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# National Testing Agency

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## Society and Media

<b>Group Number :</b>	1
<b>Group Id :</b>	864351135
<b>Group Maximum Duration :</b>	0
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<b>Show Attended Group? :</b>	No
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<b>Group Marks :</b>	100
<b>Is this Group for Examiner? :</b>	No

## Society and Media-1

<b>Section Id :</b>	864351555
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	100

**Number of Questions to be attempted :** 100  
**Section Marks :** 100  
**Mark As Answered Required? :** Yes  
**Sub-Section Number :** 1  
**Sub-Section Id :** 864351601  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 86435111480 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

**Phonograph was invented by?**

1. **Thomas Alva Edison**
2. **Einstein**
3. **Isaac Newton**
4. **Graham Bell**

**Options :**

86435137803. 1  
86435137804. 2  
86435137805. 3  
86435137806. 4

**Question Number : 2 Question Id : 86435111481 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

**Bertolt Brechet was a \_\_\_\_\_ theatre practitioner.**

1. **Polish**
2. **French**
3. **Bulgarian**
4. **German**

**Options :**

86435137807. 1

86435137808. 2

86435137809. 3

86435137810. 4

**Question Number : 3 Question Id : 86435111482 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**"Social change can be brought by conscious and planned efforts". Who believed in this statement?**

1. Max Weber
2. Karl Marx
3. Auguste Comte
4. Lester F. Ward

**Options :**

86435137811. 1

86435137812. 2

86435137813. 3

86435137814. 4

**Question Number : 4 Question Id : 86435111483 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What is the relevance of Media in society?**

1. Society and media do not go hand in hand. They have different directions.
2. It spreads hoax news and communalism among people.
3. Media intensifies crime in the country.
4. Media is the mirror of society and helps people raise their voice against crime and corruption.

**Options :**

86435137815. 1

86435137816. 2

86435137817. 3

86435137818. 4

**Question Number : 5 Question Id : 86435111484 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Wireless telegraph was invented by\_\_\_\_\_.**

- 1. George Louis Lesage**
- 2. Thomas Edison**
- 3. Guglielmo Marconi**
- 4. Leonardo Da Vinci**

**Options :**

- 86435137819. 1
- 86435137820. 2
- 86435137821. 3
- 86435137822. 4

**Question Number : 6 Question Id : 86435111485 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**\_\_\_\_\_ is an example of convergence of tangible forms of culture.**

- 1. Feminism**
- 2. Abolition of untouchability**
- 3. Usage of credit cards**
- 4. Fusion cuisine**

**Options :**

- 86435137823. 1
- 86435137824. 2
- 86435137825. 3
- 86435137826. 4

**Question Number : 7 Question Id : 86435111486 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Urban families are mostly\_\_\_\_\_.

1. Joint families
2. Nuclear families
3. Extended families
4. Separate families

**Options :**

86435137827. 1  
86435137828. 2  
86435137829. 3  
86435137830. 4

**Question Number : 8 Question Id : 86435111487 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which is the most popular video subscription platform?**

1. TubeTV
2. Netflix
3. Zee5
4. Digitv

**Options :**

86435137831. 1  
86435137832. 2  
86435137833. 3  
86435137834. 4

**Question Number : 9 Question Id : 86435111488 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**McBride Commission Report was published in:**

1. 1990
2. 1970
3. 2000
4. 1980

**Options :**

86435137835. 1  
86435137836. 2  
86435137837. 3  
86435137838. 4

**Question Number : 10 Question Id : 86435111489 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Smartphone is also known as the \_\_\_\_\_ screen.**

1. First
2. Latest
3. Fourth
4. Third

**Options :**

86435137839. 1  
86435137840. 2  
86435137841. 3  
86435137842. 4

**Question Number : 11 Question Id : 86435111490 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Open Source Content is governed by \_\_\_\_\_ licence.

