



## 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

I MJMC[2017-2019]

SEMESTER I

CORE:REPORTING AND EDITING-164B

Multiple Choice Questions.

1. AFP Stand for\_\_\_\_\_.

- A. Agence Far Press
- B. Associated France Press
- C. Agence France Press.
- D. None of these.

ANSWER: C

2. The Bofars Scandal occurred between two countries are

- A. India and China
- B. India and Canada
- C. India and Sweden
- D. India and Russia

ANSWER: C

3. Headlines are generally given by\_\_\_\_\_.

- A. Page designer.
- B. Sub-editors.
- C. Reporter.
- D. b & c.

ANSWER: B

4. What should be avoided while writing the masthead?

- A. Write in distinctive bold point.
- B. Write in small size.
- C. Write in a fixed place on the front page every day.
- D. both b & c.

ANSWER: B

5. Which of these news values are not highlighted in sports news story?

- A. Prominence of the sports event.
- B. Progress in terms of statistics.
- C. Human interest.
- D. News elements.

ANSWER: D

6. Haw Keye is

- A. Magazine.

- B. syndicate.
  - C. column.
  - D. cartoon
- ANSWER: D

7. A journalist need not be \_\_\_\_\_ while covering an event.
- A. Impartial.
  - B. Meticulous.
  - C. Domineering.
  - D. Inquisitive.

ANSWER: C

8. Which of the following statements is true for journals?
- A. They are not a part of the print media.
  - B. They concentrate an industry - specific, stream - specific or trade-specific issues, which are defined beforehand.
  - C. They give all types of news, views and entertaining events.
  - D. They are not prepared under the guidance of expert editors, writers and researchers but by journalists and freelance writers from the open market.

ANSWER: B

9. what is photojournalism?
- A. collecting, editing and presenting of news material for publication or broadcast
  - B. collecting pictures
  - C. editing photos
  - D. clicking photos

ANSWER: A

10. Who is a crime reporter?
- A. A person who gives information to the media about police operations.
  - B. A journalist who writes news, views and articles about the crime scenario.
  - C. journalist who covers the news related to criminal courts.
  - D. A person who keeps in touch with the CBI and gives vital facts to the press about its operations.

ANSWER: B

11. A science correspondent should have an academic background in\_\_\_\_\_.
- A. Engineering.
  - B. Basic sciences.
  - C. Social sciences.
  - D. Journalism and feature writing.

ANSWER: B

12. Which is the following patterns structure use the news story \_\_\_\_\_.
- A. pyramid pattern.
  - B. Inverted pyramid pattern.
  - C. Pentagons.
  - D. none of these.

ANSWER: B

13. Which is not the quality of a reporter?
- A. Team spirit.

- B. Outgoing nature.
- C. A nose for news.
- D. Editing interviews for use.

ANSWER: D

14. Which reporting goes behind the news and brings out the truth?

- A. Objective.
- B. Interpretative.
- C. Investigative.
- D. Crime.

ANSWER: B

15. According to one eminent writer which kind of reporting is like drilling for oil in India?

- A. Objective.
- B. Interpretative.
- C. Investigative.
- D. Crime.

ANSWER: C

16. Reporting which deals with the subject matter where an attempt is being made to hide the truth from the people is\_\_\_\_\_

- A. Investigative.
- B. Objective.
- C. Interpretative.
- D. Crime.

ANSWER: A

17. What does a nose for news mean?

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

ANSWER: B

18. Editorial means\_\_\_\_\_.

- A. writer's reporters and his conclusions.
- B. watching and listening where news is taking place.
- C. Article that any reader can add to or change.
- D. Unsigned articles that express publication's opinion.

ANSWER: D

19. Can a reporter use the news, for his personal commercial usage, after he has given it to his employer?

- A. No, he cannot.
- B. Yes, it is allowed by the law.
- C. Yes, but after the news has been published and also, if he has altered its content, style, and presentation.
- D. May be, he can take the permission from him to use it for his personal commercial operation.

ANSWER: C

20. What a good or morally upright journalist should not do?

- A. Collection of information by sneaking into the office or home of the target.

