

# TYBMM(JOUR)SEM 5 REG/ATKT NOV/DEC2020 SUB:EDITING

INSTRUCTION:

2) 1.5 MARK FOR EACH QUESTIONS

3) TOTAL MARKS 60

4) TIME 1 HOUR

\* Required

1. Email \*

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2. STUDENTS EXAM SEAT NUMBER \*

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3. STUDENTS FULL NAME (SURNAME FIRST) \*

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4. STUDENT ID \*

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5. 1) What is typography?

*Mark only one oval.*

- ☐ Is a system of Government
- ☐ A choice of type to ensure image clarity
- ☐ A Branch of Photography
- ☐ Reporting type

6. 2) What is editorial?

*Mark only one oval.*

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

7. 3) A journalist who is not attached with any newspaper is called:

*Mark only one oval.*

- ☐ Free Lancer
- ☐ Retainer
- ☐ Correspondent
- ☐ Editor

8. 4) The news of important public appearing in the front sections of a newspaper, recalled:

*Mark only one oval.*

- ☐ Soft -news
- ☐ Hard-news
- ☐ Feature Nwes
- ☐ Investigative news

9. 5) What is by-line?

*Mark only one oval.*

- ☐ Reporter's name printed with story
- ☐ A railway track
- ☐ Text written on lines
- ☐ Credit line

10. 6) What is yellow journalism?

*Mark only one oval.*

- ☐ Exploitative sensational
- ☐ Classified telephone directory
- ☐ A low priced novel
- ☐ Reporting

11. 7) A large size headline across the entire page is called:

*Mark only one oval.*

- ☐ Lead
- ☐ Deck
- ☐ Banner
- ☐ Runner

12. 8) Leading is

*Mark only one oval.*

- ☐ lengthening lines
- ☐ shortening lines
- ☐ increasing space between words
- ☐ increasing or decreasing space between lines

13. 9) pictures that stand for words or ideas are \_\_\_\_\_?

*Mark only one oval.*

- ☐ proportion
- ☐ neutrals
- ☐ pictographs
- ☐ chop marks

14. 10) A story appearing with the name of the writer is called

*Mark only one oval.*

- ☐ Print line
- ☐ By line
- ☐ Slug line
- ☐ Credit line

15. 11) To be considered a daily, a newspaper has to appear at least:

*Mark only one oval.*

- ☐ Seven times a week
- ☐ Nine times a week
- ☐ Eight times a week
- ☐ Ten times a week

16. 12) A brief introduction of a photograph is called:

*Mark only one oval.*

- ☐ Credit Line
- ☐ Caption
- ☐ Embargo
- ☐ Slug Line

17. 13) The Subject allotted to a newspaper reporter is called:

*Mark only one oval.*

- ☐ Creed
- ☐ News
- ☐ Feature
- ☐ Beat

18. 14) pictures that stand for words or ideas are \_\_\_\_?

*Mark only one oval.*

- ☐ proportion
- ☐ neutrals
- ☐ pictographs
- ☐ chop marks

19. 15) Tabloid newspaper is of small size with:

*Mark only one oval.*

- ☐ 8 columns
- ☐ 3 columns
- ☐ 7 columns
- ☐ 5 columns

20. 16) Is not a principle of page make-up.

*Mark only one oval.*

- ☐ Proportion
- ☐ Balance
- ☐ Contrast
- ☐ Five W's

21. 17) The reading of the raw article to check the errors is called:

*Mark only one oval.*

- ☐ Composing
- ☐ Editing
- ☐ Proof-reading
- ☐ Book reading

22. 18) Tabloid newspaper that typically measures .....inches

*Mark only one oval.*

- ☐ 11 by 17
- ☐ 15 by 20
- ☐ 10 by 12
- ☐ 15 y 17

23. 19) A collection of characters of a single size and family is referred to as a?

*Mark only one oval.*

- ☐ Font
- ☐ Serif
- ☐ Typeface
- ☐ Sans Serif

24. 20) One or two word small headline appearing on the left hand top of the story.

*Mark only one oval.*

- ☐ Top-line
- ☐ Slug line
- ☐ Small head
- ☐ Top-head

25. 21) Sensation is the main feature of journalism.

*Mark only one oval.*

- ☐ Black
- ☐ Yellow
- ☐ Red
- ☐ Blue



26. 22) An embellishment, tag or tail at the end of a letter stroke is known as a?

*Mark only one oval.*

- ☐ Serif
- ☐ Post Line
- ☐ Flexer
- ☐ Soul Line

27. 23) Parameters of headline

*Mark only one oval.*

- ☐ Line, Colour, Size
- ☐ Width, Colour, Line
- ☐ Depth, Width, size
- ☐ Width, Depth, Font size

28. 24) Job of catching and correcting inaccuracies before they can be printed and distributed is called:

*Mark only one oval.*

- ☐ Copy Editing
- ☐ Reading
- ☐ Copying
- ☐ Clarity

29. 25) key phrase, quotation, or excerpt that has been pulled from an article and used as a page layout graphic element, highlight a key topic

*Mark only one oval.*

- ☐ Blurb Pullquote
- ☐ Box Item
- ☐ Highlighter
- ☐ Lead

30. 26) A plain or straight, tag or tail at the end of a letter stroke is known as a?

