

CHAPTER 6

MARKET AND COMMUNICATION SYSTEM

I. One marks Questions

1. Is market a social institution? (U)
2. Give one example for market. (U)
3. Who is the author of 'Wealth of Nations'? (K)
4. Who used the term an 'Invisible hand'? (K)
5. Who supported the idea of a 'free market'? (K)
6. Who advocated for Laissez-faire? (K)
7. What is another name for 'free market'? (K)
8. Who is the author of "Asian Drama"? (K)
9. Give one example for a tribal weekly market. (U)
10. Name the tribes found in Bastar ? (K)
11. Who studied the Dhorai market ? (K)
12. Where is Dhorai ? (K)
13. Give an example for caste based market. (U)
14. Who trade in the central part of Dhorai ? (K)
15. Who trade in the outer circle of Dhorai ? (K)
16. On what day Dhorai weekly market takes place? (K)
17. State a feature of market. (K)
18. Mention any one of product exported in Ancient India. (K)
19. Give an example for caste based trading community? (U)
20. Who are business class according to Varnashrama system ? (K)
21. Which is the major occupation of Banias ? (K)
22. Give an example for known business community in India. (U)
23. Give any one example for leading industrial families of India. (U)
24. Which is the world's biggest annual live-stock fair? (K)
25. In which month Pushkar annual fair takes place? (K)
26. How many days Pushkar annual fair celebrates? (K)
27. In which state, Pushkar annual fair celebrates? (K)
28. Give an example for Socio-Religious -Economic importance annual fair in Karnataka. (U)
29. Mention another name of virtual market. (K)
30. Who introduced the concept of 'Teleshopping'? (K)
31. In which year the concept of Teleshopping introduced ? (K)
32. Expand WWW. (K)
33. Who created World Wide Web? (K)
34. Who introduced the virtual marketing site? (K)
35. Mention any one online site. (K)
36. Who introduced the concept 'Mcdonaldization' ? (K)
37. Who studied the 'Mcdonaldization of society'? (K)
38. Write any one principles of 'Mcdonaldization'. (K)
39. Give an example for mass media. (U)
40. Mention any one function of mass media. (K)

41. Mention any one type of mass media. (K)
42. Who invented the printing press? (K)
43. Who started the prototype News service in Paris? (K)
44. Mention the first News Paper published in India. (K)
45. Who started Sambad- Kaumudi ? (K)
46. Who started Some Prakasha ? (K)
47. Which is the first News Paper Kannada? (K)
48. Who initiated the 'Mangalore Samachara ? (K)
49. Name any one Kannada NewsPaper published in pre – independent India. (K)
50. Mention any one leading Kannada News Paper. (K)
51. Who is considered as the 'father of Kannada journalism' ? (K)
52. Who started the weekly Magazine 'Vrutanta Chinthamani' ? (K)
53. Expand LAN. (K)
54. Who initiated the first Radio Station in Karnataka? (K)
55. Where did the first Radio Station start in Karnataka? (K)
56. Mention any one Akashavani stations in Karnataka. (K)
57. Where is the Headquarter of Akashavani in Karnataka? (K)
58. Where is the Headquarter of Akashavani in India? (K)
59. In which film the Radio is used as a medium of communication? (K)
60. Mention any one FM Radio. (K)
61. When did the Dooradarshan start in India? (K)
62. Which is the first programme telecasted in Dooradarshan ? (K)
63. Expand SITE. (K)
64. Expand TRP. (K)
65. Mention any one programme acclaimed revenue and fame for Dooradarshan. (K)
66. Mention any one News Channel of Kannada? (K)
67. Which is the first Kannada News Channel? (K)
68. Which Rural Development programme was experimentally introduced in Dooradarshan? (U)
69. What is called as 'People's meter'? (K)
70. Who regards 'television presents serious issue into an entertainment'? (K)
71. Mention any one English News Channel. (K)
72. Mention any one leading English News Paper. (K)
73. Expand DARPA. (U)
74. When did 'THE HINDU' News Paper start? (K)
75. In which department of United States of America the first internet service was used? (K)
76. Name the country which developed ARAPANET. (K)
77. Mention any one use of Internet. (U)
78. Mention any one uses of Social Networking Site. (U)
79. Expand SNS. (U)
80. Give an example for Social Networking Sites. (U)
81. Who is called as 'Media Tycoon'? (K)
82. Who introduced the 'Sensationalistic journalism'? (K)
83. Which is the most circulating daily English News Paper in the world? (K)
84. Who is the owner of 'News Corporation'? (K)
85. Which News Papers often called as 'National Dailies'? (K)
86. Give an example for 'National Dailies'. (U)

