



Dr.G.R.Damodaran College of Science

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CRISL rated 'A' (TN) for MBA and MIB Programmes

II M.A. ENGLISH LITERATURE WITH CA FOURTH SEMESTER ELECTIVE IV: JOURNALISM - 465U1 Multiple Choice Questions.

1. A large size headline across the entire page is called:

- A. Deck
- B. Banner
- C. Lead
- D. headline

ANSWER: B

2. The news which appears in the papers two or three days before an important event is called:

- A. Curtain Raiser
- B. Background
- C. Follow up
- D. None of these

ANSWER: A

3. Which official is called the pilot of the newspaper:

- A. The news editor
- B. The reporter
- C. The editor
- D. None of these

ANSWER: C

4. Communication is a

- A. Theory
- B. Strategy
- C. Process
- D. None of these

ANSWER: C

5. Who was the founder of yellow journalism:

- A. William Hurst
- B. William John
- C. William Hickey
- D. None of these

ANSWER: A

6. Who is the most important person in the T.V. NEWS:

- A. Camera-man

- B. Camera-man
- C. NEWS caster
- D. None of these

ANSWER: C

7. A story appearing with the name of the writer is called:

- A. Credit line
- B. tag line
- C. print line
- D. byline

ANSWER: D

8. What is ABC?

- A. American business circle
- B. American business corporation
- C. Audit Bureau of circulation
- D. none

ANSWER: C

9. The assignment allotted to a newspaper reporter is called:

- A. Creed
- B. beat
- C. Embargo
- D. Feature

ANSWER: B

10. A journalist who is not attached with any newspaper is called:

- A. Retained
- B. Correspondent
- C. Stinger
- D. Free lancer

ANSWER: D

11. Identification marks written on the top of news story page is called:

- A. Credit line
- B. .Slugline
- C. Embargo
- D. tip

ANSWER: B

12. Press and Publication Ordinance was introduced in:

- A. 1963
- B. 1965
- C. 1995
- D. 1970

ANSWER: A

13. Tabloid newspaper is of small size with:

- A. 3 columns
- B. 4 columns
- C. 5 columns

D. 2 columns

ANSWER: A

14. A brief introduction of a photograph is called:

- A. Embargo
- B. Outdoor broadcast
- C. Caption
- D. none

ANSWER: C

15. Newspaper's masthead is called:

- A. Headline
- B. Flag
- C. Sub-heading
- D. Embargo

ANSWER: B

16. The inventor of printing press was:

- A. Marshal Mcluhan
- B. Ts'ai Lun
- C. Johannes gutenberg
- D. None

ANSWER: C

17. Press note can be issued by:

- A. Editor
- B. Government official
- C. Reporter
- D. Sub-editor

ANSWER: B

18. Obituary newa relates to:

- A. Deaths
- B. Births
- C. Weather
- D. None of these

ANSWER: A

19. The fuction of mass media which relates to the provisionof news is termed as:

- A. Surveillance
- B. Transmisiion
- C. Correlation
- D. None of these

ANSWER: C

20. Slander is:

- A. Written defamation
- B. Verbal defamation
- C. Both of these
- D. None of these

ANSWER: D

21. It is a compulsion for media organizations to _____ without changing or amending the text.

- A. Press release
- B. Press note
- C. Hand out
- D. None of these

ANSWER: B

22. Inverted pyramid style is preferably used in which media ?

- A. print media
- B. new media
- C. visual media
- D. audio media

ANSWER: A

23. Contribution by editorial staff is called

- A. editorial
- B. column
- C. feature
- D. article

ANSWER: A

24. The publication at intervals ,weekly or monthly is called

- A. yearly
- B. annualy
- C. Periodicals
- D. halyearly

ANSWER: C

25. The structure of newspapers is determined by

- A. Frequency of publication
- B. Circulation
- C. Size
- D. none of these

ANSWER: D

26. Scoop is:

- A. Exclusive story
- B. Sensational story
- C. Scandal story
- D. special story

