



MCM604 Quiz#4 25July23 Finals by MISS Mehwish- Dwnld
From (vusolutionpoint

International Communication (Virtual University of Pakistan)



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1. Question: Who founded Cable News Network (CNN)?

Options:

- a) Ted Turner
- b) John Locke
- c) David Walker
- d) Rupert Murdoch

Correct Option: a) Ted Turner

2. Question: Which among the following is the world's largest Media conglomerate?

Options:

- a) Viacom
- b) Bertelsmann SE and Co.
- c) Walt Disney
- d) All of the above

Correct Option: c) Walt Disney

3. Question: In 1998, how many channels were operating around the world?

Options:

- a) 2600

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b) 2800

c) 2400

d) 2500

Correct Option: c) 2400

4. Question: Which development of regional broadcasting was enabled by which of the following technologies?

Options:

a) Information, communication, and technology

b) Internet and computing

c) Digital technology and satellite networks

d) Non-Linear editing and digital formats

Correct Option: c) Digital technology and satellite networks

5. Question: Which of the following trends was introduced in global broadcast with the boast of global television?

Options:

a) Increase in rating and income

b) More quality and less expensive broadcast

c) Live broadcasting of United Nations events

d) Live broadcasting of historic events

Correct Option: d) Live broadcasting of historic events

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6. Question: During the 1970s and 1980s, the debates about global cultural flows were mainly concerned with which of the following?

Options:

- a) Radio
- b) Internet
- c) News agencies
- d) Television

Correct Option: d) Television

7. Question: Who among the following stated that "propaganda consists of the planned use of any form of public, or mass-produced communication designed to affect the minds and emotions of a given group for a specific purpose, whether military, economic or political"?

Options:

- a) Linebarger
- b) Lippmann
- c) Elizabeth Briant Lee
- d) Alfred McClung

Correct Option: d) Alfred McClung

8. Question: With other objectives, the bandwagon technique of propaganda also focuses on _____.

Options:

- a) Increase in sales and brand loyalty
- b) Perception making and persuasion
- c) Appeals to sentiments of loyalty and nationalism

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d) National identity and regionalism

Correct Option: a) Increase in sales and brand loyalty

9. Question: In which of the following eras did television dominate the media scene in virtually every part of the world?

Options:

a) 1980's

b) 1970's

c) 1990's

d) 1960's

Correct Option: c) 1990's

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10. Question: Identify the country whose President was killed as he was addressing on TV.

Options:

a) Armenian

b) Somalian

c) Iranian

Correct Option: b) Somalian

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