



## Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC)Re-  
accredited at the 'A' Grade Level by the **NAAC** and ISO 9001:2008 Certified  
CRISL rated 'A' (TN) for MBA and MIB Programmes

### III B..SC VISUAL COMMUNICATION (2015-2018) SEMESTER - V ALLIED: MAGAZINE PRODUCTION - 511D Multiple Choice Questions.

1. The Magazine is a \_\_\_\_\_ medium.  
A. design.  
B. electronic.  
C. editorial.  
D. visual.  
ANSWER: D
2. Magazines serve a higher purpose in profounding a particular \_\_\_\_\_.  
A. group.  
B. ideology.  
C. culture.  
D. content.  
ANSWER: B
3. Publications must be to readers in deign and content \_\_\_\_\_.  
A. usual.  
B. unusal.  
C. relevant.  
D. irrelevant.  
ANSWER: C
4. Magazines basically fall under \_\_\_\_\_ categories.  
A. 2  
B. 3  
C. 4  
D. 5  
ANSWER: A
5. Forbes and Business Week are \_\_\_\_\_.  
A. Business magazines.  
B. Consumer magazines.  
C. Journals.  
D. Newspaper magazines.  
ANSWER: A
6. \_\_\_\_\_ include both general and specialist titles.  
A. Business Magazines.

- B. Consumer Magazines.
- C. House journal.
- D. News magazines.

ANSWER: B

7. \_\_\_\_\_ magazines used to be called, trade and technical.

- A. House journal.
- B. Institutional.
- C. Business-to-business.
- D. Specliazed.

ANSWER: C

8. New technologies and industries require \_\_\_\_\_.

- A. Traditional magazines.
- B. Business magazines.
- C. General magazines.
- D. New magazines

ANSWER: D

9. Articles in magazines may be written by \_\_\_\_\_.

- A. Columnist.
- B. Expert.
- C. Non-expert.
- D. Journalist.

ANSWER: C

10. \_\_\_\_\_ may begin with an abstract.

- A. Consumer magazine.
- B. News magazine.
- C. Scholarly journal.
- D. Popular magazine.

ANSWER: C

11. \_\_\_\_\_ magazines are published weekly or monthly.

- A. News and opinion.
- B. Professional journals.
- C. Contract.
- D. House journals.

ANSWER: A

12. \_\_\_\_\_ is published for profit.

- A. Journals.
- B. House journals.
- C. Newsletters.
- D. Popular magazines.

ANSWER: D

13. Specialized magazines are targeted at a \_\_\_\_\_.

- A. Specific audience.
- B. More than one group.
- C. Mass audience.

D. Non professionals.

ANSWER: A

14. Popular magazines usually do not include \_\_\_\_\_ as a regular feature.

- A. Informal reviews.
- B. Formal book reviews.
- C. Specialized content.
- D. Opinion columns.

ANSWER: B

15. Magazines increasingly use their \_\_\_\_\_ as editorial sources.

- A. Editor.
- B. Freelancers.
- C. Readers.
- D. Expert team.

ANSWER: C

16. Every magazine has its own \_\_\_\_\_.

- A. Content.
- B. Culture.
- C. Communication.
- D. Colour.

ANSWER: B

17. Editor and art editor should share a \_\_\_\_\_.

- A. Editorial strategy.
- B. Visual content.
- C. Design strategy.
- D. Both editorial and design strategy.

ANSWER: C

18. \_\_\_\_\_ magazines need team journalistic skills.

- A. General.
- B. News.
- C. Scientific.
- D. Specialist.

ANSWER: D

19. General interest \_\_\_\_\_ magazines are difficult to produce.

- A. News
- B. Business
- C. Entertainment
- D. Scientific

ANSWER: B

20. Like the design of news pages, \_\_\_\_\_ evolved for functional reasons.

- A. Feature writing
- B. Editorial writing
- C. News writing
- D. Literary writing

ANSWER: C

21. When we think of magazine writing, we are not usually thinking of news but \_\_\_\_\_.
- A. Editorial
  - B. Interviews
  - C. Guest writers
  - D. Feature

ANSWER: D

22. \_\_\_\_\_ needs high quality paper stock of reasonable weight.
- A. Back cover
  - B. Front cover
  - C. Inside cover
  - D. Self cover