- B. Use of PR in a government office.
  - C. Offer of some incentive to an interviewee so that he could give information (a cold drink would suffice).
  - D. Collection of information from a blazing battlement front.
- ANSWER: A

21. online journalism is a \_\_\_\_\_.

- A. Political daily.
- B. Sports daily.
- C. Web Newspaper.
- D. None of above.

ANSWER: C

22. The Paparazzi syndrome has entered the realm of India journalism too. What is the harm of this syndrome?

- A. It is immoral to shoot a subject who is dying.
- B. It is better to extend help to a subject in distress (or near the verge of death. than to encroach upon his privacy.
- C. The celebrities like Lady Diana ought not to be covered by photographers and journo.
- D. The law of the land may not allow the paparazzi to track down and follow the vehicles of celebrities.

ANSWER: B

23. Which of the following is not an advantage of using a stringer (freelancer)?

- A. He enhances the group cover of the station.
- B. He is less accountable than the staff personal of the TV, radio, or newspaper organization.
- C. He can fill up for staff members who may be sick or on leave.
- D. He is cost-effective in the sense that he would be paid only if his report is printed or broadcast.

ANSWER: B

24. What is bleed?

- A. The binding of the book is in PB.
- B. The illustration or photograph runs into the edge of the page.
- C. Two colors mix with each other in an area to create a new color.
- D. A photograph with wrapped-around text above, below, and beside it.

ANSWER: B

25. Who is cub?

- A. An untrained reporter.
- B. A short-story writer.
- C. The assistant to the (chief) news editor in a newspaper set-up.
- D. The managing editor of a magazine.

ANSWER: A

26. What is RO?

- A. Reverse Off: convert the recto into verso and vice versa.
- B. Run On: let the line or paragraph continue along with the previous one.
- C. Review Over: the article has been edited and can be sent to the press.
- D. Reverse Order.

ANSWER: B

27. What is an ambush interview?

- A. The journo encounters the militants in a remote area in the area of operation of those militants.
- B. The journo interviews the militants in a TV studio.
- C. The journo catches a subject unaware in full view of the camera.
- D. The journo takes the help of security personal to identify the subject for the purpose of interviewing him.

ANSWER: C

28. Which of the following is not a desirable quality in a reporter or sub-editor?

- A. News sense.
- B. Speed.
- C. Curiosity.
- D. Gift of the gab.

ANSWER: D

29. A newspaper's news desk can receive news from its own Journo, news agencies, and\_\_\_\_\_.

- A. Competitors.
- B. The masses.
- C. The net.
- D. Previous issues of the newspaper.

ANSWER: D

30. 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

31. A science reporter can do justice to any write up to any write up by \_\_\_\_\_.

- A. Verifying its facts.
- B. Adopt a lucid style of writing.
- C. Referring to ones personal glossary of science.
- D. Collecting related information.

ANSWER: D

32. Which is not the quality of a science technology reporter?

- A. An inherent scientific temper.
- B. A narrow network of acquaintance among the scientist and technologies of the region.
- C. An analytical mind that will not accept anything at face value.
- D. A perceptive mind that thrives on a keen awareness.

ANSWER: B

33. Peculiarities of the language used in sports writing are \_\_\_\_\_.

- A. Report is written for general reader.
- B. War references like kill are avoided.
- C. Sports jargon itself finds mention only on a low key.
- D. Report is written for specific readers.

ANSWER: D

34. Which is not the style used in sports writing?

- A. Professional Approach.

- B. Discovering of new angle.
- C. Write lengthy articles.
- D. Both a & b.

ANSWER: C

35. In order to be a good writer one should not \_\_\_\_\_.

- A. To the point.
- B. Modest in approach.
- C. Using complex words.
- D. Focused.

ANSWER: C

36. Impact, Timeliness, Conflict & Prominence are \_\_\_\_\_.

- A. Qualities to be adopted by a writer.
- B. Criteria on which the editors insist upon.
- C. Basis of good news story.
- D. Elements.

ANSWER: B

37. A feature writer must have \_\_\_\_\_.

- A. The ability to collect categories & analyze facts.
- B. A weak command on the language.
- C. Both 1 and 2
- D. Neither 1 nor 2.

