

National Testing Agency

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Society and Media

Group Number :	1
Group Id :	94091826
Group Maximum Duration :	0
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Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Society and Media-1

Section Id :	94091850
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	94091885
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 9409181496 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 :

9409185093. 1

9409185094. 2

9409185095. 3

9409185096. 4

Question Number : 2 Question Id : 9409181497 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 does not go hand in hand. They have different directions.
2. It spreads hoax news and communalism among people.
3. Media intensifies the crime in the country.
4. Media is the mirror of society and help people raise their voice against crime and corruption.

Options :

9409185097. 1

9409185098. 2

9409185099. 3

9409185100. 4

Question Number : 3 Question Id : 9409181498 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. Edison
3. Guglielmo Marconi
4. Da Vinci

Options :

9409185101. 1

9409185102. 2

9409185103. 3

9409185104. 4

Question Number : 4 Question Id : 9409181499 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Smartphone is also known as the _____ screen.

1. 1st
2. 4th
3. Latest
4. 3rd

Options :

9409185105. 1

9409185106. 2

9409185107. 3

9409185108. 4

Question Number : 5 Question Id : 9409181500 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 :

9409185109. 1

9409185110. 2

9409185111. 3

9409185112. 4

Question Number : 6 Question Id : 9409181501 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 these are correct

Options :

9409185113. 1

9409185114. 2

9409185115. 3

9409185116. 4

Question Number : 7 Question Id : 9409181502 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 :

9409185117. 1

9409185118. 2

9409185119. 3

9409185120. 4

Question Number : 8 Question Id : 9409181503 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 :

9409185121. 1

9409185122. 2

9409185123. 3

9409185124. 4

Question Number : 9 Question Id : 9409181504 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. Hard and Soft Powers, both
4. Neither Hard nor Soft Power

Options :

9409185125. 1

9409185126. 2

9409185127. 3

9409185128. 4

Question Number : 10 Question Id : 9409181505 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 :

9409185129. 1

9409185130. 2

9409185131. 3

9409185132. 4

Question Number : 11 Question Id : 9409181506 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 these are correct

Options :

9409185133. 1

9409185134. 2

9409185135. 3

9409185136. 4

Question Number : 12 Question Id : 9409181507 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 :

9409185137. 1

9409185138. 2

9409185139. 3

9409185140. 4

Question Number : 13 Question Id : 9409181508 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 :

9409185141. 1

9409185142. 2

9409185143. 3

9409185144. 4

Question Number : 14 Question Id : 9409181509 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. Artificial Narrow and General Intelligence, both
4. Not an example of Artificial Intelligence

Options :

9409185145. 1

9409185146. 2

9409185147. 3

9409185148. 4

Question Number : 15 Question Id : 9409181510 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 these are correct

Options :

9409185149. 1

9409185150. 2

9409185151. 3

9409185152. 4

Question Number : 16 Question Id : 9409181511 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 :

9409185153. 1

9409185154. 2

9409185155. 3

9409185156. 4

Question Number : 17 Question Id : 9409181512 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 :

9409185157. 1

9409185158. 2

9409185159. 3

9409185160. 4

Question Number : 18 Question Id : 9409181513 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 :

9409185161. 1

9409185162. 2

9409185163. 3

9409185164. 4

Question Number : 19 Question Id : 9409181514 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 :

9409185165. 1

9409185166. 2

9409185167. 3

9409185168. 4

Question Number : 20 Question Id : 9409181515 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 :

9409185169. 1

9409185170. 2

9409185171. 3

9409185172. 4

Question Number : 21 Question Id : 9409181516 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 :

9409185173. 1

9409185174. 2

9409185175. 3

9409185176. 4

Question Number : 22 Question Id : 9409181517 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 these is correct

Options :

9409185177. 1

9409185178. 2

9409185179. 3

9409185180. 4

Question Number : 23 Question Id : 9409181518 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 :

9409185181. 1

9409185182. 2

9409185183. 3

9409185184. 4

Question Number : 24 Question Id : 9409181519 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 :

9409185185. 1

9409185186. 2

9409185187. 3

9409185188. 4

Question Number : 25 Question Id : 9409181520 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 these are correct

Options :

9409185189. 1

9409185190. 2

9409185191. 3

9409185192. 4

Question Number : 26 Question Id : 9409181521 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 :

9409185193. 1

9409185194. 2

9409185195. 3

9409185196. 4

Question Number : 27 Question Id : 9409181522 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 :

9409185197. 1

9409185198. 2

9409185199. 3

9409185200. 4

Question Number : 28 Question Id : 9409181523 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 :

