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B.A. (Advanced), First Semester, Examination (NC) (March 2017)

Subject Code : UA01CEJM06

Day: Wednesday

Total Marks : 60

Q 1.	Answer all the multiple choice questions. Each question carries 1 mark. (Total 15)
1.	Hypodermic needle Model assumes that.....
	a. The message has direct impact on receiver b. The message has limited impact on receiver c. Receivers are active d. Feedback is immediate
2.	Communication involved during a job interview is a formal communication.
	a. True b. False
3.	Fill the gap in the process of Laswell's model of communication – Who → _____ → In Which Channel → To Whom → With What Effect
	a. When it happened b. Says What c. How it happened d. None of the above
4.	What is the role of "C" in Westley and MacLean's Model?
	a. Advocacy role b. Gate keeping role c. Behavioural role d. Orientation role
5.	The purpose of communication in Newcomb's ABX Model is to maintain _____.
	a. Peace in society b. Progressive communication c. Equilibrium within the social system d. Propaganda
6.	Whose name is associated with SMCR Model?
	a. George Gerbner b. Theodore Newcomb c. Wilbur Schramm d. David Berlo
7.	The first stage of Listening process involves
	a. Hearing b. Remembering c. Responding d. None of these
8.	Cues are signals that are transmitted without the use of sound is called as _____.
	a. Verbal Signs b. Non Verbal Signs c. Messages d. None of them
9.	Those who listen to a speaker are:
	a. Audience b. Listeners c. Addressees d. All of them

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SARDAR PATEL UNIVERSITY
F.Y.B.A. (ADVANCED ENGLISH MEDIUM)
(FIRST SEMESTER) (CBCS) NC EXAMINATION 2017 (NC)

UA01CEPS03: Introduction to psychology –I

Tuesday, 14th April, 2017

Time: 2.00 to 4.00 p.m.

Total Marks: 60

Q.1 Multiple choice questions

15marks

1. The "father" of psychology and founder of the first psychological laboratory was
 - a. Wilhelm Wundt.
 - b. Sigmund Freud.
 - c. John B. Watson.
 - d. B. F. Skinner.
2. Memories are permanently stored in
 - a. LTM
 - b. Sensory
 - c. STM
 - d. none
3. Among the following situations, the one that would be easiest to recall is
 - a. A small beautiful passage
 - b. series of events in a logical order
 - c. material committed to memory
 - d. an event causing intense emotional disturbance.
4. Psychology is
 - a. the study of human origins, evolution, and cultures.
 - b. the scientific study of behavior and mental processes of any living creature.
 - c. a natural science integrating physiology and neurology.
 - d. the deductive study of forms and functions of human groups.
5. The independent variable in an experiment is
 - a. the subject himself.
 - b. a measure of the subject's behavior.
 - c. the variable that the experimenter chooses to manipulate.
 - d. any unwanted variable that may adversely affect the subject's performance.
6. The kind of therapy developed by Freud is called
 - a. Gestalt therapy.
 - b. psychoanalysis.
 - c. behavior modification.
 - d. S-R therapy.
7. Psychology is considered a science because it
 - a. gains information through new methods and technology.
 - b. accepts what seems plausible and sensible.
 - c. relies on direct observation and measurement of behavior.
 - d. studies animal as well as human behavior.
8. Which of the following is a more sensitive measure of memory?
 - a. Recall
 - b. Relearning
 - c. Reintegration
 - d. Recognition

(P.T.O.)

9. "The whole is greater than the sum of its parts" is represented by which of the following?

- a. the Gestalt psychologists.
- b. the behaviorists.
- c. the structuralists.
- d. the functionalists.

10. According to Woodworth and Schlosberg memory span method the size is found to be

- a. 7± 2
- b. 2 to 9
- c. 5 to 13
- d. 5 to 11

11. Some topics in psychology are difficult to study because

- a. they overlap with other fields, such as law and business.
- b. of ethical considerations.
- c. advanced technology that measures brain waves is not available.
- d. of a lack of interest in human behavior.

12. In an experiment to find out if taking ginseng increases IQ scores, the IQ scores would be

- a. the independent variable.
- b. a control variable.
- c. an extraneous variable.
- d. the dependent variable.

13. The capacity of sensory register as compared to the short term store is

- a. more
- b. less
- c. same
- d. insignificant

14. Standardized interview is known as _____

- a. Formal
- b. informal
- c. Interview
- d. none of it

15. The goals of psychology are to

- a. develop effective methods of psychotherapy.
- b. describe, predict, understand, and control behavior.
- c. explain the functioning of the human mind.
- d. compare, analyze, and control human behavior.

Q.2. What is learning? Describe classical and operant conditioning. 15 marks

OR

Q.2. Define memory and illustrate information processing model of memory.

