

Time- 2:30 hr

Date: 09/05/2022

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Multiple Choice Questions- (Any 20)

(40- Marks)

1. "Times Of India" sentence is the example of _____ type of case style.
a) Sentence Case b) Small Caps c) All Caps d) Title Case

2. A _____ is a word or phrase that means exactly or nearly the same as another word or phrase in the same language.
a) Synonym b) Homograph c) Heterography d) Heteronym

3. The word _____ is often used to refer to any abbreviation formed from initial letters.
a) Synonym b) Homograph c) Acronym d) Heteronym

4. A _____ is a phrase that is constructed "after the fact" from a previously existing word.
a) Synonym b) Homograph c) Acronym d) Backronym

5. Homophones that are spelled differently are also called _____.
a) Synonym b) Heterographs c) Acronym d) Backronym

6. Keith Waterhouse, the veteran Daily Mail & Daily Mirror columnist wrote an irresistible book on journalistic writing called _____ Style.
a) Newspaper b) Writing c) Creative d) Orwells

7. _____ are often the first elements of a publication to be read.
a) Info Caption b) Copy Caption c) Photo Caption d) Social Caption

8. _____ generally fall into one of a handful of categories.
a) Ad copy b) Body copy c) copy d) Headlines

9. The _____ is not as commonly used an organizational style in journalism – reserved for writing longer stories.
 a) Hourglass b) Narrative c) Inverted Pyramid d) Chronological
10. A _____ is storytelling.
 a) Hourglass b) Narrative c) Inverted Pyramid d) Chronological
11. A _____ ticker is a primarily horizontal, text-based display either in the form of a graphic that typically resides in the lower third of the screen space on a television station or network.
 a) New b) Social Media c) Market d) TV
12. ESPN2 in 1995 introduced a ticker known as the _____.
 a) TopLine b) SideLine c) BottomLine d) OpenLine
13. _____ is a URL Shortner.
 a) Boots b) Pin c) Short d) Bitly
14. A _____ page is the basis on which a topic cluster is built.
 a) Pillar b) Content c) Facebook d) Blog
15. A _____ marketing Brief is a document designed by an editorial marketing to instruct a content writer.
 a) Pillar b) Content c) Facebook d) Blog
16. _____ allows you to search for academic articles that might be hard to find in general search.
 a) Google Help b) Google Teach c) Google Scholar d) Google Academic
17. _____ charts are great to make a visual comparison of 2 sets of data.
 a) Data Maps b) Icons c) Flags d) Tornado
18. _____ is the representation of another person's work as one's own.
 a) Plagiarism b) Copy c) PPT d) Checker
19. _____ is fulform of SEO
 a) Search Engine Organizing b) Search Engine Operation c) Search Engine Optimization d) Search Engine Opening
20. The most widely used search engines are Google, _____, & Yahoo.
 a) Dogpile b) Duckduckgo c) Bing d) Zanran

21. Full form of CTA is _____

- a) Call to Action b) Call to Acquire c) Call to Association d) Call to Audience.

22. _____ is a bit different from the rest in that it is intended to be an ongoing conversation.

- a) Search Engine Marketing b) Social Media Marketing c) Content Marketing d) Blog Marketing.

23. Identify what CopyBloggers.com calls the _____.

- a) MAP b) DAP c) CAP d) WAP

24. Content is _____ in modern marketing.

- a) Important b) USP c) Concern d) King.

25. Even, marketing on Facebook requires a _____ Strategy.

- a) Scaling b) Marketing c) Engaging d) Content

Q2) Answer any one of the following (Any 1) Marks - 7

1. List and Explain the Special case style with example.
2. What is the difference between the words acronym & initialism?
3. List and explain the essentials of good writing.

Q3) Answer any one of the following (Any 1) Marks - 7

1. Discuss five tips to edit Photo captions.
2. Explain narrative format of writing.
3. What is hourglass structure?

Q4) Answer any one of the following (Any 1) Marks - 7

1. Explain the Television uses of news tickers.
2. Explain 7 rules to write Content for Twitter.
3. What is news brief? Elaborate on pointers to write a good news brief.

