



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
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CRISL rated 'A' (TN) for MBA and MIB Programmes

I MJMC MASTER OF JOURNALISM AND MASS COMMUNICATION [2017- 2019]
SEMESTER I

CORE: INTRODUCTION TO COMMUNICATION-MODELS AND THEORIES – 164 A
Multiple Choice Questions.

1. Aristotles Model of Communication is the the earliest mass communication model. It was initiated byÂ AristotleÂ a great philosopher. He proposed this model before _____ .

- A. 400B.C
- B. 100B.C
- C. 300B.C.
- D. 1960

ANSWER: C

2. Max Weber (1864-1920) Born in _____.

- A. Germany
- B. England
- C. Sweeden
- D. Australia

ANSWER: A

3. _____ (1789-1857) a French author Comte coined the term sociology.

- A. karl max
- B. August Comte
- C. Austin
- D. Cram

ANSWER: B

4. The New Combs model of communication is called _____ of communication.

- A. Wilbur Schrams Model
- B. Schram Model
- C. Aristotle Model
- D. ABX Model

ANSWER: D

5. In Communication, critical reading are _____

- A. Irrational
- B. Probabilistic
- C. Contradictory
- D. Cognitive

ANSWER: D

6. Mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, scattered audiences that are _____.

- A. heterogeneous
- B. homogeneous
- C. related
- D. specific

ANSWER: A

7. Semantic noise is concerned with the understandability of _____.

- A. The medium
- B. the transmission
- C. the encode
- D. the message

ANSWER: D

8. Mass communication organizations _____.

- A. have multiple gatekeepers
- B. require little money to operate
- C. exist regardless of profit
- D. is non-competitive

ANSWER: A

9. The following is an example of a media vehicle _____.

- A. newspapers and magazines
- B. radio stations
- C. TV networks
- D. all of the above

ANSWER: D

10. Dis-intermediation eliminates the _____.

- A. source
- B. middleman
- C. customer
- D. seller

ANSWER: B

11. An advantage of the functional approach to studying mass communication is that it _____.

- A. all of the above
- B. makes us aware of the diversity of gratifications provided by the media
- C. generates concepts that are helpful in understanding media behavior
- D. provides a perspective to examine mass communication

ANSWER: D

12. Harmful or negative consequences of the functions of mass media are called _____.

- A. repercussions
- B. ramifications
- C. dysfunctions

D. displacement

ANSWER: C

13. Which of the following is an important factor in determining which news medium people find most believable?

A. convenience

B. comfort

C. credibility

D. format

ANSWER: C

14. The reasoning behind the idea that if the audience believes you really matter, you will be the focus of media attention, and if you are the focus of media attention, then you really matter is known as

_____.

A. dysfunction

B. status conferral

C. surveillance

D. all of the above

ANSWER: B

15. The most popular form of interpretation is probably a (n) _____.

A. review

B. commercial

C. editorial cartoon

D. editorial

ANSWER: C

16. Which is a media-assisted lifelong process?

A. Demassification.

B. Globalization.

C. Cultural imperialism.

D. Socialization.

ANSWER: D

17. Which theory holds that people look to mass media to reinforce their values?

A. Aggressive stimulation.

B. Relativity.

C. Gatekeeping.

D. Consistency.

ANSWER: D

18. For Roland Barthes, myth is a system _____.

A. Contrasts

B. Morality

C. Precepts

D. Communication

ANSWER: D

19. Developing feelings of kinship with media characters is known as a _____ relationship.

- A. social.
- B. Para social.
- C. cathartic.
- D. all of the above.

ANSWER: B

20. The creation of unstable superior and inferior positions that are continuously being negotiated through interpretations of meaning is known as _____.

- A. culture.
- B. ideology.
- C. hegemony.
- D. all of the above.

ANSWER: B

21. The media that attracts the most specialized audience is _____.

- A. radio.
- B. magazines.
- C. television.
- D. newspapers.

ANSWER: B

22. Categorical imperative is identified with which philosopher/s?

- A. Aristotle.
- B. Immanuel Kant.
- C. Jeremy Bentham and John Stuart Mill.
- D. John Rawls.

ANSWER: B

23. Audiences who band together to exert control over the operation of a mass media organization use which of the following to achieve their goals?

- A. economic pressure.
- B. bad publicity.
- C. legal pressure.
- D. all of the above.

ANSWER: D

24. An independent agency whose job is to monitor the performance of the media on a day-to-day basis is called a _____.

- A. Pressure group.
- B. Citizen's group.
- C. Council of Better Business Bureaus.
- D. Press Council.

