MIDTERM EXAMINATION
Fall 2009
MCM101- Introduction to Mass Communication (Session - 5)

Time: 60 min
M a r k s: 45

Question No: 1 (M a r k s: 1)
Before the invention of paper, what material was used for writing purposes?

- ► Root of the trees
- ► Fruits of the tree
- ► **Leaves of the trees**
- ► Bark of the trees

Question No: 2 (M a r k s: 1)
Suppose a student is unable to understand the lecture just because it is being delivered in English. Identify the student's problem.

- ► **Standard Meaning's Problem**
- ► Static Evaluation
- ► Linguistic Barrier
- ► Cultural Conflict

Question No: 3 (M a r k s: 1)
Which one is the most sensitive area in communication?

- ► **Message**
- ► Channel
- ► Source
- ► Receiver

Question No: 4 (M a r k s: 1) - Please choose vuzs one
If a person from Pakistan has to go to live in America. What he can do to avoid communication problems with Americans there?

- ► He should gather the knowledge about the social norms of that society.
- ► He should gather the knowledge about the Pakistani community living there.
- ► **He should avoid meeting native people.**
- ► All of the given options

Question No: 5 (M a r k s: 1)
When people from one culture have to live in another culture where normal life values are radically diverse, what it is called?

- ► **Enculturation**
- ► Cultural Shock
- ► Ethnic Trauma
- ► Cultural Stigma

Question No: 6 (M a r k s: 1)

Suppose you receive a cake from your friend. You declare it a bad cake because the almonds used in the cake are bitter, but the fact remains that its flavor, baking and crème is just fine. This deficiency of language to describe things in extreme position is called -----.

- ► Labeling
- ► Polarization
- ► Static meanings
- ► **Indiscrimination**

Question No: 7 (M a r k s: 1) - Please choose vu zs one

---------- in the usage of languages provides you common nouns and suggests that people in this area are also similar in behavior.

- ► Labeling
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Question No: 8 (M a r k s: 1)

Which of the following is fixed impressions, exaggerated or preconceived ideas about particular social groups?

- ► Science
- ► Stereotype
- ► Label
- ► **Stigma**

Question No: 9 (M a r k s: 1)

Which of the following is considered as the most lavishly decorated of any manuscript produced between the 7th and 9th centuries?

- ► **Book of Kells**
- ► Book of Durrow
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Which era refers to the beginning of Yellow Journalism?

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In the subcontinent the print media was surfaced because of the:

- ► Hindus
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- ► **Foreign rulers**
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The idea of the electric telegraph was born when the scientists observed that:

- ► Electric charges could travel through wires over distances.
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For what purpose, telegraph was used during the Civil War (1861–1865)?

- ► To send the messages of soldiers to their relatives.
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Which of the following refers to a point to point messaging facility by spoken words?

- ► Telegraph
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Why John Walter, the publisher of *The Times* in London decided to assemble the new press in secrecy?

- ► Because he was afraid of Royal authorities.
- ► **Because he was afraid that his pressmen might riot if they discovered his plans.**
- ► Because he was afraid that some other publisher would copy him.
- ► Because he wanted to give surprise to his employees.

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Which of the following statement is correct about the publication of magazines?

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The industrial revolution changed paper-making practices, allowing for paper to be made out of:

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Which era refers to incunabula?

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► Humanists

► Communists

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Roger Ascham taught that one could learn to speak effectively by studying:

► Individual phrases and clauses

► Speeches of ancient orators

► Grammatical rules

► **Printing techniques**

Question No: 24 (M a r k s: 1)

In a play such as Shakespeare's Tempest, a main character (Prospero) embodies a full range of human abilities: father, creator, ruler, magician, master, and scholar. All these show the effect of _____ approach on English literature.

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- ► Socialists
- ► **Humanists**
- ► Religious

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- ► Language
- ► **Culture**
- ► Education
- ► Mental setup

Question No: 31 (M a r k s: 5)

How growth of understanding of monetary and fiscal matters changed people economic ideas? Give your own analysis.

Monetary policy is the process by which government, central bank or monetary authority of a country controls it provides inside into how to craft optimal monetary policy it is the cost of money or rate of interest, in order to attain a set of objective oriented towards the growth stability of the economy.