*Mark only one oval.*

- ☐ Serif
- ☐ Post Line
- ☐ San Serif
- ☐ Soul Line

31. 27) The other name of feature is:

*Mark only one oval.*

- ☐ Colour story
- ☐ Entertainer
- ☐ Brighter
- ☐ Lighter

32. 28) The line at the beginning of a story giving the place and date of the reported incident.

*Mark only one oval.*

- ☐ Byline
- ☐ Dateline
- ☐ Deadline
- ☐ Slugline

33. 29) The key narrator of a newscast or program is called:

*Mark only one oval.*

- ☐ Anchor
- ☐ Announcer
- ☐ Editor
- ☐ Writer

34. 30) Title of Newspaper Display space is called

*Mark only one oval.*

- ☐ Display type
- ☐ Photograph
- ☐ Artwork
- ☐ Masthead

35. 31) \_\_\_\_ that indicates areas between, around, above, below, or within something.

*Mark only one oval.*

- ☐ white space
- ☐ hue
- ☐ value
- ☐ balance

36. 32) Who edits local news?

*Mark only one oval.*

- ☐ Sub Editor
- ☐ Stringer
- ☐ Bureau Chief
- ☐ Assistant Editor

37. 33) A person who finds out facts about a story and then writes the story for the newspaper

*Mark only one oval.*

- ☐ Sub Editor
- ☐ Reporter
- ☐ News Editor
- ☐ Proof-reader

38. 34) A family of graphical characters with many sizes and styles such as bold is referred to as a?

*Mark only one oval.*

- ☐ Font
- ☐ Typeface
- ☐ Serif
- ☐ Sans Serif

39. 35) space between columns of type, usually determined by the number and width of column

*Mark only one oval.*

- ☐ white space
- ☐ Text Type
- ☐ Gutter space
- ☐ Display Type

40. 36) Letters to the editor are included in:

*Mark only one oval.*

- ☐ Sports page
- ☐ Last page
- ☐ Editorial page
- ☐ Local page

41. 37) A biography of a deceased person printed in the newspaper shortly after the death is announced.

*Mark only one oval.*

- ☐ Obituary
- ☐ Trend story
- ☐ Seasonal story
- ☐ Human Interest

42. 38) Lead is the name of:

*Mark only one oval.*

- ☐ Main Feature
- ☐ Opening Editorial
- ☐ Leading story on the front page
- ☐ Headline

43. 39) \_\_\_\_\_ durable metal type invented by Johann Gutenberg, made from a combination of lead, tin, and antimony

*Mark only one oval.*

- ☐ movable type
- ☐ logotype
- ☐ value
- ☐ tonality

44. 40) \_\_\_\_\_ not only tells the story. It also sells the story

*Mark only one oval.*

- ☐ Type
- ☐ Headline
- ☐ Caption
- ☐ Byline

45. 41) Headline is designated as

*Mark only one oval.*

- ☐ Fonts, Colour, Point
- ☐ Column, Point, Type
- ☐ Font, Columns, Lines
- ☐ Lines, Font, Colour

46. 42) An advertisement written in the style of a news item or feature:

*Mark only one oval.*

- ☐ Ad news
- ☐ Paid news
- ☐ News ad
- ☐ Advertorial

47. 43) Removing unwanted area of picture is called.

*Mark only one oval.*

- ☐ Cropping
- ☐ Creeping
- ☐ Crossing
- ☐ Crawling

48. 44) Decorative line around the copy or advertisement

*Mark only one oval.*

- ☐ Rules
- ☐ Borders
- ☐ Line
- ☐ Boundary

49. 45) Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, service companies;

*Mark only one oval.*

- ☐ Classified
- ☐ Proposal Ads
- ☐ Matrimonial
- ☐ Display Ads



50. 46) \_\_\_\_\_ means that in a work of art/ design everything works together or look as if it belongs in the work of art/design

*Mark only one oval.*

- ☐ Variety
- ☐ Unity
- ☐ Value
- ☐ Tint

51. 47) A time at which all copy for an edition must be submitted.

*Mark only one oval.*

- ☐ By-line
- ☐ Dateline
- ☐ Deadline
- ☐ Slug line

52. 48) To continue a story from one page to another

*Mark only one oval.*

- ☐ Jump
- ☐ Fly
- ☐ Run
- ☐ Fence

53. 49) To space out a line of type so that each line fits flush to the margin

*Mark only one oval.*

- ☐ Lino
- ☐ Justify
- ☐ Jump
- ☐ Gutter

54. 50) — A "standard" or large-sized newspaper.

*Mark only one oval.*

- ☐ Journal
- ☐ Tabloid
- ☐ Biweekly
- ☐ Broadsheet

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