ANSWER: D

25. The belief that the ruling elite should guide the masses, whose intellectual ability was held in low esteem, is called _____.

- A. authoritarian theory.
- B. libertarian theory.
- C. social responsibility theory.

D. communist theory.

ANSWER: A

26. The United States, Japan, Britain, and many other European countries subscribe to _____.

A. authoritarian theory.

B. libertarian theory.

C. social responsibility theory.

D. communist theory.

ANSWER: C

27. The influence of the mass media created by emphasizing certain topics, thus causing people to perceive those same issues as important is called _____.

A. resonance.

B. ainstreaming.

C. agenda-setting effect.

D. catharsis theory.

ANSWER: C

28. The idea that the media tells us what to think about, and how to think about it, is called

_____.

A. framing.

B. agenda building.

C. reinforcement.

D. crystallization.

ANSWER: A

29. Hierarchy of needs was given by _____.

A. Abraham Maslow.

B. Donald Shaw.

C. Noelle.

D. Newmer.

ANSWER: A

30. Which media does not make the use of eyes and ears simultaneously?

A. MMS

B. Cinema

C. SMS

D. TV ads

ANSWER: A

31. Gerbers general model of communication is the extension of _____.

A. Lass wells model

B. Brue H Wesley's and Ma Mac Leans model

C. Schramms model

D. Westley and Mac

ANSWER: A

32. In downward communication message _____.

A. a. flow from the bottom to the top of the organization structure

- B. b. flow from the top to the bottom of the organization structure
- C. c. are meant to be exchange between the members of the top brass
- D. d. are meant to be exchange between the members of the different department in same organization.

ANSWER: B

33. Which of the following not a part of seven C s of communication?

- A. channels
- B. content
- C. curiosity
- D. clarity

ANSWER: A

34. Which of the following is not a traditional media?

- A. literature
- B. painting
- C. TV
- D. music

ANSWER: C

35. Group discussion is a form of _____.

- A. dyadic communication
- B. mass communication
- C. public communication
- D. multiadic communication

ANSWER: D

36. silence is a form of _____.

- A. protest
- B. rebellion
- C. communication
- D. dissent

ANSWER: C

37. Mass communication _____.

- A. is meant for delivering messages to the public
- B. does not need technology based media vehicles
- C. is an impersonal tool for delivering information to the masses
- D. none of these

ANSWER: A

38. Who is well known for his comment on communications -Who (says) what (to) whom (in) What Channel (with) What Effect?

- A. Harold Lasswell
- B. Walter Lippmann
- C. John Dewey
- D. George Herbert Mead

ANSWER: A

39. Libertarianism Theory is also known as _____.

- A. Free Press Theory
- B. Authoritarian Theory
- C. communist Theory
- D. Social Responsibility Theory\

ANSWER: A

40. Shannon-Weaver s Communication Model is also known as _____.

- A. Information Model
- B. S-M-C-R Model
- C. Gerbner's General Model
- D. Feedback Model

ANSWER: A

41. Four Theories of the Press (1956) was written by_____.

- A. Siebert, Paterson and Schramm
- B. McQuail
- C. John Milton
- D. John Stuart Mill

ANSWER: A

42. Magic Bullet Theory is otherwise known as_____.

- A. Hypodermic Needle Theory
- B. Authoritarian Theory
- C. Free Press Theory
- D. Communist Theory

ANSWER: A

43. USES AND GRATIFICATION THEORY was proposed by_____.

- A. Katz
- B. Abraham Maslow
- C. McQuail
- D. Rubin and Bantz

ANSWER: A

44. Which theory was propounded by Elisabeth Noelle-Neumann _____.

- A. Spiral of silence theory
- B. Social Responsibility Theory
- C. Hypodermic Needle Theory
- D. Free Press Theory

ANSWER: C

45. The communication model which specifies feedback is _____ . a. b. c. d.

- A. Shannon s Model of the Communication
- B. Lasswell s Models of the Communication Process
- C. S-M-C-R Model
- D. Gerbner s General Model

ANSWER: B

46. Festinger formulated the _____ theories?

- A. Consistency theories
- B. Social Responsibility Theories
- C. Authoritarian Theories
- D. Free Press Theories

ANSWER: A

47. Diffusion of innovations theory was proposed by _____.

- A. Bryce Ryan and Neil Gross
- B. Abraham Maslow
- C. Harold Lasswell
- D. McQuail

ANSWER: B

48. S-M-C-R Model was proposed by _____.

- A. . David berlo
- B. Shannon
- C. Weaver
- D. Abraham Maslow

ANSWER: A

49. Dyadic communication is the transfer of message from a person _____.

- A. to another person & vice versa
- B. to a group of person
- C. to a mass audience
- D. none of these

ANSWER: A

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

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

ANSWER: B

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

- A. Dalmis Taylor & Irwin Altman.
- B. Joseph Luft & Harry Ingham.
- C. Calavrese And Berger.
- D. Walter Lippman & Calavrese.

