

BA SOCIOLOGY
THIRD SEMESTER (REPEAT)
SOCIETY THROUGH THE VISUALS
BSO-304
[USE OMR SHEET FOR OBJECTIVE PART]

SET
A

Duration: 3 hrs.

Full Marks: 70

(Objective)

Marks: 20

Time: 30 mins.

1 × 20 = 20

Choose the correct answer from the following:

1. Our ways of seeing are affected by:
a. Culture
b. Income
c. Education
d. All of the above
2. Photography is preferred as a tool of data collection in research as:
a. It captures details
b. It is easier
c. It is more attractive
d. It costs less money
3. Which of the following is an example of material culture?
a. Dress
b. Rules
c. River
d. All of the above
4. Visual sociology covers:
a. Photography
b. Multimedia
c. Movie
d. All of the above
5. Photography is used in social activism as:
a. It helps to get more sponsorships
b. It is more authentic
c. It is a more attractive media to reach a wider audience
d. It costs less money
6. The International Visual Sociology Association was established on:
a. 1982
b. 1981
c. 1991
d. 1997
7. Which of the following is a spectacle of modernity?
a. Victoria Memorial
b. Marina beach
c. Niagara falls
d. Yamuna Expressway
8. The movie *PK* dealt with:
a. Terrorism and Politics
b. Religion and Superstition
c. Religion and Terrorism
d. Music and Terrorism
9. The institution of crime can be understood from which of the following movie?
a. PK
b. Bahubali
c. Pushpa
d. Kabir Singh
10. The latest visual sociological tool to communicate social realities to the audience is:
a. Photography
b. Multimedia
c. Video
d. Hypermedia

11. Hypermedia is an extension to:
 - a. Hyper visual
 - b. Multimedia
 - c. Hypertext
 - d. Hyperlink
12. The platform where multimedia can be better realized is:
 - a. Text
 - b. Web
 - c. Computer
 - d. None of the above
13. The use of multiple contents of visual to communicate a message is called:
 - a. Hypermedia
 - b. Multimedia
 - c. Multicontent
 - d. PowerPoint
14. Visual sociology relies on:
 - a. Qualitative sociology
 - b. Both
 - c. Quantitative sociology
 - d. None of the above
15. Reference to a data that the reader can access by clicking or tapping is called:
 - a. Hypertext
 - b. Hyperlink
 - c. Hypermedia
 - d. Hypercontent
16. Multimedia covers:
 - a. Photographs
 - b. Videos
 - c. Maps
 - d. All of the above
17. The most common tool of data collection in visual sociology is:
 - a. Drawing
 - b. Voice recorder
 - c. Camera
 - d. Field note
18. Why is it difficult to establish the authenticity of virtual data?
 - a. As we do not know who has written the material on the website
 - b. It requires specialists to understand the text
 - c. It is not authentic
 - d. As it is usually presented in the form of visual images
19. Which of the following product's ads portrays gender stereotyping in our society?
 - a. Fair & Lovely
 - b. Coca Cola
 - c. Dove
 - d. Reebok
20. An ethnographic study of a community demands:
 - a. Knowing the Community from books
 - b. Living with the community to know them
 - c. Taking photographs of the community
 - d. Collecting information about the community by survey method

-- --- --

(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

- | | |
|--|--------|
| 1. Explain how T.V advertisements reveal social realities about the society where it is broadcasted. | 10 |
| 2. Explain how the institution of marriage can be better understood using photography. | 10 |
| 3. Explain how photography can help us to capture an ethnic community better than just text. | 10 |
| 4. Discuss how different factors affect our ways of seeing. Explain how the culture of individuals influences one's way of knowing things about society. | 4+6=10 |
| 5. Discuss how we can use multimedia to explain gender stereotyping in society. | 6+4=10 |
| 6. Discuss the evolution of visual sociology as a branch of sociology. | 10 |
| 7. Compare and contrast the role played by multimedia and photography in the field of visual sociology. Explain how Politics in society can be understood using films. | 5+5=10 |
| 8. How photography can be used to bring successful social activism? Justify by citing examples. | 10 |

= = *** = =