

## 154 PU Ph D Electronic Media

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189 PU\_2016\_154\_E

Bharat Nirman is:-

- Publicity campaign of the central government
- A movie
- Road construction project
- None of these

### 2 of 100

105 PU\_2016\_154\_E

\_\_\_\_\_ refers to the process of leveraging your online community to assist in services, content and ideas for your business. Business examples include getting your audience to volunteer in helping translate your product or by asking your community to contribute content for your blog.

- Crowd content
- Crowdsourcing
- Crowdfunding
- Community Content

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107 PU\_2016\_154\_E

\_\_\_\_\_ is another way of saying your account name. Its important that you try and maintain consistent handles on all of your social network profiles, since people who follow you on Twitter might want to find you on Instagram or Pinterest.

- Handle
- Public Profile
- URL
- Hashtag

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Copy of 111 PU\_2016\_154\_E

A type of audio file available through the Internet, typically produced as a series that listeners subscribe to:-

- Web Radio
- Web playlist
- Podcast
- Webcast

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Assume you want to sell jam to visitors in a shopping mall. On one end of the store you set up a booth and present passersby with 6 flavors of jam. On the other end of the mall, you set up another booth with

24 flavors of jam. Based on research about people making decisions when they see multiple options, which of the following is the most likely scenario when comparing visitor response to each booth?

- More people will stop at the booth with 24 and a larger percentage of people will buy jam than that booth.
- Fewer people will stop at the booth with 24 but a larger percentage of people will buy from that booth.
- More people will stop at the booth with 6 and a larger percentage of people will buy from that booth.
- Fewer people will stop at the booth with 6 but a larger percentage of people will buy from that booth

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Why do scientists develop a hypothesis before conducting research?

- It gives them direction on how to interpret the results of their research.
- Hypotheses help a researcher decide which observations to record and which to ignore
- It helps to predict outcomes and define the parameters of the research.
- Hypotheses give the researcher an outcome to shape their work around.

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Which one of the following is not a multi-national company?

- AMUL
- Pepsi Co
- Coca Cola
- Cadbury

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101 PU\_2016\_154\_E

\_\_\_\_\_ is a common metric for reporting on the number of people who viewed a message or piece of content and then actually performed the action required such as clicking on the ad or link in an email marketing campaign. The actual metric is calculated by comparing the number of clicks to impressions. It is most commonly used for search engine marketing and other performance-driven channels as the general philosophy is that the higher your \_\_\_\_\_, the more effective your marketing is.

- Click and Tick
- Click Effect
- Reach and Effect
- Clickthrough Rate

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Which of the following is NOT one of the primary functions of mass communication?

- Cultural transmission.
- Entertainment.

- Immunization
- Surveillance.

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219 PU\_2016\_154\_E

This theory of communication and media influence developed by Joseph Klapper in 1960. Klapper argued that the mass media does not have the ability to influence audiences and they are more likely to be influenced by their family, schools, communities and religious institutions

- Reinforcement theory
- Mediation theory
- Media influence theory
- Refreshment theory

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The \_\_\_\_\_ rule is an important filmmaking guideline which states that you cannot edit two shots together unless they are at least \_\_\_\_\_ apart or filmed at different shot sizes. Many first time filmmakers assume that if you have two shots that are almost the same, they can be edited together. These two shots, however, will not look continuous and create a jarring effect called a jump cut.

- 360
- 30 degree
- 180 degree
- 90 degree

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125 PU\_2016\_154\_E

Which of the following is a philosophical assumption of quantitative researchers?

- It is impossible for the researcher to stand apart from the individuals he or she is studying
- The purpose of educational research is to explain and be able to predict relationships. The ultimate goal is the development of laws that make prediction possible
- The initial ambiguity that occurs in a study is desirable.
- Research investigations produce alternative visions of what the world is like

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\_\_\_\_\_ is an abstraction created by the analyst \_\_\_\_ a logic reconstructed from the materials provided by the message.

- Sign
- Symbol
- Message
- A code

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114. \_\_\_\_\_ Theory suggests that the media has a direct and powerful influence on audiences. It was developed in the 1920s and 1930s after researchers observed the effect of propaganda during World War I and incidents such as Orson Welles War of the Worlds broadcast. It became the dominant way of thinking about media influence during the subsequent decades. This theory is a linear communication theory which suggests that a media message is injected directly into the brain of a passive, homogenous audience. This theory suggests that media texts are closed and audiences are influenced in the same way.

