MNM–013
POST GRADUATE DIPLOMA IN DIGITAL MEDIA (PGDIDMOL)
MEDIA, INFORMATION AND EMPOWERMENT

Time : 2 Hours

Maximum Marks : 50

Note : Answer all questions. Each question carries 1 mark.

1. Which of the following is a sociological barrier that marginalised groups face in being part of the communication system?

    A) Technological Infrastructure and Devices

    B) Media Access and Participation

    C) Communication Tools and Technologies

    D) Computing Techniques and Software

2. How does the ownership pattern of commercial vs. public media define their purposes?

    A) Responsibility and Accountability

    B) Accountability and Commercial gains

    C) Commercial gains and Responsibility

    D) Accountability and Responsibility

3. What is the impact of regularly handling stereotype-based media content?

    A) Strengthens our unbiased knowledge of society

    B) Our belief system oriented towards society through a media prism

    C) Strengthens our belief system objectively

    D) Degrades the utopian concept of the society

4. How does the alternative media system differ from mainstream media in terms of promoting opinion?

    A) Popular opinion

    B) Pluralistic opinion

    C) Manufactured opinion

    D) Manifested opinion

5. Which of the following poses a challenge to media pluralism in a democratic society?

    A) Technological constraints

    B) Concentration of media ownership

    C) Homogeneous audience segments

    D) Scarcity of media professionals

6. What is the role of the media in helping the audience understand the nuances of environmental issues through mass communication channels?

    A) Constitutive role of media

    B) Pragmatic role of media

    C) Mediation and arbitration role of media

    D) Pedagogical role of media

7. How can using ICT-based educational resources help improve learning?

    A) Decreasing student engagement

    B) Limiting access to information

    C) Enhancing interactive and collaborative learning

    D) Hindering technological skills development

8. Which model focuses on development communication?

   A) Government-led approach

   B) Mass media approach

   C) Western policy framework

   D) Target audience participation

9. Which Articles in the constitution guarantee equality?

   A) Articles 11 to 13

   B) Articles 14 to 16

   C) Articles 17 to 20

   D) Articles 21 to 23

10. How does a news report on the front page differ from an opinion article on an edit page?

   A) The news report is a factual report, and the opinion piece is objective and unbiased.

   B) The news report is factual, and the opinion piece is a subjective report.

   C) The news report is authentic, and the opinion piece is an inaccurate report.

   D) The news report is biased, and the opinion piece is subjective.

11. What factors are used to measure the wealth of a nation?

   A) Culture, social norms, and education

   B) Education, culture and healthy individuals

   C) Education, economic output and culture

   D) Health, economic output and education

12. What category does an individual belong to when watching a film on an OTT platform?

    A) Group

    B) Crowd

    C) Mass Audience

    D) Audience

13. What is the recommended range for broadband services in developing countries under Connect 2030?

    A) 5% of average monthly income

    B) 3% of average monthly income

    C) 3.25% of average monthly income

    D) 1.5% of average monthly income

14. Which media campaign used high-profile media players for social action on an ecosystem problem?

    A) Chipko Movement

    B) Navdanya Movement

    C) Save the Tigers Campaign

    D) Narmada Bachao Andolan

15. Apart from informing the public, what is the primary role of the media in communicating environmental issues?

    A) Cultivating anxiety and panic

    B) Promoting the interests of lobby groups

    C) Moulding public opinion against lobby groups

    D) Activating latent attitudes towards collective action

16. In a media policy framework, what is more important than freedom of expression in a democratic country?

    A) Institutional dynamics

    B) Technological innovations

    C) A less oppressive and unequal society

    D) Free market economy

17. What factors contribute to a healthy society?

    A) Citizens, communities and policymakers

    B) The legislative, diplomates and paramilitary systems

    C) Citizens, health professionals and online communities

    D) Communities, UN policymakers and the pharma system

18. How does reading daily newspapers help people learn?

    A) It improves literacy skills

    B) It helps people apply knowledge gained from news

    C) It helps people understand scientific knowledge

    D) It helps people form opinions based on education

19. What principle in the UN Charter of Human Rights has historical links to the Magna Carta?

    A) Egalitarianism

    B) Supremacy of the law of the land

    C) Religious tolerance

    E) Multiplicity

20. Why was the United Nations founded?

A) To allocate resources through diplomatic channels

B) To foster modern technology for mutual relationships

C) To settle disputes through negotiations and peace talks

D) To correct violations through democratic sanctions

21. What are the primary focuses of developmental priorities?

A) Cultural Inclusion, Cultural Growth and Social Justice

B) Social Inclusion, Cultural Growth and Social Justice

C) Cultural Inclusion, Social Growth and Social Justice

D) Social Inclusion, Growth and Social Justice

22. What factors determine a healthy individual and a healthy society?

A) Physical, psychological and social well-being

B) Biological, cultural and physical well-being

C) Social, psychological and biological well-being

D) Biological, social and physical well-being

23. Which approach to development had the socio-cultural classification of individuals as its central axis?

A) Modernisation approach

B) Minimalist approach

C) Traditional and modern approach

D) Dominant paradigm

24. What are the main barriers to ICT-based health communication systems?

    A) Understanding and technology

    B) Participation and empowerment

    C) Quality and access

    D) Access and quality

25. According to a committee appointed by the Government of India, breaking gender stereotypes is necessary among which group of people?