ANSWER: C

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

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

ANSWER: D

53. Gerbner called medium theory as _____.

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

ANSWER: D

54. The four goals of medium theory are _____, _____, _____, and _____.

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

ANSWER: B

55. Description means a process of _____.

- A. using symbols.
- B. building a theory.
- C. building a concept.
- D. building a trend.

ANSWER: A

56. Explanation means _____.

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

ANSWER: A

57. In mass communication, messages are _____.

- A. Permanent
- B. Personal
- C. Interchangeable
- D. Fleeting

ANSWER: D

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

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

ANSWER: C

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

- A. Functionalism.
- B. Cognitive behaviour.
- C. Interpretative.
- D. Cognitive, interpretative and functional.

ANSWER: D

60. Electronic form of written communication - definition of _____.

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

ANSWER: D

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

- A. bullet.
- B. information.
- C. opinion.
- D. announcement.

ANSWER: A

62. 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

63. Encoder in Osgoods model enables to _____.

- A. properly encode what is the message.
- B. properly decode what is the message .
- C. interpret the message.
- D. properly interpreted.

ANSWER: A

64. In the diagram of agenda setting, what comes at the last?

- A. Media agenda.
- B. Policy agenda.
- C. Personal experience.
- D. Real world indicators.

ANSWER: D

65. Spiral of silence was proposed by _____.

- A. Paul Niquette.
- B. Alan Turing.
- C. Noelle Neumann.
- D. Shannon and Weaver.

ANSWER: C

66. Spiral of silence is based on how many concepts?

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

ANSWER: D

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

- A. priming.
- B. spiral of silence.
- C. framing.
- D. agenda setting.

ANSWER: B

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

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

ANSWER: D

69. In the diagram of spiral of silence, what comes at the right side?

- A. Amount of people not openly expressing.
- B. Spiral form.
- C. Opinion expressed as dominant.
- D. Interpersonal support for deviant opinion.

ANSWER: D

70. 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

71. Usually a large number of people are involved in message production in _____.

- A. Intrapersonal communication
- B. Inter-personal communication
- C. Group communication
- D. Mass communication

ANSWER: D

72. In Gerbners model, what comes after receiver?

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

ANSWER: D

73. Events in Gerbners model are perceived by whom?

- A. Source.
- B. Transmitter.
- C. Medium.
- D. Receiver.

ANSWER: D

74. How many stages are associated with adoption process?

- A. Six
- B. Five
- C. two
- D. one.

ANSWER: A

75. Process of perception is not _____ but _____.

- A. active interpretation, taking a picture.
- B. taking a picture, active interpretation.
- C. both a & b.
- D. none of the above.

ANSWER: B

76. Diversion in uses and gratification means _____.

- A. escaping from routine.
- B. an emotional release.
- C. both a & b.
- D. Taking a picture.

ANSWER: C

77. Media has _____ on its audiences.

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

ANSWER: C

78. Personal identity means _____.

- A. escaping from routine.
- B. value reinforcement.
- C. social utility.
- D. substitution of media.

ANSWER: B

79. 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

80. Mediated violence was researched by _____.

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

ANSWER: B

81. Walter lippmanns book was on _____.

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

ANSWER: A

82. Contents of mass media are known as _____.

- A. high- brow culture.
- B. low- brow culture.
- C. middle - level culture.
- D. both a and c.

ANSWER: C

83. 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

84. Harold Lasswell was a _____.

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

ANSWER: C

85. _____ 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

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

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

ANSWER: B

87. Signs that possess a resemblance to their referent are considered _____.

- A. Indexical
- B. Associational
- C. Iconic
- D. Negotiable

ANSWER: C

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

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

ANSWER: B

89. 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

90. When one makes a prediction which comes true by acting as if it was true, that person is experiencing _____.

- A. a destructive behavior.
- B. a self-esteem building.
- C. a self-fulfilling prophecy.
- D. a implicit personality theory.

ANSWER: C

91. Interpretivism refers to _____.

- A. purely subjectivity.
- 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

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

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

ANSWER: A

93. Socio-cognitive approaches to individual differences _____.

- A. focus on assessing and explaining the predictive power of various selection methods.
- B. have concentrated their research on the organisational 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

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

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

ANSWER: C

95. Which of these are not considered as social influences of behaviour?

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

ANSWER: B

96. Which of the following best defines communication?

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

ANSWER: A

97. 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

98. 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, organise and interpret information in order to understand nonverbal messages.
- D. select the situation and organize.