- Agenda Setting
- Hypodermic Needle
- Two Step flow
- Uses and Gratifications

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184 PU\_2016\_154\_E

What was the number of the Census 2011 in the sequence of national censuses?

- 20<sup>th</sup>
- 15<sup>th</sup>
- 10<sup>th</sup>
- 18<sup>th</sup>

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Which of the following is true about Semiotics?

- It says the whole is different from the sum of its parts
- It was discovered by Hochberg
- It is a sensual theory
- It is the study of signs and it is a perceptual theory

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The process in which large media companies purchase smaller media companies is known as:-

- Economic convergence.
- Monopolization.
- Consolidation.
- Media convergence

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108 PU\_2016\_154\_E

The \_\_\_\_\_ is a word or phrase preceded by the "#" sign. These are a simple way to mark the topic of social media messages and make them discoverable to people with shared interests. On most social networks, clicking it will reveal all the public and recently published messages that also contain that

\_\_\_\_\_. These first emerged on Twitter as a user-created phenomenon and are now used on almost every other social media platform, including Facebook, Google+, Instagram, Vine and Pinterest.

- Twitter
- Handle
- Hashtag
- Public profile

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Whether you're running a blog, marketing website, or a social media presence, a \_\_\_\_\_ is the backbone of your content marketing strategy. It is an online application that allows you to draft, share, edit, schedule, and index your content. Popular web content management systems make use of simple editors that allow you to create publish content without demanding a knowledge of code.

- Content management system
- Content Writing
- Content Development System
- Content Curation

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Digitization is:-

- The process in which media is made into computer-readable form.
- Media's focus on narrower audience segments.
- Thin, flexible fibers of glass capable of transmitting light signals.
- None of the above.

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114 PU\_2016\_154\_E

15. \_\_\_\_\_ refers to a topic or hashtag that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users. This concept was first popularized by Twitter and has since been adopted by Facebook, Google+, and other networks. The trends that you see on Twitter and Facebook are personalized for you, based on your location as well as who you follow or what pages you like.

- Hashtag analysis
- Leading
- Trending
- Data path analysis

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\_\_\_\_\_ is large sets of unstructured data. Traditionally, the data that we analyze has already been formatted into nice rows and columns. The reason why this is hard to analyze is that the data sets are

massive and complex. As the data sets are so large and layered with information, good analysis can reveal surprising insights.

- Bulky Data
- Large Data
- Huge Data
- Big Data

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The various wavelengths of light produce \_\_\_\_\_.

- Sound
- Acoustics
- Color
- Distortion

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196 PU\_2016\_154\_E

Why is Jenefer so mean to Rita? The only thing I can think of is that she's jealous. Jealousy is what's making her mean.

- It is an indirect reasoning method
- It is an inductive reasoning method
- It is a descriptive reasoning method
- It is a deductive reasoning method

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\_\_\_\_\_ means 'type' or 'class'. In media it appears within a medium (film, television, print, multimedia, web etc), such as: horror/documentary (film), situation comedy/reality TV (television), talkback/breakfast show (radio), hard news/profile feature article (print), wiki/blog (web).

- Specialization
- Classification
- Genres
- Compartmentalization

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Data analysis in qualitative research, as contrasted with quantitative research, is generally:-

- deductive rather than inductive
- applied rather than theoretical
- inductive rather than deductive.

- theatrical rather than applied

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\_\_\_\_\_ are negative representations of people that rely on preconceived ideas about the group that person is perceived as belonging to. It is assumed that an individual shares personal characteristics with other members of that group.

- Characterization
- Stereotypes
- Dramatization
- Representation

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\_\_\_\_\_ shot shows what a character is looking at. To achieve this shot, you need a shot of your character looking at something. This is usually a close up or mid shot. You then cut to a shot of what they're looking at.

- Wide angle shot
- Point of view shot
- Look and feel shot
- Over the shoulder shot

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A measurement of the value gained by a person or business from developing a relationship is known as \_\_\_\_\_. Measuring this isn't easy; it involves not only analyzing connection growth, but also understanding the impact your customers' voices have on your brand and reputation. This includes sentiment analysis, as well as engagement metrics for your content, like organic sharing rates. This is an alternative (or complementary) metric to social media ROI.

