

# SYBAMMC ENG/ SEM IV/ REG. APRIL2021/ SUBJECT: WRITING & EDITING FOR MEDIA

Note:

Attempt all question

Each question carry 1 mark

Total mark 50

Time 1 hour

\* Required

1. Email \*

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2. STUDENT 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 NO.

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6. 1. Advertisement classified in two category \*

1 point

*Mark only one oval.*

- ☐ Big, small
- ☐ Big, display
- ☐ Classified, Display
- ☐ Small, Classified

7. 2. Editorials are meant to influence \_\_\_\_\_, promote critical thinking, and sometimes cause people to take action on an issue. \*

1 point

*Mark only one oval.*

- ☐ Public opinion
- ☐ Government Opinion
- ☐ Employee Opinion
- ☐ Writer Opinion

8. 3. Which type of editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution \*

1 point

*Mark only one oval.*

- ☐ Opinion
- ☐ General
- ☐ Collective
- ☐ Criticize

9. 4. Editorials of persuasion aim to immediately see the solution, not the problem. \*

1 point

*Mark only one oval.*

- ☐ Praise
- ☐ Persuade
- ☐ Criticize
- ☐ Explain

10. 5. The editorial page of any newspaper is the \_\_\_\_\_ of the editorial staff and the readers. \*

1 point

*Mark only one oval.*

- ☐ VOICE
- ☐ SOUND
- ☐ IMPORTANT
- ☐ FIRST

11. 6. One of the Functions of an Editorial Writer \*

1 point

*Mark only one oval.*

- ☐ Write Editorial
- ☐ Read Editorial
- ☐ Explaining the news
- ☐ Writing for anything

12. 7. The editorial writer should never be motivated by \_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Public Interest
- ☐ Personal Interest
- ☐ Government Interest
- ☐ Company Interest

13. 8. The editorial lead, like in the news story, is the showcase of the \_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Write-up
- ☐ case
- ☐ Interest
- ☐ Company

14. 9. The \_\_\_\_\_ should include the editorial's basic facts \*

1 point

*Mark only one oval.*

- ☐ Quote
- ☐ Conclusion
- ☐ Body
- ☐ Start

15. 10. One-editorial, one-point rule \*

1 point

*Mark only one oval.*

- ☐ Create theme
- ☐ Focus on theme
- ☐ Detail theme
- ☐ Start with theme

16. 11. In radio and television, you are writing for \*

1 point

*Mark only one oval.*

- ☐ Mind & Heart
- ☐ Soul & Ear
- ☐ Ear & Eye
- ☐ Eye & Mind

17. 12. Radio and Television writing style should be \_\_\_\_\_. \*

1 point

*Mark only one oval.*

- ☐ Persuasive
- ☐ Functional
- ☐ Creative
- ☐ Conversational

18. 13. For radio news stories, \_\_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Write with visual imagery
- ☐ Read with visual imagery
- ☐ Create with visual imagery
- ☐ See with visual imagery

19. 14. As a major news source, it is widely heard and accepted. It has massive, immediate distribution. \*

1 point

*Mark only one oval.*

- ☐ Television
- ☐ Radio
- ☐ Print
- ☐ New media

20. 15. In which Receivers are relatively cheap and portable \*

1 point

*Mark only one oval.*

- ☐ Print
- ☐ New Media
- ☐ Radio
- ☐ Television

21. 16. it is a visual medium which allows for a creative production approach \* 1 point

*Mark only one oval.*

- ☐ Print
- ☐ New Media
- ☐ Radio
- ☐ Television

22. 17. As a major news source, it is widely seen and accepted. \* 1 point

*Mark only one oval.*

- ☐ Television
- ☐ Radio
- ☐ New Media
- ☐ Print

23. 18. Full form of AIR \* 1 point

*Mark only one oval.*

- ☐ All Indian Radio
- ☐ All India Radio
- ☐ All Image Radio
- ☐ All Inner Radio

24. 19. Elements of PR \*

1 point

*Mark only one oval.*

- ☐ Pay
- ☐ Practice
- ☐ Social Media
- ☐ Save

25. 20. Research, Planning, Communication, Evaluation is component of \*

1 point

*Mark only one oval.*

- ☐ Instagram
- ☐ Facebook
- ☐ Social Media
- ☐ Public Relation

26. 21. One Role to be perform by PR Practitioners \*

1 point

*Mark only one oval.*

- ☐ Writing News Release
- ☐ Writing for Facebook
- ☐ uploading
- ☐ Practice



27. 22. Objectives of PR Writing \*

1 point

*Mark only one oval.*

- ☐ Write, Read, Learn
- ☐ Inform, Persuade, and Motivate
- ☐ Learn, Motivate, Persuade
- ☐ Write, Read, Inform

28. 23. Corporate public relations seek to project the image and identity of the \_\_\_\_\_.\*

1 point

*Mark only one oval.*

- ☐ Organization
- ☐ Customers
- ☐ Public
- ☐ Employee

29. 24. \_\_\_\_\_ is the newswire of the digital revolution? \*

1 point

*Mark only one oval.*

- ☐ Press Release
- ☐ Blogging
- ☐ News Letter
- ☐ Corporate Magazine

30. 25. The media shapes or \_\_\_\_\_. \*

1 point

*Mark only one oval.*

- ☐ Attitude
- ☐ Opinion
- ☐ Plane
- ☐ Behavior

31. 26. For people living in Mumbai will value news from Dadar more than any other city is example of which news determinants \*

