

PREVIEW QUESTION BANK

Module Name : nou24-ge14 MJM-024- Media Information and Empowerment-ENG
Exam Date : 18-May-2024 Batch : 15:00-18:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	11962001	<p>The Spiral of Silence theory explains how individuals:</p> <ol style="list-style-type: none"> 1. Seek out diverse opinions and perspectives from media 2. Are influenced primarily by their personal experiences 3. Are reluctant to express opinions that are perceived as unpopular 4. Contribute to the creation of media content through user-generated platforms <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
2	11962002	<p>"Citizen journalism" in India refers to:</p> <ol style="list-style-type: none"> 1. News reported by professional journalists only 2. Reporting done by government officials 3. News coverage provided by citizens using non-traditional media 4. Reporting that follows a strict government agenda <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
3	11962003	<p>What is the central idea behind using culturally sensitive communication in development projects?</p> <ol style="list-style-type: none"> 1. Imposing foreign cultural values 2. Standardizing global communication practices 3. Respecting local cultural norms and practices 4. Ignoring the cultural context for efficiency <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00

A3 : 3

A4 : 4

Objective Question

4	11962004	<p>In scholarly discourse, the term "mediatisation" refers to:</p> <ol style="list-style-type: none"> 1. The process of shifting from traditional media to social media platforms. 2. The convergence of various media technologies into a single platform. 3. The transformation of society and institutions under the influence of media logic and practices. 4. The rapid consumption of media content by younger generations. <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

5	11962005	<p>Environmental journalism involves:</p> <ol style="list-style-type: none"> 1. Promoting consumerism and overconsumption 2. Ignoring environmental issues in media content 3. Reporting on environmental issues and their impact 4. Advocating for the exploitation of natural resources <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

6	11962006	<p>The term "freedom of the press" refers to:</p> <ol style="list-style-type: none"> 1. The right to publish anything without consequences 2. The right to express any opinion without limits 3. The right of the media to operate independently and without censorship 4. The right of the media to report only positive news <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p>	2.0	0.00
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A4 : 4

Objective Question

7	11962007	<p>In the context of media institutions being an integral part of society, and the assertion that news media should be both free and fair, what is the most compelling rationale behind this principle?</p> <ol style="list-style-type: none"> 1. Ensuring profitability by catering to diverse audience preferences. 2. Upholding journalistic traditions that prioritize sensationalism over accuracy. 3. Promoting the interests of media conglomerates and advertisers. 4. Safeguarding democracy by facilitating informed citizen participation and holding institutions accountable. 	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

8	11962008	<p>Which of the following organizations is in the process of developing curriculum for gender-sensitive coverage of media issues for media schools?</p> <ol style="list-style-type: none"> 1. UniTwin 2. UGC 3. NCERT 4. WHO 	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

9	11962009	<p>The development strategy that seeks to change social determinants of health, primarily public policy, rather than personal habits or behaviors, is called _____.</p> <ol style="list-style-type: none"> 1. Health education 2. Media advocacy 3. Health promotion 4. Media promotion 	2.0	0.00
		A1 : 1		
		A2 : 2		

A3 : 3

A4 : 4

Objective Question

10	11962010	<p>Which media platform provides a platform for individuals opportunities to represent social identities, including caste, class, gender, ethnicity, and minority issues?</p> <ol style="list-style-type: none"> 1. Television 2. Radio 3. Print Media 4. Social Media <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

11	11962011	<p>What term describes the deliberate spreading of false or misleading information through media channels?</p> <ol style="list-style-type: none"> 1. Journalism 2. Propaganda 3. Entertainment 4. Censorship <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

12	11962012	<p>Which paradigm of development is characterized by a focus on environmental sustainability, equity, and long-term well-being, seeking to balance economic, social, and environmental goals?</p> <ol style="list-style-type: none"> 1. Modernization theory 2. Sustainable Development 3. Neoliberalism 4. Human Development approach <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00
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A3 : 3

A4 : 4

Objective Question

13	11962013	<p>The "Diksha" platform is primarily focused on:</p> <ol style="list-style-type: none"> 1. Online shopping 2. Social media 3. E-governance 4. Teacher training and digital content for school education 	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

14	11962014	<p>The "Right to Information" (RTI) allows citizens to:</p> <ol style="list-style-type: none"> 1. Request personal information of public figures 2. Obtain confidential government information without restrictions 3. Access public information and hold authorities accountable 4. Demand media outlets to publish specific content 	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

15	11962015	<p>What is the significant differences between Web 1.0 and Web 2.0 from the audience point of view:</p> <ol style="list-style-type: none"> 1. Static vs interactivity 2. Static vs hyperlinks 3. Hyperlinks vs interactivity 4. Interactivity vs Pockets 	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		

A4 : 4

Objective Question

16	11962016	<p>Which of the following environmental protocol mandated the developed nations to limit their greenhouse gas emission to the levels emitted in 1990?</p> <ol style="list-style-type: none"> 1. Nagoya Protocol 2. Montreal Protocol 3. Kyoto Protocol 4. Base Convention Protocol <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