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87. Mention any one Indian based English News Channels. (K)
88. Which media created Global village? (U)
89. Who said that 'electronic media is creating a global village'? (K)
90. Mention the book written by Neil Postman? (K)
91. Who called media as 'Amusing ourselves to death'? (K)
92. Who referred media as a 'social capital'? (K)
93. Mention the book written by Robert Putnam? (K)
94. Who is the author of 'Bowling Alone'? (K)
95. Who analyzed media as 'decay of public sphere'? (K)
96. Who regards mass media as 'Hyper reality'? (K)
97. Who invented Internet? (K)
98. Where did the first online share market start? (K)
99. Who referred media as a 'Cultural Capital'? (K)
100. Expand FMR. (U)
101. Where did the public sphere develop at first According to Jurgen Habermas? (K)
102. Mention the caste based business community of Tamilnadu. (K)

II. 2 MARKS QUESTIONS

103. Who are 'Nakarattars' ? (K)
104. What is a market? (K)
105. What is a Trade? (K)
106. Mention any two features of a Market. (U)
107. Give two examples for Market. (U)
108. Define market according to Adam Smith. (K)
109. What is Laissez- Faire policy? (K)
110. What is a 'weekly market'? (K)
111. Mention any two goods which exchange in 'Bastar Weekly Market.' (K)
112. Mention two economic systems during colonial period. (K)
113. Mention any two products exported in Ancient India. (K)
114. Mention any two Business communities of India. (K)
115. Mention any two known Industrial families of India. (K)
116. Mention any two leading Marvvari's business and industrial families of India. (K)
117. What is a Virtual market? (U)
118. Mention any two names of Virtual market. (K)
119. What is Teleshopping? (U)
120. Mention any two online shopping sites. (U)
121. What is 'McDonaldisation'? (U)
122. Mention any two principles of 'McDonaldisation'. (K)
123. What is 'Irrationality of rationality'? (U)
124. What is mass media? (K)
125. Mention any two examples for mass media. (U)
126. Mention any two functions of mass media. (K)
127. Mention any two types of mass media. (U)
128. Mention any two earliest News Papers of India. (K)
129. Mention any two English News Papers of India. (K)
130. Mention any two Kannada News Papers in pre-independent India. (K)

131. Mention any two Akashavani stations of Karnataka. (K)
132. Mention any two FM Radios. (K)
133. Mention any two Kannada News Channels. (K)
134. What is Television Rating Point? (U)
135. What is Internet? (U)
136. Mention any two English News Channels. (K)
137. Mention any two English News Papers. (K)
138. Write any two advantages of technology for News Paper production. (U)
139. State any two uses of Internet. (U)
140. What is a Social Networking Site? (K)
141. Give two examples for Social Networking Sites. (U)
142. What is 'Sensationalistic journalism'? (U)
143. Mention any two reasons for increasing circulation of Indian News Paper. (A)
144. Give any two examples for 'National Dailies'. (K)
145. Mention any two Indian based English News Channels. (K)
146. Mention any two multi-national companies based English News Channels. (K)
147. List any two popular programmes telecasted in Indian Dooradarshan. (K)
148. What is 'Hyper-reality'? (K)
149. On which theme Rupert Murdoch developed journalism. (K)
150. Name any two online shopping sites established in 1995. (K)
151. What is 'Culture industry'? (K)
152. Mention any two Akashavani regional centers in Karnataka. (K)
153. Mention any two Traditional Business communities of India. (K)
154. Mention the two epics which led to popularity for Dooradarshan. (U)
155. What is 'Social capital' according to Robert Putnam? (K)
156. What is 'Public sphere' according to Jurgen Herbemas ? (K)

