

Duration: - 2 ½ Hours]

MM105MG22

[Marks 75]

Note: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

3. Students will be allowed 15 Minutes extra time per hour.

PART B

Q. 2 Answer the Following - (Any One out of Three)

(10)

1. Explain gender representation media.
2. Impact of Digital Media on Lifestyle and Culture
3. Explain Feminism and its waves

Q. 3. Answer the Following - (Any One out of Three)

(10)

1. Role of media in defining and presenting culture
2. Cultural Shock and its stages
3. Advantages and disadvantages of cultural Relativism

(P.T.O)

Q. 4. Answer the Following - (Any One out of Three)

(10)

1. Impacts of globalization on culture
2. Explain Social Constructionism
3. Discuss ethnocentrism in Indian Society.

Q. 5. Answer the Following - (Any One out of Three)

(10)

1. Write short note on Meme
2. Write short note on Popular Culture
3. Write short note on Global Village

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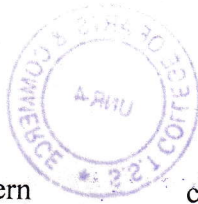
3. Students will be allowed 15 Minutes extra time per hour.

PART A

Q. 1. Multiple choice questions.

(35)

1. refers to the period of activities in the early 1960s and lasting through the late 1980s.
a) First wave feminism b) Second wave feminism c) Third wave feminism d) Fourth wave feminism
2. The Convention on the Elimination of is an International convention adopted by the United Nations General Assembly.
a) All forms of discriminations against women b) Racism c) Class oppression d) Military Oppression
3. Is the movement of labor out of the public sector into the private sector. Usually by the sale of public assets and the associated services.
a) Industrialization b) Privatization c) Enculturation d) Socialization
4. The theory of asserts that all meaning is socially created.
a) Acculturation b) Meme c) Social Constructionism d) Pop Culture
5. reflects our identity and connects us to the rest of the world.
a) Privatization b) Globalization c) Standardization d) Sensation
6. felt when class oppression was overcome, gender oppression would vanish as well.
a) Karl Marx b) Stuart Hall c) Jane Spencer d) John Fiske
7. refers in general to the traditions and material culture of a particular society.
a) Meme b) Popular Culture c) Political Culture d) Cyber Culture
8. Is the adoption of the culture of one group by another group.
a) Ethnocentrism b) Articulation c) Privatization d) Acculturation
9. Is the part of financial matters that reviews the connection of culture to monetary results.
a) Cultural Articulation b) Cultural Economics c) Corporate Social Responsibility d) Cultural Corporatization
10. Culture Shock is the feeling of disorientation brought on by experiencing an
a) Unfamiliar Culture b) Familiar Culture c) Own Culture d) Known Culture
11. Contemporary Digital culture is Culture.
a) Polarized b) Convergence c) Political d) Old
12. From which of the following elements religious aspects of the society cannot be constructed?
a) Ceremonies and rituals b) Festivals c) Sacred literature d) Technology
13. is an activity, idea, catch phrase or piece of media which circulates more and generally in image form.
a) Memes b) Reels c) Symbol d) Tagline
14. Popular culture is characterized by.....
a) Individual b) Individual belief c) Mass distribution d) Single family
15. Media distorts reality by....
a) Under representing women b) Under representing men c) Over representing women d) Over representing men
16. Globalization has revolutionized
a) Thinking b) Habits c) Writing d) News-printing
17. Globalization of culture is the one, the entire world has been molded in the image of



- a) Indian b) Eastern c) Western d) African
18. Today we are witnessing the era of web 2.0. While web 1.0 was red only format, Web 2.0 is in format
 a) Participatory and interactive b) Non interactive c) Non Participatory d) See only
19. Advertising invades the internet not only as a source of revenue but also as a
 a) Influencer b) Culture c) Investor d) Viewer
20. Which of the following is not a stereotypical representation of men in the media?
 a) Active b) Dominant c) Aggressive d) Shy
21. Preference toward one gender over the other is termed as
 a) Gender Role b) Gender Awareness c) Gender bias d) Gender parity
22. is a social system in which males hold primary power predominate in various societal roles.
 a) Matriarchy b) Patriarchy c) Matrilineal d) Polyarchy
23. It is proven that in the news media, women get under-presentation as
 a) Anchor b) Editor c) Experts d) Producer
24. Cultural identities of people created by a combination of various factors related to the evolution of
 a) Beliefs b) Speech c) Globalization d) Language
25. New digital technologies have revolutionized the mass media, this can be called as
 a) Digital revolution b) Digital divides c) Digital synchronization d) Digital trend
26. Culture is..... as it occurs in the group.
 a) Social b) Not social c) Personal d) Familiar
27. Culture comes from the German word..... which means 'growing'.
 a) Couture b) Kultur c) Katler d) Cortue
28. Culture has the ability to that is to create.
 a) Distort b) Alter c) Deform d) Innovate
29. John Fiske has provided the term culture.
 a) Popular b) Traditional c) Political d) Corporate
30. Feminism was majorly concerned with.....
 a) Citizen rights b) Economy c) Politics d) Technology
31. Socialist Feminist stresses on the interconnections between
 a) Gender and media b) Gender and society c) Gender and class d) Gender and stereotype
32. has also been defined as a process of adaptation to the new condition of life.
 a) Acculturation b) Ethnocentrism c) Feminism d) Cultural Relativism
33. Which of the following is not a reason for the feeling of ethnocentrism?
 a) Point of view b) Habit c) Lack of understanding d) Understanding another culture
34. Generally people experience cultural shock when they encounter
 a) Foreign culture b) Own culture c) Political culture d) Traditional culture
35. We are only dependent on the internet for knowledge, this is an example of
 a) Technological help b) Techno risk c) Technical error d) Technique error

Write Correct Answer of Multiple Choice Questions :-

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		8		15		22		29	
2		9		16		23		30	
3		10		17		24		31	
4		11		18		25		32	
5		12		19		26		33	
6		13		20		27		34	
7		14		21		28		35	

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