Q5) Answer any one of the following (Any 1) Marks - 7

1. What are slide guidelines for various presentations-lengths?
2. How to do a plagiarism check?
3. Why is referencing Important?

Q6) Answer any one of the following (Any 1) Marks - 7

1. What works and doesn't in Web Content?
2. List 6 key element points of ads.
3. Differentiate between writing for Print and Digital media.

FYBAMMC/SEM-II/REGULAR&ATKT/Effective Communication-II

SET-A

Marks 100

Date:07/05/22

Time: 3 hours

Q1. Solve any 20 MCQ out of 25

40Marks

1. The city news is printed usually _____ pages onwards.
a. 1 b.2 c.3 d.4
2. News stories which do not have a date are called?
a. Soft news b. Medium news c. Hard news d. Semi-medium news
3. _____ news is time bound.
a. Soft news b. Hard news c. Light news. d. Flash news
4. _____ is the chief minister of Maharashtra.
a. Devendra Fadnavis b. Uddha Thackeray c. Raj Thackeray d. Aditya Thackeray
5. Full form of the newspaper DNA is?
a. Daily news analysis b. Daily national analysis c. Daily news action d. Daily news alteration
6. _____ is a title given to a news report
a. Headline b. Summary c. Conclusion d. Examples
7. _____ message is sent electronically over a computer.
a. E-mail b. Mail c. Letter d. Report
8. _____ makes a message casual and steals its seriousness
a. Heading b. Title c. Salutation d. Emojis
9. A _____ is a letter that is circulated among the stakeholders of an organization
a. Report b. Circular c. E-mail d. Leaflet
10. Notice of an official meeting must be sent ____ days in advance
a. 18 b. 15 c. 13 d. 14

11. A notice has value only when it is _____ by the person in authority
a. Circulated b. Read c. Stamped d. Signed
12. A _____ is a list of items to be discussed in a meeting
a. Agenda b. Topics c. Points d. Summary
13. _____ means something that is compulsory and it can't be avoided
a. Confidential b. Mandatory c. Complimentary d. Salutation
14. When some one writes a letter which he wants only the receiver to read, he writes _____ on the envelope.
a. Confidential b. Attention c. Important d. Risky
15. "CC" in the email stands for?
a. Case copy b. create copy c. carbon copy d. consumer copy
16. "PS" stands for?
a. Post script b. Private script c. Position script d. Proper script
17. Short form of "Enclosures" is?
a. Enclss b. Enc c. Encl d. Encls
18. Full form of PIO
a. Police Information officer b. Post Information officer c. Public information officer d. Private Information officer
19. _____ was the first chief Information commissioner of India
a. Mr. Sailesh Gandhi b. Mrs. Indira Patel c. Mr. Rahul Naik d. Mr. Saurabh Chawla
20. What is the full form of PRO?
a. Private Ration Officer b. Public Responsible officer c. Private relation officer
d. Public relation officer
21. _____ makes making information public by spreading it far and wide
a. Copy right b. publicity c. jingles. D. Advertising
22. Commercial advertising is done by a seller to increase the _____
a. brochure b. Value c. Production d. Sales

SET A

TIME: 2 Hrs 30 Mins

DATE: 06/05/2022

Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

(Marks 40)

Q.1.A) Multiple Choice Questions (any 20)

(a) _____ refers to "removal of controls" to encourage economic development.

(I) Globalisation, (II) Privatisation, (III) Liberalisation, (iv) Upliftment

(b) _____ involves selling state owned assets to the private sector.

(I) Liberalisation, (II) state selling, (III) Privatisation, (iv) Globalisation

(c) By _____ we mean the sale of shares of public sector undertaking by the government.

(I) Investment, (II) Disinvestment, (III) Reinvestment, (iv) Disclosure

(d) The term is also used to refer to the convergence of audio visual and telephone networks through a single cabling or link system.