Question No: 32 (M a r k s: 10)

Communication is the life line of human society. Discuss the importance and usage of communication in human life.

Communication means to send a message from one person to another person. Communication is backbone of human life and is very important to know language for basic communication language is a basic tool of expressing ideas, concepts, feelings and attitudes. Internet and technology have its role in promotion of English language, transportation and tourism industry has improved a lot. In Pakistan, people go for educations mostly communicate in English.

Communication is essential for life in general but in business setting it is critical. Communication is more then just a matter of speaking and hearing specially within a business setting good communication, on the other hand means message will be sent and that the people or organization understand the message in its entirety. Further they are much more likely to respond in a positive manner if the message was communicated effectively. A poorly communicated message will likely result in an unfavorable response

Communication is one of the basic functions of management in any organization and its importance can hardly be over emphasized. It is a process of transmitting information, ideas, thoughts, opinions and plans between various parts of an organization. However, good and effective communication is required is not only for good human relations but also for good and successful business.

Importance of Communication for Manager and Employee Relations:

Effective communication of information and decision is an essential for management employee relations. The manager cant get the work done from employees unless they are communicated effectively of what he wants to be done? He should also be sure of some basic facts such as how to communicate and what result can be expected from that communication. Most of the management problems arise because of lack of effective communication chances

of misunderstanding and misrepresentation can be minimized with proper communication system

Communication is also a basic tool for motivation, which can improve moral of the employees in an organization inappropriate or faulty communication among employees or between manager and his sub ordinates is the major cause of conflict and low moral at work. Manager should clarify to employees about what is to be done, how well they doing and what are can be done for better performance to improve their motivation. He can prepare written statement, clearly outlining the relationship between company objectives and personal objective and integrating the interest of the two

Question No: 1 (M - 1) .

The Latin word COMMUNIS means:

- ► To go up and down
- ► **To create commonness with the people around you**
- ► Courteous, kind, friendly
- ► To remember or recollect

Question No: 2 (M - 1) .

The word "Communication" has been derived from which language?

- ► English
- ► Spanish
- ► **Latin**
- ► Chinese

Question No: 3 (M - 1) .

According to the United Nation's report of 1995, which of the following country has highest newspaper readership?

- ► America
- ► Europe
- ► **Japan**
- ► China

Question No: 4 (M - 1) .

Schramm-Osgood Communication Model:

- ► **Talks about common field of experience.**
- ► Is considered the simplest of all models.
- ► Is the first communication model ever.
- ► Does not care about human interpretation.

Question No: 5 (M - 1) .

What kind of words command more acceptability?

- ► **Polite and decent words**
- ► Harsh or intimidating words
- ► Rude and Threatening words
- ► All of the given options

Question No: 6 (M - 1) .

When two strangers meet each other and one asks the other "what is your name?" This message is intended to:

- ► Discover about that person
- ► Establish relationship with him
- ► Help him out
- ► Persuade him

Question No: 7 (M - 1) .

The use of verbal and nonverbal communication in advertisement is an example of which function of communication?

- ► Relationship

- ► Stimulation
- ► Relaxation
- ► Social growth

Question No: 8 (M - 1) .

A father giving advice to his son about moral values is an example of which function of communication?

- ► Community growth
- ► Stimulation
- ► Relaxation
- ► Social growth

Question No: 9 (M - 1) .

What is Meta communication?

- ► Communication with living things
- ► Communication with non-living things
- ► Communication with humans
- ► Communication with living and non-living things other then humans

Question No: 10 (M - 1) .

The living style of people of a particular area is denoted as their---------- .

- ► Culture
- ► Heritage
- ► Society
- ► Fashion

Question No: 11 (M - 1) .

In American culture, avoiding eye contact means:

- ► Disinterest
- ► Disrespect
- ► Respectful
- ► It does not mean anything

Question No: 12 (M - 1) .

Acculturation means the culture:

- ► Inherited from parents
- ► Adopted from others
- ► Learnt through mass media
- ► Presented on TV

Question No: 13 (M - 1) .

Which of the following statement about the origin of language is correct?

- ► History confirms that it is man made.
- ► History confirms that it is divine.
- ► History confirms that it was made by prophets.
- ► It is still a mystery that whether it is man made or divine.

Question No: 14 (M - 1) .