9409185201. 1

9409185202. 2

9409185203. 3

9409185204. 4

Question Number : 29 Question Id : 9409181524 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 :

9409185205. 1

9409185206. 2

9409185207. 3

9409185208. 4

Question Number : 30 Question Id : 9409181525 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 :

9409185209. 1

9409185210. 2

9409185211. 3

9409185212. 4

Question Number : 31 Question Id : 9409181526 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 :

9409185213. 1

9409185214. 2

9409185215. 3

9409185216. 4

Question Number : 32 Question Id : 9409181527 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 :

9409185217. 1

9409185218. 2

9409185219. 3

9409185220. 4

Question Number : 33 Question Id : 9409181528 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 :

9409185221. 1

9409185222. 2

9409185223. 3

9409185224. 4

Question Number : 34 Question Id : 9409181529 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 :

9409185225. 1

9409185226. 2

9409185227. 3

9409185228. 4

Question Number : 35 Question Id : 9409181530 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 :

9409185229. 1

9409185230. 2

9409185231. 3

9409185232. 4

Question Number : 36 Question Id : 9409181531 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 :

9409185233. 1

9409185234. 2

9409185235. 3

9409185236. 4

Question Number : 37 Question Id : 9409181532 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 :

9409185237. 1

9409185238. 2

9409185239. 3

9409185240. 4

Question Number : 38 Question Id : 9409181533 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 :

9409185241. 1

9409185242. 2

9409185243. 3

9409185244. 4

Question Number : 39 Question Id : 9409181534 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 :

9409185245. 1

9409185246. 2

9409185247. 3

9409185248. 4

Question Number : 40 Question Id : 9409181535 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 :

9409185249. 1

9409185250. 2

9409185251. 3

9409185252. 4

Question Number : 41 Question Id : 9409181536 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 these are correct

Options :

9409185253. 1

9409185254. 2

9409185255. 3

9409185256. 4

Question Number : 42 Question Id : 9409181537 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 :

9409185257. 1

9409185258. 2

9409185259. 3

9409185260. 4

Question Number : 43 Question Id : 9409181538 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 :

9409185261. 1

9409185262. 2

9409185263. 3

9409185264. 4

Question Number : 44 Question Id : 9409181539 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 these are correct

Options :

9409185265. 1

9409185266. 2

9409185267. 3

9409185268. 4

Question Number : 45 Question Id : 9409181540 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 :

9409185269. 1

9409185270. 2

9409185271. 3

9409185272. 4

Question Number : 46 Question Id : 9409181541 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 :

9409185273. 1

9409185274. 2

9409185275. 3

9409185276. 4

Question Number : 47 Question Id : 9409181542 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. Durkhiem

Options :

9409185277. 1

9409185278. 2

9409185279. 3

9409185280. 4

Question Number : 48 Question Id : 9409181543 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 :

9409185281. 1

9409185282. 2

9409185283. 3

9409185284. 4

Question Number : 49 Question Id : 9409181544 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 :

9409185285. 1

9409185286. 2

9409185287. 3

9409185288. 4

Question Number : 50 Question Id : 9409181545 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. Demystification as well as Demassification
4. Neither Demystification nor Demassification

Options :

9409185289. 1

9409185290. 2

9409185291. 3

9409185292. 4

Question Number : 51 Question Id : 9409181546 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 :

9409185293. 1

9409185294. 2

9409185295. 3

9409185296. 4

Question Number : 52 Question Id : 9409181547 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ first used the term 'gender' to define the characteristics of male and female in 1970s.

1. Fedric Engles
2. Ann Oakley
3. Sally Baden
4. Julia Wood

Options :

9409185297. 1

9409185298. 2

9409185299. 3

9409185300. 4

Question Number : 53 Question Id : 9409181548 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The television series combined with internet are called _____.

1. Web- newspapers
2. Websites
3. Web - Series
4. Web - podcast

Options :

9409185301. 1

9409185302. 2

9409185303. 3

9409185304. 4

Question Number : 54 Question Id : 9409181549 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 :

9409185305. 1

9409185306. 2

9409185307. 3

9409185308. 4

Question Number : 55 Question Id : 9409181550 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The research agency of India BARC stands for:

1. Bhabha Audience Research Centre
2. Broadcast Audience Research Council
3. Broad Alliance Research Centre
4. Brief Allocated Research Centre

Options :

9409185309. 1

9409185310. 2

9409185311. 3

9409185312. 4

Question Number : 56 Question Id : 9409181551 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

According to Katz in his theory 'Uses and Gratification', the audience uses media mainly for:

1. Chatting
2. Searching places for food and drinks
3. Cognition need
4. Grocery need

Options :

9409185313. 1

9409185314. 2

9409185315. 3

9409185316. 4

Question Number : 57 Question Id : 9409181552 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Bourdieu defined two measurable components of cultural consumption as:

1. Group and Identity
2. Preferences and Behaviour
3. Goods and Preferences
4. Choice and Consumption

Options :

9409185317. 1

9409185318. 2

9409185319. 3

9409185320. 4

Question Number : 58 Question Id : 9409181553 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The young generation who have access to the digital media are identified as _____.