(I) TCL, (II) CIT, (III) ICT, (iv) IIT

(e) _____ is into corporate farming.

(I) Field Fresh, (II) Crop Fresh, (III) Agri Fresh, (iv) Fresh Field

(f) Hugo Grotius defined natural law as a Dictate of _____ reason.

(I) Right, (II) Wrong, (III) Neutral, (iv) Twin

(g) Magna Carta was signed in _____.

(I) 1215, (II) 1245, (III) 1260, (iv) 1230

(h) According to Thomas Aquinas _____ law is also known as the Law of the universe.

(I) Eternal, (II) Divine, (III) Human, (iv) Natural

(i) _____ rights aim at the personal good of an individual as well as that of the community.

(I) Fundamental, (II) Natural, (III) Judicial, (iv) Religious

(j) English bill of rights was passed in _____.

(I) 1689, (II) 1790, (III) 1881, (iv) 1990

(k) _____ is a term coined from the Greek word Oikos.

(I) ecosystem, (II) ecology, (III) degradation, (iv) cosmic

(l) Population ecology is also called as _____

(I) autecology, (II) synecology, (III) ecophysiology, (IV) ecosychosiology

(m) _____ is the computation of all existing factors and non-living factors that compile the surroundings of man.

(I) ecosystem, (II) environment, (III) population, (iv) ecology

(n) _____ studies the interactions between species within an ecological community.

(I) biosphere, (II) hydrosphere, (III) synecology, (iv) Landscape ecology

(o) _____ is called as Anthrosphere.

(I) Animal, (ii) Human Environment, (III) Plant life, (iv) marine life

(p) The _____ stressors are also called personal stressors.

(Organisational, Group, Individual, Environmental)

(q) _____ refers to moral and social norms that are essentially desirable for the well-being of an individual, group or society.

(Values, behaviour, Ethics, Lifestyle)

(r) _____ is not a type of aggression.

(Hostile aggression, Relational aggression, Instrumental aggression, Correlational aggression)

(s) _____ is prejudgment, or forming an opinion before becoming aware of the relevant facts of a case.

(Prejudice, Ethics, Values, Morals)

(t) _____ can be defined as the most basic means of settling our differences.

(Negotiation, Meditation, Conflict, Yoga)

(u) _____ conflict occurs within an individual.

(Intrapersonal, Interpersonal, Intragroup, Intergroup)

(v) _____ is not a type of concealer.

(Feeling swallows, Subject changers, Avoiders, Attackers)

(w) Maslow identified _____ set of needs.

(One, Two, Five, Six)

(x) Win-Win is the outcome of _____ strategy.

(Collaborating, Compromising, Smoothing, Avoiding)

(y) Maslow identified _____ needs, as the highest level of needs in human beings.
(Self-actualisation, Affective, Esteem, Safety)

Q.2 Answer any one of the following: (07 Marks)

- 1) What are the two main elements of privatisation? State the advantages of privatisation.
- 2) Define globalisation. What is the impact of globalisation on the Indian Economy?
- 3) Explain the causes of migration.

Q.3 Answer any one of the following: (07 Marks)

- 1) Discuss the characteristics of human rights.
- 2) Discuss the significance of Magna Carta.
- 3) Explain the articles of the Universal Declaration of Human Rights.

Q.4. Answer any one of the following: (07 Marks)

- 1) What is environmental degradation? What are its causes?
- 2) What are the principles of sustainable development?
- 3) Explain the term Quality of human life?

Q.5. Answer any one of the following: (07 Marks)

- 1) Discuss some important individual values in detail.
- 2) What are the agents of socialisation?
- 3) What are the causes of aggression & violence? What are the measures for resolving aggression & violence in society?

Q.6. Write short note on: (Any 2) (07 Marks)

- 1) Liberalisation
- 2) Fundamental Rights
- 3) Natural Capital
- 4) Brain Drain
- 5) Eustress

SET B

TIME: 2 Hrs 30 Mins

DATE: 10/05/2022

Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

(Marks 40)

Q.1.A) Multiple Choice Questions (any 20)

1) Advertising is a _____ presentation.