1. Creative content
2. Creative concern
3. Creative credibility
4. Creative commons

**Options :**

- 86435137843. 1
- 86435137844. 2
- 86435137845. 3
- 86435137846. 4

**Question Number : 12 Question Id : 86435111491 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Digital media also leads to\_\_\_\_\_.**

1. Information overload
2. Access
3. Disruption
4. Segregation

**Options :**

- 86435137847. 1
- 86435137848. 2
- 86435137849. 3
- 86435137850. 4

**Question Number : 13 Question Id : 86435111492 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**How many components are there in objectification?**

1. **Four components**
2. **Six components**
3. **Seven components**
4. **Three components**

**Options :**

86435137851. 1

86435137852. 2

86435137853. 3

86435137854. 4

**Question Number : 14 Question Id : 86435111493 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Suppression of the classes can be understood as\_\_\_\_\_.**

1. **Cultural**
2. **Political**
3. **Historic**
4. **Economic**

**Options :**

86435137855. 1

86435137856. 2

86435137857. 3

86435137858. 4

**Question Number : 15 Question Id : 86435111494 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



\_\_\_\_\_ impart knowledge and teach basic skills like writing, reading and listening.

1. **Friends**
2. **Family**
3. **Peer-Group**
4. **Schools**

**Options :**

- 86435137859. 1
- 86435137860. 2
- 86435137861. 3
- 86435137862. 4

**Question Number : 16 Question Id : 86435111495 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Newspaper is a medium of literate people is still inaccessible by various communities. What kind of marginality is this?**

1. **Spatial**
2. **Societal**
3. **Structural**
4. **None of the above**

**Options :**

- 86435137863. 1
- 86435137864. 2
- 86435137865. 3
- 86435137866. 4

**Question Number : 17 Question Id : 86435111496 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Rights based approach to development goes beyond:**

1. **Political rights**
2. **Economic rights**
3. **Basic rights**
4. **Societal rights**

**Options :**

- 86435137867. 1
- 86435137868. 2
- 86435137869. 3
- 86435137870. 4

**Question Number : 18 Question Id : 86435111497 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**“Media Concentrates on Selected Issues.” Which theory believes in this concept?**

1. **Agenda setting**
2. **Bullet theory**
3. **Gandhian theory**
4. **None of the above**

**Options :**

- 86435137871. 1
- 86435137872. 2
- 86435137873. 3
- 86435137874. 4

**Question Number : 19 Question Id : 86435111498 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which is not a form of broadcast media?**

1. TV
2. Radio
3. Music
4. Newspaper

**Options :**

86435137875. 1  
86435137876. 2  
86435137877. 3  
86435137878. 4

**Question Number : 20 Question Id : 86435111499 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**\_\_\_\_\_ is one of the major issues of digital media.**

1. Information overload
2. Diversity
3. Authenticity of information
4. Personalization of information

**Options :**

86435137879. 1  
86435137880. 2  
86435137881. 3  
86435137882. 4

**Question Number : 21 Question Id : 86435111500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

ICT has helped in \_\_\_\_\_ the socio-economic hurdles.

1. **Eliminating**
2. **Escaping**
3. **Leapfrogging**
4. **Concretizing**

**Options :**

- 86435137883. 1
- 86435137884. 2
- 86435137885. 3
- 86435137886. 4

**Question Number : 22 Question Id : 86435111501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What is meant by the term 'Demographic dividend'?**

1. **High birth rate and low death rate.**
2. **High old age population.**
3. **High young age population.**
4. **Low birth rate and low death rate.**

**Options :**

- 86435137887. 1
- 86435137888. 2
- 86435137889. 3
- 86435137890. 4

**Question Number : 23 Question Id : 86435111502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**GMMP stands for:**

1. **Gender Media Monitoring Project**
2. **Government Media Monitoring Project**
3. **Global Media Monitoring Project**
4. **Global Media Message Project**

**Options :**

86435137891. 1

86435137892. 2

86435137893. 3

86435137894. 4

**Question Number : 24 Question Id : 86435111503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**India Untouched was directed by\_\_\_\_\_.**

1. **Anand Patwardhan**
2. **K. Stalin**
3. **Anjali Monteiro**
4. **Sabina Kidwai**

**Options :**

86435137895. 1

86435137896. 2

86435137897. 3

86435137898. 4

**Question Number : 25 Question Id : 86435111504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is a business community based in India?**

1. **Chalukyas**
2. **Bohras**
3. **Chettiars**
4. **Parsis**

**Options :**

86435137899. 1  
86435137900. 2  
86435137901. 3  
86435137902. 4

**Question Number : 26 Question Id : 86435111505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Urbanization has \_\_\_\_\_ as an important social characteristic.**

1. **Isolation**
2. **Diversity**
3. **Cross-cultural engagement**
4. **Resistance**

**Options :**

86435137903. 1  
86435137904. 2  
86435137905. 3  
86435137906. 4

**Question Number : 27 Question Id : 86435111506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Jurgen Habermas was a philosopher from which country?**

