



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

II BVC [2016 - 2019]

SEMESTER III

CORE: COMMUNICATION THEORIES - 311A

Multiple Choice Questions.

1. _____ simply provide an abstract understanding of the communication process.

- A. Theories
- B. Models
- C. Axioms
- D. Description

ANSWER: A

2. _____ process is the flow of information from one person to another said by Axley in 1984.

- A. Interaction
- B. Modification
- C. Communication
- D. Destination

ANSWER: C

3. The foundation of a theory is _____.

- A. prediction
- B. description
- C. control
- D. understanding

ANSWER: B

4. The second objective of theory is _____.

- A. control
- B. understanding
- C. explanation
- D. outcome

ANSWER: C

5. Some theorists say prediction and control are _____ objectives.

- A. unimportant
- B. secondary
- C. concerned

D. primary

ANSWER: D

6. Which two scientists proposed the Social Penetration Theory?

- A. Joseph Luft & Harry Ingham.
- B. Irwin Altman & Harry Ingham.
- C. Joseph Luft & Dalmás Taylor.
- D. Irwin Altman & Dalmás Taylor.

ANSWER: D

7. The middle layer in Social penetration theory contains _____.

- A. values, ethics, social concept
- B. emotions, dreams, secrets, wishes
- C. social attitude, political views
- D. likes, dislikes, gestures

ANSWER: C

8. Many relationships do not go past this stage. Which is that stage?

- A. Effective stage.
- B. Stable stage.
- C. Affective stage.
- D. Orientation stage.

ANSWER: A

9. Verbal communication, reciprocity, liking etc comes under _____ theory.

- A. social penetration
- B. uncertainty reduction
- C. self disclosure
- D. magic bullet

ANSWER: B

10. The work of Heider was continued by the scientists _____ and _____.

- A. Dalmás Taylor & Irwin altman
- B. Joseph Luft & Harry Ingham
- C. Calavrese and C.R. Berger
- D. Walter Lippman & Calavrese

ANSWER: C

11. The three stages of Uncertainty are _____.

- A. integration, stability, change
- B. separation, privacy, expression
- C. expression, stability, interactivity
- D. active, passive, interactive strategies

ANSWER: D

12. Bexter formulated _____ theory. .

- A. uncertainty Reduction
- B. social Penetration
- C. relational Dialectic
- D. self Disclosure

ANSWER: C

13. Internal form of Expression and Privacy is _____.

- A. involves revealing and concealing
- B. involves sameness and stimulation
- C. involves private relationship
- D. involves open & expressive and closed & private

ANSWER: D

14. A person is likely to be self monitoring or being observed is _____.

- A. passive strategy
- B. active strategy
- C. interactive strategy
- D. none of the above

ANSWER: A

15. Exit phase deals with _____.

- A. information about others age, economic, social status
- B. sharing attitudes, beliefs, values, personal data
- C. tending to communicate more about others
- D. negotiating the ways to allow the relationship to grow

ANSWER: D

16. The inducing material behind current changes in communication technology is _____.

- A. radio
- B. television
- C. newspaper
- D. internet

ANSWER: D

17. Four theories of Press are _____.

- A. authoritarian, liberalisation, free press, media
- B. soviet media, free press, libertarian, social
- C. social responsibility, free press, libertarian, authoritarian
- D. soviet media, social responsibility, libertarian, authoritarian

ANSWER: D

18. The media should be used as tools to socialize the people is the concept of _____ theory.

- A. libertarian
- B. authoritarianauthoritarian

- C. free press
- D. soviet media

ANSWER: D

19. Definition of Cyber space is _____.

- A. unused space in the web page
- B. environment of internet theories.
- C. social networking sites
- D. social & intellectual environment

ANSWER: D

20. CMC as human communication, Example: _____.

- A. Social networking sites
- B. Blogs
- C. Classroom
- D. Newsroom

ANSWER: C

21. Agenda setting theory focuses on _____.

- A. presidential campaigns
- B. modifying things
- C. issues that are important
- D. influence of media

ANSWER: C

22. Research on agenda setting theory was done by _____.

- A. Robert Hutchins & Walter Lippman
- B. Mc Combs & Shaw
- C. Walter Lippman & Shaw
- D. Robert Hutchins & Mc Combs

ANSWER: B

23. The conclusion on agenda setting is that _____.

- A. has an influence on audience
- B. it demanded influence
- C. time frame is not mentioned
- D. time frame is mentioned

ANSWER: A

24. The _____ and _____ do not reflect reality; they only filter and shape it.

- A. media and internet
- B. internet and political leaders
- C. media and press
- D. media and rules

ANSWER: C

25. Issues discussed within the members of the public is _____.

- A. corporate agenda
- B. public agenda
- C. policy agenda
- D. media agenda

ANSWER: B

26. Who are called as the Boundary Spanners?

- A. politicians
- B. journalists
- C. policy makers
- D. opinion leaders

ANSWER: D

27. How many levels are there in Agenda Setting?

- A. One
- B. Two
- C. Three
- D. Four

ANSWER: B

28. What do the media do in the levels of the agenda setting theory?

- A. Study things.
- B. Produces news to the audience.
- C. Suggest how the people should think.
- D. Categorizes things.

