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

- Email * 1.
- 2. **EXAM SEAT NUMBER: ***
- 3. **STUDENT ID NUMBER ***
- STUDENT NAME (SURNAME FIRST) * 4.
- 5. PRN NUMBER:

1. What is yellow journalism? * 6.

Mark only one oval.

Exploitative sensational news

- Classified telephone directory
- A Low-priced novel
- Newspaper
- 7. 2. What is editorial? *

Mark only one oval.

- Piece of interview
- A point of view of the newspaper

One-sided approach of the Government

- Coverage of news
- 3. In journalism, a "mojo" is * 8.

Mark only one oval.

- n. 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

1 point

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

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 . *
	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? *

Mark only one oval.

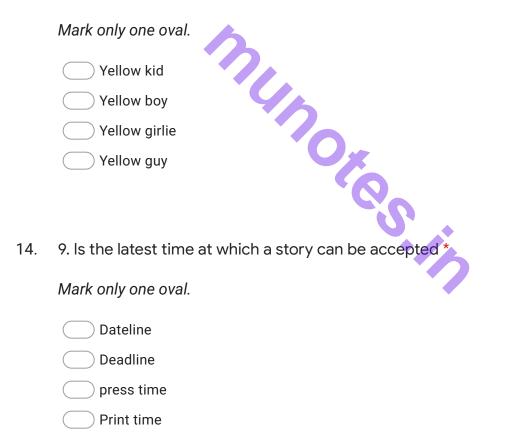
- News that's based on opinions, not facts
- News that's entertaining or interesting
- News that's circulated on the Internet, not on paper
- Advice columns

1 point

12. 7. Who is a reporter? *

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

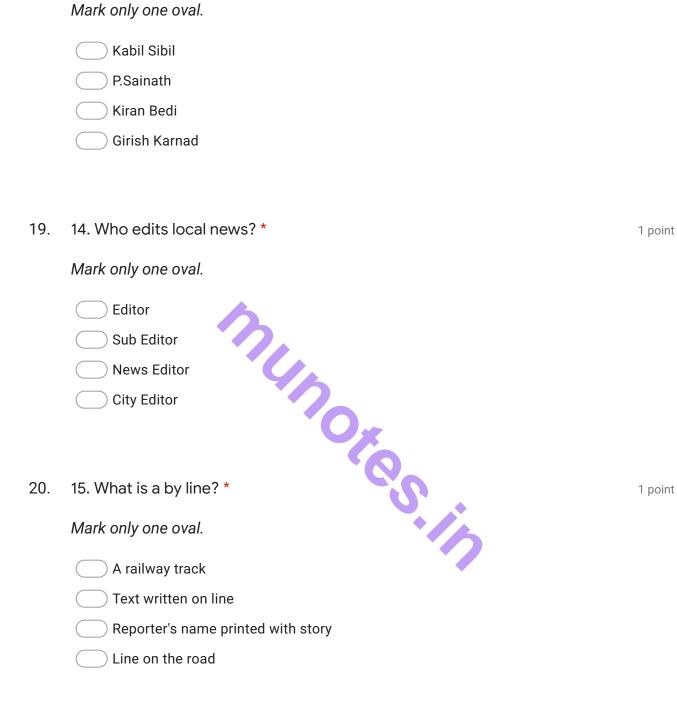


15. 10. Title registration of newspaper is done by: *

1 point

Mark only one oval. RNI DAVP ΡIΒ IPRD 16. 11. Hard news is : * 1 point Mark only one oval. Cultural news ιοn Daily public news Background information Box 12. Is not a factor in editing process? * 17. 1 point Mark only one oval. Checking Cutting Conflict

Changing



21. 16. The assignment allotted to a newspaper reporter is called: * 1 point Mark only one oval. Creed Beat Embargo Feature 17. Stringer is called to: * 22. 1 point Mark only one oval. Whole time employee aid a Part-time correspondent paid a column rate Sub-editor Editor 18. Obituary news relates to * 23. 1 point Mark only one oval. Deaths Births Weather profile