(i) non-paid (ii) non-sanctioned (iii) non-personal (iv) Non-identified

2) Advertising improves _____.

(i) crime frequency (ii) standard of living (iii) brand loyalty (iv) brand frequency

3) Without _____ advertising will be like a body without a soul.

(i) creativity (ii) advertiser (iii) agency (iv) illumination

4) _____ brought out the first printed advertisement.

(i) Peter Drucker (ii) William Stanton (iii) William Caxton (iv) Adam Smith

5) Advertising reduces the workload of _____.

(i) audience (ii) agencies (iii) salesmen (iv) actor

6) Advertising encourages _____.

(i) materialism (ii) flights (iii) controversy (iv) Consumer

7) Consumer advertising is _____.

(i) ethical (ii) misleading (iii) informative (iv) corruptive

(8) _____ of advertising is a recurring problem.

(i) Media (ii) Mission (iii) Measurement (iv) Money

(9) Corporate advertising is _____.

(i) non-profitable (ii) non-argumentative (iii) non-interfering (iv) non-required

(10) Global advertising uses _____ strategies.

(i) Strategic (ii) standardised (iii) vertical (iv) horizontal

(11) _____ is the main requirement of CSR advertising.

(i) Tactfulness (ii) Truthfulness (iii) Tactlessness (iv) Trackful

- (12) Consumers appreciate _____ values in advertising.
(i) commercial (ii) ethical (iii) integral (iv) interconnected.
- (13) Stimulus theory is _____.
(i) Scientific (ii) unscientific (iii) optimum (iv) hyperbolic
- (14) _____ is a relative concept.
(i) Puffery (ii) Subliminal (iii) Surrogate (iv) Shock
- (15) Pester power has given _____ a place of prominence in the family.
(i) woman (ii) children (iii) senior citizens (iv) youth
- (16) IMC is known to send consistent and _____.
(i) informative (ii) persuasive (iii) timely (iv) persistent
- (17) IMC should begin with the _____.
(i) marketing (ii) communication (iii) customer (iv) digital promotion
- (18) Newspapers offer the advantage of _____.
(i) affordability (ii) mobility (iii) availability (iv) scalability
- (19) Magazines are _____ publications.
(i) regular (ii) periodical (iii) daily (iv) B2B
- (20) Out-of-home advertising plays _____ role.
(i) supportive (ii) main (iii) regulatory (iv) sponsor
- (21) _____ advertising relates to in-store advertising.
(i) Transit (ii) On-premise (iii) Neon signs (iv) Exhibitions
- (22) _____ advertising is a highly targeted and low-cost advertising medium.
(i) Poster (ii) Directory (iii) Electric Signs (iv) Exhibitions
- (23) _____ advertising has an element of compulsion.
(i) Radio (ii) Television (iii) Digital (iv) Magazine
- (24) Film advertising _____ with entertainment.
(i) goes well (ii) moves (iii) interferes (iv) involves
- (25) _____ work on personal contracts.
(i) Advertising (ii) Sponsorship (iii) Public relations (iv) Publicity

Q.2. Answer any one of the following: (07 Marks)

- 1) Benefits of Advertising.
- 2) How surrogate advertising is used in Indian Business? Give examples.
- 3) Discuss Advertising Codes of Ethics

Q.3. Answer any one of the following: (07 Marks)

1. Define IMC. What is its role in business?
- 2) Merits and demerits of Internet Advertising
- 3) Advantages and Disadvantages of Television advertising

Q.4. Answer any one of the following: (07 Marks)

- 1) Explain Public Relation and its role.
- 2) Write a note on out-of-home advertising.
- 3) Distinguish between publicity and advertising.

Q.5. Answer any one of the following: (07 Marks)

- 1) What is transit advertising? Explain its different forms.
- 2) What is email advertising? Explain its significance in business.
- 3) Discuss advantages and disadvantages of publicity.