ANSWER: D

23. India Today is a magazine for \_\_\_\_\_.
- A. Film
  - B. Sports
  - C. News
  - D. Women

ANSWER: C

24. The name of the report source is called \_\_\_\_\_.
- A. Byline
  - B. Caption
  - C. Creditline
  - D. Author line

ANSWER: A

25. \_\_\_\_\_ is small holes cut to make out by coupons easy to tear out by the reader.
- A. Die scores
  - B. Perforations
  - C. Embossing
  - D. Foil stamping

ANSWER: B

26. Using different headings on the contents page and on the actual feature is to be \_\_\_\_\_.
- A. Used
  - B. Checked
  - C. Altered
  - D. Avoided

ANSWER: D

27. An arrangement of visual elements is called \_\_\_\_\_.
- A. layout
  - B. graphics
  - C. sketch
  - D. dummy

ANSWER: A

28. Original photography should be as much a part of magazines as original\_\_\_\_\_.

- A. Art
- B. Illustration
- C. Writing
- D. Information graphics

ANSWER: C

29. Editorial needs a clear presence on the right hand pages near the \_\_\_\_\_ of the magazine.

- A. Top
- B. End
- C. Start
- D. Center

ANSWER: C

30. Most magazines these days leave the office in \_\_\_\_\_ form.

- A. Printed
- B. Electronic
- C. Soft copy
- D. Hard copy

ANSWER: B

31. Publishing a magazine to get the readers pay the whole cost is called \_\_\_\_\_.

- A. Advertiser funded publishing
- B. Publishing to promote
- C. Reader funded publishing
- D. Advertiser dominated publishing

ANSWER: C

32. The second stage in the magazine life cycle is \_\_\_\_\_.

- A. Survival
- B. Maturity
- C. Decline
- D. Launch

ANSWER: A

33. \_\_\_\_\_ is there to label the elements in a picture, but not to describe them.

- A. By lines
- B. Credit lines
- C. Captions
- D. Taglines

ANSWER: C

34. The feature story form must be more fluid than that of a \_\_\_\_\_.

- A. Interview
- B. News story
- C. Column
- D. Editorial

ANSWER: B

35. Feature stories place a greater emphasis on facts that have \_\_\_\_\_.

- A. Human interest
- B. Facts

C. Instructions

D. Profile

ANSWER: A

36. The first published magazine in India \_\_\_\_\_.

A. Stardust

B. India today

C. The week

D. Outlook.

ANSWER: A

37. The 'Week' belongs to the \_\_\_\_\_.

A. Living media

B. Malayala Manorama

C. Worldwide media

D. Times group

ANSWER: B

38. A \_\_\_\_\_ is a short, vivid character sketch.

A. Persona

B. Autobiography

C. Biography

D. Profile

ANSWER: D

39. The beginning of the story which pulls the reader in is known as \_\_\_\_\_.

A. Headline

B. Lead

C. Hook

D. Structure

ANSWER: B

40. Anecdotes are \_\_\_\_\_

A. Life Incidents

B. Quotations

C. Stories

D. Folk Tales

ANSWER: A

41. Language used for a feature should always be \_\_\_\_\_.

A. Formal

B. Serious

C. Simple

D. Complex

ANSWER: C

42. A feature is complete only with \_\_\_\_\_.

A. Plates

B. Interviews

C. Places

D. Photographs and sketches

ANSWER: D

43. While designing a magazine one should not sacrifice \_\_\_\_\_ to form.
- A. Content
  - B. Colour
  - C. Information
  - D. Visuals

ANSWER: A

44. The page architecture spacing should be \_\_\_\_\_ between columns, headlines, text, photo, etc.
- A. Inconsistent
  - B. Consistent
  - C. Informal
  - D. Formal

ANSWER: B

45. Good designer will choose the best \_\_\_\_\_.
- A. Photos
  - B. Art
  - C. Illustration
  - D. Article

ANSWER: C

46. \_\_\_\_\_ is the measurement of distances between the lines of type.
- A. Leading
  - B. Kerning
  - C. Tracking
  - D. X height

ANSWER: A

47. \_\_\_\_\_ is the most traditional news writing style where the lead gives a summary of the news
- A. Summary Lead
  - B. Anecdotal Lead
  - C. Question Lead
  - D. contrast lead

ANSWER: A

48. \_\_\_\_\_ Contains the name of the writer or author in the articles.
- A. Date line
  - B. By line
  - C. Slug line
  - D. deadline

ANSWER: B

49. \_\_\_\_\_ is the measurement of distances between individual letters.
- A. Leading
  - B. Tracking
  - C. Kerning
  - D. X-height

ANSWER: C

50. \_\_\_\_\_ is the measurement of distances between letters in entire words.