Which of the following is fixed impressions, exaggerated or preconceived ideas about particular social groups?

- ► Science
- ► Stereotype
- ► Label
- ► Stigma

Question No: 15 (M - 1) .

Which of the following is NOT included in stereotype groups?

- ► Age
- ► Race
- ► Ethnicity
- ► Morality

Question No: 16 (M - 1) .

A breakthrough in mass media was made by the invention of:

- ► Vehicles
- ► Electricity
- ► Language
- ► Paper

Question No: 17 (M - 1) .

Which of the following era refers to the inclusion of Europe life and society in the printed books?

- ► 13th to 15th Century
- ► 14th to 17th Century
- ► 15th to 16th Century
- ► 16th to 17th Century

Question No: 18 (M - 1) .

Which of the following is considered as the most lavishly decorated of any manuscript produced between the 7th and 9th centuries?

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Question No: 19 (M - 1) .

Which era refers to the beginning of Yellow Journalism?

- ► 1890s
- ► 1880s
- ► 1870s
- ► 1860s

Question No: 20 (M - 1) .

Hickey's Bengal Gazette used to publish stories about:

- ► Native people
- ► Employees of East India Company

► Independence Movement
► Culture of subcontinent

Question No: 21 (M - 1) - Please choose vuzs one
Which of the following newspaper started in 1878 still enjoys the highest circulation in South India, and is among the top five national dailies of India?
► India Gazette
► The Hindu
► Madras Courier
► Hickey's Bengal Gazette

Question No: 22 (M - 1) .
Which of the following was a bilingual newspaper of the subcontinent?
► Kohinoor
► Urdu Guide
► Jam-e-Jahan Numa
► Madras Courier

Question No: 23 (M - 1) .
Partap was the first newspaper, which started publishing:
► Criticism on British government
► Supplements
► Classified page
► Entertainment News

Question No: 24 (M - 1) .
The idea of the electric telegraph was born when the scientists observed that:
► Electric charges could travel through wires over distances.
► Electric charges produce electric current.
► Electric charges could not travel through wires over distances.
► Electric energy could be transformed into mechanical energy.

Question No: 25 (M - 1) .
What was the characteristic feature of the telegraph made by Wheatstone?
► It could send the message all over the world.
► It could indicate the transmitted letters.
► It had printed coded messages on a ribbon.
► It did not use electricity for sending message from one place to other.

Question No: 26 (M - 1) .
For what purpose, telegraph was used during the Civil War (1861–1865)?
► To send the messages of soldiers to their relatives.
► To inform the media about war happenings.
► To send peace messages to the enemy.
► To control troop deployment and intelligence.

Question No: 27 (M - 1) .

The original telephone designed by Graham Bell was just a modified version of:

- ► Radio
- ► Letter Box
- ► Telegraph
- ► Printing Press

Question No: 28 (M - 1) .

Which of the following drawbacks were found in the magnetic telephone of Graham Bell?

- ► It was not good in look.
- ► It had voice distortions, causing noise.
- ► It transmitted only half the sentence to the receiver.
- ► It could only make one-way communication.

Question No: 29 (M - 1) - Please choose vu zs one

Printing Press is the invention of:

- ► Guglielmo Marconi
- ► Joseph John Thompson
- ► Gutenberg
- ► Isaac Newton

Question No: 30 (M - 1) .

Block Printing originated from which country?

- ► China
- ► India
- ► America
- ► Rome

Question No: 31 (M - 1) .

In what type of printing, sheets of paper are pressed into individually carved wooden blocks?

- ► Block Printing
- ► Litho Printing
- ► Digital Printing
- ► Laser Printing

Question No: 32 (M - 1) .

What the static on your cell phone that interferes with your ability to hear directions to the restaurant is called in the communication process?

- ► Noise
- ► Decoding breakdown
- ► Feedback
- ► Encoding interference

Question No: 33 (M - 1) .

Which of the following era refers to the hand written books, consisting largely on religious texts whose creation was meant as an act of worship?

- ► 7th to 13th Century

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Question No: 34 (M - 1) .
The way one interprets information around him or her is:
► Usually positive.
► Tied to one's values, beliefs, and experiences.
► Usually negative.
► Tied to what others think.

