MCM301- MASS COMMUNICATION
(SOLVED MCQs)
FROM MIDTERM PAPERS
LECTURE (1-22)

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Q1: Which of the following is usually related to environmental factors that affect communication?
A) Listener barrier

B) Sender barrier

C) Physical barrier (page37) (100% Sure)

D) Resistance

Q2: The term pitch refers which of the following?
A) The degree of lowness of sound

B) The degree of highness of sound

C) The degree of highness or lowness of a sound

D) All of the given options (page58) (100% Sure)

Q3: Broadly classifying the barriers, select how many kinds of communication barriers exist?
A) Three (page35) (100% Sure)

B) Four

C) Five

D) More than seven

Q4: All of the following are the examples of touching, EXCEPT:
A) Shake hand

B) A hug

C) A pat

D) Drawing the eyebrow down (page28) (100% Sure)

Q5: If your objective is to try to change what an audience thinks or does, what should be your general goal or general purpose?

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A) To inform

B) To persuade (page67) (100% Sure)

C) To teach

D) To entertain

Q6: Studies show that job applicants are more likely to make a favorable impression and get a job offer when:

A) They let the interviewer do most of the talking (page25) (100% Sure)

B) They talk too much

C) They talk in a loud tone

D) They talk in a low voice

Q7: Select which sort of information you will include in your statement when you need to answer concisely:

A) Include all information

B) Include irrelevant information

C) Include authentic statement

D) To the point information (page75) (100% Sure)

Q8: Which one of the following is suitable for both promotional and informational presentations in either the Proactive or Interactive modes?

A) V-Information

B) Modified T-Information

C) T-Information

D) U-Information (page86) (100% Sure)

Q9: Which of the following is a planned and rehearsed speech that uses different words during rehearsals?

C) Manuscript speech

B) Memorized Speech

C) Impromptu speech

D) Extermporaneous Speech (page57) (100% Sure)

Q10: Self-confident individuals usually stand more erect than those:

A) who lack confidence (100% Sure)

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B) who are over-confident

C) who are submissive

D) who are arrogant

Q11: Audience information such as age, gender, education, and socioeconomic status falls into a catefory known as:

A) Profiling

B) Demographics (page38) (100% Sure)

C) Topol

D) MYGLO

Q12: Which of the following is the skill of speaking in distinct syllables?

A) Articulation (page59) (100% Sure)

B) Fillers

C) Inflection

D) Monotone dilivery

Q13: All of the following show the qualities of effective speaker except one. Which one is?

A) Understands the nature of audience and adapts speeches to audiences

B) To keep in mind the audiences care

C) Find the common traits

D) To avoid the audience's choice (page38) (100% Sure)

Q14: Understanding is the stage at which you learn:

A) What the speaker means (page21) (100% Sure)

B) How to judge a message

C) Analyzing the conversation

D) None of the given options

Q15: It is always easier to communicate at the _____.

A) Peer level (page33) (100% Sure)

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B) Differing status

C) Different position

D) Different class

Q16: The characteristic which enables us to distinguish one voice from another is known as:

A) Pitch

B) Loudness

C) Regularity

D) Quality (page29) (100% Sure)

Q17: Select what do facial expressions, eye contact, gestures and body language tells about the speaker?

A) Presentation topic

B) Educational background

C) Frame of mind

D) Level of confidence (Confirm) (100% Sure)

Q18: Which of the following statement has biased language?

A) Most Germans are direct in their communicaton (Confirm) (100% Sure)

B) Jews generaaly make good business people

C) Some Japaneses business people cannot speak English

D) Older people generally have lower energy levels

Q19: When using a story, the presenter should:

A) Tell the story first, and then show how it illustrates the thesis (page55) (100% Sure)

B) State the thesis first, and tehn show how the story supports the thesis

C) Either option is acceptable

D) Neither option is acceptable

Q20: Conflicting information develops:

A) Mental turbulence (page31) (100% Sure)

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B) Good understanding

C) Psychological disorders

D) Sharp thinking

Q21: Where does immediacy come form during a presentation?

A) Looking at your notes

B) Standing

C)Dressing with authority

D) Making eye contact (page4) (100% Sure)

Q22: Which one of the following is the most formal type of speech delivery?

A) Manuscript (page56) (100% Sure)

B) Memorized

C) Impromptu

D) Extemporaneous

Q23: Which of the following is the process of giving symbols meanings through the unique contents of each person's mind?

A) Listening

B) Hearing

C) Filtering (page21) (100% Sure)

D) Speaking

Q24: A Presenter can prepare effective responses to questions by following all of the given steps EXCEPT one. Which one is that?