- A. Ascender
- B. Descender
- C. Kerning
- D. Tracking

ANSWER: D

51. Today's digital types can be enlarged or reduced by simply selecting a \_\_\_\_\_.

- A. Inch
- B. Line
- C. Pica
- D. Point size

ANSWER: D

52. Times Roman is \_\_\_\_\_ type.

- A. Script
- B. Decorative
- C. Serif
- D. Sanserif

ANSWER: C

53. Which is the following film critic bi-monthly Tamil magazine?

- A. Kaatchi Pizhai
- B. Vannathirai
- C. Cini koothu
- D. None of the above.

ANSWER: A

54. Which one is not the news agency

- A. UNI
- B. PTI
- C. AP
- D. UNO

ANSWER: D

55. Picture selection is a difficult and \_\_\_\_\_ task.

- A. subjective.
- B. objective.
- C. entertaining.
- D. impressive.

ANSWER: A

56. Femina is a \_\_\_\_\_.

- A. Weekly
- B. Daily
- C. Monthly
- D. Fortnightly

ANSWER: C

57. \_\_\_\_\_ in on the action is often a good way to make a picture look more exciting.

- A. Zooming.



- B. Panning.
  - C. Tilting.
  - D. Sliding.
- ANSWER: A

58. Too many pictures on newspaper pages tend to be \_\_\_\_\_.

- A. dynamic.
- B. relevant.
- C. static.
- D. crowded.

ANSWER: C

59. The saturation is the amount of \_\_\_\_\_.

- A. value.
- B. hue.
- C. saturation.
- D. colours.

ANSWER: B

60. The value will determine how vibrant a \_\_\_\_\_ is.

- A. value.
- B. hue.
- C. saturation.
- D. colours.

ANSWER: D

61. Horizontal lines are restful and at peace with their \_\_\_\_\_.

- A. illustrations.
- B. design.
- C. surroundings.
- D. content.

ANSWER: C

62. What is CVI?

- A. Central Visual Image.
- B. Centre of Visual Impact.
- C. Centre of Visual Illustration.
- D. Centre of Vertical Image.

ANSWER: B

63. Which is the magazine women related \_\_\_\_\_.

- A. Femina
- B. Tehelka
- C. verve
- D. Gâ€™ny

ANSWER: A

64. There can be no good design without the benefit of good content and through \_\_\_\_\_.

- A. editing.
- B. proof reading.
- C. pictures.

D. illustrations.

ANSWER: A

65. Magazine published Fifteen days once called as \_\_\_\_\_

- A. Bi-monthly
- B. Fortnightly
- C. Weekly
- D. None of the above.

ANSWER: B

66. Intelligent choices can be made if the designer understands the various Families of \_\_\_\_\_.

- A. letters.
- B. word.
- C. type.
- D. font.

ANSWER: C

67. \_\_\_\_\_ typefaces display the strongest contrast between thick and thin strokes.

- A. Transitional.
- B. Old style.
- C. Sanserif.
- D. Modern.

ANSWER: D

68. \_\_\_\_\_ refers to white letters against a black background.

- A. Typeface.
- B. Justified type.
- C. Reversed type.
- D. Serif type.

ANSWER: C

69. \_\_\_\_\_ generally deals with form and space.

- A. Typography.
- B. Layout.
- C. Architecture.
- D. Design.

ANSWER: C

70. The balanced distribution of equivalent forms on the page, positioned around a common line is called \_\_\_\_\_.

- A. symmetry.
- B. axis.
- C. hierarchy.
- D. asymmetry

ANSWER: A

71. To determine the number and size of the stories, photographs, and illustrations available is known as \_\_\_\_\_.

- A. flat planning.
- B. grid system.

- C. page architecture.
- D. dummyming process.

ANSWER: D

72. \_\_\_\_\_ should be a by-produce of the normal layout of an editor.

- A. Layout.
- B. Pagination.
- C. Design.
- D. Rhythm.

ANSWER: B

73. \_\_\_\_\_ placement can work well only when surrounded by white space, simple design, easy-to-read headlines, and adequate width.

- A. Horizontal.
- B. Diagonal.
- C. Vertical.
- D. Symmetric.

ANSWER: C

74. Designers must recognize the importance of eye movement when they \_\_\_\_\_ a page.

- A. design.
- B. dummy.
- C. layout.
- D. visualize.

ANSWER: A

75. Magazine published two months once called as \_\_\_\_\_

- A. Bi-monthly
- B. Bi-annual
- C. Fortnightly
- D. None of the above

ANSWER: A

76. \_\_\_\_\_ counts are an important consideration when designing pages.

