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SARDAR PATEL UNIVERSITY

F.Y.B.A. (1ST SEMESTER) (CBCS) EXAMINATION April 2015

Subject: Journalism and Mass Communication

Paper: FY BA JMC CORE (Principles of Mass Communication) UA01CEJM06

Date: 23-4-2015 (Thursday) Time: 10.30 am to 1.30 pm Total marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

- 1) The person who attaches meaning to a message is called:
 - a) Sender
 - b) Encoding
 - c) Transmitter
 - d) Receiver
- 2) _____ is an automatic psychological process of receiving aural stimuli.
 - a) Listening
 - b) Hearing
 - c) Speaking
 - d) None of these
- 3) Some misconceptions about communication are:
 - a) Communication solves all problems.
 - b) Communication physically breaks down.
 - c) The meaning we attach to a word will be the meaning everyone else attaches to the word.
 - d) All of the given options
- 4) Specialized vocabulary is known as:
 - a) Equivocal terms
 - b) Jargon
 - c) Trigger words
 - d) Biased language
- 5) Which of the following statement explains mediated communication?
 - a) Mediated communication occurs when two (or a few) people use loud speaker to address a gathering.
 - b) Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages.
 - c) Mediated communication occurs when people try to communicate at mass level.
 - d) Mediated communication occurs when a group of people uses email to send a message to various people.
- 6) When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.
 - a) Upward
 - b) Horizontal
 - c) Downward
 - d) Lateral
- 7) After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is?
 - a) Empathic listening
 - b) Critical listening
 - c) Active listening
 - d) Preferential listening