ANSWER: C

29. Agenda setting is used in _____.

- A. tv, Radio, Internet
- B. public opinion, public relations, corporate reputation
- C. New media
- D. None of the above

ANSWER: D

30. Explanatory power is _____.

- A. predicting what people will feel important
- B. explains why is it important
- C. organizes knowledge
- D. predicting the power

ANSWER: B

31. People pay only casual and intermittent attention to public affairs and remain ignorant weakness of _____.

- A. social penetration theory
- B. self disclosure theory
- C. agenda setting theory
- D. communication theory

ANSWER: C

32. Priming refers to _____.

- A. enhancing the effects of media
- B. giving prime importance to particular issue
- C. ignoring media
- D. dividing the media

ANSWER: A

33. Framing is _____.

- A. focusing attention on events
- B. placing events on field
- C. elaborating an event
- D. arranging the event

ANSWER: D

34. Work of the frames is to _____.

- A. influence perception
- B. seek truth
- C. think about how people get influenced
- D. think how the audience will react

ANSWER: A

35. Three elements of framing are _____, _____, and _____.

- A. language, thought, emotions
- B. expressions, emotions, language
- C. language, thought, fore thought
- D. language, expressions, thought

ANSWER: C

36. Two step flow model of mass media and personal influence was given by _____.

- A. Paul lazarsfeld
- B. Bernard berelson
- C. Hazel Gaudet
- D. Gerbner

ANSWER: A

37. Two step flow theory has _____ stages.

- A. two
- B. three
- C. five

D. eight

ANSWER: A

38. The process of intervening between media direct message and the audience ultimate reaction is _____.

A. two step flow theory

B. personal influence

C. media influence

D. agenda setting theory

ANSWER: B

39. Function of the second stage in agenda setting theory is _____.

A. opinion leaders are influential

B. improves understanding

C. opinion leaders pass own interpretations

D. both a & b

ANSWER: D

40. What does two step flow theory do?

A. Predict the influence of media

B. Help explain why certain media fail

C. Alter audience behavior

D. Change the mindset of audience

ANSWER: D

41. Two step flow theory gave way to _____ & _____ theories.

A. agenda setting theory & multi step flow theory

B. magic bullet theory & hypodermic needle theory

C. diffusion of innovation & magic bullet theory

D. diffusion of innovation and multi step flow theory

ANSWER: D

42. First person to propose Gate keeping is _____.

A. Kurt Lewin

B. Mc Combs

C. Shaw

D. Avid Manning

ANSWER: A

43. Gate keeping focuses on _____.

A. news values

B. organisational routines

C. common sense

D. all the above

ANSWER: D

44. Who was the one who introduced Gate keeping in journalism?

- A. Kurt Lewin
- B. David Manning
- C. Shaw
- D. Mc Combs

ANSWER: B

45. Dance helical model was proposed by _____.

- A. Frank dance
- B. Paul dance
- C. Lewin
- D. David Manning

ANSWER: A

46. Structure of helix is _____.

- A. smaller at bottom, gradually gets larger
- B. larger at the bottom, gradually gets smaller
- C. gets lower
- D. All the above

ANSWER: A

47. Helical model helps in _____.

- A. communication process
- B. negative impact
- C. developing the past
- D. none of the above

ANSWER: A

48. In which year the uses and gratification theory was introduced?

- A. 1947
- B. 1974
- C. 1950
- D. 1905

ANSWER: B

49. Uses and gratification theory mainly focuses on _____.

- A. media messages and how it reaches the audience
- B. communication process
- C. building the past
- D. media influence is good or bad

ANSWER: A

50. Function of uses and gratification is _____.

- A. it explains the function of media

- B. do not tell the function of individuals
- C. communicates the past
- D. communication process will not be broken

ANSWER: A

51. Which one of the following is an objective of uses and gratifications theory?

- A. Satisfies/ gratifies the audience
- B. Communicates effectively
- C. Drags the issue
- D. Timely news

ANSWER: A

52. Audience actively seek out the mass media to satisfy individual needs comes under _____.

- A. magic bullet theory
- B. gate keeping
- C. two step flow theory
- D. uses and gratifications theory

ANSWER: D

53. Uses and gratification theory assumes that audience _____.

- A. are satisfied
- B. have an alternate choice
- C. are motivated
- D. are fulfilled

ANSWER: B

54. Catharsis occurred in the work of _____.

- A. Churchill
- B. Aristotle
- C. Shannon and Weaver
- D. Paul

ANSWER: B

55. Viewing violence in unhealthy and detrimental origin of _____.

- A. priming
- B. catharsis
- C. framing
- D. agenda setting

ANSWER: B

56. Who formulated Medium theory?

- A. Marshall Mc Luhan.
- B. Paul Niquette.
- C. Frank dance.
- D. Gerbner.

ANSWER: A

57. Medium is the message said by _____.

- A. Gerbner
- B. Frank dance
- C. Paul Dance
- D. Marshall Mc Luhan

ANSWER: D

58. Social Presence Theory was proposed by _____, _____ and _____.

- A. Short, Williams and Christie
- B. Daft, Lengel and John
- C. Lengel, William and Christie
- D. William, Daft and John

ANSWER: A

59. Methods that are used in Medium theory is _____.

- A. analysis of media character
- B. analysis of media
- C. analyses of press
- D. analyze the audience

ANSWER: A

60. Cultivation theory was proposed by _____.

- A. Marshall Mc Luhan
- B. John Luft
- C. Harry Ingham
- D. George Gerbner

ANSWER: D

61. Cultivation theory was proposed in the year _____.

- A. 1915
- B. 1960
- C. 1969
- D. 1920

ANSWER: B

62. Cultivation theory is mainly focused on _____.

- A. impact on audience
- B. effects tradition
- C. cultivation research
- D. both 2 & 3

ANSWER: D

63. Television has _____.

- A. long term effect that is small and significant
- B. short term effect that is long and significant
- C. long term effect that is long and significant
- D. short term effect that is short and significant

ANSWER: A

64. Gerbner called medium theory as _____.

- A. listing
- B. mapping
- C. main dreaming
- D. main streaming

ANSWER: D

65. The four goals of theory are _____, _____, _____, and _____.

- A. deform, explanation, refine, reform.
- B. reform, explanation, description, prediction.
- C. reform, utility, explanation, prediction.
- D. understanding, explanation, utility, deform.

ANSWER: B

66. Explanation means _____.

- A. effort to clarify how and why something works
- B. describing the theory
- C. using symbols
- D. using only codes

ANSWER: A

67. Refining means _____.

- A. reform.
- B. explanation.
- C. prediction.
- D. description.