- Returning Of Relationship
- Relationship Processing
- Relationship management
- Return On Relationship

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\_\_\_\_\_ is a public copyright license that gives you the ability to use and share otherwise copyrighted material. For social media users, it often comes into play when we are looking for images and photos to accompany a social media message or blog post. In both of these cases, unless you are using your own images or have express permission, you can only share these images. Sites like Google Image Search and Flickr have filters so you can easily search for these photos.

- Public Copyright
- Common Copyright

- Creative Commons
- Copyright Commons

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Mixed-method designs:-

- are almost impossible to carry out
- are philosophically unjustified
- combine quantitative and qualitative methods
- result in contradictory findings

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Researchers study just one individual, classroom, school, or program in which approach to qualitative research?

- biography
- phenomenology
- ethnography
- case study

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\_\_\_\_\_ is a term used in buying time for TV ads. If an ad is shown twice, and seen by 10% of people the first time and 8% the second time, it achieves 18 GRPs.

- Gross Rating Points
- Television Viewing Points
- Television Ratings Points
- Gross Television Points

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197 PU\_2016\_154\_E

Hillary will make a fine president. After all, he made a fine Secretary of State:-

- It is a deductive reasoning method
- It is a descriptive reasoning method
- It is an indirect reasoning method
- It is an inductive reasoning method

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Why does feminism research make an important contribution to business and management research?

- It balance gender inequalities in research and allows female voices to be heard



- It is unbiased and objective
- It is carried out only by female researchers
- None of the above

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160 PU\_2016\_154\_E

What is the best definition of the term "theory," as it is used in science?

- A theory is based on verifiable laws and can be proven true.
- A theory is a guess or hunch about something that has occurred in nature.
- A theory is a hypothesis that uses laws and observation to make an assumption
- A theory is a comprehensive set of ideas explaining a phenomenon in nature.

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Which statement below correctly identifies the difference between laws and theories?

- Laws are a statement of fact, while theories are a statement of opinion.
- Laws describe phenomena, while theories explain why phenomena exist.
- Laws explain why phenomena exist, while theories explain how.
- Laws are a prediction of phenomena, while theories are an explanation.

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In structuralism, the ways in which we conceptualise the world is dependent on:-

- Science
- Nature.
- Language.
- Psychology

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What is the most popular day for tweets?

- Monday
- Saturday
- Sunday
- Tuesday

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While speaking to a colleague, a scientist makes the following statement: "I propose that Bald Eagle eggs in northern Maine will have thinner shells than those from birds in southern Alaska due to increased levels of pesticides in the water." This statement is a:-

- law
- hypothesis
- theory
- conclusion

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Copy of 108 PU\_2016\_154\_E

The \_\_\_\_\_ is a word or phrase preceded by the "#" sign. These are a simple way to mark the topic of social media messages and make them discoverable to people with shared interests. On most social networks, clicking it will reveal all the public and recently published messages that also contain that \_\_\_\_\_. These first emerged on Twitter as a user-created phenomenon and are now used on almost every other social media platform, including Facebook, Google+, Instagram, Vine and Pinterest.

- Handle
- Twitter
- Hashtag
- Public profile

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16. \_\_\_\_\_ refers to media that has been created and published online by the users of a social or collaboration platform, typically for non-commercial purposes. This is one of the defining characteristics of social media. It is often produced collaboratively and in real-time by multiple users. Many companies have enthusiastically embraced and encouraged this as a means of increasing brand awareness and customer loyalty. Instagram contests, Vine video contests, and other social campaigns allow businesses to tap into the creative energies of their customers and use their contributions to fuel marketing strategies.

- Crowd sourced content
- Web content
- User-generated content
- Public Information

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"Process", in qualitative research, is seen as:-

- impossible to clarify
- too hard to study
- of major importance
- an unfortunate complication

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111 PU\_2016\_154\_E

A type of audio file available through the Internet, typically produced as a series that listeners subscribe to:-

- Webcast

- Podcast
- Web Radio
- Web playlist

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Asynchronous media:-

- Require using a personal computer to act as editor, publisher, and writer.
- Allow the audience to consume the media at a time and place of their choosing.
- Require the audience to be assembled simultaneously with the broadcast, transmission, or event.
- Is media that gets degraded or less clear when converted to digital format.