17	11962017	<p>Match the following:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>List I</th> <th>List II</th> </tr> </thead> <tbody> <tr> <td>[A] Educational e-repository</td> <td>[1] Gyandhara</td> </tr> <tr> <td>[B] Internet radio counselling</td> <td>[2] ePathshala</td> </tr> <tr> <td>[C] DTH Channel initiative</td> <td>[3] EMMRCS</td> </tr> <tr> <td>[D] Country wide classroom</td> <td>[4] Swayam Prabha</td> </tr> </tbody> </table> <p>Choose the correct answer from the options given below:</p> <ol style="list-style-type: none"> 1. A-4, B-1, C-3, D-2 2. A-3, B-1, C-2, D-4 3. A-2, B-1, C-4, D-3 4. A-4, B-2, C-1, D-3 <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	List I	List II	[A] Educational e-repository	[1] Gyandhara	[B] Internet radio counselling	[2] ePathshala	[C] DTH Channel initiative	[3] EMMRCS	[D] Country wide classroom	[4] Swayam Prabha	2.0	0.00
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Objective Question

18	11962018		2.0	0.00
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Which are the two theories proposed as a response and critique of the dominant paradigm of development?

1. Basic Needs and Participatory Approach
2. Rights and Capability Theories
3. Cultural and Alternative Paradigm Approach
4. Structuralist and Dependency Theories

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

19	11962019	<p>Identify the implications of misrepresentation of gender in media:</p> <ol style="list-style-type: none"> 1. Gender identity formation through socialisation. 2. The enhanced portrayal of the LGBT community 3. Omission and Commission of the portrayal of men 4. Gender identify formation through stereotyping <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

20	11962020	<p>Which of the following words fit the description "a set of spectators for a public event, readers of printed books, viewers of motion pictures visiting cinema-hall, television viewers, internet users or members on social networking sites"?</p> <ol style="list-style-type: none"> 1. Group 2. Crowd 3. Mas 4. Audience <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

21	11962021		2.0	0.00
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		<p>Federal Communication Commission is a regulatory body of</p> <ol style="list-style-type: none"> 1. Germany 2. France 3. United States of America 4. International Telecom Union <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

22	11962022	<p>Which is considered as a measurement of the economic indicator of a country?</p> <ol style="list-style-type: none"> 1. PQLI 2. HDI 3. GDP 4. MPI <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

23	11962023	<p>Which of the following media channels are ideal for communicating health to rural communities?</p> <ol style="list-style-type: none"> 1. Television 2. Print Media 3. Radio 4. Digital Media <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

24	11962024		2.0	0.00
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		<p>According to Alexander Flor Environmental communication has</p> <ol style="list-style-type: none"> 1. Six essential parts 2. Five essential parts 3. Eight essential parts 4. Four essential parts <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

25	11962025	<p>Which one of the following is not considered as a function of a media from the national media policy perspectives:</p> <ol style="list-style-type: none"> 1. Easy Access to Information for the people 2. Media as a platform for the expression of well-informed opinions 3. It should act as a one-way communication to large mass segments 4. Media must preserve its credibility <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

26	11962026	<p>'Who does what with which media' is the question centered on which tradition of audience?</p> <ol style="list-style-type: none"> 1. Behavioural 2. Cultural 3. Structural 4. Social <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

27	11962027		2.0	0.00
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Which one of the following theories does not define the nature of the audience in relation to the mass media?

1. Magic Bullet Theory
2. Social Category Theory
3. Cognitive Theory
4. Individual Difference Theory

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

28	11962028	Who postulated 'Multiplicity' or 'Another development' paradigm?	2.0	0.00
		<ol style="list-style-type: none"> 1. Jan Servaes 2. Gunder Frank 3. Fernando H. Cardoso 4. Raul Prebisch 		
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

29	11962029	"Lavani" is a folk form of which state?	2.0	0.00
		<ol style="list-style-type: none"> 1. Manipur 2. Maharashtra 3. Rajasthan 4. Punjab 		
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

30	11962030		2.0	0.00
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		<p>"Aao Dilli Savaren" is a radio programme on</p> <ol style="list-style-type: none"> 1. Climate change 2. Environment and Forest 3. Health issues 4. Educational programme <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

31	11962031	<p>Which TV Programme was broadcast on Doordarshan in late 80s focused on various social issues, including health?</p> <ol style="list-style-type: none"> 1. Krishi Darshan 2. Humlog 3. Buniyaad 4. Chaupaal <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

32	11962032	<p>Media triangle used for analysing media messages, focuses on</p> <ol style="list-style-type: none"> 1. Text, production and audience 2. Text, promotion and audience 3. Text, promotion and attention 4. Text, production and attention <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

33	11962033		2.0	0.00
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		<p>What is the operational coverage radius of a Community Radio Station in India?</p> <ol style="list-style-type: none"> 1. 1-5 km 2. 5-15 km 3. 15-25 km 4. 25-35 km <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

