

- (b) Who is considered as the inventor of radio in India?
- (i) Marconi
  - (ii) Sir Jagadish Ch. Bose
  - (iii) Graham Bell
  - (iv) A. B. DuMont
- (c) Who was the first 'newsreader' in Indian Television?
- (i) Pratima Pandey
  - (ii) Pratap Bordoloi
  - (iii) Pratima Puri
  - (iv) Arun Sharma
- (d) Which of the following is considered as 'the fourth estate watchdog'?
- (i) The Radio
  - (ii) The Television
  - (iii) The Proprietor of the Newspaper
  - (iv) Newspaper
- (e) The 'first generation computer' was started in
- (i) 1940
  - (ii) 1980
  - (iii) 1995
  - (iv) 2005

- (f) The 'twin tower bomb blast' was occurred in New York on
- (i) 2001, 10th September
  - (ii) 2001, 11th September
  - (iii) 2010, 10th September
  - (iv) 2011, 11th September
- (g) Who can be considered as the father of Modern Advertising?
- (i) N. W. Ayer
  - (ii) Volney B. Palmer
  - (iii) Thomas J. Barratt
  - (iv) Charles-Louis Havas
- (h) Who propounded the cultivation theory of mass communication?
- (i) Michael Moore
  - (ii) Paul and Hazarsfield
  - (iii) Denis McQuail
  - (iv) George Gerbner

2. Write notes on any *four* of the following (within 150 words each) : 4×4=16
- (a) Types of communication
  - (b) Characteristics of mass communication
  - (c) Sociological significance of mass communication