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Respondent validation is a process by which \_\_\_\_\_.

- a researcher measures the validity of a scheduled interview
- a researcher provides the people on whom he or she has conducted research with an account of his or her findings
- a researcher measures the validity of the dependent variable
- None of the above

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133 PU\_2016\_154\_E

Suppose that a researcher studies one gifted student in order to better understand how this student's school day differs from that of more typical students. This type of study is certainly a(n):-

- case study
- simulation
- naturalistic study
- ethnographic study

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The word rupee is written in how many languages on an Indian rupee?

- 17
- 5
- 10
- 15

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168 PU\_2016\_154\_E

"The Immortals" is a novel, set in the Bombay of the 1970s and 80s, looks at two families whose fortunes are connected by music (he himself is a talented musician). The author, himself being a talented musician brings much authenticity to it. The main protagonist Shyam Lal, the son of a singer, teaches music to support his family. His student Mallika Senguptas musical ambitions are dulled by luxury. Her son, Nirmalya, is captivated by philosophy and incredulous of Shyamjis material pursuits. This is about music in a modern world. The author of the novel is:-

- Amitav Ghosh
- Anita Desai
- Abraham Verghese
- Amit Chaudhary

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Which of the following is a philosophical assumption of qualitative researchers?

- Facts stand independent of the knower and can be known in an undistorted way
- Facts and values are distinct from one another
- Values are an integral part of the research process
- The proper design of research investigations will lead to accurate conclusions about the nature of the world

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If I add white to the color red, the result is pink. This is known as a \_\_\_\_\_.

- Tint
- Variation
- Color
- Shade

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129 PU\_2016\_154\_E

Researchers who study various reactions to or perceptions of a particular phenomenon take which approach to qualitative research?

- biography
- case study
- grounded
- phenomenology

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169 PU\_2016\_154\_E

The novel, "An Obedient Father", a fascinating glimpse into Indian business culture and family culture, while also touching upon the hardly touched upon topic of child abuse and the cultural response to the subject is authored by:-

- Jjumpa Lahiri

- Aravind Adiga
- Anita Desai
- Akhil Sharma

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200 PU\_2016\_154\_E

Its wrong to hurt someones feelings, and that is exactly what you are doing when you speak to me like that:-

- It is an inductive reasoning method
- It is a deductive reasoning method
- It is a descriptive reasoning method
- It is an indirect reasoning method

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137 PU\_2016\_154\_E

Which of the following is not a main preoccupation of qualitative researchers?

- Qualitative researchers provide a great deal of descriptive detail when reporting the fruits of their research because they typically emphasize the importance of the contextual understanding of social research.
- Qualitative researchers keep structure to a minimum
- Qualitative researchers do not want to show how events and patterns unfold over time.
- Qualitative researchers are committed to seeing through the eyes of the people being studied.

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MNP refers to:-

- Maximum Numerical Potential
- Maharashtra Nuclear Power
- Minimum Numeric Point
- Mobile Number Portability

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192 PU\_2016\_154\_E

You are the administrator of a Facebook group, what is the maximum number of members you can have in your group if you want to send a mass message to the entire group:-

- 500
- 50,000
- 1,000
- 5,000

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102 PU\_2016\_154\_E

\_\_\_\_\_ is the process of sifting through the web to find the best and most relevant content for an audience and then presenting it to them in a meaningful way. It doesn't involve publishing new content. Instead, it's about creating value for your audience by saving them time and effort. There's no shortage of content out there, but not all of it is worth reading. Plus, there's no guarantee that the best articles, videos, and infographics will show up on the first page of a Google search. Organizing related content into pinboards, newsletters, or weekly blog posts can help you build a regular audience and also demonstrate your subject expertise.

- Content Creation
- Content Curation
- Content Management
- Content Development

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215 PU\_2016\_154\_E

A cut or dissolve between two visually similar images is known as \_\_\_\_\_. One of the most famous examples often cited of this is in *2001: A Space Odyssey*, when Stanley Kubrick cuts between a shot of a bone flung into the air by an ape and a shot of a satellite orbiting earth.

