

For Solved Visit **VU Answer**

## MCM101 Final Term Papers By Waqar (File 1)

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Question No : 1 of 60 Marks: 1 (Budgeted Time 1 Min)

According to Berlo, there are five verbal communication skills. Which of the following skill is central in both encoding and decoding?

Answer ( Please select your correct option )

- Reading
- Listening
- Speaking
- Reasoning

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Question No : 2 of 60 Marks: 1 (Budgeted Time 1 Min)

A message is never understood from the face value of the words at:

Answer ( Please select your correct option )

- Intrapersonal level
- Mass communication level
- Interpersonal level
- Group communication level

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Question No : 3 of 60 Marks: 1 (Budgeted Time 1 Min)

Hickey's Bengal Gazette used to publish stories about:

Answer ( Please select your correct option )

- Native people
- Employees of East India Company
- Independence Movement
- Culture of subcontinent

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Question No : 4 of 60 Marks: 1 (Budgeted Time 1 Min)

During the early days of Press in subcontinent, newspaper appeared on:

Answer ( Please select your correct option )

- Daily bases
- Weekly or biweekly bases
- Monthly bases
- Annual bases

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Question No : 5 of 60 Marks: 1 (Budgeted Time 1 Min)

Vladimir Lenin founded 'Iskra' in 1900 in Germany, which became a major tool for:

Answer ( Please select your correct option )

- Educating common people
- Capitalist Propaganda
- Communist propaganda
- Economic propaganda

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Question No : 6 of 60 Marks: 1 (Budgeted Time 1 Min)

In which of the following country, Access to Information Act allows citizens to demand records from federal bodies?

Answer ( Please select your correct option )

- Canada
- Sweden
- Australia
- Tasmania

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Question No : 7 of 60 Marks: 1 (Budgeted Time 1 Min)

In the early 15th century some nobles refused to have printed books in their libraries because:

Answer ( Please select your correct option )

- They were unable to read the printed books.
- They do not want to dishonor their valuable hand copied manuscripts.
- They do not have enough space in their libraries.
- They can not afford the expensive printed books.

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Question No : 8 of 60 Marks: 1 (Budgeted Time 1 Min)

The growth of economies due to understanding of monetary and fiscal matters by more people further weakened:

Answer ( Please select your correct option )

- The revolutionary forces
- The social forces in the east
- The forces of religion in the west
- The social network bonds

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Question No : 9 of 60 Marks: 1 (Budgeted Time 1 Min)

The breaking down of church's control over written communication, and involving more people in the print communication led society towards:

Answer ( Please select your correct option )

- Religious values
- Rebellions
- Social riots
- A material world

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Question No : 10 of 60 Marks: 1 (Budgeted Time 1 Min)

From where do the newspapers generate their revenue?

Answer ( Please select your correct option )

- Advertisement & circulation money
- Government funds
- Letters to the editor
- Columns & Articles

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Question No : 11 of 60 Marks: 1 (Budgeted Time 1 Min)

Who took the credit of securing the world's earliest surviving photograph?

Answer ( Please select your correct option )

- Joseph Niepce
- J. M. Daguerre
- Louis-Jacque
- Nicéphore Niepce

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Question No : 12 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following American President used portrait photography for the first time in his election campaign?

Answer ( Please select your correct option )

- Roosevelt
- Abraham Lincoln
- Nixon
- Clinton

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Question No : 13 of 60 Marks: 1 (Budgeted Time 1 Min)

What was the major benefit of George Eastman's introduction of Roll Film in 1888 and the simple Kodak box camera?

Answer ( Please select your correct option )

- It could produce a positive print in seconds.
- It provided everyone with the means of making photographs for themselves.
- It led to the creation of the portrait size photos.
- It led to the creation of colored photographs.

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Question No : 14 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following process led to the accurate reproduction of photographs in books and newspapers?

Answer ( Please select your correct option )

- Full tone Process
- Daguerreotype photography
- Halftone process
- Colored photography

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Question No : 15 of 60 Marks: 1 (Budgeted Time 1 Min)

Pivoted or panned movements are associated to which of the following item?

Answer ( Please select your correct option )

- Film Roll
- Film Camera
- Film sets
- Film projector

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Question No : 16 of 60 Marks: 1 (Budgeted Time 1 Min)

Why photosensitive layers in digital cameras are embedded in Silicon?

Answer ( Please select your correct option )

- Because silicon absorbs different colors at same depths.
- Because silicon is resistant to heat.
- Because silicon absorbs different colors at different depths.
- Because silicon is less expensive.

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Question No : 17 of 60 Marks: 1 (Budgeted Time 1 Min)

A highly restrictive set of guidelines for movie content was promulgated in 1934 in America. What was it popularly known as?

Answer ( Please select your correct option )

- James Code
- Hays Code
- Production Code
- Ethical Code

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Question No : 18 of 60 Marks: 1 (Budgeted Time 1 Min)

Which period refers to the shared film history of India and Pakistan?

Answer ( Please select your correct option )

- 1880 to 1957
- 1896 to 1947
- 1901 to 1947
- 1910 to 1955

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Question No : 19 of 60 Marks: 1 (Budgeted Time 1 Min)

"Ten Yaad" was the first film to be released in Pakistan. Which of the following statement about the film is NOT correct?