A) Anticipating

B) Answering

C) Recording (page69) (100% Sure)

D) Rehearsing

Q25: In a comfortable setting, people in the audience can do all of the following, EXCEPT:

A) See clearly

B) Hear on edge (page81) (100% Sure)

C) Sit comfortably

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D) Focus attentively

Q26: Select the correct reason which contributes towards the formation of "I-Syndrome":

A) Using ignorant attitude

B) Too much usage of "I-attitude" (page33) (100% Sure)

C) Too much usage of "We-attitude"

D) Too much usage of "You-attitude"

Q27: Which of the following pattern is not a specific organizational pattern?

A) Spatial

B) Chronological

C) Topical

D) Deductive (page51) (100% Sure)

Q28: While you plan to make a good speech, you must be engaged in which of the following?

A) Audience-centered approach (page38) (100% Sure)

B) Self-confident approach

C) Theme or idea of the subject

D) Results

Q29: _____ can also seriously imede the transmission of ideas.

A) Tolerance

B) Broadsides

C) Prejudice (page33) (100% Sure)

D) Acceptance

Q30: Which one of the following arrangement is a modification of conventional classroom seating?

A) U-Information

B) T-Information

C) Modified T-Information

D) V-Information (page87) (100% Sure)

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Q31: _____ is a process which demands that full attention be paid to the spoken material.
A) Speaking

B) Listening (page33) (100% Sure)

C) Hearing

D) Dialogue
Q32: A presenter who consistently speaks at a rapid rate may be perceived as:
A) To be nervous

B) Impatient

C) Hurried

D) All of above (page59) (100% Sure)
Q33: Business associates can be a helpful source for:
A) Identifying probable questions and objections (page69) (100% Sure)

B) can reveal questions and concerns

C) It is helpful to recall the questions

D) None of the given options
Q34: Fillers _____ the continuity of communicaiton.
A) Develop

B) Emphasize

C) Interrupt (page60) (100% Sure)

D) Build up
Q35: Farah was doubtful about Saman's inventions when she was trying to convince her to invest in the new project. Which form of listening it is?
A) Empathic listening

B) Critical listening

C) Active listening (page22) (100% Sure)

D) Preferential listening
Q36: Select which of the following is the method of arranging your subject's main points in a time sequence?
A) Spatial order

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B) Chronological order (page52) (100% Sure)

C) Topical order

D) Logical order

Q37: Which one of the following pattern is especially effective if the audience already knows that the problem exists?

A) Problem/solution order

B) Cause/effect order (page54) (100% Sure)

C) Deductive order

D) Inductive order

Q38: Which of the following is NOT used in oral speaking style?

A) Mostly long sentences (page60) (100% Sure)

B) Personal pronouns freely

C) Active voice

D) Constractions often

Q39: All of the following statements are the purposes of forming an outline for a speech EXCEPT one. Which one is it?

C) It helps put order to the information

B) It serves as a model to check your work

C) It serves as a guide from which to deliver your speech

D) It helps to build confusion for the listeners (outline can not build confusion) (100% Sure)

Q40: Which type of communication occupies the most amount of time

A) Writing

B) Speaking

C) Listening (page20) (100% Sure)

D) Reading

Q41: When centering on the audience, you start by finding _____ that enable you to identify with them.

A) Rare traits

B) Common traits (page38) (100% Sure)

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C) Extraordinary character

D) Unusual quality

Q14: At what point does an introduction begin?

A) It begins the moment you address the audience (page47) (100% Sure)

B) It begins at the middle of your speech

C) It begins at any moment during your speech

D) All of the given options

Q43: On the average, how faster a person can think than the lister can talk?

A) Ten times

B) Five times

C) Four times (page26) (100% Sure)

D) Three times

Q44: Tributes, acceptance, inspiration, speaking after-dinner, & master of ceremonies are examples of:

A) Informative speech

B) Ceremonial speech (page68) (100% Sure)

C) Informative speech

D) None of the above

Q45: All of the following are the types of comments from an audience EXCEPT:

A) Agreement

B) Addition

C) Objection

D) Arbitrate (page75) (100% Sure)

Q46: Articulate speech is characterized by:

A) Correct pronounciation and clear enunciation (page59) (100% Sure)

B) Vocal trait

C) Combination of pitch and strength

D) More clearly express or magnify meaning

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Q47: In order to listen more effectively, you should:
A) Minimize distractions

B) Talk less

C) Pay attention to verbal and nonverbal cues

D) All of the given options (page25) (100% Sure)
Q48: How can be credibility of a presenter be increased?
A) Being well dressed and well groomed