ANSWER: A

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

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

ANSWER: A

100. 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

101. 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 is not sent.

ANSWER: A

102. Which of the following are examples of organizational goals?

- A. Employee efficiency and profit.
- B. Job security and good pay.
- C. Scope for initiative and achievement.
- D. Limitations in the job.

ANSWER: A

103. Which principles 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 not proper.

ANSWER: B

104. One of the best ways to get someone to do something is to do which of the following?

- A. Challenge self-esteem by suggesting that someone else could do the task better.
- B. Present a well-reasoned request.
- C. First do them a favour.
- D. Take advantage of the desire to belong to a select group by suggesting only a few people have been asked.

ANSWER: A

105. In which phase of the relationship dissolution model will identify problems in the relationship and apportion blame?

- A. Dyadic.
- B. Introspsychic.
- C. Social.
- D. Grave-dressing.

ANSWER: D

106. Which of the following is the most accurate statement about computer-mediated communication?

- A. It can increase the amount of information that is exchanged.
- B. It enhances communicative outcomes.
- C. It has a participation equalisation effect.
- D. It enhances paralanguage.

ANSWER: A

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

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

ANSWER: C

108. 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

109. Mathematical model of communication was proposed by whom?

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

ANSWER: D

110. SMCR model is known as what?

- A. Sender, master, creator, receiver.
- B. Source, messenger, channel, receiver.
- C. Source, mode, character, receiver.
- D. Sender, message, channel receiver.

ANSWER: D

111. Shannon and Weaver concerned with _____ in the communication process.

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

ANSWER: C

112. Encoder means _____.

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

ANSWER: A

113. 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

114. 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

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

- A. 1942.
- B. 1945.
- C. 1940.
- D. 1941.

ANSWER: C

116. 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

117. A communication must know his _____ characteristics in general and specifically.

- A. Individual
- B. Audience
- C. Receivers
- D. Consumers

ANSWER: B

118. The particularly model is not concerned with _____.

- A. information exchange.
- B. learning what is the peoples capacity to understand
- C. action to be taken to liberate themselves making the communication creeper centric.
- D. disseminating the messages among a society under a linear transmission relationship.

ANSWER: C

119. Interpersonal communication refer to communication with _____.

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

ANSWER: B

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

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

ANSWER: B

121. A person who decides what shall pass through each section, of which, in any process is a _____.

- A. interpreter.
- B. interrogator.
- C. gate keeper.
- D. transmitter.

ANSWER: C

122. 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

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

- A. Gerbner's
- B. New combs.
- C. Berlo.
- D. Westley and MacLuhan.

ANSWER: D

124. 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: C

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

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

ANSWER: D

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

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

ANSWER: A

127. _____ 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

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

- A. Spiral of silence.
- B. Cultivation.
- C. Magic bullet.
- D. Media richness.

ANSWER: C

129. _____ 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

130. _____ 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

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

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

ANSWER: D

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

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

ANSWER: B

133. According to the linear model of communication an advertiser is an example of _____.

- A. feedback.
- B. source.
- C. signal.
- D. noise.

ANSWER: B

134. According to the linear model of communication turning down the TV/radio during the adverts is an

example of _____.

- A. signal.
- B. noise.
- C. feedback.
- D. receiver.

ANSWER: B

135. According to the linear model of communication a radio jingle is an example of _____.

- A. feedback.
- B. noise.
- C. source.
- D. signal.

ANSWER: D

136. According to the linear model of communication a television viewer is an example of _____.

- A. source.
- B. signal.
- C. receiver.
- D. feedback.

ANSWER: C

137. According to the linear model of communication dialing a free phone number in response to an advertisement is an example of _____.

- A. source.
- B. signal.
- C. receiver.
- D. feedback.

ANSWER: D

138. 184. The first person in your family to tell everyone about the wonders of digital television might be an example of an?

- A. Opinion former.
- B. Opinion follower.
- C. Opinion leader.
- D. Opinion programmer.

ANSWER: C

139. Word of mouth communications are thought to have _____.

- A. less effect than advertising.
- B. more effect than advertising.
- C. about the same effect as advertising.
- D. not effective than advertising.

ANSWER: B

140. With respect to collaborative exchanges, communications are best viewed from _____.

- A. a network perspective.
- B. an interactional perspective.

- C. a linear perspective.
- D. a non-linear view.

