Dr.G.R.Damodaran College of Science

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I MJMC MASTER OF JOURNALISM AND MASS COMUNICATION [2017 – 2019]
SEMESTER I
CORE: MEDIA CULTURE AND SOCIETY– 164D
Multiple Choice Questions.

1. A paradigm is _____
   A. theory that summarizes and is consistent with all known facts.
   B. an explanation of social phenomena that attempts to relate mass communication to various aspects of our personal and cultural lives or social systems.
   C. an idea that explains or predicts only limited aspects of the mass communication process.
   D. another name for grand social theory.
   ANSWER: A

2. _____asserts that mainstream mass communication in the United States holds the illusion of democratic pluralism.
   A. Stuart Hall.
   B. Marshall Mc Luhan.
   C. George Grants.
   D. Pollock.
   ANSWER: A

3. Cultural studies is an academic field grounded in _____
   A. critical theory.
   B. political theory.
   C. social theory.
   D. media theory
   ANSWER: A

4. WWW stands for_____
   A. Wild Weird Web.
   B. Wide & Wet Web.
   C. World Working Web.
   D. World Wide Web.
   ANSWER: D

5. The phrases used by Barthes to identify the relative accessibility of meanings in texts are
   A. visual texts
   B. verbal texts
   C. writerly and readerly texts
   D. language texts

ANSWER: C

6. The newly arriving forms of ICTs currently centered on the computer have not yet attained the status of
_____
    A. reality in a social construction.
    B. culture that control behavior.
    C. domesticated infrastructures.
    D. conventional communities.
  ANSWER: C

7. Manuel castell points out that while knowledge and information are decisive elements in all modes of development, the term informational indicates _____
    A. social constructionism of modern reality.
    B. the attribute of a specific form of cultural organization in which information is generated.
    C. the attribute of a specific form of social organization in which information is generated.
    D. social construction of reality theory.
  ANSWER: C

8. Information richness is _____
    A. whether a message conveys the facts.
    B. elimination of noise.
    C. the potential information carrying capacity of a communication medium.
    D. noise is the main source
  ANSWER: A

9. _____ was a prominent Canadian sociologist who theorized that technology not only shapes culture, but has also had the effect of shrinking our vast world down to a global village.
    A. Robert Edgerton
    B. Edward Sapir
    C. Marshall McLuhan
    D. Jane Goodall
  ANSWER: C

10. What is a subculture?
    A. All the underground,deviant social groups in a given society.
    B. A society in which sandwiches are the normative lunch food.
    C. A meaningful social realm within the larger world of a dominant culture.
    D. A cultural group that is bent on destroying the dominant culture
  ANSWER: C

11. Which of these statements regarding culture is not true?
    A. Culture is the lens through which we perceive and evaluate what is going on around us.
    B. At birth, people do not possess culture.
    C. People are generally aware of the effects and assumptions of their own culture.
    D. Culture touches almost every aspect of who and what a person is.
  ANSWER: C

12. Which of the following statements about ideal culture is correct?
    A. Ideal culture is the norms people follow when they know they are being watched.

B. Ideal culture reflects the values and norms which people in a culture attempt to uphold.

C. Ideal culture consists of the norms and values people actually follow in everyday life.

D. Ideal culture is a value, norm, or other cultural trait that is found in every group.

ANSWER: B

13. 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

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

A. theory.

B. correlation.

C. theoretical paradigm.

D. concept.

ANSWER: A

15. Giving ICTs a reach beyond any single event or practice s called_____.

A. scope.

B. standards.

C. embedding.

D. correlation.

ANSWER: A

16. For sociologists, the term political system refers to _____

A. any social institution that is political in nature.

B. the social institution that is founded on a recognized set of procedures for implementing and achieving society's goals, such as the allocation of valued resources.

C. democracy.

D. representative government.

ANSWER: B

17. Many signs in which image is packed with a range of meanings is known as

A. Polysemy

B. semiotics

C. Signification

D. None

ANSWER: A

18. What is the World Wide Web?

A. A computer game.

B. A software program.

C. The part of the internet that enables information-sharing via interconnected pages.

D. Another name for the internet.

ANSWER: C

19. The Internet was originally developed by_____.

A. computer hackers

B. a corporation

C. the U.S. Department of Defense

D. the University of Michigan

ANSWER: C

20. Certain kinds of development through technology in terms of what shapes the growth of media is described by

A. Media determinism

B. Technological Determinism

C. Societal determinism

D. Socio- Linguistic Determinism

ANSWER: B

21. The first approach, of information society refers to a new development paradigm that assigns technology to a causal role in the social order, _____

A. designating it as the drive of economic development.

B. designating it as the drive of political development.

C. designating it as the drive of social development.

D. designating it as the drive of rural development.

ANSWER: D

22. _____ is the ability to exercise one's will over others.

A. Power

B. Politics

C. Authority

D. Terrorism

ANSWER: A

23. In order to access the World Wide Web you need _____.

A. an internet connection, an internet service provider and browser software.

B. only internet explorer or netscape navigator.

C. a modem and a browser.

D. nothing all computers can access the internet.

ANSWER: B

24. The _____survey found that one-third of children and young people use a computer for purposes other than games.

A. WWCN.

B. NNCA.

C. YPNM.

D. CCNB.

ANSWER: C

25. According to C. Wright Mills, power rests in the hands of the _____

A. people.

B. representative democracy.

C. aristocracy.

D. power elite.

ANSWER: D

26. An ideology is _____
    A. the process of gaining consent from oppressed classes.
    B. a discipline that studies the history of ideas.
    C. a set of ideas and discourses that attempt to structure and interpret the world, and are in some way linked to a particular social group.
    D. usually associated with Marxist thinkers.
    ANSWER: C

27. Two extreme views of media consumers, or the audience, are_____
    A. passive and active.
    B. perfective and refractive.
    C. black and White
    D. readers and Listeners.
    ANSWER: A

28. Michel de Certeau suggests that the audience develops tactics to subvert dominant messages delivered via the media, and hence can be seen as_____
    A. cultural Dopes.
    B. hyper real.
    C. instrumentalist.
    D. semiotic Guerillas.
    ANSWER: D

29. The concept information society as a political and ideological construct has developed under the direction of _____.
    A. reflexivity
    B. Post modernism
    C. neo-liberal globalization
    D. Liberal- globalisation
    ANSWER: C