B) Complimenting the audience

C) Demonstrating your sincerity

D) All of the given options (page47) (100% Sure)
Q49: A speech designed to change or reinforce the audience's beliefs or actions. This is an example of:
A) Informative speech

B) Ceremonial speech

C) Persuasive speech (page67) (100% Sure)

D) None of the given options
Q50: What will be your first step for the preparation of speech?
A) Selection of topic (page40) (100% Sure)

B) Gathering material

C) Writing down relevant points

D) Reading newspapers
Q51: In a presentation setting, the only should that should be prominent is that of the:
A) Speaker's voice (page88) (100% Sure)

B) Electronic feedback from sound system

C) Music

D) Announcements
Q52: A sample sentence that makes a statement of expresses an attitude,

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opinion, condition, position, or feeling about the subject. It is called which of the following.

A) Speech

B) Thesis statement (page44) (100% Sure)

C) Introduction

D) Outline

Q53: The quality of tone is a comnination of which of the following?

A) Pitch, strength and character (page59) (100% Sure)

B) Pitch, strength and volume

C) Volume, rate and filters

D) Filler,character and volume

Q54: The entire following are the main points that are kept in mind while developing thesis, EXCEPT:

A) Clear

B) Logical

C) Equal in value

D) Ambiguity (page45) (100% Sure)

Q55: With a limited time frame avaliable for presentation, the Q & A session is conducted:

A) At the end of a presentation

B) During a presentation

C) Before a presention (page70) (100% Sure)

D) Not at all

Q56: Being resistant to issues which are contrary to already existing ideas hampers the process of:

A) Evaluation

B) Transmission

C) Communication (page34) (100% Sure)

D) Production

Q57: Q&A is an obbreviation of which of the following?

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A) Quest and avaliability

B) Question and Answer (page70) (100% Sure)

C) Question and anticipation

D) Query and audience

Q58: Which of the following is the appropriate response to a comment of agreement?

A) I agree with it

B) That's a very good point

C) Thank you (page76) (100% Sure)

D) That's not right

Q59: The quality of speech which makes you easier to understand while speaking is known as:

A) Pronounciation

B) Loudness

C) Atriculation (page29) (100% Sure)

D) Pitch

Q60: How many purposes your introduction should have:

A) Two

B) Three

C) Four (page47) (100% Sure)

D) Five

Q61: In general, there are _____ of newspaper indexes:

A) Two kinds

B) Three kinds (page41) (100% Sure)

C) Many kinds

D) None of the given option

Q62: Which one of the following seating is the least comfortable for an audience, especially for presentations that last longer than an hour?

A) U-Information

B) Modified T-Information

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C) Conventional classroom style

D) Conventional theater style (page83) (100% Sure)

Q63: All of the following you may want to carry, while doing your research except one. Which one is?
A) Note-cards

B) Bibliography

C) Information-recording

D) Video games (page41) (100% Sure)
Q64: What does limited eye contact signal?
A) Control

B) Dishonesty (page27) (100% Sure)

C) Intimidation

D) Playfulness
Q65: A facial expression that reveals anxiety on speaker's face casue an audience to feel:
A) Relaxed

B) Anxious and uneasy (page61) (100% Sure)

C) Confident

D) Sleepy
Q66: An opinion, condition, value, attitude, or feeling all of the following characteristics are express in which of the following?
A) Thesis statement (page44) (100% Sure)

B) Subject of the topic

C) Speech topic

D) References
Q67: All of the following are the common reasons for disruptive behavior EXCEPT one. Which one is that?
A) Resistance to change

B) Resentment of the presenter

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C) Repetiton of behavior that is successful for the detractor

D) Reapprearance of the presenter (page78) (100% Sure)

Q68: Which of the following would be the least helpful source when conducting audience research?

A) The program planner of the occasion where you are speaking (they are the non users and not related with audience) (100% Sure)

B) The website of the organization that has invited you to speak

C) Interviews of former memebers of the organization to whom you are invited to speak

D) News releases highlighting the organization to whom you will be speaking

Q69: An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, raising the pitch signifies which of the following?

C) A question (page58) (100% Sure)

B) Statement

C) Speech

D) Confess

Q70: Speaking notes for speech should be:

A) Legible

B) Unobtrusive

C) Detailed

D) Legible and unobtrusive (page61) (100% Sure)

Q71: Nonverbal messages are extreamly important because _____.

A) They comprise well over hald of our communication in face-to-face settings.

B) They are often more reliable because htey are hard to fake.

