

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

Semester: I
Subject Code: 15103102
Subject Name: Mass Media and Society

Date: 28/11/2018
Time: 10.30 am to 1.00 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. 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

2. is the patterned social arrangements in society that are both emergent from and determinant of the actions of the individuals.

- (a) Community (c) Social structure
 (b) Society (d) Group

3. Sociology is

- (a) Social science (c) Abstract science
 (b) Pure science (d) All of the above

4. Animal society is mainly based on

- (a) Protection (c) Culture
 (b) Unity (d) Instinct

5. Community is a entity

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

6. The five basic institutions are the family, government, economy, education and

- (a) Culture (b) Caste
 (c) Religion (d) Region

7. Sociologists often reserve the term to describe normative systems

- (a) Group (b) Institution
 (c) Social structure (d) Culture

8. Which of the below social institutions are complimentary to each other?

- (a) Marriage & Caste (b) Family & Caste
 (c) Group & Association (d) Marriage & Family

9. Statehood is

- (a) Subjective (b) Objective
 (c) Both a & b (d) None of the above

10. A cluster of related cultural traits is called

- (a) Culture complex (b) Cultural pattern
 (c) Cultural area (d) Cultural grouping

11. Inequality in terms of sharing power between two ethnic groups results into

- (a) Groupism (b) Mutual understanding
 (c) Division (d) Conflict

12. The state is a organized people

- (a) Ethnically (b) Ethically
 (c) Territorially (d) Culturally

13. is a group of people organized for a particular purpose or a limited number of purposes.

- (a) Society (c) Association
(b) Community (d) Culture

14. is a discipline in social sciences concerned with the human society and human social activities.

- (a) Psychology (c) Biology
(b) Sociology (d) Social work

15. Which is the oldest permanent community of man?

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

16. A refers to a category of people who experience relative disadvantage as compared to members of a dominant social group.

- (a) Minority group (c) Majority group
(b) Community (d) OBCs

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

(07)

1. Define a group.
2. Define Sociology
3. What is a cultural area?
4. What are the two peculiar features of the village community?
5. Name the four varnas into which the Hindu society was divided.
6. What is a tribe?
7. What is a social institution?

Q.2 Answer the following.

A. Write a note on primary institutions.

(04)

B. Write a note on the tribal society.

(04)

C. Women are considered minorities. Comment.

(04)

OR

C. Write a note on women and education with examples.

(04)

Q.3 Answer the following.

A. Enlist the differences between an institution and association.

(05)

B. Depict the portrayal of caste in media/films with examples.

(05)

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

(05)

OR

C. Explain the meaning of 'Association' and highlight its elements.

(05)

Q.4

A. Write a note on the portrayal of dalits and other backward classes in media.

(06)

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

(06)

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

(06)

OR

C. Define Family, Joint Family, and Kinship.

(06)