30. _____ is a global navigation satellite system that enables precise pinpointing of the location of people, building and objects.
    A. GPRS
    B. 3G
    C. Google maps
    D. GPS
    ANSWER: D

31. Instrumentalist approaches to the new media economy of the media are primarily inspired by_____
    A. structural functionalists.
    B. weberian scholars.
    C. pluralist theory.
    D. marxism.
    ANSWER: D

32. Specialised media output for niche audiences in broadcast media are called
   A. Broadcasting
   B. Narrowcasting
   C. Modernism
   D. Telecasting
   ANSWER: B

33. Louis Althusser and Ralph Miliband are associated with which of these approaches to the political economy of the new media?
   A. Instrumentalist.
   B. Pluralist.
   C. Hegemonic.
   D. Semiotic.
   ANSWER: B

34. _____replace or even displace older media.
   A. New media
   B. Audio media
   C. Print media
   D. Electronic media
   ANSWER: A

35. The increasing use of computer technologies and mobile devices for delivering media content is captured by the term_____
   A. flash mobbing.
   B. new media.
   C. big money wasters.
   D. digital rights management.
   ANSWER: B

36. Post-modernist theorists argue that_____
   A. the audience are dupes.
   B. the media is apolitical.
   C. audiences resist and subvert dominant meanings.
   D. capitalism is the motor of history.
   ANSWER: C

37. The audience can be seen as either_____
   A. passive or active.
   B. open or closed.
   C. simulation or simulacra.
   D. instrumental or definitional.
   ANSWER: A

38. The three main perspectives on patterns of media ownership and its effects are_____
   A. ideological, formalist and semiotic.
   B. modernist, postmodernist and hyper-real.
   C. preferred, oppositional and modified.
   D. hegemonic, pluralist and instrumentalist.

ANSWER: D

39. Hyper reality is an experience of _____
   A. early modernity.
   B. a unitary meaning of signs.
   C. an abolition of the distinction between real and imaginary
   D. fragmented class consciousness.
   ANSWER: C

40. According to many sociologists, the news is_____
   A. gendered.
   B. socially constructed
   C. all about you.
   D. a representation of objectively newsworthy events.
   ANSWER: B

41. The actual malice rule applies when libel plaintiffs are_____
   A. public figures.
   B. public officials.
   C. private persons.
   D. 1 and 2 are correct.
   ANSWER: D

42. Walter Benjamin, Theodore Aderno belong to the
   A. Toronto School of Thought
   B. Frankfurt school of thought
   C. Birmingham School of thought
   D. Chicago schhol of Thought
   ANSWER: B

43. According to the text, _____ is the process of trying to convince the public (and important public officials) that a particular issue or situation should be defined as a social problem.
   A. claims making
   B. social constructionism
   C. symbolic interactionism
   D. social conflict
   ANSWER: D

44. Sociologists believe that social problems are caused less by personal failings than by _____
   A. deviance of the powerful.
   B. incompetence of political leaders.
   C. operation of society, itself.
   D. bad people in society.
   ANSWER: C

45. According to the text, the _____ stage of a social movement occurs when people define a situation as a problem and form an organization that addresses the problem.
   A. coalescence
   B. formalization

C. decline

D. emergence

ANSWER: D

46. The _____ approach explores how people socially construct reality.

A. functionalist

B. conflict theory

C. symbolic interactionist

D. social disorganization

ANSWER: C

47. When everything is turned into a entity with a price on it, it is known as

A. Identification

B. Codification

C. Commodification

D. Naturalisation

ANSWER: C

48. New media Culture refers to _____

A. genetic similarities.

B. the specialized lifestyle of a group of people.

C. gender equality

D. race or nationality.

ANSWER: B

49. The process by which one learns the norms of a culture different from your native culture is _____

A. culturation.

B. acculturation.

C. interculturation.

D. multiculturalism.

ANSWER: B

50. Low power distance cultures include _____

A. Denmark, New Zealand, Sweden and the U.S.

B. Iceland, Australia, Sweden and the U.S.

C. India, Brazil, China and the Philippines.

D. India, Morocco, Brazil and the Philippines

ANSWER: A

51. In a masculine culture, men are viewed as _____

A. assertive, oriented to material success and strong.

B. strong, sensible and funny.

C. weak, marginal and ineffective.

D. incredible, strong and assertive.

ANSWER: A

52. In a feminine culture, both men and women are encouraged to be_____

A. tender, modest and forgiving.

B. modest, oriented to maintaining the quality of life and tender.

C. assertive, oriented to material success and strong.

D. tender, intelligent and forgiving.

ANSWER: B

53. An individualist culture promotes _____

A. conformity.

B. benevolence.

C. competition.

D. tradition.

ANSWER: C

54. Which of the following media do U.S. voters use most frequently as a source of campaign and election news during national elections?

A. The Internet.

B. Talk radio.

C. Newspapers.

D. Television.

ANSWER: D

55. Intercultural communication occurs when?

A. Different cultural beliefs cause conflict.

B. Different ethnic backgrounds meet.

C. Those with different cultural beliefs, values or ways of behaving communicate with one another.

D. Different races gather for conferences and seminars.

ANSWER: C

56. The sense of a narrative giving substance to the illusion of events taking place is called as

A. Diegesis

B. Structure Approach

C. Image analysis

D. Discourse analysis

ANSWER: A

57. The psychological reaction you experience when you are in a culture very different from your own is called _____

A. culture crisis.

B. culture adjustment

C. intercultural communication.

D. culture shock.

ANSWER: D

58. In an individualist culture, members are _____

A. responsible for only themselves.

B. comprised of many people doing their own thing.

C. individuals.

D. responsible for themselves and perhaps their immediate family.

ANSWER: D

59. In a collectivist culture members are _____
   A. responsible for themselves and perhaps their immediate family.
   B. collectors.
   C. responsible for the entire group.
   D. responsible for themselves.
   ANSWER: C

60. To communicate interculturally you should _____
   A. recognize how different you are from others.
   B. recognize the characteristics of a variety of cultures.
   C. recognize meaning in the unspoken word.
   D. recognize the difference between yourself and the culturally different.
   ANSWER: D

61. A high context culture is one where?
   A. Much of the information is spoken.
   B. Most people use sign language.
   C. Much of the information is in the context or in the person.
   D. Much of the information is unspoken.
   ANSWER: C