Answer ( Please select your correct option )

- It was released on Eid-ul-Fittar.
- It was a super hit film.
- Nasir Khan, the brother of Dillip Kumar was the hero in this film.
- It was an Urdu film.

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Question No : 20 of 60 Marks: 1 (Budgeted Time 1 Min)

AM stands for \_\_\_\_\_

Answer ( Please select your correct option )

- Ampere Modem
- Amplitude Modulation
- Amplifier Modulation
- Antenna Module

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Question No : 21 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following type of propaganda is falsely attributed?

Answer ( Please select your correct option )

- White Propaganda
- Grey Propaganda
- Black Propaganda
- Green Propaganda

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Question No : 22 of 60 Marks: 1 (Budgeted Time 1 Min)

What is meant by HDTV?

Answer ( Please select your correct option )

- Half Dozen TV
- Heavy Demand TV
- Help Desk TV
- High Definition TV

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Question No : 23 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following radio program serves the purpose of Information?

Answer ( Please select your correct option )

- News
- Songs
- Chat show
- Advertisement

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Question No : 24 of 60 Marks: 1 (Budgeted Time 1 Min)

What is believed to be one strong point, which led to German defeat in the WWII?

Answer ( Please select your correct option )

- Sub standard weapons
- Decoding of messages
- Low morale of army
- Severe weather conditions

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Question No : 25 of 60 Marks: 1 (Budgeted Time 1 Min)

American PR professionals Scott M. Cutlips and Allen H. Center defined Public Relations as a planned effort to influence opinion through:

Answer ( Please select your correct option )

- Attractive incentives of sales promotion.
- Good character and responsible performance.
- Authoritative attitude.
- Propaganda techniques.

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Question No : 26 of 60 Marks: 1 (Budgeted Time 1 Min)

For what purpose, Committee on Public Information was organized during World War I?

Answer ( Please select your correct option )

- For publicity purposes.
- For the welfare of helpless families.
- For the reconstruction of residential areas.
- For giving information about lost people.

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Question No : 27 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following refers to unsolicited bulk E-mail Advertising?

Answer ( Please select your correct option )

- Blog
- Spam
- Web
- Yellow pages

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Question No : 28 of 60 Marks: 1 (Budgeted Time 1 Min)

What is electronic equivalent of junk mail called?

Answer ( Please select your correct option )

- Spam
- World Wide Web
- Blog
- Internet

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Question No : 29 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following is a written statement distributed to the media by Public Relation department?

Answer ( Please select your correct option )

- Editorial
- Press release
- Press conference
- Brochures

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Question No : 30 of 60 Marks: 1 (Budgeted Time 1 Min)

Media theory refers to a model that explains the relationship between media and:

Answer ( Please select your correct option )

- Truth
- Social reality
- Taboos
- Ethical values

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Question No : 31 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following is a program written to cause mischief or damage to a computer system?

Answer ( Please select your correct option )

- Bacteria
- Virus
- Anti-virus
- Microsoft Office

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Question No : 32 of 60 Marks: 1 (Budgeted Time 1 Min)

Who, according to Edward S. Herman and Robert W. Machesney (American University Professors), is actually responsible for globalization of media?

Answer ( Please select your correct option )

- America
- IMF
- SAARC
- Europe

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Question No : 33 of 60 Marks: 1 (Budgeted Time 1 Min)

Globalization involves:

Answer ( Please select your correct option )

- A stretching of social, political, and economic activities across political frontiers.
- A growing magnitude of interconnectedness in almost every sphere of social existence.
- An accelerating pace of global interactions and processes associated with a deepening enmeshment of the local and the global.
- All of the given options

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Question No : 34 of 60 Marks: 1 (Budgeted Time 1 Min)

IPT stands for -----

Answer ( Please select your correct option )

- Internet Protocol TV
- Internet Providing TV
- Internet Providing Tower
- International Protocol TV

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Question No : 35 of 60 Marks: 1 (Budgeted Time 1 Min)

Flat screen, LCD's, Plasma, all are features of .....

Answer ( Please select your correct option )

- Radio
- Television
- Telegraph
- Books

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Question No : 36 of 60 Marks: 1 (Budgeted Time 1 Min)

Why are books seen as a powerful cultural force?

Answer ( Please select your correct option )

- Books provide a perspective on the past.
- Books are an important source of personal development.
- Books are an important cultural repository.
- All of the given options.

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Question No : 37 of 60 Marks: 1 (Budgeted Time 1 Min)

The way one interprets information around him or her is:

Answer ( Please select your correct option )

- Usually positive.
- Tied to one's values, beliefs, and experiences.
- Usually negative.
- Tied to what others think.

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Question No : 38 of 60 Marks: 1 (Budgeted Time 1 Min)

\_\_\_\_\_ is a device for peep-show viewing using photographs that flipped in sequence.