III. 5 MARKS QUESTIONS

157. List out the features of market. (S)
158. Mention the Traditional business of communities of India. (K)
159. Briefly explain the sociological perspectives on market and economy. (U)
160. Describe weekly market as social institution. (U)
161. Write a note on Bastar tribal market. (U)
162. Explain the structure of Dhorai market. (U)
163. Describe the emergence of new markets during the colonial period. (U)
164. Analyze the emergence of Marwari's business community. (S)
165. Write a note on Pushkar annual fair? (U)
166. Write a note on virtual market. (U)
167. Briefly explain the types of mass media. (U)
168. Write a note on print media. (U)
169. Write a note on electronic media. (U)
170. Write a note on FM Radio. (U)
171. Write a note on News Paper during the pre-independent India. (U)
172. Explain the role of technology in the News Paper production? (A)
173. Write a note on Dooradarshan. (U)
174. Write a note on Kannada News Channels. (U)
175. Explain the emergence of Internet. (U)

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176. Explain the recent trends in mass media. (U)
177. Explain the reasons for the increasing circulation of Indian News Papers. (A)
178. Describe the recent trends in regional print media. (A)
179. Explain the recent trends in Dooradarshan. (A)
180. Explain any five leading Kannada News Channels. (U)
181. Write a note on Social Networking Sites. (U)
182. Discuss the events which popularize Dooradarshan in gaining TRP. (A)
183. Write a note on Akashvani. (U)
184. Describe the caste based trade among Nakarattars of Tamilnadu. (U)
185. Explain the early News Paper of India. (U)
186. Explain the early News Paper of Kannada. (U)
187. Write a note on Rupert Murdoch. (U)
188. Explain the recent trends in English News Paper. (A)
189. Discuss the trends of News Channels. (A)
190. Analyse the functions of mass media. (S)
191. Match following.

List-I

- A. Wealth of Nations
- B. Asian Drama
- C. Bowling Alone
- D. Dhorai weekly market
- E. Mcdonaldization of Society

List-II

- (i) George Ritzer
- (ii) Alfred Gell
- (iii) Gunnar Myrdal
- (iv) Adam Smith
- (v) Robert Putnam

192. Match the following.

List-I

- A. Peopel's Meter
- B. News Corporation
- C. Cultural Capital
- D. Hyper Reality
- E. Social Sphere

List-II

- (i) Jean Baudrillard
- (ii) Jergin Hebermas
- (iii) TRP
- (iv) Horkheimer and Adorno
- (v) Rupert Murdoch

193. Filling the blanks. (A)

- A. _____ Introduced the concept of Teleshopping.
- B. _____ Created the World Wide Web.
- C. _____ Invented the Printing machine.
- D. _____ is the father of Kannada journalism.
- E. _____ is the first Kannada News Paper.

IV. TEN MARKS QUESTIONS

194. What is market? Explain the characteristics of market. (U)
195. What is market? Explain the tribal market. (U)
196. What is mass media? Explain the types of Mass Media. (U)
197. What is mass media? Explain the functions of Mass Media. (U)
198. Describe the Virtual market in detail. (U)
199. Explain the Social organization of traditional business communities. (U)
200. Explain the types of electronic media. (U)
201. Critically analyze the media in contemporary world. (A)
202. Describe the principles of 'McDonaldization'. (A)