62. Early research showed that, although people in the U.S. get political news from the media, their voting behavior is more strongly influenced by _____
   A. their emotional state when they enter the voting booth.
   B. previous voting records of politicians.
   C. strongly-held, long-term religious of personal beliefs.
   D. conversations with other people.
   ANSWER: D

63. Culture shock is _____
   A. a psychological reaction that can occur when overexposed to a culture different from your own.
   B. a psychological reaction that can occur when experiencing a culture for the first time.
   C. a physiological reaction that can occur when experiencing a culture for the first time.
   D. the honeymoon period experienced when introduced to a different way of life.
   ANSWER: C

64. A low context culture is one where?
   A. Most of the information is apparent.
   B. Most of the information is nonexistent.
   C. Most of the information is explicitly stated in the verbal message.
   D. Most of the information is unspoken.
   ANSWER: C

65. The notion proposed by Jurgen Habermans where information can be exchanged and public debate could take place is known as
   A. Mass sphere
   B. public sphere
   C. Audience sphere
   D. people sphere.

ANSWER: B

66. A collection of web sites pulled from various locations , the internet that are joined in a circular ring is called:
    A. V-blog.
    B. Web ring.
    C. Widget.
    D. Tags.
    ANSWER: B

67. Ombuds, also called ombudsmen, are _____
    A. people who compile weekly profitability reports for the owners of media conglomerates.
    B. government censors.
    C. news staff assigned to gather and represent audience interests.
    D. hired guides in the ongoing search for truth in the marketplace of ideas.
    ANSWER: A

68. The philosophy that suggested that government exists at the will of the people and to serve the people became especially influential during a period known as _____
    A. the Me Decade.
    B. the Golden Age.
    C. the Dark Ages.
    D. the Enlightenment.
    ANSWER: D

69. When you work at home and send reports to the office it is called?
    A. Telecommuting.
    B. Electronic mail.
    C. Teleconferencing.
    D. Telemarketing.
    ANSWER: A

70. 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 which of the following?
    A. Informational influence.
    B. Normative influence.
    C. Referent influence.
    D. Latent influence.
    ANSWER: B

71. Social facilitation suggests that the presence of others when a task is being performed does which of the following?
    A. Inhibits the dominant response.
    B. Increases arousal.
    C. Makes a difficult task easier.
    D. Makes a simple task more difficult.
    ANSWER: B

72. A third party item that can be embedded in a webpage and executed within a separate webpage is

called:
    A. Widget.
    B. Tags.
    C. web ring
    D. V-blog.
    ANSWER: A

73. The theory that proposes that media directly influences people largely adversely injecting them with views and behaviour is known as
    A. Copycat effect
    B. Two step flow effect
    C. Innoculation effect
    D. Hypodermic effect
    ANSWER: D

74. Anthony Giddens has described the modern world as a_____.
    A. juggernaut.
    B. plutocracy.
    C. demagogue.
    D. barbarian.
    ANSWER: A

75. According to Giddens, which of the following institutions does NOT characterize modernity?
    A. Capitalism.
    B. Industrialism.
    C. Surveillance capacities.
    D. Collective identities
    ANSWER: D

76. One of the categories of primary effects where media violence purges the reader of violent feelings is known as
    A. Arousal effect
    B. Catharsis effect
    C. innoculation effect
    D. hypodermic effect
    ANSWER: B

77. _____ is the lifting out of social relations from local contexts of interaction and their restructuring across indefinite spans of time-space.
    A. Distanciation.
    B. Disembedding.
    C. Reflexivity.
    D. Radicalization.
    ANSWER: B

78. ._____ means that social practices are constantly examined and reformed in the light of incoming information about those very practices.
    A. Disembedding
    B. Distanciation

C. Reflexivity

D. Radicalization

ANSWER: C

79. To which of the following would the negative consequences of the juggernaut of modernity NOT be attributed?

A. Design Flaws.

B. Operator Failure.

C. Unintended Consequences.

D. Natural Disasters.

ANSWER: D

80. According to Giddens, in modernity the individual becomes responsible for the creation and maintenance of _____ through the reflexive organization of social life.

A. resources

B. the self

C. the environment

D. technology

ANSWER: B

81. A string of shots which add up to a meaningful unit of narrative is known as

A. syntax

B. syntagm

C. signifier

D. semiotics

ANSWER: B

82. Beck blames _____ for becoming the protectors of a global contamination of people and nature.

A. capitalists.

B. politicians.

C. consumers.

D. scientists.

ANSWER: D

83. Which of the following is NOT a component of formal rationality?

A. Efficiency.

B. Predictability.

C. Quantifiability.

D. Adaptability.

ANSWER: D

84. Means of _____ are defined as those things that make it possible for people to acquire goods and services and for the same people to be controlled and exploited as consumers.

A. consumption.

B. acquisition.

C. exploitation.

D. production.

ANSWER: A

85. The incorporation of discourses as close to the idea of common sense for validity of belifes and values is
    A. Mediation.
    B. Polarisation
    C. Naturalisation
    D. Integration
    ANSWER: C

86. Without _____, mass extermination would be impossible.
    A. capitalism.
    B. technology.
    C. ethnic and religious persecution.
    D. bureaucracy.
    ANSWER: D

87. _____ sees modernity as an unfinished project.
    A. Ulrich Beck.
    B. George Ritzer
    C. Zygmunt Bauman
    D. Jurgen Habermas
    ANSWER: C

88. According to Jurgen Habermas, a fully rational society would_____
    A. allow the system to fully colonize the life-world.
    B. roll back the system and allow the life-world to flourish.
    C. allow the system and the life-world to be fully expressed without destroying each other.
    D. replace the system and the life-world with a hybrid life-system.
    ANSWER: D

89. Which of the following does Manuel Castells's information technology paradigm NOT assume?
    A. These are technologies that act on information.
    B. All systems using information technologies are defined by networking logic.
    C. The new technologies are highly flexible, allowing them to adapt and change constantly.
    D. Technologies are diverging along functionally differentiated pathways.
    ANSWER: A

90. The experience of media violence leads to desensitization and tolerance of violent behaviour is known as
    A. Cultivation theory
    B. hypodermic theory
    C. Innoculation theory
    D. hypodermic theory
    ANSWER: C

91. _____ is the term used to describe the growing international influence of a particular culture.
    A. Glocalization.
    B. Globalism.
    C. Cultural imperialism.