34	11962034	<p>Which of the following is not of the three general approaches to the instructional use of computers and the Internet?</p> <ol style="list-style-type: none"> 1. Learning with computers and the Internet, in which the technology facilitates learning across the curriculum 2. Learning from computers and Internet, in which technology can assist in the teaching-learning process 3. Learning through computers and the Internet, integrating technological skills development with curriculum applications 4. Learning about computers and the Internet, in which technological literacy is the end goal <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

35	11962035	<p>Which are the two primary roles of Development Communication?</p> <ol style="list-style-type: none"> 1. Communicating role and developing role 2. Politicising role and innovatory role 3. Transforming role and socialising role 4. Participatory role and Democratising role <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

36	11962036		2.0	0.00
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		<p>Who gave this definition of media literacy: "Media literacy involves learning to access, analyse, evaluate and create media in a variety of forms"?</p> <ol style="list-style-type: none"> 1. UNESCO 2. GAPMIL 3. Aspen Media Literacy Leadership Institute 4. Centre for Media Literacy <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

37	11962037	<p>Who saw public opinion as an aspect of social relations?</p> <ol style="list-style-type: none"> 1. Noelle Neumann 2. Elizabeth M Perse 3. David McLean 4. Herbert Blumer <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

38	11962038	<p>The main driving force behind community-based communication is</p> <ol style="list-style-type: none"> 1. Corporate Conglomerates 2. International media corporations 3. Civil societies and NGOs 4. Government-owned media entities <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

39	11962039		2.0	0.00
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		<p>The differences between synchronous and asynchronous learning are based on</p> <ol style="list-style-type: none"> 1. Gadgets and ability to access it 2. Time and space 3. Bandwidth and Broadband speed 4. Quality of teaching and learning <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

40	11962040	<p>What is unique about 'Ecosia.'</p> <ol style="list-style-type: none"> 1. Ecological Protection Plan for Asian Countries 2. A search engine that shares profit for afforestation 3. UN Protocol to limit gas emissions in Asian countries 4. A search engine that provides results of environment-friendly information <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

41	11962041	<p>Which of the following has nothing to do with the top-down model of development communication?</p> <ol style="list-style-type: none"> 1. Agriculture 2. Health 3. Population control 4. Technological determinism <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

42	11962042		2.0	0.00
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		<p>The flexibility technology-based learning offers</p> <ol style="list-style-type: none"> 1. Tutor-less learning 2. Automated learning 3. Multiple media-based learning 4. Algorithm constraint learning <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

43	11962043	<p>In the role of educational technology in the learning process, renowned scholar Lewis Elton has proposed a few broad transferals. Identify the correct one such transferal from the following.</p> <ol style="list-style-type: none"> 1. Intrapersonal communication 2. Interpersonal communication 3. Group communication 4. Mass communication <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

44	11962044	<p>Explain the relationship between news coverage and people's opinion</p> <ol style="list-style-type: none"> 1. Higher news coverage of health topics may lead to more concern by the people on the health topic 2. Higher news coverage of health topics may lead to the least concern by the people on the health topic 3. Higher news coverage of health topics may lead to the government's higher expenditure on health 4. Higher news coverage of health topics may lead to the community's more focus on local hospitals <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

45	11962045		2.0	0.00
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Which of the following does not attribute to one of the four functions of media to be the most important and relevant in the Indian context?

1. Credibility of information
2. Reasonable free channels of expression
3. Easy access to information
4. Entertainment of the working class

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

46 11962046

Which of the following media serves the need and interests of a community by enabling people's participation and their greater access and control of the media and communications?

1. Mass Media
2. Digital Media
3. Traditional Media
4. Alternative Media

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

47 11962047

What are the three broad transferals with regard to the evolution of educational technology as identified by Lewis Elton in 1977?

1. Mass communication, individualised learning, group learning
2. Web 2.0 technologies, self-study, top-down education
3. Chalk-board pedagogy, teaching-learning process, digital media
4. Interpersonal communication, blended learning, classroom learning

A1 : 1

A2 : 2

A3 : 3

A4 : 4

2.0 0.00

Objective Question

48	11962048	<p>Which of the following terminologies is best described by "The rights that ask individuals or State to 'act' or 'pay duty' for the enjoyment or protection of enjoyment of human rights of all individuals"?</p> <ol style="list-style-type: none"> 1. Positive Rights 2. Duties of Man 3. Natural Rights 4. Directive Principles <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

49	11962049	<p>What are the two functions of symbolic actions of environmental communication?</p> <ol style="list-style-type: none"> 1. Conflict resolution and mediation 2. Pragmatic and constitutive 3. Cultural dimension and network effectiveness 4. Social agenda and ecological ethics <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

50	11962050	<p>Which historical period emancipated the power of the media on the masses?</p> <ol style="list-style-type: none"> 1. American Revolutionary War 2. French Revolution 3. First World War 4. Second World War <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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