

# FYBAMMC ENG/ SEM II/ REG. APRIL2021/ SUBJECT: INTRODUCTION TO JOURNALISM

Note:

Attempt all question

Each question carry 1 mark

Total mark 50

Time 1 hour

\* Required

1. Email \*

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2. EXAM SEAT NUMBER: \*

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3. STUDENT ID NUMBER \*

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4. STUDENT NAME (SURNAME FIRST) \*

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5. PRN NUMBER:

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6. 1. What is yellow journalism? \*

1 point

*Mark only one oval.*

- ☐ Exploitative sensational news
- ☐ Classified telephone directory
- ☐ A Low-priced novel
- ☐ Newspaper

7. 2. What is editorial? \*

1 point

*Mark only one oval.*

- ☐ Piece of interview
- ☐ A point of view of the newspaper
- ☐ One-sided approach of the Government
- ☐ Coverage of news

8. 3. In journalism, a “mojo” is \*

1 point

*Mark only one oval.*

- ☐ Journalist who has an unusual degree of sex appeal.
- ☐ A source who provides a journalist with a good-luck charm.
- ☐ A source who has the ability to bounce back from adversity.
- ☐ Journalist who carries her tools—computers, cameras, recorders—with her at all time

9. 4. Which of the following topics in the history of journalism best illustrates how print media have been used to influence the political opinions and actions of individuals in the United States? \* 1 point

*Mark only one oval.*

- ☐ the innovation of including literary content and humorous stories pioneered by The New- England Courant newspaper in the early 1700s
- ☐ the inception and evolution of The Christian Science Monitor as an international daily newspaper under the direction of Mary Baker Eddy in the early 1900s
- ☐ increased coverage of "news of the day," including information from police stations and criminal courts, in the penny press newspapers of the mid 1800s
- ☐ the rise of yellow journalism due to the newspaper wars between William Randolph Hearst and Joseph Pulitzer II in the late 1800s

10. 5. A summary lead contains \_\_\_\_\_. \* 1 point

*Mark only one oval.*

- ☐ A direct quote
- ☐ Instructions on how to read the story
- ☐ The most important facts of the story
- ☐ A list of all the sources quoted in the story

11. 6. What is soft news? \* 1 point

*Mark only one oval.*

- ☐ News that's based on opinions, not facts
- ☐ News that's entertaining or interesting
- ☐ News that's circulated on the Internet, not on paper
- ☐ Advice columns

12. 7. Who is a reporter? \*

1 point

*Mark only one oval.*

- ☐ A good writer that happens to be popular with the public
- ☐ A person who writes research papers about any topic
- ☐ A person who interviews sources, writes copy, and is published
- ☐ Anyone who can publish his writing online

13. 8. Yellow journalism derived its name from an early comic character called --  
----- \*

1 point

*Mark only one oval.*

- ☐ Yellow kid
- ☐ Yellow boy
- ☐ Yellow girlie
- ☐ Yellow guy

14. 9. Is the latest time at which a story can be accepted \*

1 point

*Mark only one oval.*

- ☐ Dateline
- ☐ Deadline
- ☐ press time
- ☐ Print time

15. 10. Title registration of newspaper is done by: \*

1 point

*Mark only one oval.*

- ☐ RNI
- ☐ DAVP
- ☐ PIB
- ☐ IPRD

16. 11. Hard news is : \*

1 point

*Mark only one oval.*

- ☐ Cultural news
- ☐ Daily public news
- ☐ Background information
- ☐ Box

17. 12. Is not a factor in editing process? \*

1 point

*Mark only one oval.*

- ☐ Checking
- ☐ Cutting
- ☐ Conflict
- ☐ Changing

18. 13. Who among the following is a journalist? \*

1 point

*Mark only one oval.*

- ☐ Kabil Sibil
- ☐ P.Sainath
- ☐ Kiran Bedi
- ☐ Girish Karnad

19. 14. Who edits local news? \*

1 point

*Mark only one oval.*

- ☐ Editor
- ☐ Sub Editor
- ☐ News Editor
- ☐ City Editor

20. 15. What is a by line? \*

1 point

*Mark only one oval.*

- ☐ A railway track
- ☐ Text written on line
- ☐ Reporter's name printed with story
- ☐ Line on the road