D. Hybridization.
ANSWER: B

92. _____ argues that the key to understand globalization is to theorize it as, at once, a product of technological revolution and the global restructuring of capital.
    A. Arjun Appadurai
    B. Douglas Kellner
    C. Anthony Giddens
    D. George Ritzer
    ANSWER: A

93. According to Bauman, _____ has become the most powerful and coveted stratifying factor in the world today.
    A. mobility
    B. rationality
    C. identity
    D. education
    ANSWER: D

94. For Anthony Giddens, social structure is composed of_____
    A. the objective positions within a field.
    B. networks of exchange relations.
    C. systems of oppression and domination.
    D. the structuring properties of rules and resources.
    ANSWER: A

95. _____ Consciousness entails the ability to describe our actions in words, whereas _____ consciousness involves actions that the actors take for granted without being able to express what they are doing.
    A. Iscursive; Practical.
    B. Practical; Discursive.
    C. Discursive; Sub.
    D. Oral; Practical.
    ANSWER: C

96. According to Giddens, intentional actions produce_____
    A. risk.
    B. structure. .
    C. unintended consequences.
    D. social systems
    ANSWER: B

97. Giddens thinks that social structure can be both_____
    A. dominating and oppressive.
    B. constraining and enabling.
    C. stable and unstable.
    D. recursive and practical.
    ANSWER: A

98. Structuration emphasizes the _____ of agency and structure.
   A. duality
   B. dualism
   C. bifurcation
   D. interrelationships
   ANSWER: C

99. _____ is the process by which complex interchanges lead not only to changes in the structure of the system but also to structural elaboration.
   A. Morphostasis.
   B. Metamorphosis.
   C. Morphogenesis.
   D. Metagenesis.
   ANSWER: B

100. Margaret Archer believes that social theorists tend to underemphasize the importance of _____ in social action.
   A. structure
   B. culture
   C. rationales
   D. practices
   ANSWER: D

101. Archer criticizes Giddens for neglecting the _____ of culture and structure.
   A. interrelations
   B. duality
   C. mutual constitution
   D. relative autonomy
   ANSWER: A

102. The word society refers to large numbers of individuals, groups, and organizations that live in the same general area and consider themselves connected to one another through the sharing of culture which includes learned behaviors, beliefs, and _____
   A. money
   B. values
   C. ideas
   D. religion
   ANSWER: B

103. The media literate person is---
   A. knowledgeable about the influences that guide media organizations
   B. up to date on political issues relating to the media
   C. sensitive to the ethical dimensions of media activities
   D. all of these.
   ANSWER: D

104. Culture refers to-------------------------------
   A. the ways of life that are passed on to members of a society through time and that keep the society together

B. large numbers of individuals, groups, and organizations that live in the same general area and consider themselves connected to one another

C. a sense of camaraderie for those who are lonely or alone

D. the psychological connections that some people establish with celebrities they learn about through the mass media

ANSWER: A

105. According to Bourdieu, the most important of all fields is_____

A. economic.

B. political.

C. cultural.

D. social.

ANSWER: B

106. The processes in place to monitor the ongoing in an organization are called _____

A. structure.

B. paradigm.

C. control system.

D. power system.

ANSWER: A

107. All EXCEPT one are the primary sources from where corporate culture has originated?

A. National culture.

B. Dominant leaders.

C. Type and nature of business.

D. Vested interests

ANSWER: B

108. All are the causal factors, EXCEPT one, which shape a companys culture?

A. Employers association.

B. Customers.

C. Technology.

D. Competitors.

ANSWER: A

109. Identify which one among the following is NOT a causal factor in shaping corporate culture?

A. Goals, values and beliefs.

B. Bureaucracy.

C. Organization and resources.

D. Reward system and measurement.

ANSWER: B

110. One among the following is NOT a causal factor of corporate culture identified by David drennan?

A. Legislation and Company environment.

B. Procedures and policies.

C. Antagonistic cooperation.

D. Information and control system.

ANSWER: C

111. What is a serious posts on a single topic called?
    A. Tag cloud.
    B. Thread.
    C. Individualism.
    D. Strategy.
    ANSWER: B

112. If uncertainty avoidance is the fourth dimension of national cultures, which one is the fifth?
    A. Confucian dynamism.
    B. Geocentrism.
    C. Ethnocentrism.
    D. Polycentrism.
    ANSWER: D

113. The dominant ideas produced by discourse about culture and society are known as
    A. Myths
    B. Discourses
    C. Ideologies
    D. perception
    ANSWER: A

114. A visual depiction of content tags used on a website is called _____
    A. thread.
    B. aggregator.
    C. blogosphere.
    D. tag cloud.
    ANSWER: D

115. In high power distance nations _____ of activities exists.
    A. decentralisation
    B. power equalisation
    C. inequality
    D. centralisation
    ANSWER: C

116. Individualism is the global ideology, _____ is the specific ideology.
    A. holism
    B. equality
    C. reason
    D. irrationality
    ANSWER: B

117. People remain integrated into strong, cohesive in-groups in _____ societies where protection in exchange for unquestioning loyalty exists.
    A. tribal
    B. collective
    C. agrarian
    D. industrial
    ANSWER: A

118. In which society, while placing emphasis on competition, managers at work are expected to be assertive and decisive?
    A. High femininity.
    B. Low femininity.
    C. High masculinity.
    D. Low masculinity.
    ANSWER: B

119. According to Habermas, the most urgent dilemma of the contemporary world is that the _____ is being colonized by the _____
    A. system; life-world.
    B. habitus; field.
    C. life-world; system.
    D. field; habitus.
    ANSWER: A

120. Drawing on _____, the idea of the life-world involves a range of unspoken presuppositions about mutual understandings that must exist for communication to take place.
    A. structural-functionalism.
    B. cybernetics.
    C. Phenomenology
    D. Ethnography
    ANSWER: B

121. Habermas ideal society is based on substantively rational consensus achieved through_____
    A. better technology.
    B. free and open communication.
    C. accurate polling data.
    D. rotating government.
    ANSWER: A

122. According to Habermas, the system is becoming increasingly _____ by delinguistified media.
    A. monetized and bureaucratized.
    B. mediated and controlled.
    C. practical and discursive.
    D. democratized and equalized.
    ANSWER: B

123. In which society, managers use intuition and strive for consensus and place emphasis on equality, solidarity and quality of work life?
    A. Low masculinity.
    B. High masculinity.
    C. Low femininity.
    D. High femininity.
    ANSWER: B