- A. Pictures.
- B. Type.
- C. Element.
- D. Story.

ANSWER: D

77. A feature page or magazine page may only have \_\_\_\_\_ on the page.

- A. One picture.
- B. One story.
- C. One element.
- D. One layout.

ANSWER: B

78. \_\_\_\_\_ is called as the magazines face.

- A. Name plate.
- B. Cover page.
- C. Logo.

D. Tag line.  
ANSWER: B

79. A \_\_\_\_\_ will first define the page size and margins.

- A. Style sheet.
- B. Dummy.
- C. Template.
- D. Flat plan.

ANSWER: C

80. Pictures have a major part to play in setting the emotional agenda of a \_\_\_\_\_.

- A. paper.
- B. layout.
- C. design.
- D. piece.

ANSWER: D

81. The \_\_\_\_\_ has to decide which section of the picture needs to be produced on the page.

- A. designer.
- B. editor.
- C. visualize.
- D. photographs.

ANSWER: B

82. Colours are associated with \_\_\_\_\_.

- A. values.
- B. design.
- C. emotions.
- D. human begins.

ANSWER: C

83. Blue colour is calming but \_\_\_\_\_.

- A. hot.
- B. cold.
- C. warm.
- D. neutral.

ANSWER: B

84. Yellows and reds are associated with warmth and \_\_\_\_\_.

- A. speed.
- B. slow.
- C. steady.
- D. strong.

ANSWER: A

85. Greens are more \_\_\_\_\_ and are considered nurturing.

- A. appealing.
- B. pleasant.
- C. strong.
- D. neutral.

ANSWER: D

86. Colours are also \_\_\_\_\_.

- A. symbolic.
- B. systematic.
- C. sympathetic.
- D. Representative.

ANSWER: A

87. The primary colours are: \_\_\_\_\_

- A. red, blue and green.
- B. red, blue and orange.
- C. red, blue and black.
- D. red, blue and yellow.

ANSWER: A

88. By mixing the primaries, you get \_\_\_\_\_ colours.

- A. subtractive.
- B. additive.
- C. secondary.
- D. tertiary

ANSWER: C

89. Relevant coverage constitutes the first step in capturing the attention of \_\_\_\_\_.

- A. regular readers.
- B. matured readers.
- C. young readers.
- D. occasional readers.

ANSWER: C

90. Designing a page implies \_\_\_\_\_ planning.

- A. meticulous.
- B. organized.
- C. unstructured.
- D. regular.

ANSWER: B

91. A word BEAT refer

- A. News gathering places
- B. advertising agency
- C. column name in the magazine
- D. none of the above

ANSWER: A

92. Center split can be effective when there is no single \_\_\_\_\_ worth highlighting as a lead item on the page.

- A. feature.
- B. story.
- C. photo.
- D. story or photo.

ANSWER: D

93. Never trap large amount of \_\_\_\_\_ between photos or between headline and copy.

- A. columns.
- B. rows.
- C. white space.
- D. design.

ANSWER: C

94. Designing inside pages of a magazine becomes difficult when advertising content takes the available \_\_\_\_\_.

- A. content.
- B. space.
- C. structure.
- D. format.

ANSWER: B

95. The \_\_\_\_\_ is one who pleases his editor, his readers, and the newspapers advertisers.

- A. successful designer.
- B. well known designer.
- C. good designer.
- D. professional designer.

ANSWER: A

96. Magazine advertisements are a major source of \_\_\_\_\_ for placement of photos.

- A. content.
- B. ideas.
- C. inclination.
- D. structure.

ANSWER: B

97. What is the other name for a spread or center spread?

- A. split page.
- B. double column.
- C. double truck.
- D. split run.

ANSWER: C

98. Johann Gutenberg invented the \_\_\_\_\_.

- A. composing machine.
- B. printing press.
- C. block making unit.
- D. paper screen.

ANSWER: B

99. Controlled circulation magazines gain most of their revenue from \_\_\_\_\_.

- A. subscriptions.
- B. advertising.
- C. e-commerce.
- D. none of the above.

ANSWER: B

100. India today magazine was started by \_\_\_\_\_.

- A. Madhu Trehan.
- B. Aroon Purie.
- C. Mammen Mathew.
- D. Prabhu Chowla.

ANSWER: B

101. The screen is a weekly of \_\_\_\_\_.

- A. General interest.
- B. Film news.
- C. Sports events.
- D. Womens interest.

