



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.



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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 communities.
- c) Explain the principles for making virtual communities work.