality of Products.
 - d. Aggressive Advertising and Marketing.
20. Which of the following does not come under the challenge of human scale development?
- a. To repress emerging social movements which reflect the people's need for autonomy and space.
 - b. To strengthen democratic, indigenous traditions and institutions.
 - c. To nurture diversity.
 - d. To develop processes of political and economic decentralization.

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(PART-B : Descriptive)

Time: 2 Hrs. 40 min.

Marks: 50

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

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| 1. What is communication? Elucidate the process of mass communication. | 2+8=10 |
| 2. Discuss the development of Critical / cultural Model on media citing examples. | 5+5=10 |
| 3. Define culture. How can the relationship between Media and Culture be explained? | 2+8=10 |
| 4. Critically examine the role of media in the development of India. | 10 |
| 5. What is Syncretism? Explain different aspects of global syncretism with examples. | 2+8=10 |
| 6. Elaborate the use of Social Media and how diffusion of global culture has impact on the youths? | 5+5=10 |
| 7. Analyse how popular culture is reflected in festivals and films. | 10 |
| 8. What is folk culture? Illustrate how folk culture is commercialized through online shopping. | 2+8=10 |

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