ANSWER: C

38. What is meant by the end?

- A. It means middle of the page.
- B. The middle paragraph of the article.
- C. The open paragraph of the article.
- D. The conclusion/summarize of the paragraph

ANSWER: D

39. First news agency of india is ?

- A. UNI.
- B. PTI.
- C. Samachar Bhartie.
- D. None of above

ANSWER: A

40. A voice clip of a politician's short, pithy statement on an issue is called a \_\_\_\_\_

- A. sound bite.
- B. pseudo-event.
- C. slow leak.
- D. trial balloon.

ANSWER: A

41. A Successful freelance journalist must not \_\_\_\_\_.

- A. Love for writing.
- B. A weak writing skill.
- C. Identified an area.

D. Developed a link between the various newspapers or magazines.

ANSWER: B

42. The first domestic news agency in India is\_\_\_\_\_.

- A. Press Trust of India
- B. Associated Press of India.
- C. Samachar Bharathi.
- D. United News of India.

ANSWER: B

43. What is meant by the word stringer?

- A. A freelance journalist who is not paid a fixed amount.
- B. A person who resides in a far off place and is attached to newspaper & is paid a fixed amount.
- C. A full-time journalist.
- D. Reporter.

ANSWER: B

44. Stories about scandals involving politicians are common in the U.S. media because\_\_\_\_\_

- A. of all of these reasons.
- B. the prominence of the individuals involved makes these stories interesting to audiences.
- C. politicians tend to use them as a way to distract public attention from more mundane lawmaking activities.
- D. politicians commit more scandalous acts than other citizens.

ANSWER: B

45. The Human interest score of Flesch formula of readability indicates\_\_\_\_\_.

- A. Syllabus count
- B. Sentence length.
- C. Fractions.
- D. Personal words and sentences.

ANSWER: D

46. The first stage of layout is also called\_\_\_\_\_.

- A. lay.
- B. galley.
- C. thumbnail sketch.
- D. first act.

ANSWER: C

47. The second stage of layout is also called\_\_\_\_\_.

- A. lay.
- B. dummy art.
- C. first art.
- D. rough layout.

ANSWER: D

48. How many words would be written for an area of 21 picas x 269 picas if a point size of 2 point leading with devanagari type is used?

- A. 1260.
- B. 1960.

C. 2350.

D. 2160.

ANSWER: D

49. The typesetter has to set 3040 words in 9 point type 18 pica line lengths, with 2 point leading. What would be the depth of the galley in picas?

A. 240 picas.

B. 348 picas.

C. 448 picas.

D. 340 picas.

ANSWER: B

50. Which of the following is an example of investigative journalism?

A. The reporting about SAF games

B. An interview with Rahul Gandhi while he is on a tour to Amethi.

C. The Tehelka expose.

D. An interview of the CBI chief about the Judeo tape scandal.

ANSWER: C

51. Which of the following is an example of yellow journalism?

A. A film reporter writes Rekha find Akshy delicious.

B. Bhavna Sunayya reaches out at a movie that is poorly made (in her film review).

C. Sumashukia Sinha walunjkar gives a two-star rating to a movie that has been reviewed by another newspaper.

D. A film Jingo do describes how the Muhurat shot of a new movie was taken.

ANSWER: A

52. The coverage of issues in media should be

A. Self-centered.

B. Biased.

C. Sensational.

D. None of the above.

ANSWER: B

53. Which newspaper did a pioneering job in the field of development reporting?

A. The statesman.

B. Bengal Gazette.

C. Hindustan times.

D. Hindustan times.

ANSWER: D

54. Which of the following topics would not be covered by a development journalist?

A. Water management.

B. Protection of environment.

C. Coverage of news of the business.

D. Construction of dams.

ANSWER: C

55. Syndicates are the firms that produce a program on help \_\_\_\_\_.

A. In making advertisement.

B. In local station placement.



C. Creating news networks.

D. As agency for news.

ANSWER: D

56. If a photograph is being printed in six colors, the other two colors are\_\_\_\_\_.

A. Yellow and gold.

B. Black and grey.

C. Grey and gold.

D. Gold and cyan.

ANSWER: C

57. What is print dummy?

A. A dummy book without any printed pages.

B. A dummy book with all printed pages.

C. A book that has been sent to the binding section for the purpose of lamination.

D. A book sans all the diagrams of lamination.

ANSWER: B

58. Why is there a need to promote development journalism in India?

A. India is a poor country it ought to be developed at a quick pace and for that purpose development journalists are needed.