124. _____ tends to be involved with micro-macro theory, whereas _____ tend to

produce agency-structure theory.
    A. Europeans; Americans.
    B. Americans; Europeans.
    C. Sociologists; Anthropologists.
    D. Anthropologists; Sociologists.
    ANSWER: C

125. The repetition and frequency of features , their proportions within the text and consequent assumptions about significance is known as
    A. Content analysis
    B. Ideological Analysis
    C. Narrative analysis
    D. Structural Analysis
    ANSWER: A

126. _____ is Internet-enabled digital environment characterized by face-to-screen exchange relationships and electronic images and offerings.
    A. An extranet.
    B. A power centre.
    C. The market space.
    D. A portal exchange.
    ANSWER: A

127. Which of the following is likely to result in de-industrialization?
    A. A high and rising exchange rate.
    B. A low and falling exchange rate.
    C. High labor productivity and low wages in manufacturing.
    D. A high income elasticity of demand for manufactured goods and a rapidly growing economy.
    ANSWER: A

128. Which of the following is likely to result in the tertiary sector taking a higher proportion of total output and employment?
    A. A shift of consumer tastes in favor of renewable energy sources.
    B. A shift of consumer tastes in favor of manufactured goods.
    C. A high income elasticity of demand for services, with rapid economic growth.
    D. A low income elasticity of demand for services, with rapid economic growth.
    ANSWER: C

129. Which of the following suggests that the recorded tertiary sector growth cannot be regarded as a perfect substitute for the recorded manufacturing sector decline?
    A. Least innovation and productivity growth occurring in manufacturing.
    B. Least innovation and productivity growth occurs in manufacturing.
    C. Weaker backward linkages in manufacturing than services.
    D. Most innovation and productivity growth occurring in manufacturing.
    ANSWER: D

130. Which of the following is an acceptable definition of de-industrialization?
    A. A fall in industrial output in a situation of economic recession.
    B. A fall in imports of industrial products.

C. A fall in exports of industrial products.
D. Manufacturing taking a progressively smaller share of Gross Domestic Product.
ANSWER: D

131. Agency-structure theory tends to have a _____ perspective, whereas micro-macro-theory is more likely to be _____.
    A. historical; static.
    B. static; historical.
    C. hierarchical; static.
    D. static; hierarchical.
ANSWER: B

132. In 1973, United States sociologist Daniel Bell introduced the notion information society in his book :
    A. The World After Tomorrow.
    B. The Coming of Post-Industrial Society.
    C. The Rising Sun.
    D. The Information World.
ANSWER: B

133. Information technology (IT) transforming every aspect of cultural, political, and social life and which is based on the production and distribution of information is called_____
    A. mass media.
    B. post industrial society.
    C. industrial society.
    D. modern society.
ANSWER: B

134. The Medium is the message and the electronic media have transformed the world into a global village are theories of whom?
    A. Jeffrey Cole.
    B. George Gerbner.
    C. Max McCombs.
    D. Marshall McLuhan.
ANSWER: D

135. Technological determinism is the belief where_____
    A. technology causes certain human behaviors.
    B. soon inventors will develop the ultimate device to improve life.
    C. technology is glorified too much and man should not rely too much on it.
    D. technology changes the invention.
ANSWER: A

136. 136. Horizontal differentiation, vertical differentiation and spatial differentiation are the three parts of _____
    A. power equalization .
    B. formalization .
    C. centralization .
    D. complexity .
ANSWER: C

137. New media theories have had profound effects in a number of ways. One way is _____
    A. theories help us organize and make sense of the world and our understanding of the world.
    B. theories give us a heads-up on what to purchase.
    C. theories help us to identify the deep thinkers in our world.
    D. all of the above
  ANSWER: A

138. Which commission is the principal communications regulatory body at the federal level in the United States?
    A. Securities and Exchange Commission (SEC).
    B. Federal Communications Commission (FCC).
    C. Federal Trade Commission (FTC).
    D. National Regulatory Commission (NRC).
  ANSWER: B

139. . The use of social software representing a growing trend of ICT usage concerned with tools that support social interaction and communication is _____
    A. social intermediaries.
    B. social computing.
    C. astroturfing.
    D. atom.
  ANSWER: B

140. A set of methods aimed at improving the ranking of a web site in search engine listing is called_____
    A. SEO.
    B. SEM.
    C. EES.
    D. DES.
  ANSWER: A

141. _____is a popular way to store, classify, and share search links with other websites and blogs.
    A. Social media.
    B. Pod cast.
    C. Social bookmarking.
    D. Open source.
  ANSWER: C

142. Posting an initial messages or series of messages in a discussion space to initiative a conversation is called_____
    A. OPML.
    B. syndication.
    C. casting.
    D. seeding.
  ANSWER: D

143. The Information Society, a phrase to describe a new era that breaks drastically from the industrial

society, also is known as_____
 A. the wired society.
 B. the gaming society.
 C. the glitz and glitter society.
 D. the post-industrial society.
  ANSWER: D

144. Which of the following perspectives of globalization is most likely to reflect the views of economists?
 A. The decline of sovereignty of the nation state.
 B. The emergence of global conflicts and global institutions.
 C. The rise of global culture and global media.
 D. The growth of international trade and the increase in international trade flows.
  ANSWER: D

145. Whilst recognizing that globalization is a powerful force, they admit that there is considerable
uncertainty as to what the outcomes of globalization might be?
 A. Modularization.
 B. Hyper globalists.
 C. Deep integration.
 D. Transformation lists.
  ANSWER: A

146. See globalization as inevitably resulting in global capitalism, global governance and global civilization?
 A. Transformation lists.
 B. Juxtaposition.
 C. Modularization.
 D. Hyper globalists.
  ANSWER: D

147. Post-industrial society is characterized by the_____
 A. formal communication.
 B. informal communication.
 C. Information rich and information poor.
 D. hyper globalists.
  ANSWER: C

148. People who use new media websites tend_____
 A. to be highly informed people to update information.
 B. not to subscribe newspaper.
 C. to avoid other media.
 D. to detract from established media outlets.
  ANSWER: A

149. Texts have essential meaning that can be discovered through interpretation is known as
 A. Hermenutic code
 B. Signifier code
 C. Transmission code
 D. textual analysis
  ANSWER: A