C) In a number of situations, we rely on them more than on verbal cues

D) Of all the given reasons (page27) (100% Sure)

Q72: Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to _____.

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A) Misunderstanding (page33) (100% Sure)

B) Hatred

C) Understanding

D) Generousity

Q73: Which of the following is the first step in order to overcome communication barriers?

A) To recognize the most common barriers and then, understand their negative impact on communicaiton (page35) (100% Sure)

B) To recognize the most common barriers and then, find the positive aspects

C) To find the rare barriers and understand their negative impact

D) All of the given options

Q74: Which of the following is not a form of nonverbal communication?

A) Gestures

B) Facial expressions

C) Appearance

D) A radio interview (page27) (100% Sure)

Q75: All of the following are correct about magazines except:

A) Magazine articles tend to be shorter and more general

B) Magazine are a type of periodical

C) Magazines publish articles written for a general audience

D) Articles in magazines usually include bibliographies (page41) (100% Sure)

Q76: Which one of the following seating is most common for proactive presentation delivered to large audiences?

A) Conventional threater style (page83) (100% Sure)

B) Conventional classroom style

C) Modified T-Information

D) V-Information

Q77: All of the following steps are essential to an effective response of questions EXCEPT:

A) Listen

B) Discern

C) Anticipation (page73) (100% Sure)

D) Answer

Q78: Which type of speaking relies on speaking notes?

A) Manuscript

B) Memorized

C) Impromptu

D) Extemporaneous (page57) (100% Sure)

Q79: All of the following tactics can be employed for dealing with disruptive incidents EXCEPT:

A) Detour

B) Delay

C) Dismiss

D) Drag (page78) (100% Sure)

Q80: Thesis statement is a _____ of your speech.

A) Core idea or bottom line (page44) (100% Sure)

B) End of the speech

C) Body

D) Indirect statement

Q81: Select who/which of the following is responsible to initiate actions to over come physical barriers:

A) Sender (page37) (100% Sure)

B) Reciever

C) Medium

D) Message

Q82: Which one of the followig is a method of arranging information by dividing it into parts?

A) Spatial patter

B) Chronological pattern

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C) Topical pattern (page53) (100% Sure)

D) Logical pattern

Q83: Partial or marginal listening can disort the intent of which of the following?

A) Message (page33) (100% Sure)

B) Channel

C) Source

D) All of the given options

Q84: How many words is average speaker's rate per minute?

A) 100 to 150 (page21) (100% Sure)

B) 400 to 500

C) More than 500

D) Countless

Q85: What do the clothes we wear communicate?

A) Affection

B) Status (page27) (100% Sure)

C) Rejection

D) Boredom

Q86: Which of the following is not the type of electronic periodical indexes?

A) World Wide Web

B) CD-ROM

C) Online Systems

D) Journals (page42) (100% Sure)

Q87: Which of the following are the factors involved in nonverbal communication?

A) Appearance, facial expressions

B) Eye contact, gestures, touch

C) Posture, voice, silence, time, and space

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D) All of the following options (page27) (100% Sure)

Q88: In verbal communication one's physical appearance affects the _____.

A) Message (page27) (100% Sure)

B) Channel

C) Sender

D) Status

Q89: Excitement is communicated by:

A) A high-pitched voice

B) Rapid rate of speaking

C) Shrill voice

D) All of the given options (page29) (100% Sure)

Q90: Which of the following would be a negative result of failing to analyze the audience properly?

A) Assuming that gender stereotypes still hold true

B) Offending audience members with a position that is contrary to their religious/moral beliefs

C) Using jargon or vocabulary that is inappropriate for the audience's education level

D) All of the above (Confirm) (100% Sure)

Question No: 1

Questions and comments that an audience is likely to raise can be anticipated by considering all of the following, except:

► Previous experience

► **Rare reassurance**

► Planning

► Input from associates

Question No: 2

A goodwill speech may be:

► Seemingly informative

► Presented to change attitudes

► Presented to change behaviors

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► All of the given options

Question No: 3

All of the following reduces communication apprehension, except:

► Rehearsing your presentation
► Speaking more often
► Taking speech courses and workshops
► **Concentrating on your nervousness**

Question No: 4

Which of the following is NOT used in oral speaking style?

► **Mostly long sentences**
► Personal pronouns freely
► Active voice
► Contractions often

Question No: 5

How can the credibility of a presenter be increased?

► Complimenting the audience
► Demonstrating your sincerity
► All of the given options
► Being well dressed and well groomed

Question No: 6

What does gripping the lectern, having clenched fists and constant clearing of the throatcovey?

