

MAC111 List of eExam Questions in the Bank

Latex formatted questions may not properly render

Q1 Analysis can be defined as the process of extracting from facts observed.

Q2 Propagation of violence and is one of the negative impact of the television in mass communication.

Q3 successfully transmitted electromagnetic waves without any form of conduit.

Q4 was modified into multi step flow.

Q5 While communication defines our culture, culture defines .

Q6 One of the advantages of oral communication is it is a learnable and improvable human activity. YES/NO

Q7 The British Psychologist _proposed the play theory dividing man's activity into work and play.

Q8 The basic components of interpersonal communication are Sender, Feedback, Receiver and

Q9 The theory states that media messages pass through opinion leaders to opinion followers.

Q10 Without _, transaction of business and trade cannot take place.

Q11 communication is a form of communication that occurs among a small number of people for the purpose of solving problems.

Q12 The function of the press gives the mass media the opportunity to keep an eye on the activities of the government and other stakeholders.

Q13 Proximity is one of the characteristics of mass communication. YES/NO

Q14 Netcasts can be listened to from anywhere in the world regardless of the place of origin. YES/NO

Q15 The term inferential feedback was coined by .

Q16 A gatekeeper performs three major functions. YES/NO

Q17 Transnational, Continental and are types of news agencies today.

Q18 founded the first newspaper published in Germany.

Q19 Most Nigerians prefer reading books or newspaper to watching television or listening to radio. YES/NO

Q20 has incorporated a three dimensional form of information into the media world.

Q21 The origin of Public Relation could be traced to the __.

Q22 The internet, radio and television are all regarded as examples of mass media. YES/NO

Q23 is a type of film that presents an event or person with or without fiction based on facts.

Q24 The tragic story of the popular sea story of the Titanic happened on the 15th of April __.

Q25 The helps to provide advantageous information on current affairs.

Q26 The first magazine was published in the year __.

Q27 The reading culture is widely embraced in Nigeria. YES/NO

Q28 The Value Change Theory is used to induce attitudinal and changes.

Q29 is known as the inventor of radio.

Q30 In column and pages of the new paper the correlation function of the press is best illustrated.

Q31 Functional meaning of communication can be grouped into major areas.

Q32 The word television is a hybrid word gotten from both and Latin.

Q33 The tragic story of the popular titanic is a fiction YES/NO.

Q34 is always delayed in the process of communication.

Q35 The theory that describes an ideal way for media systems to be operated and structured is theory

Q36 The concept of broadcasting originated from __.

Q37 Papyrus was employed as a medium of writing in the ancient Roman and Greek world. True or false

Q38 In what year did the first Gutenberg bible appear

Q39 Theories are derived through a process known as method

Q40 The transmission of electromagnetic waves sent into space is known as __.

- Q41 As part of the unique features of communication it distinguishes the living from the ____.
- Q42 The first oldest known Printing Press is ____.
- Q43 The positive function of mass communication outweighs the negative function. YES/NO
- Q44 ____ is interference that keeps message from being understood to have an effective communication.
- Q45 The communication process involves ____ number of stages.
- Q46 The key to how humans communicate is known as ____.
- Q47 ____ began to publish American magazine in the United State of America.
- Q48 ____ says that theories enables us to put facts in perspective.
- Q49 The model that used ripples of pebble to describe the flow of communication is
- Q50 The correlation function of mass communication is also known as function of the press
- Q51 The avenue through which the message is transmitted to the receiver is ____.
- Q52 The media outfit that can produce both speech and sound is ____.
- Q53 The full meaning of agency with the acronym NAN is ____.
- Q54 The full meaning of BON is ____.
- Q55 ____ is the reaction of the receiver to the message received, in form of feedback.
- Q56 ____ and Telephone are early predecessors of radio.
- Q57 Culture defines our ____.
- Q58 The soviet communist theory allows organisation of the press along the lines of political conflicts. YES/NO
- Q59 The full meaning of the news agency with the acronym UPI is
- Q60 ____ were called specials during the civil wars.
- Q61 One of the characteristics of mass communication is permanency. YES/NO

Q62 Mass communication messages are heterogenous means

Q63 Severin and both highlighted some differences in the way in which communication can be received.

Q64 _was the first successful newspaper in the world.

Q65 The sterling Manhattan Cable Company launched its Home Box Office in the year _.

Q66 Mass communication messages are because they are fast.

Q67 The mass media enforce the basic norm and value of the society through their Reportage of cultural issues and event. YES/NO

Q68 Films that are in function helps to purge people of negative emotion

Q69 is the film's primary creative authority and is ultimately responsible for virtually everything that appears on the screen

Q70 is the artist and technician that is responsible for the photographic look of the film

Q71 The acronym ICT means

Q72 idea of a global village is made possible by the emergence of the Internet

Q73 has to do with commercial persuasion.

Q74 is defined as any of the consequences of mass media operation, whether intended or not, that has effectiveness and the capacity to achieve given objectives.

Q75 Media effect could be assessed at individual level. YES/NO

Q76 Amongst the functions of interpersonal communication it is said to be desirous for many reasons which includes the following except _.