ANSWER: A

27. A brief description of a picture in words is called:

- A. Byline
- B. Obituary
- C. Caption
- D. None of these

ANSWER: C

28. A newspaper article depicts the opinion of:

- A. Editor
- B. Writer
- C. Government
- D. None of these

ANSWER: B

29. AP is a news agency of:

- A. France
- B. uk
- C. us
- D. germany

ANSWER: C

30. The originator of phrase "fourth state" describing a press was a:

- A. Journalist
- B. Parliamentarian
- C. Bureaucrat
- D. None of these

ANSWER: B

31. APNS is a:

- A. Newspaper workers
- B. Owners
- C. Newspaper hawkers
- D. None of these

ANSWER: B

32. An advertorial is

- A. a news
- B. An article
- C. An editorial
- D. a feature

ANSWER: C

33. In 1790, James Augustus for the first time started a newspaper in India:

- A. Calcutta Time
- B. India Gazette
- C. Bengal Gazette
- D. None of these

ANSWER: C

34. Continuation of a story on another page is called:

- A. Carried
- B. jump
- C. bouncer
- D. takeaway

ANSWER: B

35. Television is

- A. Hot medium
- B. Cool medium

- C. Both (a) and (b)
- D. None of (a) and (b)

ANSWER: C

36. Reuters is the news agency of

- A. Holland
- B. France
- C. England
- D. Australia

ANSWER: C

37. UPI is the abbreviation of

- A. United Press International
- B. United Press of India
- C. United Press Indonesia
- D. United press of pakistan

ANSWER: A

38. AFP is the news agency of

- A. England
- B. America
- C. france
- D. germany

ANSWER: C

39. A sheet containing facts and detailed information on any issue is known as:

- A. Backgrounder
- B. summery
- C. write up
- D. article

ANSWER: A

40. CPNE is the representative body of :

- A. Newspaper owners
- B. Editors
- C. Working Journalist
- D. None of these

ANSWER: B

41. The head quarter of CNN is situated in:

- A. Newyork
- B. washington
- C. Atlanda
- D. otava

ANSWER: C

42. Broadcast media may be classified by:

- A. Type of signal output
- B. Target Audience
- C. Programming format and source
- D. All the three

ANSWER: A

43. To be considered a daily, a newspaper has to appear at least:

- A. Four times a week
- B. five times a week
- C. three times a week
- D. seven times a week

ANSWER: D

44. The news of important public events appearing in the front sections of a newspaper, are called:

- A. Hard news
- B. soft news
- C. investigative news
- D. feature news

ANSWER: A

45. The major function of Television is to provide:

- A. Entertainment
- B. Information
- C. Education
- D. All the three

ANSWER: D

46. Radio is a:

- A. Cool medium
- B. hot medium
- C. both a and b
- D. none of these

ANSWER: B

47. ABC is the abbreviation of:

- A. Asian Broadcasting Council
- B. Audit Bureau of Circulation
- C. American Broadcasting Corporation
- D. American Bureau of Circulation

ANSWER: B

48. APP is the news agency of:

- A. America
- B. Asia
- C. Pakistan
- D. India

ANSWER: C

49. What is embargo?

- A. A ship, which often comes late
- B. A ban on publication before a specific date
- C. A story, which has no end
- D. All the above

ANSWER: B

50. Radio is what type of channel?

- A. Space consuming
- B. Time consuming
- C. Space & time consuming
- D. None of these

ANSWER: B

51. What is typography?

- A. is a system of Government
- B. a choice of type to ensure image clarity
- C. a branch of photography
- D. None of these

ANSWER: B

52. What is Dummy?

- A. A dead body of an animal
- B. Make up of newspaper
- C. Front page of the newspaper
- D. proof reading

ANSWER: B

53. Agenda setting is the main objective:

- A. of media person
- B. Media has no concern one
- C. is the subject of mass communication
- D. None of these

ANSWER: C

54. PID?

- A. Press information department
- B. Pakistan institution of development
- C. Public intelligent department
- D. None of these

ANSWER: A

55. The reading of the script to check the errors is called:

- A. Composing
- B. Proof-reading
- C. Editing
- D. designing

ANSWER: B

56. folio is the name of

- A. Follow up
- B. Page number
- C. Date line
- D. cut

ANSWER: B

57. The term broadcasting refers to _____

- A. various media technologies

- B. airborne transmission of radio and TV waves
- C. a device which produce radio waves
- D. None of the above

ANSWER: B

58. The freedom of the press is protected by

- A. the First Amendment
- B. the Fifth Amendment
- C. C) the Constitution
- D. the Declaration of Independence

ANSWER: A

59. To choose the news items for the newspaper and to correct the language, spelling and remove all the unimportant sentences are the functions of_____.

- A. writer
- B. reporter
- C. editor
- D. sub editor

ANSWER: D

60. Headlines are generally given by_____

- A. page designer
- B. sub editor
- C. reporter
- D. b & c

ANSWER: B

61. Haw Keye is

- A. Magazine
- B. syndicate
- C. column.
- D. cartoon

ANSWER: D

62. what does a news story consist of_____

- A. 5W and 1H .
- B. 4W and 1H
- C. 6W and 1H
- D. 3W and 1H

ANSWER: A

63. What does a nose for news mean?

- A. Space for news.
- B. Publish crime reports.
- C. Human interest news
- D. Senses material for news.