ANSWER: B

102. The Womens Era magazine is published from \_\_\_\_\_.

- A. Bangalore.
- B. Calcutta.
- C. Delhi.
- D. Chennai.

ANSWER: C

103. The journal of the press institute of India is \_\_\_\_\_.

- A. Communicator.
- B. Vidura.
- C. Mass media.
- D. Third concept.

ANSWER: C

104. The largest circulated language magazine in India is \_\_\_\_\_.

- A. Manorama weekly.
- B. Kumudam.
- C. Mangalam.
- D. Business India.

ANSWER: C

105. Present editor of sports star magazine is \_\_\_\_\_.

- A. N. Ravi.
- B. S. Rangarajan.
- C. N. Ram.
- D. Shekhar Gupta.

ANSWER: C

106. The concept of slogan can be traced to \_\_\_\_\_.

- A. Rome.
- B. Greece.
- C. America.
- D. Britain.

ANSWER: C

107. Today most magazines are printed on \_\_\_\_\_.

- A. Gravure
- B. Offset

- C. Silk screen
- D. letterpress

ANSWER: B

108. The most important decision the designer has to make is the number of columns per \_\_\_\_\_.

- A. story.
- B. feature.
- C. magazine.
- D. page.

ANSWER: D

109. The process for producing incredible tone and detail that approximate photographic quality is \_\_\_\_\_.

- A. Stochastic screening.
- B. Silk screen print.
- C. Web print.
- D. CMS.

ANSWER: C

110. Part of a page devoted to the official heading of the publication is called as \_\_\_\_\_.

- A. Masthead.
- B. Banner.
- C. Lead.
- D. Sweepstakes.

ANSWER: A

111. The largest selling Tamil weekly is \_\_\_\_\_.

- A. Ananda Vikatan.
- B. Varanthari Rani.
- C. Kumudam.
- D. Kalkandu.

ANSWER: A

112. Letter or Letters from one series mixed with those from another series or font is called \_\_\_\_\_.

- A. Wrong font.
- B. Wrong print.
- C. Transpose.
- D. Tint.

ANSWER: D

113. ARU stands for \_\_\_\_\_.

- A. Audience Reference Unit.
- B. Audience Research Unit.
- C. Audience Reference University.
- D. Audience Rural Unit.

ANSWER: B

114. Cliche is \_\_\_\_\_.

- A. An overused idea.
- B. Novel idea.
- C. Fresh idea.



D. Original idea.

ANSWER: A

115. Running different ads in alternate copies of the same issue at the same time is called \_\_\_\_\_.

- A. Split advertising.
- B. Split run.
- C. Split spots.
- D. Spot.

ANSWER: B

116. Newspaper circulation audit agency is \_\_\_\_\_.

- A. ARU.
- B. ABC.
- C. ORG.
- D. RNI.

ANSWER: B

117. The word magasin has its roots in \_\_\_\_\_.

- A. French.
- B. Latin.
- C. Greek.
- D. Portuguese.

ANSWER: A

118. Mirror is a magazine published in \_\_\_\_\_.

- A. Britain.
- B. Singapore.
- C. India.
- D. Sri Lanka.

ANSWER: A

119. Film magazine are unique for \_\_\_\_\_.

- A. India.
- B. Britain.
- C. China.
- D. Germany.

ANSWER: A

120. Kumudam can be considered as a magazine of \_\_\_\_\_.

- A. Politics.
- B. Culture.
- C. Short stories.
- D. General

ANSWER: D

121. Most tabloid newspapers in India are \_\_\_\_\_.

- A. Fortnightlies.
- B. Bi-weeklies.
- C. Weeklies.
- D. Monthlies.

ANSWER: C

122. A process in which the printing image is etched below the non-printing area is called \_\_\_\_\_.
- A. Offset.
  - B. Letterpress.
  - C. Gravure.
  - D. Litho.

ANSWER: C

123. In letterpress, adjusting the plates for press to ensure uniform impression is called \_\_\_\_\_.
- A. Make good.
  - B. Master print.
  - C. Media Schedule.
  - D. Make ready.

ANSWER: B

124. The space left at the beginning of a paragraph is called \_\_\_\_\_.
- A. space.
  - B. dash.
  - C. indention.
  - D. dot.

ANSWER: C

125. Tabloids will generally have \_\_\_\_\_.
- A. 5 columns.
  - B. 6 columns.
  - C. 7 columns.
  - D. 8 columns.

ANSWER: B

126. The magazine that customizes the editorial content is \_\_\_\_\_.
- A. News Week.
  - B. Readers Digest.
  - C. Time.
  - D. Sun.