To lose information

To establish identity

Interpersonal needs

To gain experience

Q77 Non –verbal communication is characterised by the following except _.

Not culturally determined

May conflict with verbal message

Largely unconscious

Shows your feeling and attitudes

Q78 An advantage of written communication is ____.

- Provides opportunities for record keeping
- Delays feedback
- Requires laborious exercise
- It is capital intensive

Q79 The following are types of oral communication except ____.

- Auditory communication
- Speech communication
- Discussion communication
- None of the above

Q80 The first printing press was established in North America in ____.

- 1935
- 1037
- 1938
- 1940

Q81 Communication between two or more nations across international boundaries is known as

- Cross cultural communication
- International communication
- Media communication
- None of the above

Q82 ____ is a type of non verbal communication

- Selection
- Language
- Vocalics
- None of the above

Q83 What is non verbal communication?

- Any communication that is communicated without using words
- Communication that involves conversation
- Communication that provides instantaneous feedback
- Communication that satisfy man's needs and desire

Q84 The following are steps of oral communication except ____.

- Dialogue
- Voice communication
- Locution
- Soliloquy

Q85 As one of the disadvantages of oral communication it is possible that it lacks ____ .

- permanence
- communication
- direction

None of the above

Q86 The following are different forms of potent barrier to an effective communication except

- Physical noise
- Psychological noise
- Physiological noise
- Typical noise

Q87 By nature, mass communication audience has four peculiar features namely

- Big ,heterogeneous, anonymous, simultaneous
- Large,anonymous,heterogeneous,simultaneous
- Message,sender,receiver,feedback
- None of the above

Q88 The following are types of film except ___.

- Comedy
- Tragedy
- Adventure
- Actors

Q89 Andrew Bradford began publishing American magazine in the year ___.

- 1738
- 1754
- 1741
- 1887

Q90 The following is not one of the basic function of mass communication

- social interaction
- business and trade
- social and political development
- co habitation

Q91 The media theory that advocates support for an existing political regime that brings about national economic development is ___.

- Development media theory
- Soviet communist media theory
- Authoritarian media theory
- Dinnosance theory

Q92 The magic bullet theory is also known as ___.

- Social responsibility theory
- Hypodermic needle theory
- Authoritarian theory
- Development media theory

Q93 ___ is a form of noise that comes from within as a result of poor mental attitude, depression and emotional stress

- Physical noise

Linguistic noise
Psychological noise
None of the above

Q94 The following dates are important in the history of book production except

____.
7th to 10th century
7th to 13th century
13th to 15th century
15th to 16th century

Q95 In England Corantos, one page news sheets were printed in English in Holland in ____.

1610
1620
1630
1756

Q96 Before the advent of books in the invention of writing the Egyptian alphabets appeared as ____.

Cuneiform
Hieroglyphics
Greek
All of the above

Q97 Disadvantages of interpersonal communication causes ____.

Pressure for exposure
Increased obligation
Increased insulation
All of the above

Q98 One can overcome the barriers of an effective interpersonal communication by

Listening actively
Simplifying language
Constrain emotions
All of the above

Q99 Oral communication succinctly means ____.

Communication by gestures
Communication by word of mouth
Communication by both gestures and mouth
None of the above

Q100 The following are the instruments of authoritarian control of the media except ____.

Heavy taxation
Direct and subtle control of staff
Largely owned

Freedom to publish

Q101 The above theory advocates the complete domination of the media by__.

- Government
- Citizens
- Individuals
- Social groups

Q102 ____media theory is the oldest press.

- Authoritarian
- communist
- democratic
- None of the above

Q103 Communication is ever described to be __.

- Flexible
- Unifying
- Fixed
- Static

Q104 The Russian Revolution is based on the postulates of __ and __

- Marx and Aristotle
- Aristotle and Socrates
- Marx and Engels
- Carl and Marx

Q105 What are the 3 major functions of the gatekeepers?

- limiting, expanding,re-organizing
- Developing, expanding,re-interpreting
- limiting,extending,re-arranging
- expanding,delaying,organizing

Q106 For any communication to be mass communicated, it must be disseminated through a mass medium such a __.

- vendors, channels, news
- gatekeeper, editor, producer
- radio, television, newspaper
- television,magazine,editors

Q107 In mass media organizations, the gatekeepers are usually the __.

- editors
- messengers
- co- writers
- directors

Q108 Among the features of mass communication __ is not inclusive.

- mass communication
- impersonal and personal communication
- delay feedback

the interpreter

Q109 ___, defined mass communication as the process of creating shared meaning between the mass media and their audience

Stanley Brown
John Bittner
Paul Newman
Angelo Dundee

Q110 Mass communication means ___

disseminating information or messages to a small set of receivers.
spreading of news to a particular set of people
sending information to a class of people
sending messages through mass media to a large number of people

Q111 “Omoba” cartoon strip in “punch” newspaper is a good example of ___ function of the mass media

Entertainment
Cultural transmission
Correlation
Status conferral

Q112 Under the correlation function of the press the press helps to ___

Advise the press
Inform the public
Seek the opinion of the public
Monitor public opinion

Q113 The ___ function of mass communication is synonymous to ___ role of the press

Judgement and monitoring
Surveillance and watchdog
Correlation and correcting
None of the above

Q114 The function of the mass media is divided into ___.