- Jump cut
- Final cut
- Flush cut
- Match cut

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e-choupal, the IT venture initiated to help the farmers in their agricultural production and marketing belongs to:-

- Microsoft
- TATA
- Reliance
- ITC

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237 PU\_2016\_154\_M

A process buyers go through when deciding whether or not to purchase goods or services is called as \_\_\_\_\_. Buying behavior can be influenced by a variety of external factors and motivations, including marketing activity.

- Buying Behavior
- Trend analysis
- Selling Behavior
- Marketing Behavior

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238 PU\_2016\_154\_M

A statistical test that measures significance of the accuracy between the expected distribution and the observed distribution:-

- Distribution analysis
- Chi-Square
- t-test
- Accuracy test

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240 PU\_2016\_154\_M

\_\_\_\_\_ consists of selecting clusters of units in a population and then performing a census on each cluster. The selection of these could be based on some desired feature of the population or could be a random sample of these in the population.

- Cluster Sampling
- Purposive Sampling
- Population Sampling
- Snowball Sampling

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248 PU\_2016\_154\_M

A data set in which one measurement (variable) has been made on each respondent:-

- Cluster Data Set
- Respondents Data Set
- Univariate Data Set
- Multivariate Data Set

**65 of 100**

222 PU\_2016\_154\_M

An uncompressed audio format developed by Microsoft and IBM. If you record sounds as a \_\_\_\_\_ file, they are usually uncompressed and suited to use in video editing software.

- MP4
- JPEG
- WAV
- MP3

**66 of 100**

258 PU\_2016\_154\_M

\_\_\_\_\_ is an ordinal scale with the additional property that the distance between observations is meaningful. An example would be the temperature.

- Temperature Sclae
- Observation Scale

- Distance Scale
- Interval Scale

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225 PU\_2016\_154\_M

When dominant groups persuade subordinate groups that the dominant ideology is in their own best interests. The media's function in this process is to encourage maintenance of the status quo. This process is known as \_\_\_\_\_.

- Domination
- Hegemony
- Repression
- Idealization

**68 of 100**

244 PU\_2016\_154\_M

A process used to analyze data that attempts to better understand the results of a survey by comparing the answers of one question to the way each respondent answered one or more questions on the rest of the survey. This can generate statistical outputs from research tables.

- Survey Tabulation
- Survey Results Making
- Cross-Tabulation
- Results Tabulation

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252 PU\_2016\_154\_M

The description of the characteristics that define a particular population from which a sample is taken:-

- Sample Population
- Population
- Sample
- Population Sample

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243 PU\_2016\_154\_M

A process used to examine a prepared report based on predetermined criteria to ensure that all required information is included in the write-up:-

- Content Analysis
- Information Analysis
- Write up Analysis
- Discourse Analysis

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251 PU\_2016\_154\_M



A search performed by researchers through rating scales that allow another smaller set of factors or composite variables to emerge and can then identify underlying information:-

- Variables Analysis
- Factor Analysis
- Cluster Analysis
- Rating Scales Study

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233 PU\_2016\_154\_M

A statement of what a statistical hypothesis test is set up to establish is called \_\_\_\_\_. The test result is communicated by rejecting the null hypothesis in favor of it or not rejecting the null hypothesis. The test does not reach an acceptance or rejection of this.

- Hypothesis
- Alternative Hypothesis
- Null Hypothesis
- Alternate to Hypothesis

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256 PU\_2016\_154\_M

A statistical technique that compares a dependent variable to an independent variable(s) in order to identify a relationship between the two or more variables:-

- Analysis of Variance (ANOVA)
- Factor Analysis
- Regression Analysis
- Variable Analysis

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230 PU\_2016\_154\_M

\_\_\_\_\_ is an Independent, non-profit organization comprised of publishers, advertisers, advertising agencies to audit and certify circulation of various publications. Annual reports of this agency shows the average net-paid-circulation of the publications (including daily and weekly editions of newspapers, and magazines) and is used by advertisers in planning their marketing campaigns.