Q.6. Write short note on: (Any 2) (07 Marks)

- 1) Puffery
- 2) Shock Advertising
- 3) Stimulus Theory
- 4) Means-End Theory

FYBAMMC/SEM II

Subject - Introduction to Journalism

75Marks

(SET A)

Time- 2:30 hr

Date: 11/05/2022

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Multiple Choice Questions- (Any 20)

(40- Marks)

1. Citizen journalism is the practice of ____
 - a. publishing only those stories that are of interest to politically active citizens.
 - b. collaborating with non-profit organizations to prepare news stories.
 - c. inviting readers and viewers to participate in the creation of news content.
 - d. preparing stories that will help citizens vote in elections.

2. Which phrase describes a feature?
 - a. Any story that informs the reader
 - b. A soft news story
 - c. Any short newspaper articles
 - d. A hard news story

3. What is hard news?
 - a. News that covers hard to understand topics
 - b. News that's based on facts and truth
 - c. News that affects an entire group of people
 - d. The only kind of news there is

4. What is meant by balance in a news story?
 - a. Getting a lawyer's opinion before writing an article
 - b. Having several authors write a story
 - c. Covering all sides of an issue as fairly as possible

d. Giving the same amount of space to every paragraph

5. What is an editorial?

- a. An opinion piece published on a special page
- b. The process when an editor works with unfinished story
- c. A part of the writing process
- d. The job that reporter's get when they are promoted

6. What is Journalism?

- a. The study of writing in journals
- b. A hard thing to do
- c. The reporting and publishing of the news
- d. An American business practices

7. Who is a reporter?

- a. A good writer that happens to be popular with the public
- b. A person who writes research papers about any topic
- c. A person who interviews sources, writes copy, and is published
- d. Anyone who can publish his writing online

8. What makes a story "newsworthy"?

- a. The story has to be about a topic that appeals to public interest
- b. The story has to be published
- c. The story has to have balanced sources
- d. The story has to be about a celebrity

9. What is a source?

- a. A published news source, such as the Chicago Tribune
- b. A person that a reporter interviews for his story
- c. A reporter resource that lists all of the rules of writing
- d. A published online news source, such as austintalks.org

10. Why is it important for reporters to talk to sources?

- a. Sources help publish a reporter's story
- b. Sources are the people that help edit and revise copy

- c. Sources give a story balance by offering different perspectives
- d. Sources buy newspapers

11. How does a reporter "balance" his story?

- a. By writing five paragraphs
- b. By quoting several different sources
- c. By including pictures with his story
- d. By publishing a story and a follow-up story

12. What are the 5 W's and 1 H?

- a. The only six questions that a reporter can ask a source
- b. The six facts necessary facts of a summary lead
- c. The six paragraphs that are required for a standard news story
- d. The six worst mistakes a reporter can make.

13. _____ is the most common printing process used to print books and newspapers.

- a) Thermography
- b) Digital Printing
- c) Letterpress
- d) Offset lithography

14. The world's first moveable type metal printing press was invented in ____ in the year _____

- a) China, 1345
- b) USA, 1678
- c) Japan, 1567
- d) Korea, 1234

15. Hickey's Bengal Gazette is also known as _____

- a) Indian Gazette
- b) Bengal times
- c) Calcutta's General Advertiser
- d) Bengal Samachar

16. The first Gujarati weekly newspaper was _____

- a) Bombay Darpan
- b) Bombay Samachar
- c) Mumbai Vartaman
- d) Samachar Patrika

17. Dyanprakash was the first _____ daily started in 1849.

- a) Hindi
- b) Tamil
- c) Marathi
- d) Bengali

18. Lokmanya Tilak used the _____ newspaper as a weapon to fight against British rule.

- a) Bombay Gazette
- b) Samachar Darpan
- c) Kesari
- d) Pudhari

19. The Times of India is owned by _____ publication.

- a) Times Group
- b) Times India Publication
- c) The Hindu Publication
- d) Bennett, Coleman & Co. Ltd.