1. **Austria**
2. **Germany**
3. **United Kingdom**
4. **United States of America**

**Options :**

86435137907. 1  
86435137908. 2  
86435137909. 3  
86435137910. 4

**Question Number : 28 Question Id : 86435111507 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**\_\_\_\_\_ was used as an example for public sphere by Habermas.**

1. **Hotels**
2. **Clubs**
3. **Public gathering**
4. **Coffee house**

**Options :**

86435137911. 1  
86435137912. 2  
86435137913. 3  
86435137914. 4

**Question Number : 29 Question Id : 86435111508 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who asserted that framing is inherently communicative?**

1. **Vivek Kumar**
2. **Joseph Dominick**
3. **Robert Entman**
4. **Everett Rogers**

**Options :**

- 86435137915. 1
- 86435137916. 2
- 86435137917. 3
- 86435137918. 4

**Question Number : 30 Question Id : 86435111509 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Dominick and Gans conducted studies that suggested that television is\_\_\_\_\_.**

1. **Geographically biased**
2. **Politically biased**
3. **Non-biased**
4. **Biased towards children**

**Options :**

- 86435137919. 1
- 86435137920. 2
- 86435137921. 3
- 86435137922. 4

**Question Number : 31 Question Id : 86435111510 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



**The process of communication involves the use of:**

1. **Mainstream Media**
2. **Alternative Media**
3. **Both of the Above**
4. **None of the Above**

**Options :**

86435137923. 1

86435137924. 2

86435137925. 3

86435137926. 4

**Question Number : 32 Question Id : 86435111511 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The process of socialization begins at:**

1. **Family**
2. **School**
3. **Workplace**
4. **Global stage**

**Options :**

86435137927. 1

86435137928. 2

86435137929. 3

86435137930. 4

**Question Number : 33 Question Id : 86435111512 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ has converted media into an indispensable feature of human activity.

1. Globalization
2. Modernization
3. Privatization
4. Technology

**Options :**

- 86435137931. 1
- 86435137932. 2
- 86435137933. 3
- 86435137934. 4

**Question Number : 34 Question Id : 86435111513 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**According to Noam Chomsky, \_\_\_\_\_ media sets the agenda that the society should follow. They draw the boundary within which other mass media operates.**

1. Mainstream
2. Alternative
3. Television
4. Elite

**Options :**

- 86435137935. 1
- 86435137936. 2
- 86435137937. 3
- 86435137938. 4

**Question Number : 35 Question Id : 86435111514 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**For Indian national media, advertising revenues depend upon:**

- 1. Television Rating Points**
- 2. Government Data**
- 3. Press Council of India**
- 4. High Profile Journalists**

**Options :**

- 86435137939. 1
- 86435137940. 2
- 86435137941. 3
- 86435137942. 4

**Question Number : 36 Question Id : 86435111515 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The entertainment media is a vital source of \_\_\_\_\_ power in the country with its influence stretching not only across the subcontinent but globally.**

- 1. Hard Power**
- 2. Soft Power**
- 3. Both 1 and 2**
- 4. None of the above**

**Options :**

- 86435137943. 1
- 86435137944. 2
- 86435137945. 3
- 86435137946. 4

**Question Number : 37 Question Id : 86435111516 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Representation is described as “the process by which meaning is produced and exchanged between members of a culture through the use of language, signs, and images which stand for or represent things” by:**

- 1. Stuart Hall**
- 2. Wilbur Schramm**
- 3. Elihu Katz**
- 4. Benedict Anderson**

**Options :**

- 86435137947. 1
- 86435137948. 2
- 86435137949. 3
- 86435137950. 4

**Question Number : 38 Question Id : 86435111517 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The freedom of speech and expression of the media organization is enshrined under:**

- 1. Article 15**
- 2. Article 17**
- 3. Article 19**
- 4. Article 21**

**Options :**

- 86435137951. 1
- 86435137952. 2
- 86435137953. 3
- 86435137954. 4

**Question Number : 39 Question Id : 86435111518 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What do you mean by the term 'In-group'?**

1. Being a family member.
2. It is a social group to which a person psychologically identifies being a member.
3. Those who have the same age.
4. Being in the same profession.

**Options :**

86435137955. 1

86435137956. 2

86435137957. 3

86435137958. 4

**Question Number : 40 Question Id : 86435111519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following are the characteristics of a marginalized group?**

1. They share a common identity and burden.
2. They suffer from discrimination.
3. They marry in their own group as the other group might not accept them.
4. All of the above.

