U.G. 1st Semester Examination – 2023
Information & Media Science

[M.D.C]

Course Code : BMDCIMS01T
Course Title : Information & Media Science

[NEP-20]

Full Marks : 50   Time : 1 Hour

The figures in the right-hand margin indicate marks.

Answer all the following question by choosing the correct alternative out of four options: 2×25=50

1. What is the purpose of a teleprompter in television production?

    A)   To control lighting

    B)   To display scripts for on-air talent

    C)   To capture audio

    D)   To edit video footage

2. Which of the following is a characteristic of multimedia?

    A)   Text-only content

    B)   Monochromatic visuals

    C)   Single-channel communication

    D)   Integration of multiple media elements

[Turn Over]

3. What is the primary purpose of the Press and Registration of Books Act in India?

    A)   To regulate the import of books

    B)   To control the sale of newspapers

    C)   To promote freedom of the press

    D)   To ensure accountability and prevent abuse of the printing press

4. According to the Press and Registration of Books Act, which authority is responsible for registering books and publications?

    A)   Ministry of Information and Broadcasting

    B)   Registrar of Newspapers for India (RNI)

    C)   Press Council of India

    D)   Indian Broadcasting Foundation

5. What does RTI stand for in the context of the RTI Act 2005 in India?

    A)   Right to Information

    B)   Restricted Transparency Index

    C)   Records and Transparency Inquiry

    D)   Regulatory Transparency Initiative

6. Which government body is responsible for overseeing the implementation of the RTI Act 2005 at the central level in India?

   A) Central Information Commission (CIC)

   B) Ministry of Home Affairs

   C) National Human Rights Commission (NHRC)

   D) Central Vigilance Commission (CVC)

7. Which social media platform is known for its focus on professional networking and career development?

   A) Facebook

   B) Instagram

   C) Linkedin

   D) Snapchat

8. How does globalization impact cultural diversity through social media?

   A) Strengthens cultural isolation

   B) Promotes cultural homogeneity

   C) Facilitates cross-cultural exchange

   D) Reduces the importance of cultural identity

9. What does the term "viral content" refer to in the context of globalization and social media?

   A) Content that is harmful and misleading

B) Content that spreads rapidly across the internet

C) Content that is restricted by government regulations

D) Content that is exclusive to a particular region

10. How has globalization influenced the accessibility of news and information through social media?

A) Decreased access to diverse news sources

B) Limited impact on news distribution

C) Increased access to a variety of global news sources

D) Reduced reliance on digital platforms for news consumption

11. What is the primary goal of advertising?

A) Entertainment

B) Information dissemination

C) Profit maximization

D) Audience critique

12. What does CPC stand for in the context of online advertising?

A) Cost Per Click

B) Customer Preference Calculator

C) Creative Product Campaign

D) Current Price Comparison

13. What is the primary purpose of Public Relations (PR)?

A) Maximizing profits

B) Building and maintaining positive relationships

C) Direct selling of products

D) Generating internal reports

14. What does the acronym "PR" means in PR terminology?

A) Personal Recognition

B) Public Response

C) Public Relations

D) Product Representation

15. What is a standard tool used in Public Relations to distribute information to the media?

A) Sales promotion

B) Press release

C) Telemarketing

D) Direct selling

16. Information consists of which of the following?

A) Data

B) Knowledge

C) Ideas

D) Facts

17. Cartoon is best suitable example of which form of information?

   A) Sign language

   B) Coded

   C) Pictorial

   D) Translated

18. Information which is published for the 1st time is

   A) primary information

   B) secondary information

   C) tertiary information

   D) hand written information

19. Information society is also known as

   A) Pre-industrial society

   B) Industrial society

   C) Post-industrial society

   D) Manufacturing society

20. Communication can be done between

   A) Computer & Human

   B) Human & Animal

   C) Animal & Animal

   D) All of the above

21. Making of "Rosogolla" fails under which IPR?

A) Copyright

B) Industrial design

C) GI

D) Trade secret

22. Which of the following is not an Operating System?

A) Chrome

B) Linux

C) Windows

D) Android

23. Which of the following is not an example of output device?

A) Printer

B) Keyboard

C) Monitor

D) Speaker

24. Software is defined as-

A) External devices of a computer

B) Set of instructions, data or programme which is used to operate computers

C) Internal devices of computer

D) Programming language

25. PRO is defined as-

A) A specialist in building and maintaining the positive image of a company, organization or client

B) A specialist who maintains quality

C) A specialist who maintains relation between employees

D) A specialist who looks after the production

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