20. _____ is the current editor of Anandabazar Patrika

- a) Anirban Chattopadhyay
- b) Suresh Chandra Majumdar
- c) Prafulla Kumar Sarkar
- d) Ishani Dutta Ray

21. "Although he is a billionaire, he prefers travelling in public transport". – which type of lead is this?

- a) Summary Lead
- b) Contrast Lead
- c) Quotation Lead
- d) Immediate Identification Lead

22. The first edition of radio was patented in _____

- a) 1896
- b) 1789
- c) 1679
- d) 2000

23. Press Trust of India is _____

- a) Newspaper
- b) Broadcast Channel
- c) News Supplier
- d) News agency

24. Who is the president of PTI?

- a) Dr Nausheen Hamid
- b) Fehmida Jamali
- c) Neelum Toru
- d) Saudia Agha

25. Code of ethics, cross check sources, systematic placement -- are the rules of _____

- a) Citizen Journalist
- b) Reporting
- c) Main stream Media
- d) Yellow Journalism

Q2) Answer the Following :- (Any 1) marks -7 marks

- 1) Write a Short note on Internet Publishing
- 2) What is Journalism and how has it evolved over the years?
- 3) Write a short note on how technology has changed transmission news.

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Q3) Answer the Following :- (Any 1) marks -7 marks

- 1) Write a Short note on the birth and growth of Indian Regional Journalism (1818-1840s).
- 2) Write a note on Impact of Changing Technology on Print Media.
- 3) Write a Short note on the Internet and Digital Media

Q4) Answer the Following :- (Any 1) marks -7 marks

- 1) What are Beats and its Types?
- 2) What does it take to become a "good journalist" and explain why are ethics important for a journalist?
- 3) Who is journalist and explain the designation along with their respective job profile in print and broadcast media?

Q5) Answer the Following :- (Any 1) marks -7 marks

- 1) What is NEWS and explain its types?
- 2) Write the process of making News and explain the Anatomy of a News Story?
- 3) What is News Value and explain hook or angle determine a good story?

Q6) Answer the Following :- (Any 1) marks -7 marks

- 1) Short note on TV News Anchor and Radio Jockey
 - 2) What are the Career opportunities in Broadcast and Electronic Media?
 - 3) Difference between Public Relation and Journalism.
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FYBAMMC/SEM II

Subject - Media, Gender & Culture

75Marks

(SET A)

Time- 2:30 hr

Date: 12/05/2022

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Multiple Choice Questions- (Any 20)

(40- Marks)

1) The Convention on the Elimination of _____ is an international convention adopted by the United Nations General Assembly.

- A. All Forms of Discrimination Against Women,
- B. All Forms of Discrimination Against Men.
- C. All Forms of Discrimination Against Children
- D. All Forms of Discrimination Against Senior Citizen.

2) _____ argues that there is a connection between women and nature that comes from their shared history of oppression by a patriarchal Western society.

- A. Ecopsychology
- B. Ecofeminism
- C. ecocentrism
- D. transhumanism

3) _____ feminism argues that sexism, class oppression, and racism are inextricably bound together.

- A. Black

B. White

C. Red

D. Blue

4) _____ felt when class oppression was overcome, gender oppression would vanish as well.

A. Max Weber

B. Karl Marx

C. Emile Durkheim

D. Herbert Spencer

5) _____ refers to the period of activity in the early 1960s and lasting through the late 1980s.

A. First-wave feminism

B. Second-wave feminism.

C. Third-wave feminism

D. fourth-wave feminism

6) _____ is the adoption of the culture of one group by another group.

A. Acculturation

B. De-enculturation

C. Deaccustomation

D. Deadaptation

7) The theory of _____ asserts that all meaning is socially created.

- A. Positivism
- B. Social constructionism
- C. constructionism
- D. Essentialism

(8) _____ is the part of financial matters that reviews the connection of culture to monetary results.