ANSWER: A

141. What comprises the decoding stage of the communication model?

- A. Perception; retention.
- B. Short term memory; decoding; long term memory.
- C. Receiving; processing and storing information.
- D. Attention; perception; retention.

ANSWER: D

142. What term did Lengal and Daft use for failure when face-to-face talking is used to convey routine messages?

- A. Data processing.
- B. Data richness.
- C. Data gut
- D. Channel richness.

ANSWER: C

143. Feelings of a communication are labeled as _____.

- A. Relational information
- B. Psychological information
- C. Personal information
- D. Social information

ANSWER: A

144. Which of the following was presented as a listening skill?

- A. Hold feedback until it is asked for.
- B. Ignore body language.
- C. Use open-ended questions.
- D. Concentrate on the whole message, not just the highlights.

ANSWER: C

145. Which statement about the grapevine communication is true?

- A. It is a rich medium influencing participants strongly.
- B. It is a good model of communication processes in real organizations.
- C. Managers should try to manage the grapevine to avoid misinformation.
- D. Most information on the grapevine is untrustworthy gossip.

ANSWER: A

146. _____ is a collection of views held by persons interested in the subject.

- A. Public opinion.
- B. Propaganda.
- C. Source credibility.
- D. Persuasion.

ANSWER: A

147. Which of the following is an example of an informal opinion leader?

- A. The head of a professional group.

B. The president of an organization.

C. An elected official.

D. A role model.

ANSWER: D

148. The concept of opinion leader stemmed from research was by_____.

A. Joseph Klapper.

B. Wayne & Wanta.

C. McCombs & Shaw.

D. Katz & Lazarsfeld.

ANSWER: D

149. _____ is an important factor in public opinion and can also trigger the formation of public opinion.

A. News releases.

B. Polls.

C. Events.

D. Channeling.

ANSWER: C

150. What type of opinion leader is admired, emulated, and can exert peer pressure on others to go along with something?

A. Informal opinion leader.

B. Formal opinion leader.

C. Power leader.

D. Presidential leader.

ANSWER: A

151. The _____ claims that public opinion is formed by the views of people who have taken the time to sift information, evaluate it, and form an opinion that is expressed to others.

A. influential theory of communication.

B. multi-step flow model.

C. limited-effects model.

D. single-step flow theory of communication.

ANSWER: B

152. What theory contends that when people have no prior information or attitude disposition regarding a subject, the mass media play a role in telling people what to think?

A. Framing theory.

B. Cultivation theory.

C. Media-dependency theory.

D. Agenda-setting theory.

ANSWER: C

153. The _____ theory contends that journalist and public relations professionals select certain facts, themes, treatments, etc., to position a story.

A. framing.

B. rhetorical.

C. media-dependency.

D. agenda-setting.

ANSWER: A

154. _____ identifies Aristotle's idea of source credibility.

- A. Rhetoric.
- B. Logos.
- C. Ethos.
- D. Pathos.

ANSWER: C

155. What technique uses audience analysis coupled with suitably tailored messages in appropriate media outlets?

- A. Self-interest.
- B. Transfer.
- C. Channeling.
- D. Preventative public relations.

ANSWER: C

156. Source credibility is based on what three factors?

- A. Experience, sincerity, expertise.
- B. Experience, sincerity, public opinion.
- C. Expertise, sincerity, charisma.
- D. Expertise, self-interest, charisma.

ANSWER: D

157. The use of numbers can convey objectivity, size, and importance in a credible way that can influence public opinion. This technique uses _____.

- A. surveys and polls.
- B. testimonials.
- C. examples.
- D. statistics.

ANSWER: D

158. _____ is the channel through which messages are interpreted.

- A. Self perception.
- B. Self concept.
- C. Self-interest.
- D. Self selection.

ANSWER: A

159. _____ contends that people receive information directly, without any intervening variable.

- A. The transfer technique.
- B. The plain folks technique.
- C. The bullet theory.
- D. The framing theory.

ANSWER: C

160. What term is NOT an indicator of propaganda?

- A. Objective.

B. Manipulative.

C. Systematic.

D. Deliberate.

ANSWER: A

161. Media scholars used which of the following images to suggest that media had powerful, immediate effects on users?

A. A "magic bullet."

B. A "wilting dandelion."

C. All of these.

D. A "creeping fungus."

ANSWER: A

162. Agenda-setting theory suggests that the media tells people _____.

A. who thinks what.

B. what to think.

C. what to think about.

D. what they already think.

ANSWER: C

163. Research indicates that violent imagery in the media may be more likely to lead to real-life violence when _____.

A. the viewer is heavily exposed to violent media.

B. the violence portrayed in the media is rewarded.

C. the aggression shown is realistic and exciting.

D. viewers heavily

ANSWER: D

164. Media theorist Elisabeth Noelle-Neumann has suggested that people who do not share opinions expressed by the majority of the media become reluctant to voice their own views, an effect called _____.