B. India is a developing country in order to hasten the pace of her development on the right track, development journalists are required to collect the news and disseminate the same in all parts of the country.

C. The new breed of development journalist has been created because of our new media policies. Like all other journalists, development journalist is also in vogue.

D. To develop the nation.

ANSWER: B

59. Yellow journalism \_\_\_\_\_.

A. Does not spoil the society.

B. Helps the publisher or journal mint millions.

C. Is an essential prerequisite for succeeding in commercial terms in the mass media scenario of today.

D. Tabloid paper.

ANSWER: B

60. If an investigative journalist has to focus on society during the course of his assignment, his area of operation would certainly not include\_\_\_\_\_.

A. Ecology and environment.

B. Political parties and machinations of these.

C. The disadvantaged groups of society.

D. Judicial institutions of the state.

ANSWER: D

61. In which year did the water scandal occur\_\_\_\_\_

A. 1969.

B. 1970.

C. 1972.

D. 1971.

ANSWER: C

62. Serif fonts are preferred in book publishing because \_\_\_\_\_.

- A. Such fonts are always in bold face.
- B. Such fonts connect one letters to the next one and hence, it is easy to read the text at mgh spends.
- C. Such fonts look beautiful when printed and book publishers prefer them due to this very reason.
- D. It is bright.

ANSWER: B

63. A bold face text would be ideal for printing the \_\_\_\_\_.

- A. Heading.
- B. Text.
- C. Mast head.
- D. Sub head.

ANSWER: A

64. Small magazine publishers publish their magazines by taking out the\_\_\_\_\_.

- A. CRCs of the final proofs.
- B. Butter paper printouts of the final proofs.
- C. Output on the system.
- D. Rough print.

ANSWER: B

65. What is blue line?

- A. A horizontal blue line in the middle of a page.
- B. A blue photographic proof used to chair the position of all image elements.
- C. A blue line on the back cover of a magazine to show that it is dedicated to medical.
- D. A line in the front page.

ANSWER: B

66. The New york Times has created the position of ?

- A. Ombudsman.
- B. Reader Editor.
- C. Public Editor.
- D. News Controller

ANSWER: A

67. Fog index is a measure of the \_\_\_\_\_.

- A. Number of words in a paragraph.
- B. Degree of complexity of an article.
- C. Measure of abstraction and complexity.
- D. Counting unit.

ANSWER: C

68. While writing a long novel\_\_\_\_\_.

- A. The illustration is not at all important.
- B. The plot is of least importance.
- C. The font and type size must help the reader read at a quick pace.
- D. Only a and c.

ANSWER: C

69. A columnist is not gudy to write\_\_\_\_\_.

- A. A column on sports events.
- B. A column on the political bickering between two parties.

- C. An editorial regarding economic development of the country.
- D. An issue of development and society transformation.

ANSWER: C

70. Libel arises from \_\_\_\_\_.

- A. Newspaper
- B. Radio.
- C. Public Speech.
- D. Telephonic conversation.

ANSWER: A

71. The practice of passing off another's work as your own is \_\_\_\_\_.

- A. slander.
- B. invasion of privacy.
- C. libel.
- D. plagiarism.

ANSWER: D

72. Which one of the following statements is true?

- A. Dope is private information that is added to news, and it contains gossip too.
- B. A galley is the final proof of a book.
- C. The n-dash is smaller in length than the m-dash.
- D. A clean copy is the one that needs to be corrected.

ANSWER: B

73. The stage of layout is also called \_\_\_\_\_.

- A. final copy.
- B. galley copy.
- C. art copy.
- D. CRC.

