TYBMM(ENG) Jour SEM-VI Sub: NMM

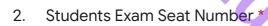
1.All Questions are Compulsory .

- 2.Each Question carries 2 Mark's
- 3. Total Ouestions 25.

4. Total Marks 50.

5.Time 1 Hour * Required

Email * 1.

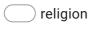


Students Full Name (Surname First) * 3.

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

2 points

Mark only one oval.



caste

language

revenue

Sin

5. 2. Disruptive media results in: *

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: *

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:

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 : *

Mark only one oval.

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

2 points

2 points

2 points

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 not employees.	
10.	7.The disadvantage of sole ownership is: *	2 points
	Mark only one oval.	
	The owner have to bear entire loss	
	He has to share profits	
	He has little interests to promote his newspaper	
	He cannot hire more people	
	ČO _x	
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 platform	
	When print media uses internet	

When electronic media uses digital technology

When print media and electronic media collaborate.

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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

2 points

Mark only one oval.

- Making financial adjustment
- Optimizing profits and promoting growth
- Difficulties in financial accounting
- Reducing financial provisions.
- 12. Innovative marketing strategies help newspapers to: * 15. Sin

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.



- Garments and accessories
- liquor and cigarettes
- personal promotion

2 points

2 points

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. *

Mark only one oval.

- one person company
- registered valuers
- corporate social responsibilty
- women director
- 18. 15. What does 'QR' in QR code stand for? *

Mark only one oval.

- quick response
- quick reader
- quiet response
- quiet reader
- hunore 16. Which among the following is NOT a way to boost a newspaper's 19. 2 points circulation? *

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.

Theare visually more attractive than electronic medium

They are more popular

- newspaper advertisements are economical
- they are most durable
- 18.. Government has permitted FDI of __% in the media if management 21. 2 points remains in the hands of Indian citizens. *

Mark only one oval.

J9r 19. which of the following was developed first? * 22.

- AM radio
- television
- DRM
- DTH

23. 20. Commercialisation of Media allows for *

2 points

2 points

Mark only one oval.

A slant in news coverage

buying space through advertisement

not paying for news

no sponsorship

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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 2 points classified as *

Mark only one oval.

- Non-personal communication channels
- Non- emotional communication channels
- personal communication channel
- irrational commun. 23. Human Resource departments are * 26.

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

2 points

27. 24. _____ is marketing through journalism. * 2 points

Mark only one oval.

- brand jornalism
- digital marketing
- advertorials
- paid promotions

- 25. _____ does not take part in day to day operations. * 28. 2 points Mark only one oval. chairman
 - directors
 - board of directors
 - head of departments

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