    A) Female audience

    B) Male audience

    C) Children

    D) Adult audience

26. What is the unique feature of a new media platform as an alternative media tool?

    A) Global reach

    B) Better access and participation

    C) Digital transmission

    D) Professional content creation

27. What is the relationship between marginalisation and inequality?

    A) Being economically well-off leads to neglect in society

    B) Depriving people of multiple benefits is linked to higher social status

    C) Depriving people of multiple benefits is linked to neglect in society

    D) Being economically well-off leads to higher social status

28. What has replaced the dominant paradigm due to criticism?

    A) Community-oriented developmental process

    B) New World Information and Communication Order

    C) Top-down vertical model of communication

    D) Westernization and cultural imperialism

29. Which companies have been the focus of environmental campaigns by activists on social media?

    A) UN and WWF

    B) TERI and CSE

    C) Nestle and Hindustan Unilever

    D) Nestle and ITU

30. What has led to the unstructured and divided audience profile?

    A) Societal pressures

    B) Political developments

    C) Technological developments

    D) Environmental changes

31. In the 'Egg of Sustainability' model, how are the interactions between humans and the environment described?

    A) Bidirectional

    B) Multidirectional

    C) One-way interactions from the environment towards humans

    D) One-way interactions from humans towards the environment

32. Who plays the leading role in media literacy?

A) Communicator

B) Audience

C) Medium

E) Media

33. What role does communication play in the participatory approach to development?

A) Free flow of information and dialogue among various stakeholders

B) Top-down model of message dissemination

C) Dissemination of information through limited channels

D) Using Public Relations techniques to market development ideas

34. Which sources of information do journalists and newsrooms prefer to include?

A) Cultural traditions

B) Behavioural traditions

C) Structural traditions

D) Economic traditions

35. What type of media system is necessary for developing political action among the public?

A) ICT-based media system

B) Private broadcast system

C) International media players

D) Society-wide communication

36. What is the purpose of a conscious attempt to promote a specific message?

    A) Targeting receivers

    B) Communicating with readers

    C) Pleasing spectators

    D) Targeting sender and receiver

37. Which media environment provides anonymity for audiences?

    A) Online media

    B) Transnational television broadcasting

    C) Hyperlocal print editions

    D) Private FM services

38. What type of audience is a prosumer?

    A) Passive audience

    B) Active audience

    C) Both passive and active audiences

    D) Neither passive nor active audiences

39. What is the unique feature of alternative media that distinguishes it from mainstream commercial media?

    A) Providing lots of information, education and entertainment

    B) Giving voice to elite groups

    C) Providing edutainment to the masses

    D) Giving voice to the voiceless

40. What is the pattern of gross enrollment rates in the Indian education system?

A) Higher GER in higher education and lower in secondary education

B) Higher GER in secondary education and lower in higher education

C) Higher GER in both secondary and higher education

D) Higher GER in higher education and overall education

41. What are the core values of development communication?

A) Dissemination of new ideas and technologies and leaving social issues to the policymakers

B) Dissemination of new ideas and technologies and understanding social issues

C) Understanding new technologies and dissemination of social issues

D) Understanding of new technologies and giving importance to policy marks to disseminate core issues

42. What distinguishes synchronous and asynchronous learning?

A) Gadgets and ability to access it

B) Time and space

C) Bandwidth and broadband speed

D) Quality of teaching and learning

43. Which of the following is necessary for the sustainability of a democratic system of government?

A) Strong judiciary

B) Corporate funding

C) Mass membership

D) Consent of people

44. Which type of media content are audiences more likely to believe?

    A) Secondary data

    B) Descriptive data

    C) Explorative data

    D) Hypothesis data

45. Which of the following is fundamental to equal rights and access to participation?

    A) Collective dialogue and bottom-up approach

    B) Top-down approach and individualistic decision-making

    C) Individualistic decision-making and bottom-up approach

    D) Top-down approach and collective dialogue

46. What did the process of democratization of the media and communication systems lead to?

    A) Computer media

    B) Community media

    C) Mass media

    D) Traditional media

47. Which type of politician is often featured in the news?

    A) Left-wing politicians

    B) Male politicians

    C) Female politicians

    D) Politicians of any gender

48. Who dominates the mainstream media market in India?

    A) Government-owned media entities

    B) Public sector-owned media entities

    C) Private sector-owned media entities

    D) Community-owned media entities

49. What do longitudinal studies on gender reporting trends in newsrooms indicate?

    A) Coverage of women is decreasing.

    B) Coverage of women is increasing.

    C) Coverage of women is maintaining the status quo.

    D) Coverage of women is on par with men.

50. How do alternative media and mainstream media differ in their approach to access and participation?

    A) Alternative media follows vertical flow and mainstream media follows horizontal flow

    B) Mainstream media follows vertical flow and alternative media follows horizontal flow

    C) Both mainstream and alternative media use a mixed method of vertical and horizontal flow

    D) Alternative media uses a de-professional method of flow, which is unique.