**Options :**

86435137959. 1

86435137960. 2

86435137961. 3

86435137962. 4

**Question Number : 41 Question Id : 86435111520 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ societies are more flexible in comparison to masculine societies, and here the concept of earning woman and 'stay home dad' is easily acceptable.

1. Asian
2. Traditional
3. Feminine
4. American

**Options :**

86435137963. 1  
86435137964. 2  
86435137965. 3  
86435137966. 4

**Question Number : 42 Question Id : 86435111521 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The gender formation is result of \_\_\_\_\_ influence and in modern times this culture mainly spreads through different sources of media and social condition.

1. Political
2. Economic
3. Social
4. Biological

**Options :**

86435137967. 1  
86435137968. 2  
86435137969. 3  
86435137970. 4

**Question Number : 43 Question Id : 86435111522 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**According to the theory, people already make their mindset and then choose different media options, so it plays a negligible role in influencing people's mindset and culture. Name the theory.**

- 1. Limited Effects Theory**
- 2. Class Dominant Theory**
- 3. Spiral of Silence**
- 4. Culturist Theory**

**Options :**

- 86435137971. 1
- 86435137972. 2
- 86435137973. 3
- 86435137974. 4

**Question Number : 44 Question Id : 86435111523 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is an agent through which stereotypes evolve?**

- 1. Media**
- 2. Family**
- 3. Social Groups**
- 4. All of the Above**

**Options :**

- 86435137975. 1
- 86435137976. 2
- 86435137977. 3
- 86435137978. 4

**Question Number : 45 Question Id : 86435111524 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which was the first country in the world to give equal voting rights to women in 1893?**

- 1. New Zealand**
- 2. USA**
- 3. UK**
- 4. France**

**Options :**

- 86435137979. 1
- 86435137980. 2
- 86435137981. 3
- 86435137982. 4

**Question Number : 46 Question Id : 86435111525 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is a hurdle to the participation of women and transgender in the democratic processes?**

- 1. Mobility**
- 2. Lack of Public Safety**
- 3. Financial Concerns**
- 4. All of the Above**

**Options :**

- 86435137983. 1
- 86435137984. 2
- 86435137985. 3
- 86435137986. 4

**Question Number : 47 Question Id : 86435111526 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



**According to the Central Statistics Office, the share of youth was maximum in the year:**

1. **2015**
2. **2010**
3. **2000**
4. **2002**

**Options :**

86435137987. 1  
86435137988. 2  
86435137989. 3  
86435137990. 4

**Question Number : 48 Question Id : 86435111527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**According to the World Bank Report which is not the major transition the youth undergo?**

1. **Learning**
2. **Migrating**
3. **Death**
4. **Citizenship**

**Options :**

86435137991. 1  
86435137992. 2  
86435137993. 3  
86435137994. 4

**Question Number : 49 Question Id : 86435111528 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is not a characteristic of digital media.

1. **Interactivity**
2. **Infotainment**
3. **Persuasive**
4. **One-Way Communication**

**Options :**

- 86435137995. 1
- 86435137996. 2
- 86435137997. 3
- 86435137998. 4

**Question Number : 50 Question Id : 86435111529 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Media Literacy has three building blocks, Personal Objectives, Knowledge and\_\_\_\_\_.**

1. **Media Awareness**
2. **Structure and Skills**
3. **Friendly Nature**
4. **Human showcases**

**Options :**

- 86435137999. 1
- 86435138000. 2
- 86435138001. 3
- 86435138002. 4

**Question Number : 51 Question Id : 86435111530 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Social media and emerging technologies encounter challenging issues like\_\_\_\_\_.**

- 1. Fake News and Hate Speeches**
- 2. True Stories**
- 3. Timely Reporting of Issues**
- 4. Unbiased Reporting**

**Options :**

- 86435138003. 1
- 86435138004. 2
- 86435138005. 3
- 86435138006. 4

**Question Number : 52 Question Id : 86435111531 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What is meant by 'Citizen Journalism'?**

- 1. Journalism by Audience**
- 2. Corporate House Journal**
- 3. Journalism by News Agencies**
- 4. Journalism by Civil Societies**

**Options :**

- 86435138007. 1
- 86435138008. 2
- 86435138009. 3
- 86435138010. 4

**Question Number : 53 Question Id : 86435111532 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Catalyst for revival of folk media in recent times is \_\_\_\_\_.**