A. pluralist reticence.

B. the spiral of silence.

C. media mummification.

D. mutual dependency.

ANSWER: B

165. Dependency theory suggests that, although audiences depend on the media to choose and supply information, the media also depends on audiences to _____.

A. unthinkingly reject nearly all ideas put forth in the media.

B. help them choose and supply information.

C. do all of these.

D. unquestioningly accept the information.

ANSWER: B

166. Local television stations and newspapers give scant coverage to the deaths of several local teenagers who are hospitalized after a ritual involving misuse of rhubarb, because they believe other teens will also perform this ritual. These media are demonstrating an acceptance of which media theory?

A. Powerful effects.

- B. Knowledge gap
- C. Pro socialization
- D. Limited effects

ANSWER: A

167. Critical theorists have expressed dismay that the media contribute to _____.

- A. increasing interpersonal social interactions, at the expense of solitude and alienation.
- B. higher levels of literacy among preschoolers, rather than maintenance of childlike innocence.
- C. maintaining the status quo in society, rather than promoting change.
- D. all the above in the society.

ANSWER: C

168. When Campbell walks into class, everyone is talking about the progress of a search for some hikers lost in another state, a drama they are all following closely on the news. This ability of the media to influence the topic of discussion is called _____.

- A. narcotizing.
- B. effects-limiting.
- C. agenda-setting.
- D. news-netting.

ANSWER: C

169. Which of the following has resulted from research on violence in the media?

- A. Conflicting views on how children are influenced by television.
- B. More research.
- C. Public and government acceptance of conclusions that media violence is harmless and entertaining.
- D. No conflicts towards media.

ANSWER: A

170. Which of the following is NOT one of the characteristics of media messages?

- A. Institutional sources.
- B. Direct channels.
- C. Reception in noisy environments.
- D. Invisible receivers.

ANSWER: B

171. Which of the following is a function of media?

- A. Analysis and evaluation of information.
- B. Education and socialization of receivers
- C. Gathering and dissemination of information.
- D. All the above.

ANSWER: D

172. Which of the following is a way that the media affect audiences?

- A. By offering oppositional readings.
- B. By broadcasting hegemonic messages.
- C. By offering mass gratification.
- D. By encouraging selective processing.

ANSWER: C

173. John avoids any material that he disagrees with. This is an example of _____.

- A. selective retention.
- B. selective perception.
- C. selective exposure.
- D. selective attention.

ANSWER: C

174. Which is a theme that is considered newsworthy?

- A. Exposure of waste and mismanagement.
- B. Accounts of conflict between the powerless and the powerful.
- C. Stories that uncover hypocrisy.
- D. none of the above.

ANSWER: D

175. Which of the following is the best example of cultural transmission by the media?

- A. A TV sitcom.
- B. A book that details a country's history.
- C. The evening news.
- D. A "talking head" news commentary.

ANSWER: B

176. Media gatekeepers _____.

- A. help individuals resist dominant ideologies.
- B. select which messages receivers will be exposed to.
- C. have very little to do with determining message content.
- D. use media for their own individual uses and gratifications.

ANSWER: B

177. _____ theory is designed to describe and explain all aspects of a given phenomenon.

- A. Limited effects.
- B. Grand.
- C. Cultivation.
- D. Agenda setting.

ANSWER: B

178. A flaming message is _____.

- A. an aggressive or hostile statement.
- B. the first line of greeting in a chat room.
- C. an invitation to meet off-line.
- D. a string of emoticons.

ANSWER: A

179. Public messages may be transmitted via _____.

- A. newspapers.
- B. television.
- C. billboards.
- D. billboard, newspaper and television.

ANSWER: D

180. The gatekeeper function of television includes all of the following EXCEPT _____.

- A. determining who may or may not watch the news.
- B. determining who receives the news.
- C. determining what is news.
- D. determining how the news is presented.

ANSWER: A

181. Which of the following mass mediums acts as a portable friend?

- A. Radio.
- B. Newspapers.
- C. Magazines.
- D. Television.

ANSWER: A

182. An example of media convergence is _____.

- A. the newspaper.
- B. the radio.
- C. the Internet.
- D. the magazine.

ANSWER: C

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

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

ANSWER: D

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

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

ANSWER: D

185. What are not considered as social influences of behaviour?

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

ANSWER: A

186. Personality, a person's distinguishing psychological characteristics that lead to relatively consistent responses to one's environment, has a major impact upon consumer behaviour. Which of the following is not a personality trait?