ANSWER: A

68. Pursuit of positive social change is called as _____.

- A. description
- B. explanation
- C. reform
- D. prediction

ANSWER: C

69. High levels of uncertainty produce _____.

- A. high rates of reciprocity
- B. low rates of reciprocity
- C. high rates of liking

D. low rates of liking

ANSWER: A

70. Uncertainty decreases in initial interaction when non verbal affiliative expressiveness _____.

- A. increases
- B. is neutral
- C. decreases
- D. none of the above

ANSWER: A

71. Verbal communication increases when _____ increases.

- A. uncertainty
- B. liking
- C. reciprocity
- D. intimacy

ANSWER: A

72. Uncertainty decreases when _____, _____, and _____ decrease.

- A. reciprocity, intimacy, similarity
- B. reciprocity, similarity, information seeking behavior
- C. non verbal affiliative expressiveness, reciprocity, verbal communication
- D. intimacy, verbal communication, similarity

ANSWER: B

73. External form of integration/ separation is _____.

- A. wanting to integrate ourselves with another person and wanting to be separate
- B. wanting to conform to conventional patterns and wanting to emphasize c.
- C. wanting to be included or wanting to keep the relationship private
- D. wanting constancy and wanting change

ANSWER: C

74. Functionalism means _____.

- A. rules based function
- B. unity based function
- C. function based function
- D. none of the above

ANSWER: A

75. Which one of the following comes under the importance of communication theories?

- A. Functionalism
- B. Cognitive behavior
- C. Interpretative
- D. Explanatory

ANSWER: D

76. Electronic form of written communication is the definition of _____.

- A. communication theory
- B. agenda setting theory
- C. communication mediated communication
- D. computer mediated communication

ANSWER: D

77. Computer Mediated Communication leads to _____.

- A. socio cultural effects
- B. psychology effects
- C. cultural effects
- D. social effects

ANSWER: D

78. In magic bullet theory, message is the _____.

- A. bullet
- B. needle
- C. medium
- D. form

ANSWER: A

79. Example for Authoritarian theory _____.

- A. free lancers
- B. gate keepers
- C. censor board
- D. media

ANSWER: C

80. _____ refers to the degree to which a theory provokes new ideas, insights, thinking and research?

- A. Utility.
- B. Parsimony.
- C. Heurism.
- D. Scope.

ANSWER: C

81. Explanation of social responsibility theory is _____.

- A. gate keeping
- B. censoring
- C. ignoring
- D. free lancing

ANSWER: A

82. In which theory is the media seen as a king?

- A. Social responsibility theory
- B. Authoritarian theory

C. Soviet media theory

D. Libertarian theory

ANSWER: C

83. Fast rise in popularization of radio and TV, emergence of persuasion industries contributed to _____ theory.

A. magic bullet theory

B. self disclosure theory

C. agenda setting theory

D. medium theory

ANSWER: A

84. Encoder in Osgood model enables to _____.

A. properly encode what is the message

B. properly decode what is the message

C. interpret the message

D. none of the above

ANSWER: A

85. Theories are also measured by their _____, or practical value?

A. utility.

B. parsimony.

C. heurism.

D. scope.

ANSWER: A

86. Spiral of silence was proposed by _____.

A. Paul Niquette

B. Alan Turing

C. Noelle Neumann

D. Shannon and Weaver

ANSWER: C

87. How many concepts does spiral of silence theory have _____.

A. nine

B. eight

C. five

D. Two.

ANSWER: D

88. Fear of isolation comes under the concept of _____.

A. priming

B. spiral of silence

C. framing

D. agenda setting

ANSWER: B

89. Expression of views are lessened or on extinct because of _____.

- A. people have fear
- B. they are socially isolated
- C. spiral of silence
- D. all the above

ANSWER: D

90. The two parts in the diagram of two step flow theory are _____ and _____.

- A. opinion leaders, political leaders.
- B. political leaders, individuals in contact.
- C. opinion leaders, individuals in contact.
- D. political leaders, individual opinion leaders.

ANSWER: C

91. In Gerbner model, what comes after receiver?

- A. Transmitter.
- B. Source.
- C. Message.
- D. Destination.

ANSWER: D

92. Events in Gerbner model are perceived by _____.

- A. source
- B. transmitter
- C. medium
- D. receiver

ANSWER: D

93. Social Psychology approach of humans using computer are used for _____.

- A. mediated research
- B. computer research
- C. online research
- D. cmc research

ANSWER: D

94. Diversion in uses and gratification means _____.

- A. escaping from routine
- B. an emotional release
- C. both 1 & 2
- D. taking a picture

ANSWER: C

95. Media has _____ on its audiences.

- A. limited effects
- B. greater effects
- C. no effects; only influence
- D. no influence; only effects

ANSWER: C

96. _____ communication is the richest communication medium.

- A. Telephone
- B. Face to face
- C. Internet
- D. None of the above

ANSWER: B

97. Persuasiveness of a message depends on _____.

- A. less emphasized social factors
- B. more emphasized social factors
- C. alteration in communication
- D. all the above

ANSWER: D

98. Limited effects paradigm or tradition refers to _____.

- A. personal effects
- B. importance of media
- C. view of media
- D. surveillance

ANSWER: C

99. Mediated violence was researched by _____.

- A. Bake
- B. Joseph T. Klapper
- C. Hemple
- D. Cornford

ANSWER: B

100. The term global village was popularized by _____.

- A. Wilbur Schramm
- B. Marshal Macluhan
- C. Joseph Addison
- D. Bernard Berelson