1. Digital Citizens
2. Digital Natives
3. Digitally active
4. Digital easy access

Options :

9409185321. 1

9409185322. 2

9409185323. 3

9409185324. 4

Question Number : 59 Question Id : 9409181554 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

According to cognitive-oriented theorists, _____ are active constructs of knowledge who adopt information matching their specific gender.

1. Men
2. Women
3. Children
4. Adults

Options :

9409185325. 1

9409185326. 2

9409185327. 3

9409185328. 4

Question Number : 60 Question Id : 9409181555 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who said "Stereotypes are essential in order to process the vast array of information flowing around modern society"?

1. Stuart Hall
2. Marshall McLuhan
3. Walter Lippman
4. Denis McQuail

Options :

9409185329. 1

9409185330. 2

9409185331. 3

9409185332. 4

Question Number : 61 Question Id : 9409181556 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Why media literacy is required?

1. It assists in challenges
2. It helps in wrong decision making
3. It helps in empowering people with skills and knowledge
4. It helps people to have access from only one information source

Options :

9409185333. 1

9409185334. 2

9409185335. 3

9409185336. 4

Question Number : 62 Question Id : 9409181557 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which media literacy building block helps in better analyzing and making sense of the wide media messages?

1. Knowledge Structure
2. Skills
3. Personal Objectives
4. Media Penetration

Options :

9409185337. 1

9409185338. 2

9409185339. 3

9409185340. 4

Question Number : 63 Question Id : 9409181558 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the full form of CMS?

1. Content Management System
2. Create Manager System
3. Content Manager Style
4. Create Management System

Options :

9409185341. 1

9409185342. 2

9409185343. 3

9409185344. 4

Question Number : 64 Question Id : 9409181559 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the name of the mobile kit named that is being circulated to empower frontline health workers?

1. Health Tab
2. Health Mission
3. Swasthya Tablet
4. Swasthya Slate

Options :

9409185345. 1

9409185346. 2

9409185347. 3

9409185348. 4

Question Number : 65 Question Id : 9409181560 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

“Mass Media & National Development” book is written by_____.

1. Charles Osgood
2. Wilbur Schramm
3. Mahatma Gandhi
4. David Geary

Options :

9409185349. 1

9409185350. 2

9409185351. 3

9409185352. 4

Question Number : 66 Question Id : 9409181561 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'Hum Log' was written by _____.

1. Murli Manohar Joshi
2. P.C. Joshi
3. Manohar Shyam Joshi
4. Mahatma Gandhi

Options :

9409185353. 1

9409185354. 2

9409185355. 3

9409185356. 4

Question Number : 67 Question Id : 9409181562 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Name the social thinker who propagated inclusive growth.

1. Nelson Mandela
2. Mark Anthony
3. Adam Smith
4. Napoleon Bonaparte

Options :

9409185357. 1

9409185358. 2

9409185359. 3

9409185360. 4

Question Number : 68 Question Id : 9409181563 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is the best preventive measure for marginalized?

1. Communicating and educating the groups
2. Paying attention to problems
3. Providing assistance
4. All of these are correct

Options :

9409185361. 1

9409185362. 2

9409185363. 3

9409185364. 4

Question Number : 69 Question Id : 9409181564 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Corporatization of media has affected the coverage of :

1. Minorities, working class, poor
2. Afro-Americans, labor, rural poor
3. Muslims, labor Unions, slum dwellers
4. Working class, labor unions and undeserving poor

Options :

9409185365. 1

9409185366. 2

9409185367. 3

9409185368. 4

Question Number : 70 Question Id : 9409181565 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Discrimination and stereotyping causes:

1. Low confidence
2. Low self esteem
3. Unable to think for oneself
4. Indecisiveness

Options :

9409185369. 1

9409185370. 2

9409185371. 3

9409185372. 4

Question Number : 71 Question Id : 9409181566 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Eclipse effect refers to:

1. When the voices of the poor are not heard
2. When majority of the news comes from one state or city in the geographic area
3. When one group of people try to dominate over others
4. When all the states get proportionate coverage

Options :

9409185373. 1

9409185374. 2

9409185375. 3

9409185376. 4

Question Number : 72 Question Id : 9409181567 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is the primary stage of socialization?

