Paper Code – 3975

M.A. Sem – 3 SOCIOLOGY (Old Course)
Mar-Jun - 2021
EC-304 – Sociology of Mass Communication (Theory)

કુલ સમય :– ૬૦ મીનીટ કુલ પ્રશ્નો : ૫૦ વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫

નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

1. On what basis is information disseminated?
(A) Social action (B) Social mobility (C) Communication (D) None
2. Messages mean .....?
(A) Transportation (B) Communication (C) Information (D) Communication
3. What are the main types of mass media?
(A) 8 (B) 6 (C) 4 (D) 2
4. The sociology of mass communication is a branch of which science.
(A) Sociology (B) Psychology (C) Logic (D) Chemistry
5. What word is used in English for communication?
(A) Communication (B) Communicator (C) Mass Media (D) None
6. A person like his own thoughts, feelings, urmi, desires or sensory experiences Self-centered mental abstract matters in another person through language or any other meaningful medium The process that communicates is called communication. Who gave the above definition?
(A) Dr. Vidhut Joshi (B) Harikrishna Rawat (C) Maginson (D) None
7. For whom Gujarati words like communication, communication, instruction, contagion, communication system etc. are used.
(A) Mass Media (B) Communicator (C) Communication (D) None
8. Which of the following is a feature of communication?
(A) Two or more people (B) Exchange ideas (C) Mutual understanding (D) All
9. What word is used in English for mass medium?
(A) Mass Media (B) Communication (C) Social Media (D) None
10. Mutual relationship, transaction, action, cohabitation or reaction between two or more persons means .....? (A) Action (B) Interaction (C) Control (D) Standard
11. What are the main forms of information?
(A) 2 (B) 3 (C) 4 (D) 5
12. Newspapers, magazines, books, bulletins etc. are mainly included in which media?
(A) Electronic (B) Printed (C) Both (D) Not one
13. From which country did the technology of printing on paper first start?
(A) India (B) Japan (C) China (D) America
14. In which newspapers did Mahatma Gandhi present his views?
(A) Young India (B) Gujarat News (C) Times of India (D) Message
15.Which of the following is a feature of printed medium?
(A) Broad class (B) Creator and reader (C) Literacy requirement (D) All
16. What kind of information do movies transmit?
(A) Only visual (B) Only audible (C) Both visual and audible (D) Not one
17. When was the first news broadcast in India?
(A) 15/08/1965 (B) 21/10/1985 (C) 21/06/1972 (D) None
18. When is the print medium supposed to have started?
(A) In the 21st century (B) In the 20th century (C) At the beginning of the 19th century (D) None
19. The quality identification of which number to the publication considering the reliability and quality of his book Are given ?
(A) ISBN (B) ISSN (C) UNIQUENO (D) None
20. When was the first film show held in India?
(A) 07/07/1896 (B) 07/08/1980 (C) 21/01/1922 (D) None
21. When is the current letter supposed to have started?
(A) In the 21st century (B) In the 19th century (C) In the 16th century (D) None
22. When was the printing technique developed in Europe?
(A) In the 15th century (B) In the 16th century (C) In the 14th century (D) None
23. In which language is most of the current letters published in India?
(A) English (B) Hindi (C) Bengali (D) Marathi
24. Name the P.I.B.
(A) Public Information Bureau (B) Press Information Bureau (C) Private Information Bureau (D) None
25. Who started the magazine “Samvad Kaumudi”?
(A) Rajaram Mohanrai (B) Dayanand Saraswati (C) Justice Murti Ranade (D) None
26. When was Ahmedabad Samachar published?
(A) 1855 (B) 1860 (C) 1863 (D) None

27. How many radio stations were there when India got independence in 1947?
(A) 22 (B) 32 (C) 12 (D) 42
28. Which of the following is the effect of radio?
(A) Entertainment is available (B) Employment Guidance (C) Agricultural Guidance (D) All of the above
29.What became the first cinema house in India?
(A) Ahmedabad (B) Bangalore (C) Calcutta (D) None
30. What is electronic medium called in English?
(A) Print media (B) Electronic media (C) Mass Media (D) None
31. Which of the following is not a printed medium?
(A) Magazine (B) Current Letter (C) Leaflet (D) TV
32. Was In 1780, James Augustus Hickey started publishing the Bengal Gazette weekly in which language??
(A) Hindi (B) Bengali (C) English (D) Urdu
33. What was India's first film?
(A) Raja Harishchandra (B) Alamara (C) Narasimha Mehta (D) None
34. Where was the first 1G network launched?
(A) Japan (B) India (C) Russia (D) None
35. An estimated lakh books are produced in India every year.?
(A) 8 (B) 7 (C) 6 (D) 4 36.Which of the following is a feature of electronic medium?
(A) Wide Network (B) Creator and Audience (C) Indirect Relationship with Literature (D) All
37. When did the Government of India launch All India Radio in its jurisdiction?
(A) 1926 (B) 1927 (C) 1930 (D) 1936
38. What are the main aspects of functional theory by Harold Laswell and Charles Wright?
(A) 5 (B) 6 (C) 7 (D) 8
39. Which of the following aspects is included in functional theory by Harold Laswell and Charles Wright?
(A) Correlation (B) Transmission (C) Entertainment (D) All
40. Lyotar, Foucault, Darida, Jameson, Fraser, Nicholas etc. Scholars have discussed which of the following approaches?
(A) Modernization (B) Postmodern (C) Westernization (D) Cultivation
41. What is the short name of All India Radio?
(A) ARI (B) AIR (C) RIA (D) RAI
42. Which of the following are the main functions of media?
(A) Informing (B) Socializing (C) Entertaining (D) All
43. Who has discussed how culture is connected with modernity?
(A) Srinivas (B) Ghurye (C) David Harvey (D) All
44. Who inaugurated the first experimental TV station in India?
(A) Dr. Rajendra Prasad (B) Gandhiji (C) Nehru (D) Tilak
45. What is the short name of television?
(A) TV (B) Radio (C) Movie (D) All
46. For how many years was television limited to Delhi only?
(A) 1947 (B) 1965 (C) 1971 (D) 2001
47.Who is the founder of Hollywood in America?
(A) Porter (B) Wilcoms (C) Lumte (D) Lewis
48. When was an independent radio station established in the native state of Mysore?
(A) 1935 (B) 1965 (C) 1985 (D) 1995
49. What was the name of the radio station named after the kingdom of Mysore?
(A) All India Radio (B) All India Radio (C) Mysore Radio (D) All
50. How many aspects of communication have Marxist thinkers mainly emphasized?
(A) 3 (B) 4 (C) 5 (D) 6