ANSWER: B

101. The term diffusion of innovation was coined by _____.

- A. Melkote
- B. Rao
- C. Rogers

D. Bernnan

ANSWER: C

102. Propaganda was used for disinformation during the World War II _____.

- A. Winston Churchill
- B. Joseph Stalin
- C. Joseph Goebbels
- D. Roosevelt

ANSWER: D

103. Walter Lippmann book was on _____.

- A. mass media
- B. public relations
- C. advertising
- D. public opinion

ANSWER: A

104. Contents of mass media are known as _____.

- A. high brow culture
- B. low brow culture
- C. middle level culture
- D. none of the above

ANSWER: C

105. If the receivers are considered subordinate in the communication process, it is referred to as

- _____.
- A. command mode
 - B. associational mode
 - C. service mode
 - D. balance mode

ANSWER: B

106. Harold Lasswell was a _____.

- A. psychologist
- B. mass communicator
- C. political scientist
- D. sociologist

ANSWER: C

107. Social learning theory is associated with _____.

- A. Everette M. Rogers.
- B. Bernard Jennings
- C. Albert Bandura
- D. Gaudet

ANSWER: D

108. _____ Coined by Herbert Blumer, this term is meant to express the essence of Mead's theory.

- A. Transactionism
- B. Internationalism
- C. Symbolic interactionism
- D. Interchange

ANSWER: C

109. According to Functional Theory, which of the following communicative activities is not likely to contribute to effective decisions?

- A. Consideration of criteria for an effective decision.
- B. Post-decision in-depth analysis.
- C. Analysis of the problem situation.
- D. Establishing group operating procedures.

ANSWER: B

110. A structural feature of a technology is appropriated in a way that is consistent with the spirit of the technology. This is called: _____.

- A. Correct appropriation
- B. Faithful appropriation
- C. Intended appropriation
- D. Ironic appropriation

ANSWER: C

111. Socio-cognitive approaches to individual differences will?

- A. Fail to acknowledge the relation between cognition and motivation in explaining behaviour.
- B. Focus on how stable individual differences in cognitive style can influence variance in work performance.
- C. Focus on assessing and explaining the predictive power of various selection methods.
- D. Have concentrated their research on the organizational contexts of blue-collar work and the medical profession.

ANSWER: B

112. _____ claims that white people are genetically superior to nonwhite people.

- A. Cultural deficit theory
- B. Genetic deficit theory
- C. Language deficit theory
- D. Cultural difference theory

ANSWER: D

113. Rules and resources for group decision making are categorized as _____ in structuration theory.

- A. constraints
- B. actions
- C. functions

D. structures

ANSWER: B

114. The idea that a person might change an attitude to maintain consistency between attitude and behavior is representative of what theory?

- A. Cognitive dissonance theory.
- B. Social judgment theory.
- C. Theory of planned behavior.
- D. Elaboration Likelihood Model.

ANSWER: A

115. Inoculation theory was developed with regard to: _____.

- A. strongly held attitudes.
- B. social norms
- C. cultural truisms
- D. attitude inconsistency

ANSWER: B

116. In attitude change developed through the central route of the Elaboration Likelihood Model will be: _____.

- A. relatively enduring
- B. resistant to change
- C. predictive of behavior
- D. natural behavior

ANSWER: C

117. Interpersonal communication is most often linked to studies into _____, _____ and _____.

- A. relationship, cognition and perception
- B. language, symbolic interaction and social psychology
- C. symbolic interaction, psychology and perception
- D. language, social cognition and social psychology

ANSWER: D

118. In Lasswell model in which channel indicate what kind of research _____.

- A. effect analysis
- B. content analysis
- C. media analysis
- D. audience analysis

ANSWER: C

119. _____ in the form of secondary signals that obscure or confuse the signal carried.

- A. Channel
- B. Noise
- C. Receiver

D. Code

ANSWER: B

120. The idea that suggests that the words we select and use actually create the world that we see around us is referred to as: _____.

- A. linguistic idealism
- B. encoding
- C. verbal communication
- D. sapir-whorf hypothesis

ANSWER: A

121. _____ theory which suggests that language shapes our culture.

- A. Linguistic proximity
- B. Symbolic interaction theory
- C. Linguistic determinism
- D. Social learning theory

ANSWER: D

122. Which pane of the Johari window reveals information about your secret dreams and ambitions?

- A. Open
- B. Blind
- C. Hidden
- D. Unknown

ANSWER: C

123. Which of these is a qualitative definition of interpersonal communication?

- A. It involves two persons.
- B. It occurs in dyads unique.
- C. It is characterized as group or mass communication
- D. All of these are qualitative definitions.

ANSWER: B

124. The existence of dialectical tensions in relationships tends to contribute toward _____.

- A. a tendency of absolute sequential movement through the stages of relationships
- B. a tendency for back and forth movement across stages
- C. a tendency to stagnate at one stage
- D. a tendency to contribute

ANSWER: C

125. Which is true of stages of relationships according to Knapp?

- A. Relationships always exist in many stages at a time
- B. Circumscribing does not involve total avoidance
- C. Stagnating is usually followed by bonding
- D. The goal of all relational development is to get to the final stage

ANSWER: D

126. Self-disclosure is often gauged by two factors: _____.

- A. depth and breadth
- B. high and low
- C. caring and respect
- D. significance and privacy.

ANSWER: D

127. Self-disclosing about oneself in an effort to get information from someone else may work because of which characteristic of self-disclosure?

- A. Self-disclosure usually occurs in increments
- B. Self-disclosure usually is reciprocal
- C. Self-disclosure usually occurs in dyads
- D. All of these are correct

ANSWER: C

128. Which is true of self-disclosure?

- A. It is viewed essentially the same way around the world
- B. It rarely occurs incrementally
- C. It is strongly influenced by culture
- D. It usually occurs in large groups rather than dyads

ANSWER: D

129. The Johari Window is _____.

- A. a model of meta communication
- B. a model of self-disclosure
- C. a model of relational stages
- D. a model of contextual communication

ANSWER: B

130. A Johari Window of someone who shares a lot of him-or herself with another and knows another well would be described like this:

- A. four equal-sided quadrants. four equal-sided quadrants.
- B. Larger upper left quadrant.
- C. Larger lower right quadrant.
- D. Larger lower left quadrant.