- A. Acculturation
- B. De-enculturation
- C. Deaccustomation
- D. Deadaptation

9) The _____ has given voice to many alternative and marginalized narratives including that of women.

- A. Internet
- B. Radio
- C. Television
- D. Newspaper

10) _____ can be defined as a socially constructed role embodied by men.

- A. Masculinity
- B. femininity
- C. Transgender
- D. All gender

11) _____ for a long time has been a tool in promoting the stereotypes of gender roles and tends to show them as being natural.

- A. Radio
- B. Internet
- C. Television
- D. Newspaper

12) _____ believes in this embedded social stereotype and explores it deeper in deeper in her essay "The Smufette Principle".

- A. Katha Pollitt
- B. R.W. Connell
- C. Shira Tarrant
- D. Amelia Jones

13) The third objectives of the united Nations _____ "Promote gender equality and women empowerment.

- A. Millennium Development Goals
- B. Millennium Developed Goals

C. Millennium Development

D. Development Goals

14. _____ reflects our identity and connects us to rest of the world

A. Globalization

B. Privatization

C. Democracy

D. Non- Globalization

15. ____ also provides a platform for cultural and traditional exchange.

A. Radio

B. Internet

C. Television

D. Newspaper

16. When the ____ had not come into picture , people used to communicate by writing letters and sending them through direct mails.

A. All forms of Media

B. press Media

C. Electronic Media

D. Internet

17. The role of ____ in the cultural and traditional aspect is quite prominent.

- A. Internet
- B. Radio
- C. Television
- D. Newspaper

18. Despite these homogenizing effects, some people would argue that globalization can also reinforce _____.

- A. Local Cultures
- B. International Cultures
- C. Non -Cultures
- D. Media Culture

19. Radio in today's world is a platform for _____.

- A. All types of Advertisement
- B. Broadcast Advertising:
- C. Outdoor Advertising:
- D. Digital Advertising

20. The world has become a _____ Village.

- A. Global village
- B. Globalization
- C. Private village
- D. Democratic village

21. Beginning in the late ____ anti – pornography radical feminists formed organizations such as Women Against Pornography that provided educational events.

A.1970

B. 1971

C.1972

D.1973

22. Full form of NOW is _____

A. National Organization for Women

B. National Organization for World

C. National Organization for Workshop

D. National Organization for Work

23. Full form of ERA is _____

A. Equal Rights Amendment

B. Equal Raw Amendment

C. Easy Rights Amendment

D. Equal Rights Assurance

24. There are ____ stages of Culture Shock .

A. Two Stage

B. Three Stage

C. Four Stage

D. Five Stage

25. This Strategy is used when both maintaining the original Culture and adapting to the new one is considered important.

A. Separation

B. Integration

C. Marginalization

D. Assimilation

Q2) Answer any one of the Following :- (7 marks)

1) What is Acculturation and explain four stages of Acculturation .

2) State the need and significance of cultural Studies and media

3) What is Cultural Shock and explain circuit of culture?

Q3) Answer any one of the Following :- (7 marks)

1) Enumerate Commoditification of Culture.

2) Explain in details Meme with five examples.

3) Short note on Cyber Culture

Q4) Answer any one of the Following :- (7 marks)

1) Explain in details Gender Issues and Digital Media

2) Write a short on Advertisements for Women

3) Explain Social construction of Gender.

Q5) Answer any one of the Following :- (7 marks)

1) Impact of Digital Media on Life style and culture.

2) Write a Short note on Television in the media globalization

3) Explain Media and Cultural Imperialism

Q6) Answer any one of the Following :- (7 marks)

1) Write a short note on Mc Donalds Cultural Imperialism 'I'm Lovin 'It'.

2) Write a short on Gender Equality and Media.

3) Write a short note on advertisement showing gender equality.

Q7) Answer any one of the Following :- (7 marks)

1) Write a short note on Cultural Relativism.

2) Write a short on importance of culture in human life.

3) Write a short note on Impact of television in Society