- A. Adaptability.
- B. Autonomy.
- C. Dominance.
- D. Self reference criterion.

ANSWER: D

187. Which of the following are psychogenic needs?

- A. Status.
- B. Power.
- C. Self-esteem.
- D. All the above.

ANSWER: D

188. Which of the following behavioural theories suggest that behaviour is cognitive and is 'pulled' by expectations of achieving desirable outcome?

- A. Drive theory.
- B. Conditioning theory.
- C. Vroom's theory.
- D. Expectancy theory.

ANSWER: D

189. Leon Festinger synthesized _____ theory.

- A. Two-step flow
- B. Multistep flow
- C. Self-disclosure
- D. Cognitive dissonance

ANSWER: D

190. One ethical theory that views all our behavior from an ethical perspective is _____.

- A. divine command theory.
- B. utilitarian theory.
- C. social contract theory.
- D. cultural relativism.

ANSWER: B

191. A distinctive feature of virtue theory is that it places the ethical focus on _____.

- A. consequences.
- B. social structure.
- C. rules.
- D. character.

ANSWER: D

192. A profoundly influential early virtue theorist was _____.

- A. Aristotle.
- B. Plotinus.
- C. Plato.
- D. St. Anselm.

ANSWER: A

193. According to virtue theory, the key to becoming virtuous is _____.

- A. developing strong supportive affectionate relations with others.
- B. weighing all the consequences of one's acts.
- C. consistently practicing virtuous behavior.

D. reasoning carefully before acting.

ANSWER: B

194. Virtue theorists commonly maintain that one essential for living a fully virtuous life is _____.

- A. to live in a just and good society that promotes virtue.
- B. living as simply and frugally as possible.
- C. the power of higher level deductive reason.
- D. strong natural feelings of affection.

ANSWER: A

195. One area in which virtue theory has played a prominent and useful role is in _____.

- A. political philosophy.
- B. medicine.
- C. international law.
- D. the doctrine of just war.

ANSWER: B

196. The _____ implied mass media had a direct, immediate and powerful effects on its audience.

- A. Hypodermic needle theory
- B. Knowledge gap
- C. Two step flow theory
- D. Uses and gratifications theory

ANSWER: A

197. According to Aristotle, the highest virtue is:

- A. contemplation.
- B. love.
- C. generosity.
- D. honesty.

ANSWER: D

198. Who created the television violence index?

- A. Marshall McLuhan.
- B. Harold Lasswell .
- C. George Gerbner.
- D. Paul Lazarsfeld.

ANSWER: C

199. Whose voter studies cast doubt on the powerful media effects theory?

- A. Paul Lazarsfeld.
- B. George Gallup.
- C. Elisabeth Noelle-Neumann.
- D. Maxwell McCombs.

ANSWER: A

200. What phenomenon is at work when media create prominence for issues and people by giving them coverage?

- A. Magic bullet model.

- B. Agenda setting.
- C. Status conferral.
- D. Two-step flow.

ANSWER: C

201. In Paul Lazarsfeld's test of media effects on an election, he discovered that people _____.

- A. were powerfully influenced by the media in their voting choices.
- B. checked their choices against what the media recommended.
- C. rated media as equal to friends and acquaintances in making voting decisions.
- D. generally mentioned friends and acquaintances as resources for their voting.

ANSWER: D

202. Opinion leaders are a key component in _____.

- A. narcotic zing dysfunction theory.
- B. self-induced passivity.
- C. two-step flow theory.
- D. powerful effects theory.

ANSWER: C

203. When media is connected with reality that type of framing becomes _____.

- A. Analytical
- B. Critical
- C. Referential
- D. Mythological

ANSWER: C

204. Mass media serve a surveillance function, as evident in _____.

- A. quiz shows.
- B. reality shows.
- C. news coverage.
- D. TV dramas.

ANSWER: C

205. 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

206. Agenda setting theory focuses on _____.

- A. presidential campaigns.
- B. modifying things.
- C. issues that are important.
- D. public opinion.

ANSWER: C

207. 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

208. The conclusion on agenda setting is that media _____.

- A. has an influence on audience.
- B. demanded influence.
- C. time frame is not mentioned.
- D. no time frame.

ANSWER: A

209. 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. advertisement and news.

ANSWER: C

210. Time frame is the major concept in _____.

- A. agenda setting theory.
- B. communication theory.
- C. theories of press.
- D. magic bullet theory.

ANSWER: A

211. Example of corporate agenda is _____.

- A. tv.
- B. radio.
- C. rise and fall of shares.
- D. legislation.