ANSWER: A

131. An example of self-disclosure might be to _____.

- A. keep a private journal of your deepest fantasies and dreams
- B. discuss your deepest fears with a friend
- C. provide someone with your approximate weight and height
- D. to invite someone over to your house for dinner

ANSWER: A

132. When someone discloses feelings about a recent personal success to you, it might mean that he or she _____.

- A. is hoping to distance themselves from you
- B. has become too attached to you
- C. trusts you and seeks intimacy with you
- D. is trying to damage your self-esteem

ANSWER: C

133. What is more helpful than self-talk in raising self-esteem?

- A. Self-affirmations
- B. Medication
- C. Reading self-help books
- D. Securing affirmations from others

ANSWER: A

134. People who are more likely to self-disclose are usually _____.

- A. male
- B. introverted
- C. social and extroverted
- D. apprehensive communicators

ANSWER: D

135. Self-disclosure helps to increase _____.

- A. personal satisfaction, self-knowledge and psychological well-being
- B. self-knowledge, self-concept and self esteem
- C. self-knowledge, communication and relationship effectiveness and psychological well-being
- D. the number of friends one has

ANSWER: C

136. When considering self-disclosure one should consider _____.

- A. The motivations for self-disclosure, the appropriateness, the disclosures of the other person and the possible burdens it might entail.
- B. How it might sound to someone else, the disclosures of the other person and the possible burdens it might entail.
- C. The other persons motivations, the appropriateness, the disclosures of the other person and the possible burdens it might entail.
- D. The appropriateness, the disclosures of the other person, if others are listening and the possible burdens it might entail.

ANSWER: A

137. When one makes a prediction come true by acting as if it were true, that person is experiencing?

- A. Destructive behavior.
- B. Self-esteem building.
- C. A self-fulfilling prophecy.
- D. Implicit personality theory.

ANSWER: C

138. The four self's described in Johari's Window model include _____.

- A. blind, known, unknown and open.
- B. blind, hidden, unknown and closed.
- C. surprise, hidden, unknown and mysterious.
- D. blind, hidden, unknown and open.

ANSWER: A

139. Lasswell model was further developed by _____.

- A. Braddock
- B. Bexter
- C. Baron
- D. Balvin

ANSWER: A

140. Which of these is a philosophical concern for fact or reality and a rejection of the impractical?

- A. Prism.
- B. Realism.
- C. Unrealism.
- D. Stealthism.

ANSWER: B

141. Interpretivism refers to _____.

- A. the purely subjective
- B. an epistemology that advocates that it is advisable for the researcher to understand differences between humans in our role as social actors
- C. looking at phenomena and making up your own mind about what you are seeing
- D. an epistemology that advocates that it is necessary for the researcher to understand differences between humans in our role as social actors

ANSWER: A

142. Symbolic interactionism is _____.

- A. a continual process of interpreting the social world around us
- B. a way of looking at the stars
- C. a famous research methods book
- D. a branch of research philosophy which refers to the study of material artifacts.

ANSWER: A

143. Pragmatism argues _____.

- A. the art of the possible
- B. that you adopt the research philosophy that you want
- C. that the most important determinant of the research philosophy adopted is the research question
- D. that you make it up as you go along

ANSWER: C

144. Different culture have different _____.

- A. identities and features
- B. power equations
- C. modes of decay
- D. none of the above

ANSWER: A

145. The radical change paradigm is _____.

- A. only the concern of sociologists
- B. only for those who wish to find fault with organizational life
- C. a valuable way of adopting a critical stance on organizational life
- D. of little use in management and business research

ANSWER: C

146. The structuralize view of the Dependency Paradigm is based on the _____.

- A. ideology and content of the media
- B. research efforts of schramm and lerner
- C. tenets of the alternative paradigm
- D. premises of the dominant paradigm

ANSWER: A

147. The dominant paradigm is a _____.

- A. non deterministic view of media technology and messages
- B. linear transmission model of effects
- C. supporter of rejection of value neutrality
- D. none of the above

ANSWER: B

148. The book Propaganda technique in the world war written by _____.

- A. Karl Marx
- B. Walter Lippmann
- C. Harold Lasswell
- D. Wilbur Schramm

ANSWER: C

149. The word paradigm means _____.

- A. a theoretical framework
- B. a type of sampling
- C. being forced to do something
- D. a branch of physics

ANSWER: A

150. A statement of how and why specific facts are related is called a _____.

- A. theory

- B. correlation
- C. theoretical paradigm
- D. concept

ANSWER: A

151. Which of the following is not a major theoretical paradigm guiding sociologists' work?

- A. Structural-functional paradigm.
- B. Social-heredity paradigm.
- C. Symbolic-interaction paradigm.
- D. Social-conflict paradigm.

ANSWER: B

152. What is the core question of the structural-functional paradigm?

- A. How is society experienced?
- B. How is society integrated?
- C. How is society divided?
- D. How do individuals try to shape the reality that others perceive?

ANSWER: B

153. The structural functional paradigm owes much to the ideas of _____.

- A. George Herbert Mead
- B. Auguste Comte
- C. Max Weber
- D. Karl Marx

ANSWER: B

154. Socio-cognitive approaches to individual differences are _____.

- A. Focus on assessing and explaining the predictive power of various selection methods
- B. Have concentrated their research on the organizational contexts of blue-collar work and the medical profession
- C. Fail to acknowledge the relation between cognition and motivation in explaining behaviour
- D. Focus on how stable individual differences in cognitive style can influence variance in work performance

ANSWER: D

155. Which of the following are not strictly cultural motivations for consumer behaviour?

- A. Sub culture.
- B. Social class.
- C. Perception.
- D. Culture.