ANSWER: D

64. e-paper is _____.

- A. political daily
- B. e news paper

- C. sports daily
- D. science daily

ANSWER: B

65. First news agency of india is ?

- A. samachar bharathi
- B. UNI
- C. PTI
- D. reuters

ANSWER: B

66. The coverage of issues in media should be

- A. self centered
- B. biased
- C. sensational
- D. all the above

ANSWER: B

67. Ombuds, also called ombudsman is _____.

- A. people who compile weekly profitability reports for the owners of media conglomerates
- B. government censors.
- C. news staff assigned to gather and represent audience interests.
- D. hired guides in the ongoing search for truth in the marketplace of ideas.

ANSWER: A

68. Journalists main function is to _____

- A. Collect information
- B. Elicit opinions from the masses
- C. Both 1 and 2.
- D. Neither 1 nor 2

ANSWER: C

69. Which is the best quality of news?

- A. Clarity.
- B. Balance.
- C. Accuracy.
- D. All of these

ANSWER: D

70. Which is most important department in newspapers?

- A. Editorial.
- B. Advertisements.
- C. Administration.
- D. Press.

ANSWER: A

71. What does a gutter mean?

- A. space between pages
- B. space between columns
- C. space between stories
- D. space between photos

ANSWER: B

72. What is meant by the middle?

- A. It means middle of the page
- B. The middle paragraph of the article
- C. Small and light article printed in the middle of the editorial page
- D. The middle pages of a newspaper.

ANSWER: C

73. OP-ED means _____

- A. optimize editorial. .
- B. open-edition.
- C. open-editorial .
- D. optimize-edition.

ANSWER: C

74. Write your Radio script in _____ voice.

- A. direct.
- B. active
- C. passive
- D. indirect

ANSWER: B

75. BGM in cinema means _____

- A. background magnification.
- B. background modification
- C. background music
- D. background movement

ANSWER: C

76. Radio language should conform to durations of _____

- A. seconds.
- B. minutes.
- C. hours.
- D. days

ANSWER: A

77. Television script focuses on _____

- A. color.
- B. nature.
- C. visuals.
- D. zapping

ANSWER: C

78. Television show script or feature film script writing is always called _____

- A. script doctoring.
- B. feature assignment writing
- C. spec script writing.
- D. television writing

ANSWER: C

79. Persuasion is a means of ____
- A. convincing the reader of something
 - B. telling the reader a story.
 - C. teaching the reader a lesson
 - D. using dialogue.

ANSWER: A

80. signal for the successive program on radio/TV is _____
- A. cue.
 - B. queue.
 - C. symbol
 - D. dub.

ANSWER: A

81. The journalistic jargon in writing is called _____
- A. journalese
 - B. style
 - C. head
 - D. body

ANSWER: A

82. Signature tune in radio is the _____ tune.
- A. initial
 - B. in between
 - C. end
 - D. intro

ANSWER: A

83. While writing for radio, avoid _____
- A. jargons
 - B. cliches
 - C. foreign words
 - D. all the above

ANSWER: D

84. In a TV news script, the right hand column is reserved for__
- A. visual descriptions
 - B. audio.
 - C. numbers
 - D. pictures

ANSWER: B

85. Sit com is ____
- A. sitting com
 - B. subtle comic
 - C. situation comedy
 - D. satirical comedy

ANSWER: C

86. A box put in the middle of a related story is ____
- A. kicker

- B. binder
 - C. drop-ins
 - D. stretcher
- ANSWER: C

87. Morgue is a _____

- A. kicker
 - B. binder
 - C. news library
 - D. stretcher
- ANSWER: C

88. Radio programme can be classified broadly in totypes

- A. two
 - B. four
 - C. six
 - D. eight
- ANSWER: A

89. NBC stands for

- A. News Broadcasting company
 - B. National Broadcasting company
 - C. News Bureau of Circulation
 - D. National Bureau of Circulation
- ANSWER: B

90. BBC stands for

- A. British Broadcasting Company
 - B. Bright Broadcasting Company
 - C. Bombay Broadcasting company
 - D. Britain Broadcasting Company
- ANSWER: A

91. Which among this not the charecteristics of television

- A. medium of immidiacy
 - B. audio visual medium
 - C. glamorous medium
 - D. mobile medium
- ANSWER: D