1. It involves the socialization of the young child in the family
2. When the child joins school
3. When the child interacts with peers
4. When the adult joins his family

Options :

9409185377. 1

9409185378. 2

9409185379. 3

9409185380. 4

Question Number : 73 Question Id : 9409181568 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How does mass media play an important role in modern society?

1. Mass Media helps the infant in early stages of development.
2. Mass Media can bring about radical changes and improve social situation as it influences our civil, social, political, economic, cultural and aesthetic outlook
3. Mass Media brings changes in the schools of learning.
4. Mass Media brings changes and improves the kindergartens for child development.

Options :

9409185381. 1

9409185382. 2

9409185383. 3

9409185384. 4

Question Number : 74 Question Id : 9409181569 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is one of the evolutionary theorist, who explained the evolutionary process of gender specific characteristics.

1. Ann Okaley
2. David Geary
3. Candace West
4. Don Zimmerman

Options :

9409185385. 1

9409185386. 2

9409185387. 3

9409185388. 4

Question Number : 75 Question Id : 9409181570 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The theory which elaborates the concept of gendered behaviour mainly depended on self-driven qualities is_____.

1. Gender schema theory
2. Gender driven theory
3. Gender and Gendered theory
4. Sandara theory

Options :

9409185389. 1

9409185390. 2

9409185391. 3

9409185392. 4

Question Number : 76 Question Id : 9409181571 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In the world of media, _____ is like the maps which helps to navigate in the media world.

1. Media Literacy
2. Communication Studies
3. Development Communication
4. Mass Media

Options :

9409185393. 1

9409185394. 2

9409185395. 3

9409185396. 4

Question Number : 77 Question Id : 9409181572 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Comments on the media posts reflect _____.

1. Public Opinion
2. Judgement
3. Audience Perception
4. All of these are correct

Options :

9409185397. 1

9409185398. 2

9409185399. 3

9409185400. 4

Question Number : 78 Question Id : 9409181573 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Community can be understood as _____.

1. Non-Existent category which has a social relevance in rural societies
2. Virtual Community
3. People bound by social ties, share common goals and objectives and reside in a common geographical space
4. A cultural concept

Options :

9409185401. 1

9409185402. 2

9409185403. 3

9409185404. 4

Question Number : 79 Question Id : 9409181574 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the purpose of community radio?

1. It act as a medium to share knowledge among the rural population and a platform for the government for framing rules for the betterment of the community
2. It helps in building social relationships online
3. It is a social media platform which helps in networking
4. It's a tool for radio and television for spread of communalism

Options :

9409185405. 1

9409185406. 2

9409185407. 3

9409185408. 4

Question Number : 80 Question Id : 9409181575 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Fake news is _____.

1. Unverified
2. Sensational
3. May be Politically motivated
4. All of these are correct

Options :

9409185409. 1

9409185410. 2

9409185411. 3

9409185412. 4

Question Number : 81 Question Id : 9409181576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Awareness and education about diversity may lead to _____ in the society.

1. Growth of social tension
2. Enjoyment of social order
3. Easing of tension
4. Growth of militancy

Options :

9409185413. 1

9409185414. 2

9409185415. 3

9409185416. 4

Question Number : 82 Question Id : 9409181577 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the primary functions of mass communication?

1. Surveillance
2. Cultural Transmission
3. Entertainment
4. Distraction

Options :

9409185417. 1

9409185418. 2

9409185419. 3

9409185420. 4

Question Number : 83 Question Id : 9409181578 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who defined social change as "By social change is meant only such alterations as secured in social organization – that is, the structure and functions of society"?

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

Options :

9409185421. 1

9409185422. 2

9409185423. 3

9409185424. 4

Question Number : 84 Question Id : 9409181579 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the final step in the process of socio-cultural convergence?

1. Integration
2. Exposure
3. Access
4. Social Sanction

Options :

9409185425. 1

9409185426. 2

9409185427. 3

9409185428. 4

Question Number : 85 Question Id : 9409181580 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What are the building blocks of media literacy?