Question No: 35 (M - 1) .
Which of the following title was used in first Private English Newspaper?
► Public Occurrences
► The Corrant
► The Gazette
► Sydney Gazette

Question No: 36 (M - 1) .
Which of the following is the other name used for 'Publicity?'
► Public Relations
► Development Journalism
► Advertising
► Media affairs

Question No: 37 (M - 1) .
All of the following mighty be a solution for avoiding various problems occurred during message formation EXCEPT:
► Use of Standard Language
► Brevity of Message
► Use of Local Language
► Obeying Ethics

Question No: 38 (M - 1) .
Which of the following refers to the ease in dealing with situations in which much is unknown?
► Tolerance for ambiguity
► Empathy
► Transposition
► Cultural shock

Question No: 39 (M - 1) - Please choose vuzs one
Despite the fact that languages have been one of the strongest tools of communication, all of the following are the innate flaws which hamper communication EXCEPT:
► Polarization
► Labeling
► Static meaning

► Discrimination

Question No: 40 (M - 1) .

As communication help you solve problems and improve relationships therefore it is:

► Avoidable
► Inconsequential
► Pointless
► Essential

Question No: 41 (M - 1) .

All of the following are the example of Labeling EXCEPT:

► Scots are stingy people
► Sheikhs are miser
► Politicians in Pakistan are corrupt
► Virsa movie is a good movie

Question No: 42 (M - 1) .

Every individual is responsible for its individual deeds and not be seen as what cast, creed or tribe he/she belongs to. This concept is given by:

► Islam
► Hinduism
► Judaism
► Sikhism

Question No: 43 (M - 3)

Why the manuscripts of the monasteries could not really affect life in Europe?

Question No: 44 (M - 3)

Write a short note on the development of print media in Bombay.

Question No: 45 (M - 3)

What do you know about Telex?

Question No: 46 (M - 5)

Discuss briefly the journey of books from handwritten to the printed editions.

Question No: 47 (M - 5)

Mention any five developments which led the telephone to its present status, making it a great facility.

Question No: 48 (M - 5)

Briefly discuss on the development of print media in Madras (Chennai).

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Communication is the life line of human society. Discuss the importance and usage of communication in human life.
Communication means to send a message from one person to another person.

Communication is backbone of human life and is very important to know language for basic communication language is a basic tool of expressing ideas, concepts, feelings and attitudes. Internet and technology have its role in promotion of English language, transportation and tourism industry has improved a lot. In Pakistan, people go for educations mostly communicate in English.
Communication is essential for life in general but in business setting it is critical. Communication is more then just a matter of speaking and hearing specially within a business setting good communication, on the other hand means message will be sent and that the people or organization understand the message in its entirety. Further they are much more likely to respond in a positive manner if the message was communicated effectively. A poorly communicated message will likely result in an unfavorable response
Communication is one of the basic functions of management in any organization and its importance can hardly be over emphasized. It is a process of transmitting information, ideas, thoughts, opinions and plans between various parts of an organization. However, good and effective communication is required is not only for good human relations but also for good and successful business.
Importance of Communication for Manager and Employee Relations:
Effective communication of information and decision is an essential for management employee relations. The manager cant get the work done from employees unless they are communicated effectively of what he wants to be done? He should also be sure of some basic facts such as how to communicate and what result can be expected from that communication. Most of the management problems arise because of lack of effective communication chances of misunderstanding and misrepresentation can be minimized with proper communication system
Communication is also a basic tool for motivation, which can improve moral of the employees in an organization inappropriate or faulty communication among employees or between manager and his sub ordinates is the major cause of conflict and low moral at work. Manager should clarify to employees about what is to be done, how well they doing and what are can be done for better performance to improve their motivation. He can prepare written statement, clearly outlining the relationship between company objectives and personal objective and integrating the interest of the two

Question (M - 1) .
What kind of words command more acceptability?
- ► Polite and decent words
- ► Harsh or intimidating words
- ► Rude and Threatening words
- ► All of the given options

Question (M - 1) .
The use of verbal and nonverbal communication in advertisement is an example of which function of communication?
- ► Relationship
- ► Stimulation
- ► Relaxation
- ► Social growth

Question (M - 1) .
What is Meta communication?

- ► Communication with living things
- ► Communication with non-living things
- ► Communication with humans
- ► Communication with living and non-living things other then humans

Question (M - 1) .
The living style of people of a particular area is denoted as their---------- .