- 1. Internet based Social Media**
- 2. Increased use of Smartphones in the Country**
- 3. Affordable Rate of Internet**
- 4. All of the Above**

**Options :**

- 86435138011. 1
- 86435138012. 2
- 86435138013. 3
- 86435138014. 4

**Question Number : 54 Question Id : 86435111533 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The most important characteristics of social media is\_\_\_\_\_.**

- 1. User Generated Content**
- 2. Forward Messages**
- 3. Audio and Video**
- 4. None of the above**

**Options :**

- 86435138015. 1
- 86435138016. 2
- 86435138017. 3
- 86435138018. 4

**Question Number : 55 Question Id : 86435111534 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Why is socializing process important for an individual?**

- 1. The individual does not accept the society.**
- 2. The individual learns the reciprocal responses of the society.**
- 3. The individual becomes introvert towards the society.**
- 4. The individual learns to use social media.**

**Options :**

86435138019. 1

86435138020. 2

86435138021. 3

86435138022. 4

**Question Number : 56 Question Id : 86435111535 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What are cultural communities?**

- 1. Dance and music groups**
- 2. Communities based on art and craft**
- 3. Community not socially and economically based**
- 4. Another aspect of community**

**Options :**

86435138023. 1

86435138024. 2

86435138025. 3

86435138026. 4

**Question Number : 57 Question Id : 86435111536 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Mass Media can be defined as \_\_\_\_\_.**

- 1. It means the exchange of information or messages between sender and receiver through facial expression, gestures, body language, proximity, touch, para language and eye contact.**
- 2. In ancient times people used to engage themselves in folk songs, dances, art and craft and other rituals to promote their traditions and customs.**
- 3. History depicts hundreds of years ago people used folk lore and dramatization of folk stories to showcase culture and to connect with the outside world.**
- 4. They are the communication channels or tools through which information, education, entertainment and promotional data are transmitted. Newspaper, magazines, television, e-mail, internet and radio are broadly categorized as means of mass media.**

**Options :**

86435138027. 1

86435138028. 2

86435138029. 3

86435138030. 4

**Question Number : 58 Question Id : 86435111537 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**"Language is a process of free creation; its laws and principles are fixed, but the manner in which the principles of generation are used is free and infinitely varied. Even the interpretation and use of words involves a process of free creation." Who among the following said this?**

- 1. Clifford Geertz**
- 2. Noam Chomsky**
- 3. Mikhail Bakhtin**
- 4. Benedict Anderson**

**Options :**

86435138031. 1

86435138032. 2

86435138033. 3

86435138034. 4

**Question Number : 59 Question Id : 86435111538 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The concept of “hegemony” was developed by\_\_\_\_\_.**

1. Theodor Adorno
2. Max Horkheimer
3. Benedict Anderson
4. Antonio Gramsci

**Options :**

86435138035. 1  
86435138036. 2  
86435138037. 3  
86435138038. 4

**Question Number : 60 Question Id : 86435111539 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Mass media helps to propagate \_\_\_\_\_.**

1. High art
2. Life skills
3. Popular culture
4. Playful interaction

**Options :**

86435138039. 1  
86435138040. 2  
86435138041. 3  
86435138042. 4

**Question Number : 61 Question Id : 86435111540 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

**Smart web search is an example of \_\_\_\_\_.**

1. **Artificial Narrow Intelligence**
2. **Artificial General Intelligence**
3. **Both of the above**
4. **None of the above**

**Options :**

86435138043. 1

86435138044. 2

86435138045. 3

86435138046. 4

**Question Number : 62 Question Id : 86435111541 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

**“Refusing users access to certain web pages without the cooperation of the content provider, the hosting provider” is known as \_\_\_\_\_.**

1. **Cyber activism**
2. **Cyber censorship**
3. **Filtering**
4. **All of the above**

**Options :**

86435138047. 1

86435138048. 2

86435138049. 3

86435138050. 4

**Question Number : 63 Question Id : 86435111542 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



**Synchronous media\_\_\_\_\_.**

- 1. Do not require the audience to assemble at any given time.**
- 2. Require using a personal computer to act as editor, publisher, and writer.**
- 3. Require the audience to be assembled simultaneously with the broadcast, transmission or event.**
- 4. All of the above**

**Options :**

86435138051. 1

86435138052. 2

86435138053. 3

86435138054. 4

**Question Number : 64 Question Id : 86435111543 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Suggesting that new tools and machinery propel social change is \_\_\_\_\_determinism.**

- 1. Economic**
- 2. Technological**
- 3. Media**
- 4. Political**

**Options :**

86435138055. 1

86435138056. 2

86435138057. 3

86435138058. 4

**Question Number : 65 Question Id : 86435111544 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

In a virtual community, people go on the internet for\_\_\_\_\_.