92. ENG stand for

- A. Electric news gathering
 - B. Electronic network gate
 - C. Electronic news gathering
 - D. Envirionmental network
- ANSWER: C

93. TV Documentaries take the form of

- A. Formal presentation
- B. informal presentation
- C. direct presentation

D. indirect presentation

ANSWER: C

94. ----- is used to content live meetings or presentations over the internet

- A. tele conferencing
- B. web conferencing
- C. online conferencing
- D. video conferencing

ANSWER: B

95. The act of broadcasting short messages to to other subscribers of a web service is

- A. macro blogging
- B. micro blogging
- C. blogging
- D. texting

ANSWER: B

96. A search engine is a programe to search

- A. for information
- B. web pages
- C. web pages for specified index
- D. web pages for information using specified used items

ANSWER: D

97. A blog that uses videos as its primary content is called

- A. v blog
- B. m blog
- C. weblog
- D. podcast

ANSWER: A

98. Who famously stated "the medium is the message"™?

- A. Manuel Castells
- B. Howard Rheingold
- C. Marshall McLuhan
- D. Karl Marx

ANSWER: C

99. World Wide Web was proposed by

- A. Bill gates
- B. Bill rogers
- C. ARPANET
- D. Time berners -Lee

ANSWER: D

100. Benifits of E-mail are

- A. Speed
- B. Cost
- C. Record keeping
- D. All the above

ANSWER: D

101. what is a blog?

- A. regularly updated site
- B. yearly updated site
- C. weekly updated site
- D. monthly updated site

ANSWER: A

102. when was the first known programme was broadcast?

- A. 1909
- B. 1906
- C. 1908
- D. 1902

ANSWER: B

103. S.M.C.R. is a well known:

- A. Communication Theory
- B. Communication Strategy
- C. Communication media
- D. Communication Model

ANSWER: D

104. When was TV begin?

- A. 1930's
- B. 1940's
- C. 1950's
- D. 1960's

ANSWER: A

105. What is Not true for public service broadcasting?

- A. Universal appeal
- B. Attention to minorities
- C. National identity & community
- D. Focus on rural (remotest) areas

ANSWER: D

106. Which of the following country made an experimental satellite communication project to bring informational television programs?

- A. Maldives
- B. Indonesia
- C. India
- D. Malaysia

ANSWER: C

107. In transistor radios there is _____ of communication.

- A. One-way flow
- B. Two-way flow
- C. Three-way flow
- D. Tetra-way flow

ANSWER: A

108. From which of the following perspectives, communication was understood as a linear, unidirectional process in which senders send information through media channels to receivers?

- A. Knowledge-transfer
- B. Transmission/persuasion
- C. Behavioral change
- D. Psycho analytical

ANSWER: B

109. Which of the following does not come under the category of Group Media tools?

- A. Photography, drawings, flip charts
- B. Posters and banners
- C. Video recordings
- D. Theatre

ANSWER: D

110. Which of the following come under the category of Group media tools?

- A. Songs, music, sayings, stories
- B. Role playing
- C. Rural radio
- D. Audio recordings

ANSWER: D

111. All of the following are the mass media tools, EXCPT?

- A. Rural Radio
- B. Television
- C. Discussion and Debate
- D. internet

ANSWER: C

112. Multimedia consists of -----.

- A. Audio
- B. Video
- C. Graphics and text
- D. All of the given options

ANSWER: D

113. Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to ----- but is overlooked by more powerful broadcast groups.

- A. International audience
- B. local audience
- C. journalists
- D. none of the given options

ANSWER: B

114. A ----- is an artificial satellite stationed in space for the purposes of telecommunications or reconnaissance using radio at microwave frequencies.

- A. Intelligent telephone
- B. Broadcast tele-text
- C. Communication satellite
- D. Video text

ANSWER: C

115. The media were ----- of modernization.

- A. Channels
- B. Indicators
- C. Both Channels and Indicators
- D. Neither Channel nor indicators

ANSWER: C

116. In 1975 and 1976, an experimental satellite communications project called-----was used to bring informational television programs to rural India

- A. SEEN
- B. SITE
- C. SATELLITE
- D. SETUP

ANSWER: B

117. The term of the press council is

- A. 3 yrs
- B. 4 yrs
- C. 5 yrs
- D. 6 yrs

ANSWER: C

118. Where is the Film and Television Institute of India situated?

- A. mumbai
- B. Delhi
- C. Calcutta
- D. Pune

ANSWER: D

119. FM stands for

- A. Fast Movement
- B. Friendly Matters
- C. Frequency Modulation
- D. Factual Matters