ANSWER: C

156. Which of the following is not a psychological factor in behaviour influence?

- A. Learning.
- B. Motivation.
- C. Economic circumstances.

D. Beliefs.

ANSWER: C

157. What are not considered as social influences of behavior?

- A. Family groups.
- B. Sub cultures.
- C. Reference groups.
- D. Status.

ANSWER: B

158. Which of the following best defines communication?

- A. Any verbal or nonverbal behavior, intentional or unintentional, that is perceived by another
- B. Any verbal and nonverbal behavior.
- C. Any verbal behavior displayed by the sender of a message.
- D. Any non verbal communication

ANSWER: A

159. The seven elements of the process model of communication are _____.

- A. sender, telephone, receiver, status, message, interference and feedback
- B. sender, channel, message, perception, receiver, feelings and attitudes
- C. sender, receiver, channel, message, interference, feedback and context
- D. sender, channel, message, feedback

ANSWER: C

160. Perception is the process by which people _____.

- A. select, organise and interpret data in order to give meaning to a message
- B. discriminate against other people to gain the dominant advantage in the communication process
- C. select, organize and interpret information in order to understand nonverbal messages
- D. select the situation and organize

ANSWER: A

161. Which of the following is not a type of communication?

- A. Graphic.
- B. Intrapersonal.
- C. Interpersonal.
- D. Mutual.

ANSWER: A

162. Which of the following is not true about feedback?

- A. It is always immediately available.
- B. Feedback can be verbal or nonverbal.
- C. It indicates effective understanding or misunderstanding of the message.
- D. Feedback is common.

ANSWER: A

163. Which one of the following statements is the most accurate?

- A. Communication barriers arise when the sender assumes that the receiver will automatically understand the message.
- B. Communication barriers only occur at the encoding stage of the communication process.
- C. The message sent is always the same as the message received.
- D. The message are not sent

ANSWER: A

164. Which principle/s of professional communication promote/s sensitivity to cultural values and beliefs?

- A. The professional communication is ethical.
- B. The professional communication is in good taste
- C. The professional communication is legal.
- D. The professional communication is constraint.

ANSWER: B

165. People will often conform because they do not want to stand out from the crowd and risk the disapproval of others. This form of social influence is called _____.

- A. Normative influence
- B. Informational influence
- C. Latent influence
- D. Referent influence

ANSWER: A

166. Propaganda is the management of _____.

- A. collective belief
- B. collective ideas
- C. symbolic interaction
- D. collective attitude

ANSWER: D

167. Social facilitation suggests that the presence of others when a task is being performed does which of the following?

- A. Makes a simple task more difficult.
- B. Inhibits the dominant response.
- C. Increases arousal.
- D. Makes a difficult task easier.

ANSWER: C

168. When does social loafing occur?

- A. Only when the task requires physical effort.
- B. When people choose or are required to work alone.
- C. When individual contributions to the group effort are anonymous.
- D. Most often when the expectation of a reciprocal gesture is low.

ANSWER: C

169. To explain the results of his studies with the Rattlers and the Eagles, Sheriff developed the _____ theory.

- A. self categorization
- B. relative deprivation
- C. frustration aggression
- D. realistic conflict

ANSWER: A

170. Which of the following is the most accurate statement about liking?

- A. We tend to like people who initially like us and then cool off on us.
- B. We tend to like people who initially dislike us and then grow to like us.
- C. People with high self-esteem base their liking for others more strongly than do people with low self-esteem or whether other people like them.
- D. People with low self-esteem do not base their liking for others on whether other people like them.

ANSWER: D

171. In propaganda theory _____ become focus of attention.

- A. speaker
- B. content
- C. media
- D. audience

ANSWER: C

172. According to Wilbur Schramm, which one of the following is a value free asset?

- A. Culture.
- B. Religion.
- C. Technology.
- D. Medium.

ANSWER: C

173. Rhetoric falls into three divisions, determined by the three classes of listeners to speeches. Who said this?

- A. Mc Luhan.
- B. Aristotle.
- C. Wilbur Schramm.
- D. Berlo.

ANSWER: A

174. Mathematical model of communication was proposed by _____.

- A. Berlo
- B. Lasswell
- C. Gerbner
- D. Shannon, Weaver

ANSWER: D

175. Expansion of SMCR is _____.

- A. source, message, channel, receptor
- B. source, mode, channel, receptor
- C. source, mode, channel, receptor
- D. sender, message, channel, receiver

ANSWER: D

176. Shannon and weaver concerned with _____ in the communication process.

- A. destination.
- B. signal.
- C. noise.
- D. transmitter.

ANSWER: C

177. Encoder means _____.

- A. source
- B. destination
- C. signal
- D. code

ANSWER: A

178. Semiotic models look at communication as _____.

- A. social integration through message
- B. social interaction through message
- C. social information through message
- D. social interchange through message

ANSWER: B

179. We are little switchboard centers handling and rerouting the great endless current of information. Who said this?

- A. Osgood and Schramm.
- B. Shannon.
- C. Berlo.
- D. Gerbner.

ANSWER: A

180. The term Communication Theory was first used in the year?

- A. 1940
- B. 1941
- C. 1942
- D. 1943

ANSWER: A

181. CMC is referred as _____.

- A. computer media communication
- B. computer mediated communication

C. computer medium communication

D. computer material communication

ANSWER: B

182. Principles of Cybernetic are used in _____.

A. divergence model

B. interaction model

C. transaction model

D. convergence model

ANSWER: D

183. The term Kinetics means _____.

A. space

B. gesture

C. intonation

D. touch

ANSWER: B

184. A structure of symbols and operating rules which is supposed to match a set of relevant points in an existing structure or process is known as _____.