1. Information
2. Togetherness
3. Entertainment
4. Games

**Options :**

- 86435138059. 1
- 86435138060. 2
- 86435138061. 3
- 86435138062. 4

**Question Number : 66 Question Id : 86435111545 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who said, "Social Change means that large numbers of persons are engaging in activities that differ from those which they or their immediate (forefathers) engaged in some time before"?**

1. M. E. Jones
2. Merrill and Eldredge
3. Kingsley Davis
4. Emile Durkhiem

**Options :**

- 86435138063. 1
- 86435138064. 2
- 86435138065. 3
- 86435138066. 4

**Question Number : 67 Question Id : 86435111546 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The two theoretical perspectives of cultural consumption of youth defined by Gustavo.S.Mesch in 2009 are 'Technological Determinism' and \_\_\_\_\_.

1. **Social Construction of Technologies.**
2. **Technologies as an Asset.**
3. **Cultural Technologies.**
4. **Technologies as Youth Construct.**

**Options :**

- 86435138067. 1
- 86435138068. 2
- 86435138069. 3
- 86435138070. 4

**Question Number : 68 Question Id : 86435111547 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Popular Culture is the culture which is\_\_\_\_\_.**

1. **Followed by people in local areas.**
2. **Widely accepted by large group of people.**
3. **Followed by different religion of people.**
4. **Widely used by local languages in local areas.**

**Options :**

- 86435138071. 1
- 86435138072. 2
- 86435138073. 3
- 86435138074. 4

**Question Number : 69 Question Id : 86435111548 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Citizen journalism has made citizens as the \_\_\_\_\_ of the content as oppose to the mere consumers of the information**

- 1. Creators**
- 2. Communicators**
- 3. Political Thinkers**
- 4. Discussions**

**Options :**

- 86435138075. 1
- 86435138076. 2
- 86435138077. 3
- 86435138078. 4

**Question Number : 70 Question Id : 86435111549 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Gender is a \_\_\_\_\_ constructed phenomenon which is based on the characteristics of male and female.**

- 1. Economically**
- 2. Socially**
- 3. Culturally**
- 4. Physically**

**Options :**

- 86435138079. 1
- 86435138080. 2
- 86435138081. 3
- 86435138082. 4

**Question Number : 71 Question Id : 86435111550 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who can own community radio in India?**

1. NGOs
2. Corporate House
3. NGO & Universities
4. None of the above

**Options :**

86435138083. 1  
86435138084. 2  
86435138085. 3  
86435138086. 4

**Question Number : 72 Question Id : 86435111551 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What do you understand by People's Archive of Rural India?**

1. It is an archive by National Geographic Channel.
2. A project of History Department of University.
3. Film Documentary.
4. Project by P. Sainath for Alternative Journalism.

**Options :**

86435138087. 1  
86435138088. 2  
86435138089. 3  
86435138090. 4

**Question Number : 73 Question Id : 86435111552 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The best parameter for the assessment of class in society can be\_\_\_\_\_.

1. Consumption
2. Income
3. Savings
4. Investment

**Options :**

86435138091. 1  
86435138092. 2  
86435138093. 3  
86435138094. 4

**Question Number : 74 Question Id : 86435111553 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Roundhay Garden was the first film. Who was the director of the film?**

1. Newton
2. Guglielmo Marconi
3. Louis Le Prince
4. Da Vinci

**Options :**

86435138095. 1  
86435138096. 2  
86435138097. 3  
86435138098. 4

**Question Number : 75 Question Id : 86435111554 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which term is used to study the relationship between language, culture and media?**

1. **Discourse**
2. **Logic**
3. **Deconstruction**
4. **Knowledge**

**Options :**

- 86435138099. 1
- 86435138100. 2
- 86435138101. 3
- 86435138102. 4

**Question Number : 76 Question Id : 86435111555 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The era of artificial intelligence has resulted into\_\_\_\_\_.**

1. **Demystification**
2. **Demassification**
3. **Both of the above**
4. **None of the above**