- Indian Newspaper Editors Society .
- National Readership Survey
- Editors Guild of India
- Audit Bureau of Circulations

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229 PU\_2016\_154\_M

A print advertisement that is deliberately intended to resemble editorial matter or story in a newspaper or magazine is known popularly as:-

- Advertorial

- Editors Advertisements
- Editorial
- Advertisers feature

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226 PU\_2016\_154\_M

How we as individuals understand the world in which we live is known as \_\_\_\_\_. This understanding involves an interaction between our individual psychologies and the social structures that surround us. Mediating between these are the individual processes of communication as well as the technological processes of the mass media. These ideas are usually related to the distribution of power.

- Mediation
- Ideological
- Communication
- Interaction

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A research method requiring respondents to assign human like characteristics to inanimate objects, animals or forces of nature is known as \_\_\_\_\_.

- Psychoanalysis
- Ethnography
- Anthropology
- Anthropomorphic

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221 PU\_2016\_154\_M

\_\_\_\_\_ Theory proposed by Elihu Katz in 1959, concerns itself with what people do with the media. This theory proposes that audiences are active participants in the communication process. They choose media texts to gratify their own needs such as the need for information, personal identity, integration, social interaction or entertainment. Researchers working on this theory maintain that the best way to find out about media use is by asking the audience because they are "sufficiently self-aware" to explain their reasons for using media texts. According to this theory, texts are open and audiences are active. This theory suggests that audiences actually have power over the mass media. For example, if they choose not to watch a particular program it won't rate and will be taken off the air.

- Uses and Gratification Theory
- Media power theory
- Two step flow theory
- Magic Bullet theory

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255 PU\_2016\_154\_M

Graphic continuums anchored by two extremes presented to respondents for evaluation of a concept or object:-

- Continuums Study
- Object Oriented Study
- Graphic Rating Scales
- Graphic Scaling Method

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247 PU\_2016\_154\_M

A concept that's value changes as an independent variable changes. Statistics are used to explain the strength of the relationship between the two variables. Can also be called a criterion variable:-

- Constant Variable
- Dependent Variable
- Independent Variable
- External Variable

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261 PU\_2016\_154\_D

A scale that allows categories to be ranked in order from smallest to largest-even though the space between two categories is insignificant. Example responses might be excellent, good, fair, and poor:-

- Variant Scale
- Category Scale
- Ordinal Scale
- Spaced Scale

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297 PU\_2016\_154\_D

\_\_\_\_\_ was launched in India in 1992, 1st Hindi satellite channel and formerly had a partnership with StarTV.

- Zee TV
- ETV
- Sony TV
- Sahara TV

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264 PU\_2016\_154\_D

A statistical method that analyzes more than one measurement at a single time:-

- Variance Determination
- Variance Analysis
- Multivariate Analysis
- Univariate Analysis

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281 PU\_2016\_154\_D

\_\_\_\_\_ approach has gained academic respectability, partly due to the pioneering work of theorists such as Raymond Williams and Stuart Hall. Popular culture is now seen as a complex and worthy area of study, as being revealing about our society. This has been influenced by Marxist theory, especially the theories of Antonio Gramsci, who used the term hegemony to describe the consensus that keeps the status quo in existence in society; capitalism keeps control by agreement of the people, yet there are still struggles for power which allow for change and adjustment in society. This has, in more recent years, been a major influence on film studies, particularly in the study of popular film.

- Popular studies
- Structuralism
- Textual Analysis
- Cultural studies

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260 PU\_2016\_154\_D

A way of charting how often particular responses are used for each question on a survey is known as \_\_\_\_\_.

- Multi-Way Frequency Table
- Two-Way Frequency Table
- Response Table
- One-Way Frequency Table

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\_\_\_\_\_ is the software used to analyse qualitative data in social sciences.

- Atlas.ti
- Captivate
- Final Cut Pro
- SPSS

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\_\_\_\_\_ is a French term, literally meaning cinema truth. This emerged out of the filmmaking practices of Jean Rouch in France. Based on Vertov's approach, it acknowledged the impact of the filmmaking process upon the recording of actuality, and more readily recognised the subjectivity of the filmmaker in securing filmic evidence of what took place. Rouch essentially suggests that the documentary form must be defined through the integrity and purpose of its author. The value and purpose of actuality footage in regard to its delineation of documentary truth is therefore in direct relationship to the intention of those who produce it. The term is sometimes confused with a US kind of filmmaking which is actually closer to direct cinema.