21. 16. The assignment allotted to a newspaper reporter is called: \*

1 point

*Mark only one oval.*

- ☐ Creed
- ☐ Beat
- ☐ Embargo
- ☐ Feature

22. 17. Stringer is called to: \*

1 point

*Mark only one oval.*

- ☐ Whole time employee
- ☐ Part-time correspondent paid a column rate
- ☐ Sub-editor
- ☐ Editor

23. 18. Obituary news relates to \*

1 point

*Mark only one oval.*

- ☐ Deaths
- ☐ Births
- ☐ Weather
- ☐ profile

24. 19. A publication started by Mahatma Gandhi \*

1 point

*Mark only one oval.*

- ☐ The Harijan
- ☐ Bombay Samachar
- ☐ Indian Mail
- ☐ The Times of India

25. 20. The original method of printing was ..... \*

1 point

*Mark only one oval.*

- ☐ laser
- ☐ movable
- ☐ block type
- ☐ hard type

26. 21. The news story has a ..... Structure \*

1 point

*Mark only one oval.*

- ☐ pyramid
- ☐ linear
- ☐ inverted pyramid
- ☐ circular



27. 22. .... Teases the imagination or withholds the information till the end of the news \* 1 point

*Mark only one oval.*

- ☐ Summary Lead
- ☐ Anecdotal Lead
- ☐ Question Lead
- ☐ Teaser lead

28. 23. .... contains the name of the reporter \* 1 point

*Mark only one oval.*

- ☐ Date line
- ☐ by line
- ☐ credit line
- ☐ time line

29. 24. A news story is said to possess timeliness if it \* 1 point

*Mark only one oval.*

- ☐ stresses events that have occurred in the last month.
- ☐ stresses events that occurred today or yesterday.
- ☐ includes anything that has been written within the last six hours.
- ☐ has been read or heard by the reader within the last six hours

30. 25. The concept of proximity suggests that a news organization is likely to carry a story about a murder, if that crime \*
- 1 point

*Mark only one oval.*

- ☐ involved a prominent person.
- ☐ was committed locally
- ☐ occurred within the last 24 hours
- ☐ was unusually gruesome

31. 26. \_\_\_\_\_ is a story which is written so that the journalist can report more of a story which has already been published or broadcast \*
- 1 point

*Mark only one oval.*

- ☐ Beat story
- ☐ Follow-up story
- ☐ Journalism
- ☐ Headline

32. 27. Which of the following is a story structure in which the story unfolds through time; sequence and actions are the material of the investigation? \*
- 1 point

*Mark only one oval.*

- ☐ Chronological
- ☐ Narratives
- ☐ Inverted Pyramid
- ☐ Processes

33. 28. \_\_\_\_\_ means the action of searching out and publicizing scandal about famous people. \* 1 point

*Mark only one oval.*

- ☐ Muckraking
- ☐ Beat journalism
- ☐ Crisis reporting
- ☐ Traditional journalism

34. 29. The \_\_\_\_\_ is the largest read newspaper group of Hindi Press in India. \* 1 point

*Mark only one oval.*

- ☐ Bhaskar group
- ☐ Agarwal group
- ☐ Mistry group
- ☐ Maheshwari group

35. 30. In its earlier forms, news was predictable: \* 1 point

*Mark only one oval.*

- ☐ Trends
- ☐ Lifestyles
- ☐ Parenting
- ☐ Social issues

36. 31. When farmer Brown grows the world's largest pumpkin, that story has \_\_\_\_\_ \* 1 point

*Mark only one oval.*

- ☐ Consequences
- ☐ Human Interest
- ☐ Prominence
- ☐ Proximity

37. 32. \_\_\_\_\_ can be used to discuss stories, ads, layouts, photos, etc. \* 1 point