**Options :**

- 86435138103. 1
- 86435138104. 2
- 86435138105. 3
- 86435138106. 4

**Question Number : 77 Question Id : 86435111556 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which activity among the following leads to privacy issues?**

- 1. Collection of personal details.**
- 2. Monitoring the IP address.**
- 3. Monitoring the content posted on social media.**
- 4. None of the above.**

**Options :**

86435138107. 1

86435138108. 2

86435138109. 3

86435138110. 4

**Question Number : 78 Question Id : 86435111557 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following was not identified as a defining feature of culture?**

- 1. Culture is shared.**
- 2. Culture is cumulative.**
- 3. Culture is symbolic.**
- 4. Culture is transient.**

**Options :**

86435138111. 1

86435138112. 2

86435138113. 3

86435138114. 4

**Question Number : 79 Question Id : 86435111558 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



**Who considered 'economic factor' as only one responsible factor for social change?**

1. **Emile Durkheim**
2. **Karl Marx**
3. **Auguste Comte**
4. **Herbert Spencer**

**Options :**

- 86435138115. 1
- 86435138116. 2
- 86435138117. 3
- 86435138118. 4

**Question Number : 80 Question Id : 86435111559 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Max Weber's concept of 'Class' primarily revolves around:**

1. **Economic Parameters**
2. **Social Parameters**
3. **Political Parameters**
4. **Health Parameters**

**Options :**

- 86435138119. 1
- 86435138120. 2
- 86435138121. 3
- 86435138122. 4

**Question Number : 81 Question Id : 86435111560 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which media offers a channel for community communication and is used to spread community rituals and social views?**

- 1. Social Media**
- 2. Folk Media**
- 3. Mass Media**
- 4. None of the Above**

**Options :**

- 86435138123. 1
- 86435138124. 2
- 86435138125. 3
- 86435138126. 4

**Question Number : 82 Question Id : 86435111561 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following have been the most effective tools of communication for development purposes?**

- 1. Radio and Television**
- 2. Print and Radio**
- 3. Social Media and Print**
- 4. Print and Television**

**Options :**

- 86435138127. 1
- 86435138128. 2
- 86435138129. 3
- 86435138130. 4

**Question Number : 83 Question Id : 86435111562 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**India introduced its first educational television programme with the support of:**

1. **UNICEF**
2. **WHO**
3. **UNESCO**
4. **FAO**

**Options :**

- 86435138131. 1
- 86435138132. 2
- 86435138133. 3
- 86435138134. 4

**Question Number : 84 Question Id : 86435111563 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who endorses the view that the medium holds the center stage rather than the matter it carries and should be the center piece of the study?**

1. **Max Weber**
2. **Harold Lasswell**
3. **George Gerbner**
4. **Marshall McLuhan**

**Options :**

- 86435138135. 1
- 86435138136. 2
- 86435138137. 3
- 86435138138. 4

**Question Number : 85 Question Id : 86435111564 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The first film ever made was:**

1. Roundhay Garden Scene
2. Cupid Angling
3. Raja Harishchandra
4. None of the Above

**Options :**

- 86435138139. 1
- 86435138140. 2
- 86435138141. 3
- 86435138142. 4

**Question Number : 86 Question Id : 86435111565 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who defined culture as “a system of inherited conceptions expressed in symbolic forms by means of which men communicate, perpetuate and develop their knowledge about and attitudes towards life”?**

1. Antoni Gramsci
2. Noam Chomsky
3. Henry Jenkins
4. Clifford Geertz

**Options :**

- 86435138143. 1
- 86435138144. 2
- 86435138145. 3
- 86435138146. 4

**Question Number : 87 Question Id : 86435111566 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Who pioneered the concept of 'structural linguistics' ?**

1. Denis McQuail
2. Herbert Spencer
3. Ferdinand de Saussure
4. John Edwards

**Options :**

- 86435138147. 1
- 86435138148. 2
- 86435138149. 3
- 86435138150. 4

**Question Number : 88 Question Id : 86435111567 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**What do you understand by the concept of 'Language Display'?**

1. The most widely spoken language in the world.
2. An individual using specific language within a particular context can claim cultural or economic superiority.
3. Non-Verbal Communication especially hand gestures
4. False Consciousness

**Options :**

- 86435138151. 1
- 86435138152. 2
- 86435138153. 3
- 86435138154. 4

**Question Number : 89 Question Id : 86435111568 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**The term 'Culture Industry' means how mass culture produces the products for the consumption of the common people. The concept was propounded by:**