150. The social contract involves _____
   A. organizing the work that had to be done.
   B. the elimination of alienation.
   C. job security as long as the economy maintained itself.
   D. the globalization of production.
   ANSWER: C

151. According to Marx, industrialization led to _____
   A. instrumentalism.
   B. the social contract.
   C. anomie.
   D. alienation.
   ANSWER: D

152. The French philosopher Jean-Francois Lyotard considers postmodern knowledge is represented after the disintegration of _____
   A. ideological interactions.
   B. ideological disintegration.
   C. ideological informations.
   D. ideological meta stories.
   ANSWER: D

153. A form of programming for websites or blogs that feeds the content to end users rather than requiring them to return to their sites is called_____
   A. blogosphere.
   B. interaction.
   C. blog roll.
   D. atom.
   ANSWER: D

154. Daniel Bell is a_____
   A. sociologist.
   B. psychologist.
   C. anthropologist.
   D. methodologist.
   ANSWER: A

155. Who described the modern world as a juggernaut?
   A. Manuel Castells.
   B. Ulrich Beck.
   C. Anthony Giddens.
   D. Jurgen Habermas.
   ANSWER: C

156. Giddens defines modernity in terms of four basic institutions. which of the following is not among them?
   A. Capitalism.
   B. Industrialism.

C. Surveillance.
D. Socialism.
ANSWER: D

157. _____ refers to circular relationships between cause and effect.
   A. Reflexivity
   B. Capitalism
   C. Industrialism
   D. Surveillance
ANSWER: A

158. ._____ is Internet-enabled digital environment characterized by face-to-screen exchange relationships and electronic images and offerings.
   A. An extranet
   B. A power center
   C. The market space
   D. A portal exchange
ANSWER: C

159. The greatest market space opportunity for marketers lies in its ability to_____
   A. create form utility.
   B. change the shape of the product life cycle.
   C. eliminate comparison shopping.
   D. eliminate the need for utility.
ANSWER: A

160. The functionality of choice boards has been expanded by _____ technology.
   A. viral marketing.
   B. spam detection.
   C. market aggregation.
   D. collaborative filtering.
ANSWER: D

161. The widespread application of mass communication to political and commercial propaganda is known as
   A. Industarlisation
   B. Mobilisation
   C. Information
   D. Facilitation
ANSWER: B

162. An aggregate of similar content chosen by the same people coined by Herbert Gans is known as
   A. Taste Culture
   B. Common culture
   C. Populist culture.
   D. Mass Culture
ANSWER: A

163. After online shopping at doll shop, you received an e-mail from the online retailer of dolls and doll

accessories that told when the doll would be shipped and when it should arrive at her house. The e-mail is an important element of_____

   A. communication.

   B. content.

   C. clarity.

   D. connection.

  ANSWER: A

164. The largest online consumer lifestyle segment is called_____

   A. hunter-gatherers.

   B. click-and-mortar.

   C. brand loyalists. .

   D. time-sensitive materialists.

  ANSWER: B

165. Why would an online consumer want to use a bot?

   A. Bots help customers design one-of-a-kind products that fit their specific needs.

   B. Bots allow online consumers to engage in an electronic dialogue with marketers.

   C. Bots enhance the convenience of online shopping.

   D. Bots allow marketers to record an online consumer's visits to websites.

  ANSWER: C

166. The WB Insider Gizmo, an updateable rich-media messaging program that allows users to download a device onto their desktops, so they can forward it to friends, or copy it to personal websites. WB is using_____

   A. cookies.

   B. viral marketing.

   C. context management.

   D. aggregated marketing.

  ANSWER: B

167. The address book information is more than likely stored in a_____.

   A. cookie.

   B. search engine.

   C. web link.

   D. portal.

  ANSWER: A

168. ._____ is the blending of different communication and delivery channels that are mutually reinforcing in attracting, retaining, and building relationships with consumers who buy in both the traditional marketplace and market space.

   A. Viral marketing.

   B. Guerrilla marketing.

   C. Multichannel marketing.

   D. Integrated marketing communication.

  ANSWER: C

169. _____ refers to a set of devoted followers of a media star or performer.

   A. Follower

B. Performer
C. Fandom
D. Idol
ANSWER: C

170. Why would a consumer products manufacturer be reluctant to incorporate a transactional website into its marketing program?
    A. High costs in labor and time.
    B. Lack of discernable results.
    C. Potential for channel conflict.
    D. Potential for dynamic pricing.
ANSWER: C

171. The drug is only available though a doctor's prescription, yet Roche has also created Igotflu.com as a _____ website to market the medicine.
    A. transactional.
    B. promotional.
    C. corporate.
    D. functional.
ANSWER: B

172. The Information and Network societies are driven by _____.
    A. economic ambitions.
    B. the need for global political, social and cultural integration.
    C. developments in technological innovation.
    D. .America and Europe.
ANSWER: A

173. The Post Industrial Society was a concept first used by Daniel Bell to mean _____
    A. a society was knowledge is not a key factor in the economy.
    B. the rise of a service sector.
    C. decline in agricultural-based work.
    D. predominance of information based work.
ANSWER: C

174. Who called the Information Society the Knowledge Industry?
    A. Fritz Machlup.
    B. Manuel Castels.
    C. Daniel Bell.
    D. Habermas.
ANSWER: A

175. According to Daniel Bell machines were to the industrial society and _____ is to the post-industrial society.
    A. food.
    B. nuclear power.
    C. information.
    D. revolution.
ANSWER: C

176. The nature of Castles network is_____
   A. global.
   B. public.
   C. private.
   D. limited.
   ANSWER: A

177. Daniel Bell has received _____ Prize for the Social Sciences by the American Academy of Arts and Sciences in 1993.
   A. Systems theory.
   B. Talcott Parsons.
   C. Niklas luhmann.
   D. Sociology.
   ANSWER: B

178. Daniel Bell argued that post-industrialism would be _____led and service-oriented.
   A. electrical engineering.
   B. artificial intelligence.
   C. systems engineering.
   D. information.
   ANSWER: D

179. Bell discussed the manuscript of The Coming of Post-Industrial Society with _____ before its publication.
   A. Systems theory.
   B. Talcott Parsons.
   C. Sociology.
   D. Niklas Luhmann.
   ANSWER: B

180. Daniel Bell is a sociologist and a professor emeritus at _____.
   A. Brown University.
   B. Rutgers University.
   C. Harvard Crimson.
   D. Harvard University.
   ANSWER: B

181. In the Coming of Post-Industrial Society Bell outlined a new kind of society the _____
   A. Post-industrial society.
   B. Canada.
   C. Information society.
   D. World War II.
   ANSWER: A

182. Daniel Bell started his career as a journalist, being a labor editor of _____
   A. India Today.
   B. Fortune.
   C. The Week.