A. theory

B. signal

C. model

D. ideology

ANSWER: C

185. In the context of the old paradigm, take-off should be defined by_____.

A. literacy and voting

B. movement towards rural areas

C. a percentage increase in foreign exchange reserves

D. a few percentage decreases

ANSWER: A

186. Which model uses the word communicator?

A. Action model.

B. Linear.

C. Transactional.

D. Interaction.

ANSWER: C

187. The particularly model is not concerned with _____.

A. information exchange

B. the learning what is the people s capacity to understand

C. action to be taken to liberate themselves making the communication creeper centric

D. disseminating the message s among a society under a linear transmission relationship

ANSWER: D

188. Interpersonal communication refers to communication with _____.

- A. person
- B. another person
- C. group
- D. masses

ANSWER: B

189. _____ message refer to the surface level meaning of a message.

- A. Content message
- B. Relationship message
- C. Context message
- D. Engaging message

ANSWER: A

190. _____ is seen as a useful strategy for sharing information with others.

- A. Social penetration
- B. Uncertainty
- C. Self- disclosure
- D. Social Identity

ANSWER: C

191. Who formulated Self- Disclosure Theory?

- A. Shannon and Weaver.
- B. McCombs and Shaw.
- C. Ajzen and Fishbein.
- D. Joseph Luft and Harry Ingham.

ANSWER: D

192. Social penetration is perhaps best known for its _____.

- A. onion analogy
- B. mathematical analogy
- C. scientific analogy
- D. stable analogy

ANSWER: A

193. Media Richness Theory is based on _____ and _____ theories.

- A. contingency and information processing
- B. information rich and knowledge gap
- C. social presence and reduce cues
- D. contingency and social presence

ANSWER: A

194. How many stages are there in social penetration theory?

- A. Two
- B. Three
- C. Four
- D. Five

ANSWER: C

195. Uncertainty reduction theory was initially presented as a series of _____.

- A. axioms
- B. levels
- C. stages
- D. forms

ANSWER: A

196. _____ is first computer mediated communication theory.

- A. Social learning theory
- B. Reduced cues theory
- C. Media Richness theory
- D. Social Presence theory

ANSWER: D

197. _____ communication is the richest communication.

- A. Face to face
- B. Computer Mediated
- C. Both 1 & 2
- D. None of the above

ANSWER: A

198. Relational Dialectics was formulated by _____.

- A. Baxter
- B. Berger
- C. Batter
- D. Brutus

ANSWER: B

199. In integration and separation the most central friction in relationship is between _____ and _____.

- A. predictability and novelty
- B. openness and closeness
- C. inclusion and seclusion
- D. connection and autonomy

ANSWER: D

200. How many criteria are in Media Richness theory?

- A. Six
- B. Five

C. Four

D. Three

ANSWER: C

201. _____ would be less interested in individual desires for independence and dependence than in the friction generated by the contradiction between the two impulses.

A. Social penetration.

B. Dependency theory.

C. Dialectics.

D. Self disclosure.

ANSWER: C

202. _____ increases, uncertainty levels decreases in an initial interaction situation.

A. Verbal communication

B. Reciprocity

C. Liking

D. Non verbal affiliative expressiveness

ANSWER: D

203. _____ between persons reduces uncertainty; dissimilarities produce increases in uncertainty.

A. Verbal communication

B. Intimacy

C. Similarities

D. Liking

ANSWER: C

204. In gerbner s model the word SE refers _____.

A. similarities of event

B. statement about event

C. stage about an event.

D. sample of an event

ANSWER: B

205. Which model was the first to attempt to model the mass communication?

A. Gerbner.

B. New comb.

C. Berlo.

D. Westley and MacLean.

ANSWER: D

206. Media Richness Theory was proposed in the year _____.

A. 1980

B. 1979

C. 1978

D. 1976

ANSWER: D

207. In _____ communication, a rundown or whistling microphone and the wrong placements of loudspeakers are disturbances which are mechanical in nature.

- A. Mass.
- B. Individual.
- C. Group.
- D. Dyadic.

ANSWER: A

208. A _____ is the expression of the thoughts and experiences of a people in terms of their cultural environment.

- A. thought
- B. action
- C. perception
- D. language

ANSWER: D

209. _____ barriers are those raised by the channels employed for interpersonal, group or mass communication.

- A. Physical
- B. Mechanical
- C. Chemical
- D. Psychological

ANSWER: B

210. _____ is often used loosely to refer to the distribution of entertainment, arts, information, and messages by television, radio, newspapers, magazines etc.

- A. Public
- B. Group
- C. Mass
- D. Dyadic

ANSWER: C

211. _____ involves using the computer as an information manager and a system for the electronic storage and retrieval of digital data.

- A. Conferencing
- B. Informatics
- C. Media environment
- D. Medium

ANSWER: B

212. _____ was replaced by a variety of other, more instrumental models, like the two step flow theory and diffusion of innovation theory.

- A. Spiral of silence

- B. Cultivation
- C. Magic bullet
- D. Media richness

ANSWER: C

213. _____ describes a very powerful influence of the media- the ability to tell us what issues are important.

- A. Agenda setting
- B. Dance theory
- C. Diffusion of innovation
- D. Knowledge gap

ANSWER: A

214. _____ is the person who decides what shall pass through each gate section, of which, in any process, there are several

- A. Interpreter
- B. Audience
- C. Gate keeper
- D. Speaker

ANSWER: C

215. _____ refers to enhancing the effects of the media by offering the audience a prior context.

- A. Framing
- B. Positioning
- C. Audience
- D. Priming

ANSWER: D

216. _____ passes on their own interpretations in addition to the actual media content.

- A. Guiders
- B. Opinion leaders
- C. Gate keepers
- D. Researchers

ANSWER: B

217. _____ used to identify the positive and the negative consequences of individual media use.

- A. Uncertainty
- B. Uses and gratifications
- C. Limited effects
- D. Two step flow

ANSWER: B

218. _____ analysis usually involves the correlation of data from content analysis.