*Mark only one oval.*

- ☐ Colour
- ☐ Reading
- ☐ Brainstorming
- ☐ Writing

38. 33. A \_\_\_\_\_ is a set of guidelines that help staff to bring out a newspaper that is homogeneous, coherent and credible. \* 1 point

*Mark only one oval.*

- ☐ Stylebook
- ☐ Style state
- ☐ Style bag
- ☐ Style work

39. 34. The lead should arouse a \_\_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Reader's Need
- ☐ Reader's Want
- ☐ Reader's mind
- ☐ Reader's Interest

40. 35. \_\_\_\_\_ contained news of gladiators contest, astrological omens, notable death and birth, public appointment, trials and execution \*

1 point

*Mark only one oval.*

- ☐ Acta Diurna
- ☐ Acta During
- ☐ Acta Daring
- ☐ Acta Date

41. 36. \_\_\_\_\_ was the first regularly published newspaper, begun while the English court was at Oxford to avoid the plague in London \*

1 point

*Mark only one oval.*

- ☐ Oxford Newspaper
- ☐ Oxford Gazette
- ☐ Oxford Letter
- ☐ Oxford Reader

42. 37. It first attracts the attention of the readers, holds their interest, and tells them about the story \* 1 point

*Mark only one oval.*

- ☐ Option 1 Story
- ☐ Article
- ☐ Headline
- ☐ Editorial

43. 38. PRs on the other hand, perceive \_\_\_\_\_ as a medium through which to reach the broader public. \* 1 point

*Mark only one oval.*

- ☐ Consumer
- ☐ Marketer
- ☐ Client
- ☐ Journalist

44. 39. PR can provide them with \_\_\_\_\_ so the reporters can learn how to ask and locate the right information and to investigate the issue. \* 1 point

*Mark only one oval.*

- ☐ Background information
- ☐ Background
- ☐ Background Color
- ☐ Background Memory

45. 40. The relationship between public relations practitioners and journalists is one of mutual \_\_\_\_\_ \* 1 point

*Mark only one oval.*

- ☐ Relation
- ☐ Dependency
- ☐ Talk
- ☐ Liking

46. 41. Personal observations by the writer about a certain subject Includes facts and states a conclusion Written on almost anything is called \* 1 point

*Mark only one oval.*

- ☐ News
- ☐ Editorial
- ☐ Column
- ☐ Feature

47. 42. Which one of the following is print media? \* 1 point

*Mark only one oval.*

- ☐ Newspaper
- ☐ T.V.
- ☐ Radio
- ☐ Television

48. 43. At times media is prevented from publishing a story, this is called ..... 1 point

\*

*Mark only one oval.*

- ☐ Dictatorship
- ☐ Colonist
- ☐ Censorship
- ☐ Authoritarian

49. 44. \_\_\_\_\_report discusses only Multiple point of view or two side of story. \* 1 point

*Mark only one oval.*

- ☐ Proportion
- ☐ Conflict
- ☐ Media
- ☐ Balanced

50. 45. Editor is the person who ..... the news for the newspaper or journal. \* 1 point

*Mark only one oval.*

- ☐ Report
- ☐ Edit
- ☐ Collect
- ☐ Publish



51. 46. The other name of feature is: \*

1 point

*Mark only one oval.*

- ☐ Color story
- ☐ Entertainer
- ☐ Brightener
- ☐ Lightner

52. 47. Hicky's Gazette was started in \*

1 point

*Mark only one oval.*

- ☐ 1750
- ☐ 1850
- ☐ 1780
- ☐ 1870

53. 48. Lokmanya Tilak published \*

1 point

*Mark only one oval.*

- ☐ Kesari
- ☐ Indian Herald
- ☐ Indian citizen
- ☐ Indian News

54. 49. Characteristic of early papers \*

1 point

*Mark only one oval.*

- ☐ Short
- ☐ Hourly
- ☐ Colorful
- ☐ Easy

55. 50. \_\_\_\_\_ seen as first “real newspaper” \*

1 point

*Mark only one oval.*

- ☐ New England Court
- ☐ New England Courant
- ☐ New England Colony
- ☐ New England Cuff

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