D. The city.
ANSWER: B

183. _____ is a social network of individuals who interact through specific media.
   A. Virtual community
   B. On-line community
   C. Internet community
   D. Private community
   ANSWER: A

184. Its argued that online relations are not as valuable as offline ones because there is_____
   A. cultural differentiation.
   B. ethical discrimination.
   C. less socialization.
   D. language problem.
   ANSWER: C

185. A reflexive relationship is:
   A. Unidirectional.
   B. Multidirectional.
   C. Diagonal.
   D. Bidirectional.
   ANSWER: D

186. Reflexivity is related to the concept of feedback and _____
   A. positive feedback.
   B. natural feedback.
   C. negative feedback.
   D. effective feedback.
   ANSWER: D

187. In social theory, _____ may occur when theories in a discipline should apply equally forcefully to the discipline.
   A. reflexivity.
   B. capitalism.
   C. industrialism.
   D. surveillance.
   ANSWER: A

188. Giddens noted that constitutive _____ is possible in any social system
   A. capitalism
   B. industrialism
   C. surveillance
   D. reflexivity
   ANSWER: D

189. _____ has been very old forms of social organization.
   A. Social interaction.
   B. Social networks.

C. Paintings.
D. Information society.
ANSWER: B

190. Castells argues that it is not purely the technology that defines_____
   A. political system.
   B. cultural diversity.
   C. modern societies.
   D. social system.
ANSWER: C

191. _____ plays a central role in Castells vision of the network society.
   A. The Space of Flows
   B. The core technology
   C. The socio-economic system
   D. The political system
ANSWER: A

192. Who was most responsible for developing packet switching on a practical level for the Internet?
   A. Vincent Cerf.
   B. Marc Andreessen.
   C. Paul Baran.
   D. Tim Berners-Lee.
ANSWER: A

193. _____ is the protocol that forms the basis for the creation and transmission of data on the World Wide Web.
   A. TCP/IP.
   B. HTTP.
   C. HTML.
   D. URL.
ANSWER: A

194. The first medium to use digital communication was_____
   A. radio.
   B. television.
   C. printing press.
   D. telegraph.
ANSWER: D

195. Since the so-called information revolution, knowledge is being considered more and more as _____
   A. a information.
   B. a resource.
   C. a recreation.
   D. a revolution.
ANSWER: B

196. Web 2 learning is _____learning.

A. collaborative.
B. practical.
C. theoretical.
D. electronic.
ANSWER: A

197. The term _____ refers to the interconnectedness of meanings across different media.
A. Connectedness
B. Interconnectedness
C. convergence
D. Intertextuality
ANSWER: D

198. Which of the following is not a new media?
A. Television.
B. Radio.
C. Video game.
D. News paper.
ANSWER: D

199. According to Moores Law and Technological Determinism, the generation of scholars who brought about the notion of technology _____
A. contextual approach.
B. static trajectory.
C. social construction.
D. determinism.
ANSWER: C

200. The dummy sites used to display ads for click-fraud purposes are established as websites categorized as_____
A. intermediary.
B. domain.
C. host.
D. parked.
ANSWER: D

201. As defined in Online Salvation? a fly-by is a person who_____
A. does not use the Internet.
B. does not purchase products from Internet advertisers.
C. visits an Internet site briefly and irregularly.
D. reads both the print version and the online version of a newspaper.
ANSWER: A

202. Wikipedia cofounder Jimmy Wales suggests that Wikipedia best journalistic use is for_____
A. finding images to accompany news articles.
B. one-stop information gathering on any subject.
C. background research.
D. quotations from celebrities.

ANSWER: C

203. Digital books are known as_____
    A. A-books.
    B. E-books.
    C. I-books.
    D. O-books.
    ANSWER: B

204. A sociologist interested in Indian culture would most likely focus on the study?
    A. Hinduism and its influence on life in India.
    B. Indias development of nuclear weapons.
    C. The parliamentary government of India.
    D. The influence of agricultural production on Indias Gross national Product (GNP).
    ANSWER: A

205. What term is used to describe the set of cultural beliefs and practices that help to maintain powerful social, economic, and political interests?
    A. Conflict ideology.
    B. Gate keeping.
    C. Dominant ideology.
    D. Cultural ideology.
    ANSWER: D

206. In his study of how the social composition of audience members affected how they interpreted the news coverage, sociologist Darnell Hunt found what kind of differences in perception?
    A. Racial.
    B. Gender.
    C. Class.
    D. Religious.
    ANSWER: C

207. The Western concept believes?
    A. There is no completely free media system on Earth.
    B. The government and media work in partnership to ensure that media benefits the development of the country.
    C. In the subjugation of media for the purpose of serving the government.
    D. Media should help end government monopoly over information and destroy the standing government
    ANSWER: D

208. Which of the following countries has the highest number of Internet users?
    A. Norway.
    B. U.S.A.
    C. Japan.
    D. Iceland.
    ANSWER: B

209. A list within a blog usually in a vertical menu along the side that links to other blogs is called_____

A. blog.
B. blogosphere.
C. blog roll.
D. back channel.
ANSWER: C

210. Which ancient civilization established the basis of western democracy?
A. Phoenician.
B. Egyptian.
C. Sumerian.
D. Greek.
ANSWER: D

211. _____ is used especially by those who view such consolidation as sociologically detrimental, dangerous, or problematic?
A. Media consolidation
B. Media rules
C. Media control
D. Media ethics
ANSWER: A

212. The world's first all-electronic computer was called the_____
A. arithmatique.
B. analytical engin
C. mark i.
D. ENIAC.
ANSWER: D

213. A navigational tool that links one electronic document with another to create a virtual web of pages is called a_____
A. browser.
B. protocol.
C. hypertext link.
D. button.
ANSWER: C

214. In addition to a cable modem, consumers can get broadband access in all the following ways except _____
A. ISDN.
B. ARPANET.
C. SATELLITE.
D. DSL.
ANSWER: C