Q.3. Explain observation and experimental methods in detail. 15 Marks

OR

Q.3. Define Psychology and elucidate branches of psychology

Q.4 Write Short note (any two) 15 marks

- 1. Goals of Psychology
- 2. Stages of memory
- 3. Insight learning
- 4. Survey method

X

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SARDAR PATEL UNIVERSITY

B.A. (Advanced), First Semester, Examination (NC) (March 2017)

Date: 16-03-2017, Day: Thursday Time: 2 pm to 4 pm Total Marks : 60

Paper Title: DEVELOPMENT OF MEDIA-I, Subject Code: UA01EEJM01

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Find the odd one out- Tohfath-al-Muwahiddin, Manzarat-ul-Adiyan, SambadKaumudi, MiratanAkhbar			
a] Tohfath-al-Muwahiddin	b] Manzarat-ul-Adiyan	c] SambadKaumudi	d] MiratanAkhbar
2) Given below are two statements in context of development of media in India. Assertion (A) and Reason (R). Study and answer Assertion (A): The Spanish ship carrying the press was given approval by the emperor of Abyssinia Reason (R): The request for printing press was made in around 1546			
a] Both A and R are true and R is the correct explanation of A	b] Both A and R are true but R is not the correct explanation of A	c] A is true but R is false	d] A is false but R is true
3) Which of the following does not hold true in context of second press commission?			
a] Establishment of Newspaper Development Corp.	b] PCI could deny accreditation	c] Editor take the responsibility of all matter published	d] Justice J R Mudholkar
4) The first ever train in India ran between?			
a] Thane-Bombay 1854	b] Thane-Bombay 1853	c] Bombay- Thane 1854	d] Bombay- Thane 1853
5) Given below are two statements. Study and answer (i) The Government resorted to cutting off the electricity of newspaper off during Emergency: Das Commission (ii) 253 journalists were arrested during the state of Emergency: Shah Commission			
a] Both are true	b] Both are false	c] Only (i) is true	d] Only (ii) is true
6) Which of the following is a misfit?			
a] LokmanyaTilak- Keshari	b] Bengal Gazette- Peter Read &Hicky	c] M K Gandhi- Young India	d] Raja R M Roy- Tohfath al Muwahiddin
7) National Press Day is celebrated on?			
a] PCI's formation day	b] PCI's first working day	c] RNI's execution day	d] NOTA
8) Who was the Prime Minister of India in December 1984 during the gas tragedy of Bhopal?			
a] Morarji Desai	b] Rajiv Gandhi	c] Indira Gandhi	d] AB Vajpayee
9) Who was the governor general of India when the first train was introduced?			
a] Robert Clive	b] Lord Dalhousie	c] Warren Hastings	d] Lord Wellesley

10) Which of the following is the correct full form of RNI?			
a] Registers of Newspapers of India	b] Registrar of Newspapers in India	c] Registration for Newspapers of India	d] Registered Newspapers of India
11) Given below are two statements in context of Radio. Assertion (A) and Reason (R). Study and answer Assertion (A): Radio is a blind medium Reason (R): The presenter has to create a visual scenario for whatever he/she speaks on mic			
a] Both A and R are true and R is the correct explanation of A	b] Both A and R are true but R is not the correct explanation of A	c] A is true but R is false	d] A is false but R is true
12) Which two stations were inaugurated at the launch Indian Broadcasting Company?			
a] Bombay, Delhi	b] Bombay, Calcutta	c] Bombay, Madras	d] Bombay, Hyderabad
13) Akashvani = AIR			
a] True		b] False	
14) Which of the following related to communication is a misfit?			
a] Rowland M Stephenson- Railways	b] O' Shaughnessy- Telegraph	c] Lord Wellesley- PWD	d] William Bethink- Roads
15) When did Indian Broadcasting Company start?			
a] 1927	b] 1924	c] 1926	d] 1925

Q2: (I) Write a detailed note on First and Second Press Commissions of India formed in 1952 and 1978 respectively	15
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OR

Q2: (II) Write a note on role of press for Indian freedom struggle	15
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Q3: (I) Comment in detail on the characteristics of radio as a medium of mass communication	15
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OR

Q3: (II) Comment on colonialism and development of communication in India	15
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Q4: Write short notes on any two. Each question carries 7.5 marks.	15
1) Press during Emergency 2) James Augustus Hicky 3) Newspaper vs News Agency 4) Raja Ram Mohan Roy's contribution to Journalism	

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SARDAR PATEL UNIVERSITY

BA (ADVANCED) (FIRST SEMESTER)(NC) MARCH:2017

DAY, DATE: FRIDAY, MARCH 17, 2017

UA01EEJMO2: PRINT MEDIA-I (REPORTING AND EDITING)

TIME: 02.00PM TO 4.00PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (MCQs)

