

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Psy_101

INTRODUCTION TO MASS COMMUNICATION

Quiz No.1 Fall 2022

Full Solution

Total Marks: 10

Due date: 16/12/2022



***"Don't Stop When you Tired,
Stop When you Done"***

0304-4756496

MUHAMMAD ZAMAN 😊

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**In China the printing was first invented
in**

Quiz MCM101_handouts_1_45.pdf In China the printing was first in

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=bdfff1b5-e918-45b2-b487-618bf96fbf97

Question # 1 of 10 (Start time: 10:23:43 PM, 15 December 2022) Total Marks: 1

In China the printing was first invented in

Select the correct option

☐	1042 AD
☐	1043 AD
☐	1440 AD
☒	1041 AD

Click to Save Answer & Move to Next Question

Type here to search

10:24 PM 12/15/2022

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**It is difficult to interpret a book written
hundred years ago and extract the same
meaning as conveyed by the writer
because:**

The screenshot shows a web browser window with the following details:

- Address Bar:** <https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=9c4d3fc7-8aac-4146-ab96-ace4465e8708>
- Page Header:** Question # 2 of 10 (Start time: 10:24:22 PM, 15 December 2022) Total Marks: 1
- Question Text:** It is difficult to interpret a book written hundred years ago and extract the same meaning as conveyed by the writer because:
- Options:**
 - ☐ Writer failed to convey the actual message
 - ☐ Language used is difficult to understand
 - ☒ Book was written for some different audience
 - ☐ Words do not carry the same meaning through time and space
- Buttons:** A blue button at the bottom right says "Click to Save Answer & Move to Next Question".
- Taskbar:** The Windows taskbar at the bottom shows the search bar, task view, and several open applications (File Explorer, Edge, Word). The system clock shows 10:26 PM on 12/15/2022.

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Which of the following refers to messages that are transmitted through a medium (TV, newspaper, movie etc) to a large heterogeneous audience?

Quiz MCM101_handouts_1_4 Which of the following Messages transmitted l
https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=e55cbb88-1403-4f18-a3a2-354c21d3e8f0

Question # 3 of 10 (Start time: 10:26:15 PM, 15 December 2022) Total Marks: 1

Which of the following refers to messages that are transmitted through a medium (TV, newspaper, movie etc) to a large heterogeneous audience?

Select the correct option

☒	Mass communication
☐	Interpersonal communication
☐	Intrapersonal communication
☐	Group communication

Click to Save Answer & Move to Next Question

Type here to search 10:27 PM 12/15/2022

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Suppose you notice an old man trying hard to cross the road. You approach him and ask him “should I assist you in crossing the road?” This offer of yours is an effort to:

The screenshot shows a web browser window with the URL <https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=3ad428c9-7dad-40fd-a977-a7621005e5fa>. The page displays a quiz question titled "Question # 4 of 10 (Start time: 10:27:17 PM, 15 December 2022)" with a "Total Marks: 1" indicator. The question text is: "Suppose you notice an old man trying hard to cross the road. You approach him and ask him 'should I assist you in crossing the road?' This offer of yours is an effort to:". Below the question, there is a section titled "Select the correct option" with four radio button choices: "Persuade him", "Establish relationship with him", "Discover about old man", and "Help him out". The "Help him out" option is selected. At the bottom right of the question area, there is a blue button that says "Click to Save Answer & Move to Next Question". The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons.

Question # 4 of 10 (Start time: 10:27:17 PM, 15 December 2022) Total Marks: 1

Suppose you notice an old man trying hard to cross the road. You approach him and ask him "should I assist you in crossing the road?" This offer of yours is an effort to:

Select the correct option

- ☐ Persuade him
- ☐ Establish relationship with him
- ☐ Discover about old man
- ☒ Help him out

Click to Save Answer & Move to Next Question

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**When did the first radio broadcast in
United States go on-air?**

Quiz MCM101_handouts_1_4 When did the first radio broadcast in United States go on-air? Messages transmitted

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=b3080a43-fd6d-4b94-a897-c24bfa69c9b4

Question # 5 of 10 (Start time: 10:28:14 PM, 15 December 2022) Total Marks: 1

When did the first radio broadcast in United States go on-air?

Select the correct option

☐	1925
☐	1915
☒	1920
☐	1930

Click to Save Answer & Move to Next Question

Type here to search

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**Keeping in mind the background of
listeners in communication is:**

Quiz MCM101_handouts_1 Keeping in mind the ba Messages transmitted

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=e0d63d3c-9a0f-421d-8efc-0972400c8cf3

Question # 6 of 10 (Start time: 10:28:41 PM, 15 December 2022) Total Marks: 1

Keeping in mind the background of listeners in communication is:

Select the correct option

☐	Economic Context
☐	Emotional Context
☒	All of the given options
☐	Cultural Context

Click to Save Answer & Move to Next Question

Type here to search

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Which one of the following is the major drawback in Shannon and Weaver model?

The screenshot shows a web browser window with the following details:

- Browser Tabs:** Quiz, MCM101_handouts_1_4, Which one of the follow, Messages transmitted
- Address Bar:** <https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=cc617f9f-9922-47e4-9916-44b2ff903454>
- Question Header:** Question # 7 of 10 (Start time: 10:29:25 PM, 15 December 2022) Total Marks: 1
- Question Text:** Which one of the following is the major drawback in Shannon and Weaver model?
- Options:**
 - ☒ Interpretation of message
 - ☐ Feedback
 - ☐ Noise
 - ☐ All of the given options
- Buttons:** A blue button labeled "Click to Save Answer & Move to Next Question" is at the bottom right of the question area.
- Taskbar:** The Windows taskbar at the bottom shows the search bar, task view, and icons for File Explorer, Edge, Word, and other applications. The system clock shows 10:31 PM on 12/15/2022.

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**Which one of the following invented
radio?**

Quiz MCM101_handouts_1 Which one of the follow Messages transmitted

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=5f4f1edb-97ee-45be-89c4-7788d66925ab

Question # 8 of 10 (Start time: 10:31:21 PM, 15 December 2022) Total Marks: 1

Which one of the following invented radio?

Select the correct option

☒	Guglielmo Marconi
☐	Graham Bell
☐	George Stibitz
☐	Philo Farnsworth

Click to Save Answer & Move to Next Question

Type here to search

10:31 PM 12/15/2022

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**Which of the following medium enable
any common man to be the source of
mass communication?**

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Quiz MCM101_handouts_1_4 Where the Message is Messages transmitted

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=e09cc6ef-d862-4893-bd78-98998987142c

Question # 10 of 10 (Start time: 10:33:33 PM, 15 December 2022) Total Marks: 1

Where the Message is used at large scale to acquire commercial benefit?

Select the correct option

☒	Advertising
☐	None of the given options
☐	Propaganda
☐	Public Relations

Click to Save Answer & Move to Next Question

Type here to search

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Quiz MCM101_handouts_1_4 Which of the following Messages transmitted

https://vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=b81a8454-1c89-48d6-97e3-5acfe17ab0ed

Question # 9 of 10 (Start time: 10:31:41 PM, 15 December 2022) **Total Marks: 1**

Which of the following medium enable any common man to be the source of mass communication?

Select the correct option

☒	Television
☐	Newspaper
☐	Radio
☐	Computer

Click to Save Answer & Move to Next Question

Type here to search

10:33 PM 12/15/2022

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**There is all are 100% right solved
But there is a little chance of any
mistake**

**Please If You find any mistake then also
let us to Know**

Muhammad Zaman

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JazakAllaH

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