215. The electronic equivalent of junk mail is called _____
A. spam.
B. dummy.
C. memo.
D. portal.

ANSWER: A

216. _____ suggests that people need a local context to understand or appreciate global media, indicating that people are in actuality quite different from each other?
   A. Globalization
   B. Global media
   C. Global research
   D. Localization
ANSWER: A

217. _____ implies a pervasive or widespread bias contravening the standards of journalism, rather than the perspective of an individual journalist or article.
   A. Media laws
   B. Media culture
   C. Media ethics
   D. Media bias
ANSWER: D

218. _____ and _____ have developed a variety of theories and empirical research on social movements?
   A. Political, mass media
   B. Mass audience, mass media
   C. Political science, sociology
   D. Semi logy, psychology
ANSWER: C

219. Blogosphere is also called as_____
   A. blog roll.
   B. Blogistan.
   C. Community.
   D. Response.
ANSWER: B

220. What proportion of regular on-line users currently registers on websites?
   A. 4%.
   B. 40%
   C. 14%
   D. 24%
ANSWER: A

221. Which of the following is an example of wireless marketing?
   A. Text messaging.
   B. Spamming.
   C. Permission Marketing.
   D. Multimedia messaging.
ANSWER: A

222. What is Viral Marketing?
   A. Using a program which replicates itself to place messages in peoples computers.

B. Word-of-mouth by e-mail.

C. Using automatic program to pass messages.

D. Its a kind of disease prevailing in share markets.

   ANSWER: B

223. Google (www.google.com)is a _____

A. number in math.

B. chat service on the web.

C. search engine.

D. directory of images.

   ANSWER: C

224. Internet Explorer is a_____

A. News Reader.

B. Graphing Package.

C. Web Browser.

D. Search engine.

   ANSWER: C

225. Modem stands for_____.

A. Memory Demagnetization.

B. Monetary Devaluation Exchange Mechanism.

C. Modulator Demodulator.

D. Monetary Demarkation.

   ANSWER: C

226. On which of the following sites can you set up your email account?

A. www.gre.org

B. www.linux.org

C. www.syvum.com

D. www.gmail.com

   ANSWER: D

227. The speed of your net access is defined in terms of_____.

A. MHz

B. Megabytes.

C. Kbps.

D. RAM.

   ANSWER: C

228. AOL stands for_____.

A. America Over LAN.

B. America Online.

C. Arranged Outer Line.

D. Audio over LAN.

   ANSWER: B

229. The transmission of culture from one generation to another is called_____

A. enculturation.

B. individualistic.

C. culture shock.

D. acculturation.

ANSWER: A

230. Which of the following is not a method of accessing the web?

A. ISDN.

B. DSL.

C. Modem.

D. CPU.

ANSWER: D

231. Yahoo (www.yahoo.com) is a_____.

A. Super Computer.

B. Organization that allocates web addresses.

C. Website for Consumers.

D. Portal.

ANSWER: D

232. What is the name given to the temporary storage area that a web browser uses to store pages and graphics that it has recently opened?

A. Niche.

B. Cache.

C. Cellar.

D. Web space.

ANSWER: B

233. A computer on the Internet that hosts data that can be accessed by web browsers using HTTP is known as_____.

A. Web Rack.

B. Web Server.

C. Web Space.

D. Web Computer.

ANSWER: B

234. A domain name ending with edu is _____.

A. a commercial website.

B. a network site.

C. an educational website.

D. a site which has very high traffic.

ANSWER: C

235. Firefox, Opera, Chrome, Safari and Explorer are types of _____.

A. web browsers.

B. search engine.

C. Application.

D. Software.

ANSWER: B

236. Along with whom did Bill Gates found Microsoft?
   A. Paul Allen.
   B. Alexander kock.
   C. Richard steeiman.
   D. Michel gem.
   ANSWER: A

237. _____ is the smallest unit of information in any computer system that 8 of these make a byte.
   A. Mb.
   B. Byte.
   C. Bit.
   D. Binary.
   ANSWER: C

238. _____ computer enthusiast who delights in exploring and experimenting with computer systems.
   A. Programmer.
   B. Hacker.
   C. Teacher.
   D. Computer Salesman.
   ANSWER: B

239. _____ is a device that converts digital computer signals into analogue signals to enable transmission by the telephone system and back again.
   A. Monitor.
   B. Scanner.
   C. Digital camera.
   D. Modem.
   ANSWER: D

240. _____ provides hard copies from the computer.
   A. Email.
   B. Software.
   C. Printer.
   D. Network.
   ANSWER: C

241. Which one of these statements about 2 G technologies is true?
   A. 2G technology led to the popularity of wireless telephone technology.
   B. 2G technologies were developed in only one country.
   C. 2G technology was analog in nature.
   D. 2G technology greatly increased the size of a cell phone.
   ANSWER: A

242. What is the definition of a Smartphone?
   A. A device which allows users to install and run applications of their choice.
   B. A device which does not have a ringtone
   C. Any 2G type of cellular device.
   D. A device which does not have personal digital assistance capability.
   ANSWER: A

243. What is the average number of e-mails sent in UK each month?
    A. 550 million.
    B. 250 million.
    C. 500 million.
    D. 5500 million.
    ANSWER: A

244. The process whereby new cultural forms are forged out of disparate elements are_____
    A. icon.
    B. identity.
    C. hegemony.
    D. hybridization.
    ANSWER: D

245. William Gibson coined the term world of cybernetics in the year_____
    A. 1987.
    B. 1984.
    C. 1989.
    D. 1986.
    ANSWER: B

246. The process of coming together or becoming more alike is called_____
    A. civil society.
    B. commercialization.
    C. convergence.
    D. community.
    ANSWER: C

247. The tools of e-education and e-learning have created a new technological environment for _____
    A. citizens and education providers.
    B. education providers alone.
    C. for business people.
    D. for researchers alone.
    ANSWER: A

248. _____ are knowledge workers and are a set of highly technologically literate people.
    A. IT professionals.
    B. Entrepreneur.
    C. Doctor.
    D. Professor.
    ANSWER: A

249. _____ represents one of the most dramatic changes to impact education and training in the history of education.
    A. e-governance.
    B. e-learning.
    C. e-newspaper.

D. e-marketing.
ANSWER: B

250. According to _____technology training budgets in the corporate setting increased 13 percent from 1998 to 1999.

A. training industry report.
B. industry training report.
C. training industry council.
D. industry training council.
ANSWER: A

Staff Name
KADESWARAN S .