- ► Culture
- ► Heritage
- ► Society
- ► Fashion

Question (M - 1) .
In American culture, avoiding eye contact means:

- ► Disinterest
- ► Disrespect
- ► Respectful
- ► It does not mean anything

.

Question (M - 1) .
Which of the following is fixed impressions, exaggerated or preconceived ideas about particular social groups

- ► Science
- ► Stereotype
- ► Label
- ► Stigma

Question (M - 1) .
Which of the following is NOT included in stereotype groups

- ► Age
- ► Race
- ► Ethnicity
- ► Morality

Question (M - 1) .
Which of the following era refers to the inclusion of Europe life and society in the printed books

- ► 13th to 15th Century
- ► 14th to 17th Century
- ► 15th to 16th Century
- ► 16th to 17th Century

Question (M - 1) .
Which of the following is considered as the most lavishly decorated of any manuscript produced between the 7th and 9th centuries

- ► Book of Kells
- ► Book of Durrow
- ► Diamond Sutra
- ► Book of Wells

Question (M - 1) .
Which of the following was a bilingual newspaper of the subcontinent

- ► Kohinoor
- ► Urdu Guide
- ► Jam-e-Jahan Numa
- ► Madras Courier

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Question (M - 1) .
What was the characteristic feature of the telegraph made by Wheatstone

- ► It could send the message all over the world.
- ► It could indicate the transmitted letters.
- ► It had printed coded messages on a ribbon.
- ► It did not use electricity for sending message from one place to other.

Question (M - 1) .
For what purpose, telegraph was used during the Civil War (1861–1865)

- ► To send the messages of soldiers to their relatives.
- ► To inform the media about war happenings.
- ► To send peace messages to the enemy.
- ► To control troop deployment and intelligence.

Question (M - 1) .
The original telephone designed by Graham Bell was just a modified version of:

- ► Radio
- ► Letter Box
- ► Telegraph
- ► Printing Press

Question (M - 1) .
Which of the following drawbacks were found in the magnetic telephone of Graham Bell

- ► It was not good in look.
- ► It had voice distortions, causing noise.
- ► It transmitted only half the sentence to the receiver.
- ► It could only make one-way communication.

Question (M - 1) .

Printing Press is the invention of:

- ► Guglielmo Marconi
- ► Joseph John Thompson
- ► Gutenberg
- ► Isaac Newton

Question (M - 1) .
Block Printing originated from which country

- ► China
- ► India
- ► America
- ► Rome

Question (M - 1) .
Which of the following era refers to the hand written books, consisting largely on religious texts whose creation was meant as an act of worship

- ► 7th to 13th Century
- ► 8th to 15th Century
- ► 13th to 17th Century
- ► 16th to 15th Century

Question (M - 1) .
The way one interprets information around him or her is:

- ► Usually positive.
- ► Tied to one's values, beliefs, and experiences.
- ► Usually negative.
- ► Tied to what others think.

Question (M - 1) .
All of the following mighty be a solution for avoiding various problems occurred during message formation EXCEPT:

- ► Use of Standard Language
- ► Brevity of Message
- ► Use of Local Language
- ► Obeying Ethics

Question (M - 1) .
Despite the fact that languages have been one of the strongest tools of communication, all of the following are the innate flaws which hamper communication EXCEPT:

- ► Polarization
- ► Labeling
- ► Static meaning
- ► Discrimination

Question No: 42 (M - 1) .
Every individual is responsible for its individual deeds and not be seen as what cast, creed or tribe he/she belongs to. This concept is given by:

- ► Islam
- ► Hinduism
- ► Judaism
- ► Sikhism

Question No: 43 (M - 3)
Why the manuscripts of the monasteries could not really affect life in Europe?

Question No: 44 (M - 3)
Write a short note on the development of print media in Bombay.

Question No: 45 (M - 3)
What do you know about Telex

Question No: 46 (M - 5)
13-16 ERA IS AN EXPECTED ERA OF PRINT DOMINATED ERA, EXPLAIN HOW?

Question No: 47 (M - 5)
Mention any five developments which led the telephone to its present status, making it a great facility.

Question No: 48 (M - 5)
Briefly discuss on the development of print media in Madras (Chennai).