

TYBMM(ENG) Jour SEM-VI Sub: NMM

1.All Questions are Compulsory .

2.Each Question carries 2 Mark's

3.Total Questions 25.

4.Total Marks 50.

5.Time 1 Hour

* Required

1. Email *

2. Students Exam Seat Number *

3. Students Full Name (Surname First) *

4. 1. The print media seems to have been divided on the basis of: *

2 points

Mark only one oval.

☐ religion

☐ caste

☐ language

☐ revenue

5. 2. Disruptive media results in: *

2 points

Mark only one oval.

- ☐ Disturbing the media structure
- ☐ Creation of newer market and value network
- ☐ Creation of disruptive technologies
- ☐ Creation of New World

6. 3. The term web 2.0 refers to: *

2 points

Mark only one oval.

- ☐ Readable phase of the portal
- ☐ Writable phase of the portal
- ☐ No facility to respond and react on the portal
- ☐ readable and writable phase of the portal

7. 4. The term newspaper circulation refers to: *

2 points

Mark only one oval.

- ☐ The number of people who read the paper
- ☐ The number of people who buys the paper
- ☐ The areas where newspapers are sold
- ☐ The people working in Circulation Department

8. 5. An ideal management structure involves : *

2 points

Mark only one oval.

- ☐ informed comment
- ☐ informed opinion
- ☐ informed hierarchy
- ☐ informed ownership

9. 6. When there is employee ownership: *

2 points

Mark only one oval.

- ☐ every employee becomes part owner
- ☐ Employees do not have any stake
- ☐ Employees don't have to work
- ☐ Employees are neither employers nor employees.

10. 7. The disadvantage of sole ownership is: *

2 points

Mark only one oval.

- ☐ The owner has to bear entire loss
- ☐ He has to share profits
- ☐ He has little interest to promote his business
- ☐ He cannot hire more people

11. 8. The term Human Resource Development refers to: *

2 points

Mark only one oval.

- ☐ Development of technical power
- ☐ Development of Financial resources
- ☐ recognizing humans as capital
- ☐ harnessing machine and money

12. 9. Digital Convergence means: *

2 points

Mark only one oval.

- ☐ coming together of multiple online platforms
- ☐ When print media uses internet
- ☐ When electronic media uses digital technology
- ☐ When print media and electronic media collaborate.

13. 10. Which of these is not tools of Integrated Marketing Communication? * 2 points

Mark only one oval.

- ☐ human resource department
- ☐ advertising
- ☐ sales promotion
- ☐ public relations

14. 11. Financial Management in a newspaper refers to: * 2 points

Mark only one oval.

- ☐ Making financial adjustment
- ☐ Optimizing profits and promoting growth
- ☐ Difficulties in financial accounting
- ☐ Reducing financial provisions.

15. 12. Innovative marketing strategies help newspapers to: * 2 points

Mark only one oval.

- ☐ Hire skilled employees
- ☐ penetrate newer areas ,wider reach
- ☐ Think of better financial management
- ☐ Corporatize in a bigger way.

16. 13. Newspapers usually do not accepts advertisements on: * 2 points

Mark only one oval.

- ☐ Consumer products
- ☐ Garments and accessories
- ☐ liquor and cigarettes
- ☐ personal promotion

17. 14. The _____ Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director. *

2 points

Mark only one oval.

- ☐ one person company
- ☐ registered valuers
- ☐ corporate social responsibility
- ☐ women director

18. 15. What does 'QR' in QR code stand for? *

2 points

Mark only one oval.

- ☐ quick response
- ☐ quick reader
- ☐ quiet response
- ☐ quiet reader

19. 16. Which among the following is NOT a way to boost a newspaper's circulation? *

2 points

Mark only one oval.

- ☐ prize scheme for new subscribers
- ☐ increasing the selling price to look premium
- ☐ tying up with other newspaper of repute
- ☐ covering stories that attract reader's attraction

20. 17. Print Media is less effective, still why do people invest money in it? * 2 points

Mark only one oval.

- ☐ They are visually more attractive than electronic medium
- ☐ They are more popular
- ☐ newspaper advertisements are economical
- ☐ they are most durable

21. 18.. Government has permitted FDI of __% in the media if management remains in the hands of Indian citizens. * 2 points

Mark only one oval.

- ☐ 39
- ☐ 49
- ☐ 51
- ☐ 75

22. 19. which of the following was developed first? * 2 points

Mark only one oval.

- ☐ AM radio
- ☐ television
- ☐ DRM
- ☐ DTH

23. 20. Commercialisation of Media allows for * 2 points

Mark only one oval.

- ☐ A slant in news coverage
- ☐ buying space through advertisement
- ☐ not paying for news
- ☐ no sponsorship

24. 21. Media in India is controlled by *

2 points

Mark only one oval.

- ☐ Large, for profit corporations
- ☐ Non profit corporations
- ☐ students
- ☐ political opposition parties

25. 22. Major media channels such as print, display, online and broadcast are classified as *

2 points

Mark only one oval.

- ☐ Non- personal communication channels
- ☐ Non- emotional communication channels
- ☐ personal communication channel
- ☐ irrational communication channel

26. 23. Human Resource departments are *

2 points

Mark only one oval.

- ☐ line departments
- ☐ authority departments
- ☐ service departments
- ☐ functional departments

27. 24. _____ is marketing through journalism. *

2 points

Mark only one oval.

- ☐ brand journalism
- ☐ digital marketing
- ☐ advertorials
- ☐ paid promotions

28. 25. _____ does not take part in day to day operations. *

2 points

Mark only one oval.

- ☐ chairman
- ☐ directors
- ☐ board of directors
- ☐ head of departments

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