ANSWER: A

127. Magazine circulation is mainly through \_\_\_\_\_.
- A. subscription.
  - B. news stands.
  - C. street sales.
  - D. postal channel.

ANSWER: A

128. The best designs, the best layouts, are \_\_\_\_\_ ones.
- A. Simple.
  - B. Complex.
  - C. Vague.
  - D. Cluster.

ANSWER: A

129. \_\_\_\_\_ is good for logos because the eye movements stay within the shape.

- A. Triangle.
- B. Rectangle.
- C. Circle
- D. Square.

ANSWER: C

130. News magazines contain more \_\_\_\_\_.

- A. Backgrounders
- B. Features
- C. Opinions
- D. Newsletters

ANSWER: C

131. People pick up publications to get the \_\_\_\_\_, not to admire a wonderful design.

- A. advertisements.
- B. content.
- C. visuals.
- D. editorials.

ANSWER: B

132. A designer needs to consider whether to use justified or unjustified \_\_\_\_\_.

- A. lines.
- B. indent.
- C. space.
- D. type.

ANSWER: D

133. A good page \_\_\_\_\_ is proportional to the final page.

- A. design.
- B. layout.
- C. content.
- D. dummy.

ANSWER: D

134. Rule of thirds is used to create a layout with \_\_\_\_\_ proportions.

- A. horizontal.
- B. balanced.
- C. vertical.
- D. unbalanced.

ANSWER: B

135. A limitation that serves as a discipline in making layouts is the number of \_\_\_\_\_ per page.

- A. pictures.
- B. columns.
- C. rows.
- D. space.

ANSWER: B

136. A magazine that is over full is \_\_\_\_\_ and hard to read.

- A. uninviting.
- B. inviting.

- C. pleasant.
- D. unpleasant.

ANSWER: A

137. \_\_\_\_\_ can be achieved by surrounding the smaller picture with the greater deal of white space.

- A. Unity.
- B. Texture.
- C. Proportion.
- D. Balance.

ANSWER: D

138. Every good layout has movements as well as \_\_\_\_\_.

- A. Structure.
- B. Margin.
- C. Illustration.
- D. Appearance.

ANSWER: A

139. The best selling business magazine in India is \_\_\_\_\_.

- A. Business World.
- B. Business Today.
- C. Fortune.
- D. Indian economic.

ANSWER: B

140. Content should not only be balanced, it should also be \_\_\_\_\_.

- A. complete.
- B. compliment.
- C. comprehensive.
- D. contrast.

ANSWER: C

141. To be communicative, a feature must also be \_\_\_\_\_ to the reader.

- A. acceptable.
- B. achievable.
- C. affordable.
- D. accessible.

ANSWER: D

142. The development of the \_\_\_\_\_ includes photography, computer graphics and the layout and design.

- A. cover
- B. content
- C. editorial.
- D. entertainment.

ANSWER: A

143. India Today magazine was started in the year \_\_\_\_\_.

- A. 1975.
- B. 1970.
- C. 1985.

D. 1977.

ANSWER: A

144. The Frontline is a \_\_\_\_\_ magazine.

- A. Weekly.
- B. Fortnightly.
- C. Monthly.
- D. Biweekly.

ANSWER: B

145. The Times magazine is published from \_\_\_\_\_.

- A. India.
- B. England.
- C. China.
- D. The United States.

ANSWER: B

146. The week is a magazine of \_\_\_\_\_.

- A. general interest.
- B. womens interest.
- C. literary.
- D. news.

ANSWER: A

147. The Readers Digest is a \_\_\_\_\_.

- A. Weekly.
- B. Fortnightly.
- C. Bimonthly.
- D. Monthly.

ANSWER: D

148. The publisher of film fare is \_\_\_\_\_.

- A. The Hindu Publications.
- B. The Times Group.
- C. The Indian Express Group.
- D. Malayalam Manorama.

ANSWER: B

149. In \_\_\_\_\_ layout distances between interrelated elements are equal.

- A. Window layout.
- B. Visual syntax.
- C. Access approach.
- D. Mondrian layout

ANSWER: D

150. The style of news writing in which the identification of the source is not immediately revealed \_\_\_\_\_.

- A. Summary lead.
- B. Question lead.
- C. Blind lead.
- D. Satiric lead.

ANSWER: C

Staff Name  
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