1 point

*Mark only one oval.*

- ☐ Prominence
- ☐ Timeliness
- ☐ Proximity
- ☐ Human Interest

32. 27. Series of bomb blast in Delhi is example of which news determinants \*

1 point

*Mark only one oval.*

- ☐ Human Interest
- ☐ Proximity
- ☐ Prominence
- ☐ Timeliness

33. 28. Mr. Sharma, an 85-year-old former science teacher, built the 25-foot sloop that carried him for 15 days in his crossing of the Atlantic Ocean example of which news determinants \*
- 1 point

*Mark only one oval.*

- ☐ Human Interest
- ☐ Proximity
- ☐ Prominence
- ☐ Timeliness

34. 29. Definition of Writing \*
- 1 point

*Mark only one oval.*

- ☐ process called word recognition
- ☐ It means putting letters or symbols on any surface
- ☐ Knowledge that you get from studying
- ☐ providing incentive or impelling to action

35. 30. Principles of Good Writing \*
- 1 point

*Mark only one oval.*

- ☐ motivation
- ☐ Learning
- ☐ Objective
- ☐ Attitude

36. 31. Good Writing means \*

1 point

*Mark only one oval.*

- ☐ Writing
- ☐ Creating
- ☐ Alluring
- ☐ Grammatically Correct

37. 32. How many steps in writing process? \*

1 point

*Mark only one oval.*

- ☐ 5
- ☐ 3
- ☐ 6
- ☐ 8

38. 33. identifies everything you need to do before you sit down to start your rough draft \*

1 point

*Mark only one oval.*

- ☐ Revision
- ☐ Prewriting
- ☐ Editing
- ☐ Publishing

39. 34. Your story can change a great deal during this stage \*

1 point

*Mark only one oval.*

- ☐ Revision
- ☐ Prewriting
- ☐ Editing
- ☐ Publishing

40. 35. \_\_\_\_\_reports what happened; timely and public; straight to the point \*

1 point

*Mark only one oval.*

- ☐ Story
- ☐ Feature
- ☐ News
- ☐ Editorial

41. 36. A reporter must be able to narrow the focus enough that he/she can express the concept in a \_\_\_\_\_, \_\_\_\_\_ theme or story statement \*

1 point

*Mark only one oval.*

- ☐ Cut, Clear
- ☐ Concise, Cut
- ☐ Cut, Clever
- ☐ Clear, Concise

42. 37. Associate Press and United Press International (UPI) two wire services are of which country \* 1 point

*Mark only one oval.*

- ☐ USA
- ☐ UK
- ☐ India
- ☐ Russia

43. 38. Most common style of news structure that contains most important first and least important last \* 1 point

*Mark only one oval.*

- ☐ Hourglass style
- ☐ Inverted Pyramid Style
- ☐ Chronological Style
- ☐ Pyramid style

44. 39. The most important point will stand at the end of the article, where most of the readers fail to get the message after a few seconds of reading the “boring” opening is what style of news structure \* 1 point

*Mark only one oval.*

- ☐ Hourglass style
- ☐ Inverted Pyramid Style
- ☐ Chronological Style
- ☐ Pyramid style

45. 40. The first sentence or two, or the first paragraph or two, in a newspaper, magazine, or online news story is called \*. 1 point

*Mark only one oval.*

- ☐ Lade
- ☐ Laid
- ☐ Load
- ☐ Lead

46. 41. 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

47. 42. A \_\_\_\_\_ is an entire program committed to paper. It includes dialog, music, camera angles, stage direction, camera direction, computer graphics (CG) notations. \*. 1 point

*Mark only one oval.*

- ☐ Documentary
- ☐ Script
- ☐ Manuscript
- ☐ Print

48. 43. What is meant by micro-blogging? \*

1 point

*Mark only one oval.*

- ☐ Blogs which are posted by companies,
- ☐ Blogs which are posted by individuals
- ☐ Blogs with limited individual posts, limited by character count typically
- ☐ Blogging from mobile devices

49. 44. Twitter, also known as the \_\_\_\_\_ of the Internet \*

1 point

*Mark only one oval.*

- ☐ Wikipedia
- ☐ SMS
- ☐ Blog
- ☐ Swift

50. 45. On LinkedIn, your profile most closely resembles a \_\_\_\_\_. \*

1 point

*Mark only one oval.*

- ☐ Photo gallery
- ☐ Digital scrapbook
- ☐ Resume
- ☐ Dating profile



51. 46. How many characters are allowed in each tweet? \*

1 point

*Mark only one oval.*

☐ 100

☐ 140

☐ 200

☐ 280

52. 47. In Content Advertising the content should be? \*

1 point

*Mark only one oval.*

☐ worthless

☐ Relevant

☐ Inconsistent

☐ In shortly

53. 48. Which of the following is not purpose of a news portal headline? \*

1 point

*Mark only one oval.*

☐ To grab a reader's attention

☐ PPC

☐ Tell and sell

☐ Summarize the story

54. 49. Which type format lends itself to the numerous cooking shows, how-to shows, and infomercials seen on television today. \* 1 point

*Mark only one oval.*

- ☐ Panel Discussion
- ☐ Lecture
- ☐ Demonstration
- ☐ Documentary

55. 50. Which type format is on location or in the studio, the two-person are involved \* 1 point

*Mark only one oval.*

- ☐ Drama
- ☐ Magazine
- ☐ Music Video
- ☐ Interview

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