- A. Dependency
- B. Catharsis

- C. Media
- D. Cultivation

ANSWER: D

219. Symbolic interactionism formulated by _____.

- A. Blumer
- B. Berger
- C. Baxter
- D. Bandura

ANSWER: A

220. _____ is a communication theory adopted from social psychology.

- A. social learning
- B. Cognitive dissonance
- C. Argumentation
- D. Contagion.

ANSWER: B

221. _____ research has attempted to explain the variables that influence how and why users adopt a new information medium.

- A. Dependency
- B. Digitize
- C. Innovation
- D. Action

ANSWER: C

222. The theory of desensitization is most easily applied to _____.

- A. news media
- B. political media
- C. violent media
- D. none of the above

ANSWER: C

223. Desensitization is usually measured by _____.

- A. psychological and media content
- B. psychological and attitudinal reactions.
- C. attitudinal and physical reactions
- D. attitudinal and media content

ANSWER: B

224. In the year _____ Gerbner attempted the general purpose of communication models.

- A. 1950
- B. 1952
- C. 1954
- D. 1956

ANSWER: D

225. Uses and gratification theory was formulated in the year _____.
- A. 1974
 - B. 1975
 - C. 1976
 - D. 1977

ANSWER: A

226. Uses and gratification theory was proposed by _____
- A. Blumler and John
 - B. Blumler and Katz
 - C. Katz and Mclean
 - D. Gerbner and Katz

ANSWER: B

227. Uses and gratification theory is contradictory to the magic bullet theory which states the audience are _____.
- A. perceptual
 - B. persuasive
 - C. passive
 - D. negative thinkers

ANSWER: C

228. People use media for acquiring knowledge, information etc. which is called as _____ need.
- A. tension free
 - B. cognitive
 - C. affective
 - D. social

ANSWER: B

229. Personal Integrative needs is a _____.
- A. affective need
 - B. social
 - C. self esteem need
 - D. cognitive

ANSWER: C

230. Social learning theory was proposed by _____.
- A. Albert Bandura
 - B. Laswell
 - C. Mclean
 - D. Chris Ryan

ANSWER: A

231. Social learning theory has often been called as a bridge between _____.

- A. Behaviorist and social learning theories
- B. Behaviorist and liner theories
- C. Behaviorist and media theories
- D. behaviorist and cognitive learning theories

ANSWER: D

232. Social learning theory focuses on the learning that occurs within a _____.

- A. peer group
- B. social context.
- C. media content
- D. none of the above

ANSWER: B

233. In the year 1957 Festinger developed _____ theory.

- A. cognitive dissonance
- B. cultivation
- C. relational dialectics
- D. catharsis

ANSWER: A

234. "We cant keep up with new innovations, so we need theory and models that can" these are the words said by _____.

- A. Alfred
- B. Scott
- C. Charles
- D. Domnic

ANSWER: B

235. Culnan and Markus in 1987 coined the term _____ to describe a group of theories sharing the premise that CMC has no nonverbal cues.

- A. cues filtered out
- B. social presence
- C. social learning
- D. media richness

ANSWER: A

236. Social presence theory was imported from teleconferencing research as one of the first analytic frameworks applied to _____.

- A. self learning theories
- B. social influence theory
- C. computer mediated communication
- D. computer media commuication

ANSWER: C

237. Like _____, the lack of social context cues hypothesis once guided numerous studies on the interpersonal and group impacts of CMC.

- A. propaganda
- B. social presence theory
- C. social influence theory
- D. computer media communication

ANSWER: B

238. _____ prevented users from attuning to others individual characteristics, such as charisma, dominance, or affection, resulting in a cognitive reorientation of its users.

- A. Theories
- B. Models
- C. Computer mediated communication
- D. Media

ANSWER: C

239. The latter positions predict different social and interpersonal effects of CMC media depending on other contextual factors said by Walther, in the year _____.

- A. 2009
- B. 2010
- C. 2011
- D. 2012

ANSWER: B

240. Media richness theory also known as _____.

- A. information richness theory
- B. information society theory
- C. society learning theory
- D. penetration theory

ANSWER: A

241. _____ theory argues that there is a match between the equivocality of a message situation and the richness of the medium with which to address it.

- A. Societal
- B. cultural
- C. Development
- D. Media richness

ANSWER: D

242. Expansion of SIDE model is _____.

- A. Societal Identity Deindividuation Effect
- B. Social Identity Deindividuation Effect
- C. Social Identity Development Effect
- D. Societal Identity Deindividuation Effect

ANSWER: B

243. The most basic research strategy that provided evidence for SIDE involved experiments manipulating _____.

- A. type of identification
- B. visual anonymity
- C. desensitization
- D. both A and B

ANSWER: D

244. The deindividuation aspect of the model itself has been redefined in the year _____.

- A. 2002
- B. 2003
- C. 2004
- D. 2005

ANSWER: C

245. According to Donath, the fields of economics and biology have contributed to the development of _____.

- A. signaling theory
- B. two step flow theory
- C. gate keepingtheory
- D. magic bullet thory

ANSWER: A

246. _____ rejects those aspects of media richness theory that argue that certain properties of media exclusively determine their expressive capabilities and their utility in interpersonal domains.

- A. Desensitization
- B. Social influence theory
- C. Signaling theory
- D. Self learning theories

ANSWER: B

247. Carlson and Zmud derived _____ theory.

- A. socializing
- B. channel expansion
- C. symbolic
- D. cultural

ANSWER: B

248. The social information processing theory of CMC was proposed in the year 1992 by _____.

- A. Walther
- B. Domnic
- C. Gerbner
- D. Westley

ANSWER: A

249. Shannon and Weaver Model of Communication was introduced in the year _____.

- A. 1947
- B. 1948
- C. 1949
- D. 1950

ANSWER: B

250. _____ theory propounds that media have minimal or limited effects because those effects are mitigated by a variety of mediating or intervening variables.

- A. Two step flow
- B. Limited Effects
- C. Multistep flow
- D. persuasion

ANSWER: B

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