- Mise en scene
- Du cinema*
- Auteur

- Cinéma vérité

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\_\_\_\_\_ refers to a dramatically experimental trend within the arts (painting, sculpture, architecture, literature, music and film) which grew up at the start of the twentieth century, encompassing a wide array of movements along with the innovations of individual artists not directly affiliated with a particular movement. This involved a rejection of nineteenth-century styles, traditions and ideas, and a self-conscious (or self-reflexive) approach to aesthetic forms, in which artistic expression was itself explored, questioned and reinvented.

- Surrealism
- Symbolism
- Modernism
- Expressionism

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\_\_\_\_\_ refers to the physical composition of the object under study. This is important since it indicates something other than what it is made of. Words written in sand may denote impermanence whilst words in marble suggest permanence.

- Pragmatism
- Materiality
- Physicality
- Structurality

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The first generation (1G) began in the \_\_\_\_\_ with commercial deployment of Advanced Mobile Phone Service (AMPS) cellular networks. Early AMPS networks used Frequency Division Multiplexing Access (FDMA) to carry analog voice over channels in the 800 MHz frequency band.

- early 90s
- late 90s
- early 80's
- late 80s

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173. A term describing the idea of a single, firmly fixed identity as regards gender, sexuality and other social elements. The opposite attitude is often described as social constructionism, implying that such identities are a product of one's society, attitudes and upbringing, and can vary or be changed.

- Identity Making
- Social Constructivism
- Description Making

- Essentialism

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285 PU\_2016\_154\_D

Either Sivachandran or George killed Professor Chandran. But whoever ran off with Mrs. Kannan did not kill the professor. Since George ran off with Mrs. Kannan, Sivachandran killed Professor Chandran:-

- It is a deductive reasoning method
- It is an indirect reasoning method
- It is an inductive reasoning method
- It is a descriptive reasoning method

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According to APA style, listing all referred books, but not necessarily citing all of them in a dissertation is referred to as:-

- References
- Bibliography
- Webography
- Filmography

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\_\_\_\_\_ was founded on the belief that the study of society could be scientifically based and that there are structures in society that follow certain patterns or rules. Initially, most interest was centred on the use of language; Saussure, the founder of linguistics, argued that language was essential in communicating the ideology, the beliefs, of a culture. These theorists have applied these theories to film, which uses both visual and verbal communication, and pointed out that the text conveys an illusion of reality, so conveying the ideology of a society even more effectively.

- Expressionism
- Surrealism
- Structuralism
- Modernism

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In a family there are mother father, two sons and two daughters. All the ladies were invited to a dinner. Both sons went out to play. Father did not return from office. Who was at home?

- Only mother was at home
- All ladies were at home
- No body was at home
- Only sons were at home

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A sample of the population chosen by the investigator rather than by using probability to choose the participants. By doing this, a true representative cross section of the population is foregone:-

- Population Sample
- Non-Probability Sample
- Probability Sample
- Investigator Sample

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\_\_\_\_\_ refers to human and animal tendency to adopt specific spaces for different uses.

- Spatiality
- Spatial Adaptability
- Territoriality
- Territorial Adaptability

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A French term that originated in the pages of the film journal *Cahiers du cinéma* in the 1950s to refer to directors who infuse their films with their distinctive personal vision through the salient manipulation of film technique. It is seen as genuine artists, were contrasted with metteurs-en-scene who were held to be technically competent directors who merely executed the processes of filmmaking without consistently stamping their personality on the material from one film to the next.

- Mise en scene
- Auteur
- Avant garde
- Du cinema

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284 PU\_2016\_154\_D

Siva must belong to the Bartenders and Beverage Union, since almost every South Indian bartender does:-

- It is an inductive reasoning method
- It is an indirect reasoning method
- It is a descriptive reasoning method
- It is a deductive reasoning method

**100 of 100**

293 PU\_2016\_154\_D

Poets are generally whimsical. Some of them are frustrated. Frustrated people are prone to be drug addicts. Based on these statements which of the following conclusions is true?

- Some poets may be drug addicts

- Frustrated people are whimsical
- All drug addicts are poets
- All frustrated people are drug addicts