► Open or confident
► Dictatorial or arrogant
► Insecure or nervous
► Happy or pleased

Question No: 7

_____refers to the degree of highness or lowness of a sound.

► **Pitch**
► Speed
► Volume
► Rate

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Question No: 8

A story, that is not true but it perfectly illustrates the point the presenter wants to make,is called:

- ► Hypothetical
- ► Fictional
- ► Factual
- ► **Genuine**

Question No: 9

Which of the following could not be an appropriate beginning of speech?

- ► Appropriate quotation
- ► Asking a rhetorical question
- ► **An ordinary story**
- ► A startling statement

Question No: 10

To select a good topic of speech one should keep in mind all of the following, EXCEPT:

- ► A topic should be intriguing
- ► A topic should be appealing
- ► A topic should not tell too much about a speech
- ► **A topic should be too vague**

Question No: 11

Which of the following would be the least helpful source when conducting audienceresearch?

- ► The website of the organization that has invited you to speak
- ► The website of the organization that has invited you to speak
- ► Interviews of former members of the organization to whom you are invited tospeak
- ► News releases highlighting the organization to whom you will be speaking

Question No: 12

Determining the audience's attitude toward you as the speaker is an aspect of?

- ► Analyzing the audience
- ► Analyzing the speaker

► Analyzing the occasion
► Analyzing the audience and the speaker

Question No: 13
Which of the following is not a demographic characteristic?
► Sex
► Age
► Cultural background
► **Attitude**

Question No: 14
Poor retention either on the part of the sender or on the part of the receiver can createproblems or lead to__.
► **Misunderstanding**
► Stronger friendship
► Better understanding
► Generous approach

Question No: 15
Which of the following is usually related to environmental factors that affect thecommunication?
► Listener barrier
► Sender barrier
► **Physical barrier**
► Resistance

Question No: 16
The sender analyzes the receiver's knowledge so that the he/she could:
► Compose the message at the proper level.
► Emphasize receiver benefits.
► Choose the approach to use in the message.
► Avoid making a negative impression.

Question No: 17
Which of the following is a type of nonverbal communication derived from the sound ofthe speaker's voice?
► Paralegalism
► Parallelism
► Paradigm
► **Paralanguage**

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Question No: 18

Which of the following is NOT a form of verbal communication?

- **Appearance**
- Letters
- Books
- Reports

Question No: 19

Which of the following describes nonverbal communication?

- Non-verbal communication is writing.
- **Nonverbal communication is interpersonal communication throughnonlinguistic** means.
- Non-verbal communication is everything including your words.
- Nonverbal communication is reading.

Question No: 20

Which one of the following is not a right tip to become a better listener?

- **Don't provide feedback**
- Keep an open mind
- Don't jump to conclusions
- Don't let yourself be distracted by the environment

Question No: 21

The belief that your own ideas are more important or valuable than those of others is anexample of which barrier to listening?

- Preoccupation
- Egocentrism
- Physical barriers
- Environmental barriers

Question No: 22

_____is the first element in the listening process.

- Listening
- **Hearing**
- Filtering
- Speaking

Question No: 23

The degree to which you and others share common meanings for words will depend on:

- The extent to which you share common backgrounds and experiences
- The diversity of your backgrounds

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► The extent to which you share common approaches
► None of the given options

Question No: 24

Which of the following statement about communication is correct?

► The meaning we associate with a word will be shared by those with whom wecommunicate.

► Effective communication skills make a significant contribution to organizationalcost reduction.
► Meanings cannot be subjective.
► All of the given options

Question No: 25

Which of the following is a form of communication in which messages are sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer?

► Mediated communication
► **Mass communication**
► Interpersonal communication
► Group communication

Question No: 26

Which one of the following statement defines environmental context of interpersonalcommunication?

► It concerns your reactions to the other person.
► **It deals with the psycho-social "where" you are communicating.**
► It is who you are and what you bring to interaction.
► It deals with the physical "where" you are communicating.

Question No: 27

All of the following are the levels of communication, except:

► Intrapersonal Communication
► Mediated Communication
► Interpersonal Communication
► **Frame Communication**

Question No: 28

Intrapersonal communication processes depend upon communicators all of

the followingqualities.
EXCEPT':

- Frame of reference
- Creativity
- Self-talk
- **Dull approach**

Question No: 29

Intrapersonal communication includes:

- What we think
- Way we think
- Way we communicate with ourselves
- **All of the given options**

Question No: 30

What do you call to a tool that lets you work with individuals and groups on documentsthat are shared via computer?

- **Electronic mail**
- Voice mail
- Instant messaging
- Computer conferencing

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