- 1. Daniel Lerner**
- 2. Nora C. Quebral**
- 3. Theodor Adorno and Max Horkheimer**
- 4. Benedict Anderson**

**Options :**

- 86435138155. 1
- 86435138156. 2
- 86435138157. 3
- 86435138158. 4

**Question Number : 90 Question Id : 86435111569 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**According to Kirlin, the three factors that contribute to the idea of 'civic engagement' are:**

- 1. Society, Media, and Laws**
- 2. Intent, Commitment, and Members**
- 3. Leadership, Citizenship, and Courts**
- 4. Voting, Supporters, and Mobilization**

**Options :**

- 86435138159. 1
- 86435138160. 2
- 86435138161. 3
- 86435138162. 4

**Question Number : 91 Question Id : 86435111570 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is also known as 'Community Bulletin Board'?**

1. Facebook
2. Instagram
3. WhatsApp
4. Internet Forums like Quora

**Options :**

86435138163. 1  
86435138164. 2  
86435138165. 3  
86435138166. 4

**Question Number : 92 Question Id : 86435111571 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Mainstream media does not provide sufficient \_\_\_\_\_.**

1. Coverage of politics
2. Audience feedback opportunities
3. Reach
4. All of the Above

**Options :**

86435138167. 1  
86435138168. 2  
86435138169. 3  
86435138170. 4

**Question Number : 93 Question Id : 86435111572 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is an example of 'Collaborative Digital Participation'?**

- 1. Wikipedia**
- 2. Telegram**
- 3. Facebook**
- 4. None of the Above**

**Options :**

- 86435138171. 1
- 86435138172. 2
- 86435138173. 3
- 86435138174. 4

**Question Number : 94 Question Id : 86435111573 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Digi Locker is a government initiative to help citizens:**

- 1. Make payments online**
- 2. Save their online documents like mark-sheets, driving licenses**
- 3. Availing health services online**
- 4. Access education online**

**Options :**

- 86435138175. 1
- 86435138176. 2
- 86435138177. 3
- 86435138178. 4

**Question Number : 95 Question Id : 86435111574 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



**What do you understand by the term 'Net Neutrality'?**

- 1. Internet should be free from political bias**
- 2. Internet service providers must treat all traffic equally and the users should not be charged differently on the kind of content accessed**
- 3. All E-Commerce websites should be registered with government authorities**
- 4. Banking related applications and websites should be free of cost for improving financial inclusion**

**Options :**

86435138179. 1

86435138180. 2

86435138181. 3

86435138182. 4

**Question Number : 96 Question Id : 86435111575 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following are the negative effects of Social Media?**

- 1. Increasing psychological problems**
- 2. Creating anti-social personalities**
- 3. A rise in criminal activities**
- 4. All of the Above**

**Options :**

86435138183. 1

86435138184. 2

86435138185. 3

86435138186. 4

**Question Number : 97 Question Id : 86435111576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which thinker considered society as an organism which passes through three stages of growth?**

1. **M.E. Jones**
2. **Kingsley Davis**
3. **Herbert Spencer**
4. **Lester F. Ward**

**Options :**

- 86435138187. 1
- 86435138188. 2
- 86435138189. 3
- 86435138190. 4

**Question Number : 98 Question Id : 86435111577 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Edward T. Hall proposed the conceptual model of 'Cultural Iceberg' which is related to\_\_\_\_\_.**

1. **Visible and Invisible Culture**
2. **Net Neutrality**
3. **Digital Divide**
4. **Information Society**

**Options :**

- 86435138191. 1
- 86435138192. 2
- 86435138193. 3
- 86435138194. 4

**Question Number : 99 Question Id : 86435111578 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**Which of the following is the feature of Web 2.0?**

- 1. Community-based input**
- 2. Interaction**
- 3. Content Sharing and Collaboration**
- 4. All of the Above**

**Options :**

86435138195. 1

86435138196. 2

86435138197. 3

86435138198. 4

**Question Number : 100 Question Id : 86435111579 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

**According to Silverblatt, mass media emerged as a \_\_\_\_\_ on par with any traditional institution like family, religious, educational institutes.**

- 1. Social Institution**
- 2. Legal Institution**
- 3. Political Institution**
- 4. Think Tank**

**Options :**

86435138199. 1

86435138200. 2

86435138201. 3

86435138202. 4