1. Media Literacy wheel
2. Media literacy and media functioning
3. Personal Objectives, Knowledge Structure and skills
4. Capacity to select relevant information

Options :

9409185429. 1

9409185430. 2

9409185431. 3

9409185432. 4

Question Number : 86 Question Id : 9409181581 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Elihu Katz stressed on the:

1. Impact of social media and democracy
2. Media Development
3. Spread of deliberate misinformation
4. Organic relationship between communication, education and democracy

Options :

9409185433. 1

9409185434. 2

9409185435. 3

9409185436. 4

Question Number : 87 Question Id : 9409181582 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who created Arpanet in 1969?

1. Mark Zuckerberg
2. Tim Berners-Lee
3. Charles Babbage
4. Bob Metcalfe

Options :

9409185437. 1

9409185438. 2

9409185439. 3

9409185440. 4

Question Number : 88 Question Id : 9409181583 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Geo location is generally used for _____ bookings.

1. Hotel
2. Restaurant
3. Cab
4. Service

Options :

9409185441. 1

9409185442. 2

9409185443. 3

9409185444. 4

Question Number : 89 Question Id : 9409181584 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Albert Bandura gave _____ in 1980s.

1. Social Classification Theory
2. Gender Role
3. Social Learning Theory
4. Culture Theory

Options :

9409185445. 1

9409185446. 2

9409185447. 3

9409185448. 4

Question Number : 90 Question Id : 9409181585 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Elihu Katz stressed on the organic relationship between Communication, Education and

_____.

1. Media
2. Television
3. Audience
4. Democracy

Options :

9409185449. 1

9409185450. 2

9409185451. 3

9409185452. 4

Question Number : 91 Question Id : 9409181586 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Traditional media has _____ participation opportunities for the audiences.

1. Less
2. More
3. Equal
4. No

Options :

9409185453. 1

9409185454. 2

9409185455. 3

9409185456. 4

Question Number : 92 Question Id : 9409181587 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The idea of discourse is particularly important in studying media since it is mainly concerned with _____.

1. Hegemony
2. The social function of language
3. Stereotyping
4. legitimacy

Options :

9409185457. 1

9409185458. 2

9409185459. 3

9409185460. 4

Question Number : 93 Question Id : 9409181588 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is a theory related to direction of social change?

1. Cyclic Theory
2. Multi-directional theory
3. Multi-layered theory
4. Triangular theory

Options :

9409185461. 1

9409185462. 2

9409185463. 3

9409185464. 4

Question Number : 94 Question Id : 9409181589 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who said "a frame is a schemata of interpretation"?

1. John Fiske
2. James Lull
3. Stuart Hall
4. Erving Goffman

Options :

9409185465. 1

9409185466. 2

9409185467. 3

9409185468. 4

Question Number : 95 Question Id : 9409181590 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'Black lives matter' has started in which of the following country?

1. United States of America
2. Kenya
3. Europe
4. India

Options :

9409185469. 1

9409185470. 2

9409185471. 3

9409185472. 4

Question Number : 96 Question Id : 9409181591 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Social media and emerging technologies encounter issues like:

1. Fake news, hate speeches and polarization
2. Media literacy and media functioning
3. Digital media penetrations
4. Delayed communication services

Options :

9409185473. 1

9409185474. 2

9409185475. 3

9409185476. 4

Question Number : 97 Question Id : 9409181592 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

SITE stands for_____.

1. Satellite Instructional Television Experiment
2. Social Incharge in Tribes Experiment
3. Signal Implementing Tri Equipment
4. State Institute for Technology Education

Options :

9409185477. 1

9409185478. 2

9409185479. 3

9409185480. 4

Question Number : 98 Question Id : 9409181593 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who coined the term marginalization?

1. Robert Merton
2. J.S. Mill
3. Robert Park
4. Raymond Aron

Options :

9409185481. 1

9409185482. 2

9409185483. 3

9409185484. 4

Question Number : 99 Question Id : 9409181594 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Explain the concept of Socialization.

1. Socialization specifically envisioned and designed to reach a very large audience.
2. Socialization includes Television, Internet, Mobile, Radio and Newspaper.
3. Socialization means to be secluded from the outside world.
4. Socialization is the way people learn the habits, attitudes, self - concepts, group norms and universe of discourse with other people in their society and enact different social roles.

Options :

9409185485. 1

9409185486. 2

9409185487. 3

9409185488. 4

Question Number : 100 Question Id : 9409181595 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Structural Marginality refers to:

1. Disadvantages faced by a segment of society due to political, social or economic reasons
2. Disadvantages faced by a segment of society due to race, ethnicity, religion or other social cultural differences
3. Disadvantages faced solely due to place of residence
4. Disadvantage faced by the women in general

Options :

9409185489. 1

9409185490. 2

9409185491. 3

9409185492. 4