Mark only one oval. The Harijan **Bombay Samachar** Indian Mail The Times of India 20. The original method of printing was* 25. 1 point Mark only one oval. laser
movable
block type
hard type

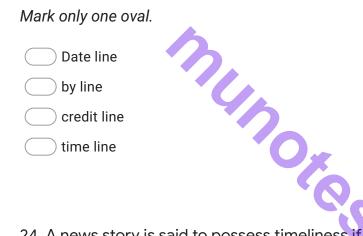
21. The news story has a Structure * 26. 1 point pyramid linear inverted pyramid circular

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

Mark only one oval.

Summary Lead

- Anecdotal Lead
- **Question Lead**
 - Teaser lead
- 28. 23. contains the name of the reporter *



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

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

1 point

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

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 1 point ι ha. more of a story which has already been published or broadcast *

Mark only one oval.

- Beat story Follow-up story
- Journalism
- Headline
- 27. Which of the following is a story structure in which the story unfolds 32. through time; sequence and actions are the material of the investigation? *

1 point

Mark only one oval.

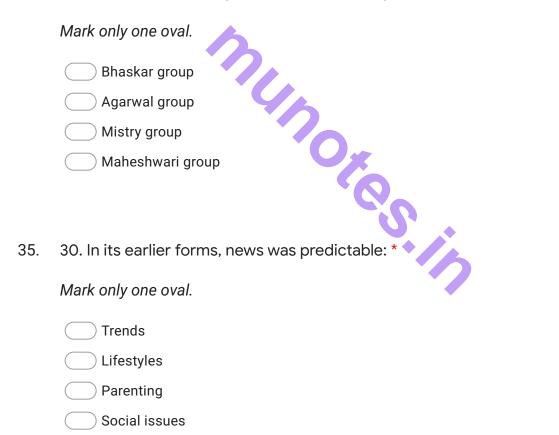
- Chronological
- Narratives
- **Inverted Pyramid**
- Processes

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

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



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

Mark only one oval.

Consequences

- Human Interest
- Prominence
- Proximity
- 32. _____ can be used to discuss stories, ads, layouts, photos, etc. * 37. 1 point

Mark only one oval.



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

Mark only one oval.

Stylebook



- Style bag
- Style work

1 point

Mark only one oval.

Reader's Need

Reader's Want

Reader's mind

Reader's Interest

35. _____ contained news of gladiators contest, astrological omens, 40. 1 point notable death and birth, public appointment, trials and execution *

Mark only one oval.

Acta Diurna Acta During

Acta Daring

Acta Date

36. _____was the first regularly published newspaper, begun while the 41. 1 point English court was at Oxford to avoid the plague in London *

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 1 point them about the story *

Mark only one oval.

- Option 1Story
 Article
 Headline
 - Editorial
- 43. 38. PRs on the other hand, perceive _____ as a medium through which to 1 point reach the broader public. *

Mark only one oval.	5
Consumer	
Marketer	YA N
Client	0
Journalist	
	100
	U

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

Mark only one oval.

Background information

Background

Background Color

Background Memory

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

Mark only one oval.

Relation
Dependency
Talk
Liking

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



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

*

Mark only one oval.

Dictatorship Colonist Censorship Authoritarian 44. _____report discusses only Multiple point of view or two side of story. * 1 point 49. Mark only one oval. Proportion Conflict Media Balanced 45. Editor is the person who the news for the newspaper or journal. * 1 point 50. Mark only one oval. Report Edit Collect Publish

Mark only one oval.

- Color story Entertainer
- Brightener
- Lightner
- 47. Hicky's Gazette was started in * 52.

1 point

Mark only one oval.

- 1750 1850 1780 1870
- 48. Lokmanya Tilak published * 53.

Mark only one oval.

- Kesari
- Indian Herald
- Indian citizen
- Indian News