ANSWER: C

120. Which committee recommended separation of AIR and Television?

- A. Chanda committee
- B. Verghese Committee
- C. Joshi Committee
- D. Manmohan Committee

ANSWER: C

121. Freedom of the press or freedom of the media is the freedom of communication and expression through media ms including _____

- A. Electronic med ia
- B. Pub lished mat erial
- C. Both (A) and (B)
- D. None

ANSWER: C

122. The principles of Journalistic codes of ethics are designed

- A. To assist journalists in dealing with ethical dilemmas
- B. Self monitoring and self correction
- C. Both (A) and (B)
- D. None

ANSWER: A

123. The Press Council is headed by

- A. Chairman
- B. President
- C. Vice president
- D. None

ANSWER: A

124. The Indian media was initiated since the late _____ century

- A. 18th
- B. 19th
- C. 20th
- D. 21st

ANSWER: A

125. In this online journalism some news paper and magazines are available on their

- A. Websites
- B. Television
- C. Computers
- D. None

ANSWER: A

126. The term "Vividh Bharati" is related to

- A. School Education
- B. College Education
- C. Radio
- D. TV

ANSWER: C

127. Which of the following terms is not related to online media

- A. Weblog
- B. Website
- C. Gravure
- D. Phishing

ANSWER: C

128. who is the chairman of press council of india

- A. Markandey Katju
- B. Justice Chandramauli Kumar Prasad
- C. Justice J. R. Mudholkar,
- D. Justice R S Sarkaria

ANSWER: B

129. functions of mass communication is

- A. To inform
- B. To educate
- C. To entertain
- D. All the above

ANSWER: D

130. personal information, journals are posted on the web are known as

- A. website
- B. blog
- C. mail
- D. twitter

ANSWER: B

131. bibliography means

- A. list of authors and books
- B. list of poets and magazines
- C. refer to reporters and editors
- D. refer to freelancers

ANSWER: A

132. biweekly magazines or papers publishing is

- A. weekly
- B. monthly
- C. once in every two weeks
- D. once in every three weeks

ANSWER: C

133. campaign journalism relates with

- A. covering the programme
- B. shooting the events
- C. journalism that relates to the events, issues, etc.,
- D. none of the above

ANSWER: C

134. cloze is a method of

- A. editing
- B. captioning
- C. readability
- D. ending

ANSWER: C

135. If a newspaper is of 600x380 mm, it is known as of

- A. Tabloid size
- B. standard size
- C. broadsheet
- D. non-standard size

ANSWER: D

136. The body which represents the Indian newspapers publishers is

- A. ASJC
- B. IMCR

- C. INS
 - D. AFDJ
- ANSWER: C

137. The other word of copy writing is

- A. content writer
- B. editor
- C. reporter
- D. freelance writer

ANSWER: A

138. In the question given below, find the odd man out?

- A. Radio
- B. Television
- C. Cable television
- D. Newspaper

ANSWER: D

139. A journalist should not be.....while covering an event

- A. impartial
- B. meticulous
- C. domineering
- D. insquisitive

ANSWER: C

140. Who developed the first paper for the mankind ?

- A. The chinies
- B. The sumarians
- C. The Aryans
- D. The mayans

ANSWER: A

141. The MMS is a/an

- A. visual media
- B. audio media
- C. print media
- D. visual and audio media

ANSWER: D

142. The term press normally does not include

- A. magazines
- B. Newspapers
- C. books
- D. websites

ANSWER: D

143. In which year was the first news agency founded?

- A. 1830
- B. 1832
- C. 1834
- D. 1835

ANSWER: D

144. Press Council of India has how many members?

- A. 28
- B. 30
- C. 35
- D. 40

ANSWER: A

145. Colour Tv was introduced in India in the year

- A. 1950
- B. 1982
- C. 1970
- D. 1980

ANSWER: B

146. The name given to the first Radio programme was

- A. India Radio Times
- B. Akasvani
- C. East India Company
- D. The Indian listener

ANSWER: A

147. Who is the head of news service division?

- A. Editor in charge
- B. Director general
- C. managing general
- D. manager

ANSWER: B

148. How many news agencies are there in India?

- A. 345
- B. 380
- C. 320
- D. 312

ANSWER: C

149. Radio structure of industry

- A. AM/FM
- B. Public Radio
- C. Cable Radio
- D. All

ANSWER: D

150. The term TRP stands for

- A. Total Regression profile
- B. Tally Rating point
- C. Television rated purchase
- D. Television Rating point

ANSWER: D

Staff Name
MALARVIZHI A .