

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Summer 2018 – 19 Examination

Semester: 1
Subject Code: 15103102
Subject Name: Mass Media & Society

Date: 01/05/2019
Time: 2:00pm to 4:30 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Sociology is
 - (a) Social science (c) Abstract science
 - (b) Pure science (d) All of the above
2. What is deeply rooted social institution in India?
 - (a) Caste system (b) Race
 - (c) Government (d) Education system
3. Nationality is
 - (a) Subjective (b) Objective
 - (c) Both a & b (d) None of the above
4. is a discipline in social sciences concerned with the human society and human social activities.
 - (a) Psychology (c) Biology
 - (b) Sociology (d) Social work
5. What is a characteristic feature of an institution?
 - (a) Culture (c) Traditions
 - (b) Language (d) Symbols
6. Animal society is mainly based on
 - (a) Protection (c) instinct
 - (b) Unity (d) culture
7. The caste stratification of the Indian society had its origin in the system.
 - (a) Division (b) Veda
 - (c) Trivarna (d) Chaturvarna
8. is one of the universal social institutions established to control and regulate the life of mankind
 - (a) Family (b) Caste system
 - (c) Marriage (d) Kinship
9. What is the smallest territorial group that can embrace all aspects of social life?
 - (a) Family (b) Community
 - (c) Society (d) Culture
10. The state is a organized people
 - (a) Ethnically (b) Ethically
 - (c) Territorially (d) Culturally
11. The Hindu society was divided into main varnas
 - (a) Five (b) Four
 - (c) Two (d) Three
12. A person in a social set up is bound to play a
 - (a) Status (c) Responsibility
 - (b) Role (d) Relation
13. The five basic institutions are the family, government, economy, education and
 - (a) Culture (b) Caste
 - (c) Religion (d) Region

14. Community is a Entity

- (a) Intangible (c) Natural
(b) Unnatural (d) Man-made

15. Rural urban linkage is always a approach to deal with the relationship between rural and urban area.

- (a) Lateral (c) Static
(b) Unidimensional (d) Dynamic

16. Which is the oldest permanent community of man?

- (a) Group (c) Society
(b) Village (d) Town

B. Answer in short. (Each of 01 mark)

(07)

1. Define Sociology
2. Name the types of village community.
3. What is social structure?
4. What is a social institution?
5. Name the four varnas into which the Hindu society was divided.
6. What is cultural diversity?
7. What is a tribe?

Q.2 Answer the following.

A. Women are considered minorities. Comment.

(04)

B. Enlist the differences between nation and state.

(04)

C. Explain the term 'cultural languages'.

(04)

OR

C. What is 'status' and 'role'? How are they inter-related?

(04)

Q.3 Answer the following.

A. Analyse the portrayal of caste in media/films with examples.

(05)

B. What does an institution refer to in sociology? List the characteristics of institutions.

(05)

C. Enlist and explain the elements of community.

(05)

OR

C. Enlist the differences between an institution and association.

(05)

Q.4 Answer the following.

A. What is Sociology? Explain the nature of sociology in detail.

(06)

B. Define and explain Family, Joint Family, and Kinship.

(06)

C. What is religion? Is it perceived differently by different people? Explain and give examples of portrayal of religion in media.

(06)

OR

C. What is Cultural pattern, cultural trait and cultural complex?

(06)