UNIVERSITY OF THE PUNJAB

Roll No. ....

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Electronic Media and Virtual Society
Course Code: SOC-403

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: **No Choice** paper. All questions to be attempted.

Part A

Multiple choice questions   (1*10)

1.   Communication without words:
   a) Visual communication
   b) Non-Verbal communication
   c) Mass communication
   d) None of these

2.   Advertisements of which of the following media appeal to both eye and ear?
   a)   Television
   b)   Radio
   c)   Transistor
   d)   Newspaper

3.   The reading of the script to check the errors is called:
   a) Composing
   b) Proof-reading
   c) Editing
   d) None of these

4.   Which of the following is defined as a large printed sign displayed outdoor, often along a roadside, having various advertisements on it?
   a) Direct mail
   b) Billboard
   c) Grapevine
   d) Newspaper

5.   The key narrator of a newscast or program is called:
   a) Announcer
   b) Editor
   c) Anchor
   d) None of above

P.T.O.

6. Which one of the following is not an example of a traditional medium for advertising?
   a) Television
   b) Billboard
   c) Word of mouth
   d) Newspaper

7. The Audience for whom the message is specifically designed are called:
   a) The target audience
   b) The actual audience
   c) The available audience
   d) None of these

8. The individual or organization that initiates the advertising process, is called:
   a) The advertiser
   b) The advertising agency
   c) The director of advertising
   d) None of these

9. Who is the most important person in the T.V. News:
   a) News Caster
   b) Camera man
   c) Peon
   d) None of these

10. Community of people sharing common interests, ideas, and feelings over internet and other collaborative networks
    a) Social Community
    b) Internet Community
    c) Virtual Community
    d) Networking

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Seventh Semester   2017
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Roll No. ....

PAPER: Electronic Media and Virtual Society   TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: SOC-403   MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part B
Short Questions (4*5)

1. What is Virtual Community?
2. Define miracles of internet.
3. Briefly explain tools used in virtual communities.
4. Define networking.

Part C
Descriptive Questions (3*10)

1. Explain the principles for making virtual communities work.
2. Discuss the scope and working of virtual communities.
3. Explain the characteristics and components of virtual communities.

UNIVERSITY OF THE PUNJAB

PAPER: Electronic Media and Virtual Society   TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: SOC-403   MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part B
Short Questions (5*4)

1. Define miracles of internet.
2. What are the components of virtual communities?
3. Define networking.
4. Briefly explain tools used in virtual communities.

Part C
Descriptive Questions (3*10)

1. Define Propaganda and its effects.
2. What is Role of Electronic Media in our society define its positive and negative effects?
3. Discuss the future of virtual communities.

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PAPER: Electronic Media and Virtual Society
Course Code: SOC-403

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: **No Choice paper.** All questions to be attempted.

Part A

Multiple choice questions   (1*10)

1. According to media scholar James Potter, people with low levels of media literacy will
    a. Only be aware of surface messages in media.
    b. Be more likely to misinterpret media messages. Direct mail
    c. Work harder to decode media messages.
    d. Be confused by varied choices of meaning in a message.

2. The term *media literacy* is best described as a person's.
    a. ability to receive messages from print material.
    b. degree of media consumption.
    c understanding of the origins of media.
    d. understanding of how media operate and their effect on society.

3. Nokia advertisements end with the line Nokia-connecting People. This line is its
    a. Slogan
    b. Headline
    c. Call out
    d. Caption

4. Which of the following terms is used for the advertisements displayed on public transport?
    a. Hoardings
    b. Billboards
    c. Vehicle displays
    d. Portals

5. On Cartoon Network (Channel) the advertisers prefer to present the advertisements for
    a. Women
    b. Children
    c. Men
    d. General Public

(P.T.O.)

6. Principles for making virtual communities work are
   a. Five
   b. Ten
   c. Seven
   d. Nine
7. Media requirements are derived from the
   a. Advertising appeals
   b. Advertising objectives
   c. Advertising channels
   d. Advertising agencies
8. In Canada % of the Population have Internet access in their home
   a. 30%
   b. 60%
   c. 70%
   d. 40%
   e. 50%
9. A problem of the information society includes
   a. Technological unemployment
   b. Electronic crime
   c. Uneven distribution of new media
   d. Surveillance
   e. All of above
10. Mass media suggests communication to a large, and unknown audience
   a. Private
   b. Anonymous
   c. Older
   d. Paying
   e. Educated

UNIVERSITY OF THE PUNJAB
Seventh Semester – 2019
Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

....

PAPER: Electronic Media and Virtual Society
Course Code: SOC-403   Part–I (Compulsory)

MAX. TIME: 15 Min.
MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.
Please encircle the correct option. Division of marks is given in front of each question.
This Paper will be collected back after expiry of time limit mentioned above.

Q.1.   Encircle the right answer, cutting and overwriting is not allowed.   (1x10=10)

1. The correlation function of mass communication is important because
   a. The media can help maintain social stability.
   b. The media can keep audiences informed about issues, events, and other developments in society.
   c. The media help people learn society's rule and how to fit into society.
   d. All of the above.
   e. None of the above.

2. Intra-personal communication is:
   a. Communication with personal friend.
   b. With people.
   c. With self.
   d. With family
   e. None of the above.

3. Who was the first editor of daily Nawai e waqt?
   a. Majeed nizami
   b. Mujeeb nizami
   c. Hameed nizami
   d. None of the above
   e. All of the above

4. The communication based on purchased time of space is called:
   a. Publicity
   b. Advertising
   c. Propaganda
   d. All of the above
   e. None

5. Press and Publication Ordinance was introduced in:
   a. 1963
   b. 1965
   c. 1995
   d. 1970
   e. 1580

P.T.O.

6. Mass communication traditionally tends to be
    a. Communication from one (or a few) to many.
    b. One way. Anonymous.
    c. Communication to an audience that is largely a passive recipient of messages with little or no opportunity for immediate feedback.
    d. All of the above.
    e. None of the above
7. Which of the following is NOT part of the Shannon and Weaver mathematical theory?
    a. Source.
    b. Transmitter.
    c. Computation.
    d. Channel.
    e. Receiver.
8. The process in which large media companies purchase smaller media companies is known as
    a. Monopolization.
    b. Economic convergence.
    c. Consolidation.
    d. Media convergence.
    e. None of the above.
9. Which of the following is NOT one of the primary functions of mass communication?
    a. Surveillance.
    b. Correlation.
    c. Cultural transmission.
    d. Entertainment.
    e. Immunization.
10. Digitization is
    a. Thin, flexible fibers of glass capable of transmitting light signals.
    b. The process in which media is made into computer-readable form
    c. Media's focus on narrower audience segments.
    d. None of the above.
    e. All of the above.

UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

PAPER: Electronic Media and Virtual Society

Course Code: SOC-403   Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. **Explain the following with examples.**   (4x5=20)

a) Define Miracles of Internet.
b) Technology and Networking
c) Creating and Exploiting Virtual Communities
d) Online Communities

Q.3. **Questions with brief answers**   (3x10=30)

a) Briefly explain the tools used in virtual communities.
b) Explain the characteristics and components of virtual components.
c) Explain the principles for making virtual communities work.

Q.1.   Define the following with relevant examples: **(6x5=30)**

1. Virtual Community
2. Miracle of Internet
3. Online Deception
4. Online Identity
5. Virtual Marketing
6. Online World

Q.2.   Answer the following questions.   **(3x10=30)**

1. What do you mean by extending the classroom walls? Discuss in detail and give examples
2. What are the major principles for making virtual communities work? Give Examples
3. Discuss the concept of identity and deception in the online spaces