ANSWER: C

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

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

ANSWER: B

213. Who are called as the Boundary Spanners?

- A. Politicians.
- B. Journalists.
- C. Policy makers.
- D. Opinion leaders.

ANSWER: D

214. How many levels are there in Agenda Setting?

- A. One.

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

ANSWER: B

215. 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

216. Agenda setting is used in _____.

- A. tv, radio, internet.
- B. public opinion, public relations, corporate reputation.
- C. politics, advertising, business.
- D. both b & c.

ANSWER: D

217. People pay only casual and intermittent attention to public affairs and remain ignorant, which is the weakness of _____.

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

ANSWER: C

218. _____ is a process convincing and motivating to get things done.

- A. Empathy
- B. Dialogue
- C. Dialogue
- D. Persuasion

ANSWER: D

219. Priming tells the audience _____.

- A. communication is effective.
- B. something is good or bad.
- C. credible person looks like.
- D. communication is credible and tells good or bad.

ANSWER: D

220. The media audience are capable of _____.

- A. Passive notion
- B. Negative acceptance
- C. Inadvertence
- D. Critical distance

ANSWER: D

221. Work of the frames is to _____.

- A. influence perception.
- B. seek truth.
- C. think about how people get influenced.
- D. the above said statements are wrong.

ANSWER: A

222. Which of the following concept is now followed by leaders?

- A. Agenda setting.
- B. Priming.
- C. Self disclosure.
- D. Framing.

ANSWER: D

223. In digital mass communication, the audience is _____.

- A. Large
- B. Passive
- C. Participatory
- D. Uncultured

ANSWER: C

224. Two step flow theory was introduced by _____.

- A. Paul Lazarsfeld .
- B. Bernard Berelson.
- C. Hazel Gaudet.
- D. all the above.

ANSWER: A

225. Two step flow theory has _____ stages.

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

ANSWER: B

226. The process of intervening between media s 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

227. 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

228. Two step flow theory - what does it do?

- A. Predict the influence of media.
- B. Help explain why certain media fail.
- C. Alter audience behavior.
- D. Audience behavior, influence media.

ANSWER: D

229. 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

230. First person to propose Gate keeping theory is _____.

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

ANSWER: A

231. Gate keeping focuses on _____.

- A. news values.
- B. organizational routines.
- C. common sense.
- D. news values, common sense and organizational routines.

ANSWER: D

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

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

ANSWER: B

233. Dance s helical model was proposed by _____.

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

ANSWER: A

234. Structure of helix is _____.

- A. smaller at bottom, gradually gets larger.
- B. larger at the bottom, gradually gets smaller.
- C. both a & b.
- D. gradually lowers.

ANSWER: A

235. Helical model helps in _____.

- A. communication process.
- B. building the past.
- C. both a& b.
- D. building the present.

ANSWER: C

236. Use of language in mediated communication imposes a grid on _____.

- A. Artificiality
- B. Sexuality
- C. reality
- D. Conformity

ANSWER: C

237. 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

238. Functions of uses and gratification is to _____.

- A. explain the function of media.
- B. do not tell the function of individuals.
- C. communicate the past.
- D. break the communication process.

ANSWER: A

239. Verbal communication is _____.

- A. Continuous
- B. Discontinuous
- C. Partial
- D. Untimely

ANSWER: B

240. 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

241. Uses and gratification theory assumes that audience _____.

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

ANSWER: B

242. Viewing violence in unhealthy and detrimental - origin of _____.

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

ANSWER: B

243. Communication must take into account the _____ of the audience.

- A. Capability
- B. Confidence
- C. Clarity
- D. Content

ANSWER: A

244. Medium is the message - said by?

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

ANSWER: D

245. Communication is an _____ process.

- A. Square
- B. Opinion
- C. Unending
- D. Influencing

ANSWER: C

246. Methods that are used in Medium theory are _____.

- A. analysis of media character.
- B. analysis of human perception.
- C. both a& b.
- D. analysis of behaviour.

ANSWER: C

247. The verbal code for communication is _____.

- A. Visual cue
- B. Picture
- C. Color
- D. Language

ANSWER: D

248. The sending back of the knowledge about the message to the transmitter is known as _____.

- A. Decoding
- B. Feedback
- C. Acting
- D. Encoding

ANSWER: B

249. Cultivation theory is mainly focused on _____.

- A. impact on audience.
- B. traditional effects.
- C. cultivation research.
- D. both b & c.

ANSWER: D

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

- A. Self-disclosure
- B. Social interaction
- C. Conflict
- D. Social perception

ANSWER: A

Staff Name
Parameswari P .