Answer ( Please select your correct option )

- Kinetoscope
- Cinématographe
- Telescope
- HDTV

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Question No : 39 of 60 Marks: 1 (Budgeted Time 1 Min)

The frequencies of Gamma rays, X-rays, infrared and ultraviolet rays are:

Answer ( Please select your correct option )

- Below the RF range
- Equal to the RF range
- None of the given options
- Above the RF range

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Question No : 40 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following cellular company's advertisements are always based on humour?

Answer ( Please select your correct option )

- Ufone
- Telenor
- Warid
- Zong

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Question No : 41 of 60 Marks: 1 (Budgeted Time 1 Min)

Who among the following has sung most of the national songs during the indo-pak war of 1965?

Answer ( Please select your correct option )

- Nayyara Noor
- Iqbal Bano
- Mala
- Noor Jahan

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Question No : 42 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following PTV program played a great role in enhancing the general knowledge of the people?

Answer ( Please select your correct option )

- Neelam Ghar
- Angan Terha
- Waris
- Studio 2-1/2

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Question No : 43 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following term refers to a model that explains the relationship between media and social reality?

Answer ( Please select your correct option )

- Media theory
- Media imperialism
- Media war
- Convergence of Media

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Question No : 44 of 60 Marks: 1 (Budgeted Time 1 Min)

As per authoritarian theory, the media will be controlled by:

Answer ( Please select your correct option )

- State
- Religious scholars
- Media professionals
- None of the given options

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Question No : 45 of 60 Marks: 1 (Budgeted Time 1 Min)

According to global media experts, the world's powerful TNCs wanted to take the control of the media. They are fulfilling their objective through:

Answer ( Please select your correct option )

- Media Centralization
- Media Independence
- Media Convergence
- Media war

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Question No : 46 of 60 Marks: 1 (Budgeted Time 1 Min)

All of the following are leading News channels of Pakistan Except:

Answer ( Please select your correct option )

- Geo
- Aaj
- Express
- Hum

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Question No : 47 of 60 Marks: 1 (Budgeted Time 1 Min)

Few days ago, the film star Meera's marriage controversy was on peak. Some TV channels gave it an extraordinary coverage through their spicy stories. This act of TV channels can be discussed under the heading of

Answer ( Please select your correct option )

- Sensationalism
- Objectivity
- Fake news stories
- Libel

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Question No : 48 of 60 Marks: 1 (Budgeted Time 1 Min)

All of the following are the examples of Intra personal communication EXCEPT:

Answer ( Please select your correct option )

- Monologue
- Thinking
- Meditation
- Addressing

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Question No : 49 of 60 Marks: 1 (Budgeted Time 1 Min)

Intrapersonal communication involves:

Answer ( Please select your correct option )

- Verbal communication only
- Non verbal communication only
- Both Verbal and non verbal communication
- Blind communication

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Question No : 50 of 60 Marks: 1 (Budgeted Time 1 Min)

A dreadful accident happened on express highway between a car and a truck. A person witnessing that calls the rescue for help. This kind of behavior comes under:

Answer ( Please select your correct option )

- Social Growth
- Helping Out Others
- Stimulation
- Persuasion

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Question No : 51 of 60 Marks: 1 (Budgeted Time 1 Min)

Media tells interesting features, discoveries and historical heritage to urge people to visit each other's lands which results in:

Answer ( Please select your correct option )

- Ethnocentrism
- Nationalism
- Bring world closer
- Urbanization

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Question No : 52 of 60 Marks: 1 (Budgeted Time 1 Min)

The area which benefited the most from the extraordinary growth of mass media from the seventeenth century is:

Answer ( Please select your correct option )

- Public Relations
- Advertising
- Sponsorship
- Industry

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Question No : 53 of 60 Marks: 3 (Budgeted Time 6 Min)

How film industry was benefited by the invention of radio?

Answer ( Please click here to Add Answer )

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Question No : 54 of 60 Marks: 3 (Budgeted Time 6 Min)

What was the ultimate affect of TV on the movies and theatres?

Answer ( Please click here to Add Answer )

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Question No : 55 of 60 Marks: 3 (Budgeted Time 6 Min)

Give names of any three women/children magazines.

Answer ( Please click here to Add Answer )

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Question No : 56 of 60 Marks: 5 (Budgeted Time 10 Min)

State the story behind the invention of motion picture.

Answer ( Please click here to Add Answer )

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Question No : 57 of 60 Marks: 5 (Budgeted Time 10 Min)

Public relations involve two-way communication between an organization and its public. Elaborate.

Answer ( Please click here to Add Answer )

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Question No : 58 of 60 Marks: 5 (Budgeted Time 10 Min)

Media is often blamed for sensationalizing the issues. Explain with the help of example.

Answer ( Please click here to Add Answer )

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115:00  
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58

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Question No : 59 of 60 Marks: 5 (Budgeted Time 10 Min)

Explain with the help of an example that cultural differences effect communication process.

Answer ( Please click here to Add Answer )

Start Time: 10:19 PM  
115:00  
Time Left

59

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Question No : 60 of 60 Marks: 5 (Budgeted Time 10 Min)

Do you think that with the arrival of TV and internet, the charm of radio has diminished?

Answer ( Please click here to Add Answer )

Start Time: 10:19 PM  
115:00  
Time Left

60

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