Four
Five
Six
Seven

Q115 ___ emerged as a result of conflict between professionalism and self regulation of the press for greater regulation of the media

Authoritarian media theory
Social responsibility media theory
Normative theory
Libertarian theory

Q116 The Libertarian media theory prescribes ___.

That an individual does not have the authority to publish
That an individual should be free to publish
A&B above
None of the above

Q117 The 3 distinguishing features of Mass Communication includes the following except ___.

Nature of experience
The communicator
The communicating experience
The feedback

Q118 The concept of gatekeeper was first coined by ___.

Jonathan Swift
Abraham Maslow
Charles Darwin
Kurt Lewin

Q119 The gatekeepers could be defined as ___

a person that writes the editorial reports
individual group of persons who govern the travel of news items in the community channel
resource people
news reporters

Q120 The 3 distinguishing features of mass communication includes the following except ___.

nature of experience
the communicator
the communicating experience
the feedback

Q121 The only media legally subjected to been censored in most countries is ___

Radio broadcast
Newspaper
Motion pictures
Home video

Q122 The broadcast brand of Radio Lagos is ___.

90.9fm
108.5fm
107.5fm
10.5fm

Q123 Which of the following is a broadcast media outfit

Radio
New Nigeria
Cable television
The Punch

Q124 An example of internet “ search “ engine is

- Mamma. Com
- www.com
- Goggle
- 4.shared .com

Q125 An example of newspaper in Nigeria is

- Tell magazine
- Encomium
- Ovation
- The guardian

Q126 The following is the reason for studying communication except

- it will improve the way others see you
- improve on life skill
- improve on the way you view yourself
- improve your communication pattern

Q127 Three parallel parts mentioned by Aristotle for an effective communication to take place includes the following except

- speaker
- person addressed
- subject
- channel

Q128 Communication is derived from the Latin word __, which means __.

- Communicare—to communicate
- Communido--community
- Communis—comm-on
- Communis--common

Q129 The four working principles of soviet press in soviet communist media theory include __.

- Freedom, mass culture, truthfulness, partiality
- Truthfulness, impartiality, disagreement, mass culture
- Partiality ,commitment, hard work , mass culture
- Truthfulness, partiality, commitment to the people, mass culture

Q130 Theory and research are closely related through the __.

- Observation
- Scientific method
- Laws binding on them
- Hypothesis

Q131 Detectives formulate ____ to unravel a case.

- theories
- laws
- A&B above

None of the above

Q132 Characteristics of theory includes ____.

- Scientific criteria
- Scientific and aesthetic criteria
- Humanistic resolution
- None of the above

Q133 What are the names of the scholars that designed the HUB model

- Hiebert, Ungrait, Bohn
- Herbert, Ungrait, Bragn
- Helen, Uraine, Borham
- All of the above

Q134 Communication can only take place when the source's and ____.

- Channel's fields of experience occurs
- Destination's fields of experience overlap
- Feedback takes place
- None of the above

Q135 Schramm's model of communication posits that communication is ____ and ____.

- Interpersonal and intrapersonal
- Local and interactive
- Interactive and interpretative
- Understanding and limited

Q136 Theories help to ____

- Investigate
- Educate on topical issues
- Inform
- Manage

Q137 The full meaning of PANA is ____.

- Peoples Association of Nigeria
- Portuguese Agency Network Agency
- Pan African News Agency
- Pan Activity News Agency

Q138 Advertising is derived from the Latin word ____ which means ____.

- Ad vertere--- to turn the mind towards
- Vertere ad---- to backaway from
- ad vertico---- to advertise
- ad venio---to come to

Q139 ____ proposed the verbal model of describing the way communication works

- Aristotle
- Lasswell

Shannon
Weaver

Q140 The great philosopher Aristotle called the study of communication __
message sending
criticism
rhetoric
analysis

Q141 We can identify __ no. of elements in the communication process
five
six
seven
eight

Q142 Gatekeeping means __.
editorial works
general duties
filtering process
news checking

Q143 From the perspective of mass communication as an art, we consider the communicator's
intuition
fifth sense
creative abilities
reasoning

Q144 Which of the following represent the correct flow of communication process?
Source,message,channel , receiver
Message,channel,receiver ,feedback
channel,message,feedback,receiver
source,receiver,message,channel

Q145 The potent barrier to an effective communication is known as __
physical sound
noise
mental noise
sound

Q146 __ provides the link that enables the sources and the receiver to communicate
message
receiver
channel
feedback

Q147 What could be the reason for communication to take place?

stimulus
Interlink
Initiator
Information

Q148 Fidelity refers to ____.
the Hi-fi printed on electronic products
the name of a bank
the exactitude
channel

Q149 Messages of mass communication coming in handy and has a medium through which the message could be passed and carried from one place to the other is known as ____
portability
personal messages
mobility
proximity

Q150 communication is made up of the following except ____.
Universal in nature
Static
Intact
Always changing

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