15

- 1. NDTV stands for New Delhi Television**
a. True b. False
- 2. Serif and Sans-serif are the types of Newspapers**
a. True b. False
- 3. Do we have absolute "Freedom of Expression"?**
a. Yes b. No
- 4. What is "Dateline" in the news story?**
a. Place of origin and date story
b. The time when a story must be completed
- 5. "My Experiments with Truth" is an autobiography of**
a. Gandhi b. Nehru c. Mahadev Desai d. Morarji Desai
- 6. Which film won the best movie award in Oscar 2017?**
a. La La Land b. Lion c. Moonlight d. None of these
- 7. Features can also be concluded**
a. True b. False
- 8. A case of House breaking can be registered under IPC,**
a. 302 b. 445 c. 307 d. None of these
- 9. Who is the speaker Gujarat Vidhansabha (Assembly)?**
a. Sumitra Mahajan b. Hamid Ansari
c. Raman Vora d. Ganpat Vasava
- 10. Supplementary questions can't be asked in respect of Starred Questions**
a. True b. False
- 11. How many questions/day can be listed for verbal answers in Parliament?**
a. 20 b. 230 c. 60 d. 270
- 12. Who is the Party President of BJP in Gujarat?**
a. Jitu Waghani b. Amit Shah c. RC Faldu d. Rajanath Singh
- 13. Uttar Pradesh has both-State Council as well as State Assembly**
a. True b. False
- 14. Demonetization in India was announced by Governor of RBI**
a. True b. False
- 15. Who is the Defense Minister of India?**
a. Rajnath Singh b. Manohar Parikar c. Arun Jatley d. None of these

(1)

(P.T.O.)

Q: 2 What is Interpretative Reporting? Prepare interpretative report on Prime Minister Modi's recent visit to Somnath Temple in Gujarat **15**

OR

Q: 2 What is 'Inverted pyramid' structure for news? Describe **15**

Q: 3 Describe Court Reporting **15**

OR

Q: 3 Prepare a note on basic ingredients of New Reporting **15**

Q: 4 Short notes (Any two) **15**

- (a) Beat Journalism
- (b) Types of Reporting
- (c) Basics of Editing

— X —

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SARDAR PATEL UNIVERSITY

B. A. (Advanced English Medium) (NC)

1st Semester under CBCS

Subject : Basic Computer Applications

Course : UA01FECA02

Max. Marks : 60

Date: 10/03/2017, Friday

Time : 2 pm to 4 pm

Q.1 Select best option from the following multiple choice questions. [15]

- 1 Which of the following shortcut key is used for bold text?
a) Ctrl + B
b) Alt + B
c) Ctrl + S
d) Alt + S
- 2 Which of the following is example of input device?
a) Mouse
b) Barcode reader
c) Keyboard
d) All of these.
- 3 Which of the following is example of output device?
a) Speaker
b) Monitor
c) Printer
d) All of Above.
- 4 Which of the following is example of system software?
a) MS Word
b) Tally
c) Compiler
d) MS Paint
- 5 The _____ command is used to list all files and directories.
a) MKDIR
b) DIR
c) CHDIR
d) None of These.
- 6 The full form of RAM is _____.
a) Random Accept Memory
b) Read Arithmetic Memory
c) Random Access Memory
d) None of these.
- 7 Which one of the following is example of operating system?
a) MS Word
b) Window XP
c) MS Excel
d) MS Paint
- 8 The _____ is the set of instructions that tells hardware to perform task.
a) Utility
b) Software
c) Hardware
d) None of these.
- 9 The full form of CD is _____.
a) Concept Disk
b) Concern Disc
c) Compact Disc
d) All of Above.
- 10 The full form of DVD is _____.
a) Digital Visual Disk
b) Digital Virtual Disk
c) Digital Versatile Diskette
d) Digital Versatile Disc
- 11 The full form of WAN is _____.
a) Wide Area Network
b) Western Area Network
c) Wide Area Net Log
d) Wide Antenna Network.

- 12 The base of binary number system is _____.
 a) 2 c) 8
 b) 4 d) 16
- 13 1 MB is equal to 1024 _____.
 a) MB c) GB
 b) KB d) TB
- 14 The _____ is not the type of the computer.
 a) Super Computer c) Mainframe Computer
 b) Expert Computer d) Personal Computer.
- 15 Floppy disk is an example of _____ storage.
 a) Optical c) Silicon
 b) Magnetic d) None of These.

Q.2 What is an Operating System? Explain all the major operating systems. [15]
 Explain the following DOS command with example.
 1. DIR 2. CHDIR 3. COPY 4. MKDIR 5. RD

OR

Q.2A What is Computer? List and Explain types of Computers and its uses. [10]

Q.2B Write difference between System Software and Application Software. [05]

Q.3 Draw the block diagram of computer system. Explain all components of computer system with memory in detail. [15]

OR

Q.3A Write a note on input and output devices in detail. [10]

Q.3B Explain following term. [05]
 1. Data 2. Information 3. Knowledge 4. Database 5. DBMS

Q. 4 Write short note on the following : (Any Two) [15]

- 1) Binary Number System and Octal Number System
- 2) The Internet
- 3) Transmission Media (Guided and Unguided Media)
- 4) LAN, MAN, WAN

— X —
 (2)