

VIRTUAL UNIVERSITY OF PAKISTAN

PAST PAPERS AND SOLVED M.C.Q'S

From Imran Ahmed

MCM101- Introduction to Mass Communication

M.C.Q's for MID and Finals

Question No: 1 (M - 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 - 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 - 1)

Which one is the most sensitive area in communication?

- ▶ **Message**
- ▶ Channel
- ▶ Source
- ▶ Receiver

Question No: 4 (M - 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

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Question No: 5 (M - 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 - 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 describethings in extreme position is called-----.

- ▶ Labeling
- ▶ Polarization
- ▶ Static meanings
- ▶ **Indiscrimination**

Question No: 7 (M - 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
- ▶ **Polarization**
- ▶ Static meanings
- ▶ Indiscrimination

Question No: 8 (M - 1)

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

- ▶ Science
- ▶ Stereotype
- ▶ Label
- ▶ **Stigma**

Question No: 9 (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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- ▶ **Book of Kells**
- ▶ Book of Durrow
- ▶ Diamond Sutra
- ▶ Book of Wells

Question No: 10 (M - 1)

Which era refers to the beginning of Yellow Journalism?

- ▶ **1890s**
- ▶ 1880s
- ▶ 1870s
- ▶ 1860s

Question No: 11 (M - 1)

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

- ▶ Hindus
- ▶ Muslims
- ▶ **Foreign rulers**
- ▶ Sikhs

Question No: 12 (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: 13 (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: 14 (M - 1)

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Which of the following refers to a point to point messaging facility by spoken words?

- ▶ Telegraph
- ▶ Printing Press
- ▶ **Telephone**
- ▶ E-mail

Question No: 15 (M - 1)

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.

Question No: 16 (M - 1)

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

- ▶ Magazines may be published on weekly bases
- ▶ Magazines may be published on monthly bases
- ▶ Magazines may be published on bimonthly bases
- ▶ **Magazines may be published on daily bases**

Question No: 17 (M - 1)

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

- ▶ Rags
- ▶ Leather
- ▶ **Cotton**
- ▶ Wood pulp

Question No: 18 (M - 1)

Which era refers to incunabula?

- ▶ Books produced before the work of Johann Gutenberg.
- ▶ **Books produced between the first work of Johann**

Gutenberg and the year 1500.

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- ▶ Books produced with the modern printing techniques.
- ▶ Books produced with color printers.

Question No: 19 (M - 1)

The breaking down of church's control over written communication, and involving more people in the print communication led society towards:

- ▶ Religious values
- ▶ Rebellions
- ▶ **Social riots**
- ▶ A material world

Question No: 20 (M - 1)

Who among the following is credited with introducing the use of large-point headings, using white space to separate the advertisements from the text?

- ▶ Gutenberg
- ▶ **Franklin**
- ▶ Harris
- ▶ Christopher Hermann

Question No: 21 (M - 1)

Which one of the following allowed relatively low-cost shipment of goods, making regional or national markets economically feasible?

- ▶ Steam engine
- ▶ Transcontinental railroad
- ▶ **Tele graph wires**
- ▶ Increased mechanization

Question No: 22 (M - 1)

Which school of thought believed that each individual had significance within society?

- ▶ **Socialists**
- ▶ Humanists
- ▶ Communists
- ▶ Extremists

Question No: 23 (M - 1)

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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 - 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.

- ▶ Scholastics
- ▶ Socialists
- ▶ **Humanists**
- ▶ Religious

Question No: 25 (M - 1)

What purpose was served by the hundreds of clerks employed in the central Church of Rome centuries ago for spreading the message of Christianity?

- ▶ **For preparing hand written copies of bible.**
- ▶ For keeping the record of the newly converted Christians.
- ▶ For solving the queries of the people.
- ▶ For holding daily prayers in church.

Question No: 26 (M - 1)

In the communication process, a receiver is:

- ▶ A message pathway.
- ▶ **The person who decodes a message.**
- ▶ Message interference.
- ▶ The person who encodes an idea.

Question No: 27 (M - 1)

Communication used to get relaxation involves:

- ▶ Sharing jokes
- ▶ **Watching humorous play**

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- ▶ Gossip with friends
- ▶ All of the given options

Question No: 28 (M - 1)

The massive change in communication occurred at a time when:

- ▶ Industrial revolution brought change in thought process.
- ▶ Agriculture revolution gave rise to productivity.
- ▶ **Migration towards cities were increased.**
- ▶ People exposed to secular ideas.

Question No: 29 (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 No: 30 (M - 1)

Touching another's hair is generally considered offensive in America, while the same act is a sign of affection in Africa. This is an example of communication contrast based on -----.

- ▶ Language
- ▶ **Culture**
- ▶ Education
- ▶ Mental setup

Question No: 31 (M - 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

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order to attain a set of objective oriented towards the growth stability of the economy.

Question No: 32 (M - 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 than 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

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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: 43 (Marks: 3)

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

Question No: 44 (Marks: 3)

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

Question No: 45 (Marks: 3)

What do you know about Telex?

Question No: 46 (Marks: 5)

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

Question No: 47 (Marks: 5)

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

Question No: 48 (Marks: 5)

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

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