ANSWER: C

74. Who is a router?

- A. A person who mounts the engraving ether type or image plated by cutting it to size and filling holes in it so that the same could be used in the printing press.
- B. A person who cut away metal from the non printing part of the plate to prevent it from touching the inking hollers during printing.
- C. A person who prints a sample copy for checking the impression.
- D. Newspaper agency.

ANSWER: B

75. Who was the founder of The Hindu?

- A. Mahatma Gandhi.
- B. Motilal Ghosh.
- C. Surendranath Banerjee.
- D. Kasturi Ranga Iyengar.

ANSWER: D

76. What should be avoided while conduction an interview?

- A. Sticking to your subjects.
- B. Be understanding.

- C. Do interrupt until the interviewee has relaxed.
- D. providing a good ambiance for the person to speak.

ANSWER: C

77. Embargo is \_\_\_\_\_.

- A. A news agency.
- B. A theory of market research.
- C. A trend in the pattern of social change.
- D. A deadline for the release of a story.

ANSWER: B

78. 'Reuters' news agency was located at \_\_\_\_\_.

- A. sweden.
- B. London.
- C. Australia.
- D. USA

ANSWER: B

79. Which of the following is not correctly matched?

- A. Run: news on line.
- B. Name Plate: Papers name given on top.
- C. Overnight: A story filed by a reporter or turned our by a rewrite man for the first edition of an afternoon newspaper of the following day.
- D. Obit: An announcement of a death.

ANSWER: A

80. Which of the following is not the code of journalistic ethics?

- A. Truth and accuracy.
- B. Always be true toward your parents.
- C. Respect for individuals privacy.
- D. Respect for the law.

ANSWER: B

81. Which of the following is not correctly matched?

- A. Work and turn: Printing one side of a sheet and turning is over form left to right using the same side guides and plate for the second side.
- B. Wove paper: A paper having a uniform unlined surface with a smooth finish.
- C. Yellow Journalism: Publication specializing in stories that are sensational or grossly exaggerated and dealing generally with sex, crime and gossip.
- D. Slug: A poor work in reporting.

ANSWER: D

82. The Bombay herald was started in \_\_\_\_\_.

- A. 1791.
- B. 1781.
- C. 1795.
- D. 1799.

ANSWER: A

83. The Organization of News Ombudsmen (ONO) was formed in \_\_\_\_\_.

- A. 1982.

- B. 1981.
- C. 1980.
- D. 1999.

ANSWER: C

84. The Lead of news should answer\_\_\_\_\_.

- A. 5W and 1H
- B. 6W and 1H
- C. 4W and 1H
- D. All of these.

ANSWER: A

85. Which is the element that makes news?

- A. Proximity.
- B. Timeliness.
- C. Prominence.
- D. Size.

ANSWER: D

86. An article can have a reach if\_\_\_\_\_.

- A. The language is not good.
- B. The article does not have a focus.
- C. The information lacks facts to make the argument credible.
- D. It is written in attractive way of writing.

ANSWER: D

87. Chronological order of the four forms of media are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

- A. newspapers, radio, television, magazines.
- B. newspapers, radio, television, New media.
- C. newspapers, radio, television, new media.
- D. newspapers, radio, television, Internet.

ANSWER: B

88. In journalism A Tabloid is defined as

- A. full size of a broadsheet.
- B. quarter the size of a broadsheet.
- C. half the size of a broadsheet.
- D. none of above

ANSWER: C

89. Who is headed in newspaper have separate editions in different cities?

- A. Lead write.
- B. Resident Editor.
- C. Sports Editor.
- D. Assistant Editor

ANSWER: B

90. The Indian Opinion was a newspaper established by Indian leader\_\_\_\_\_.

- A. subhash chandra bose
- B. Netaji.
- C. Jawarharlal Nehru.

D. Mahatma Gandhi.

ANSWER: D

91. Which of the following is not correctly matched?

- A. Syndicate: An organization that sells articles and features on behalf of a writer.
- B. Tailpiece: A paragraph with finishing touches.
- C. Beat: A special kind of story.
- D. Tip: A small bit of information that could lead to a news story.

ANSWER: C

92. The term 'spin doctors' is used in a negative sense to refer to

- A. News reporter
- B. legal counsels
- C. Advertisers
- D. PR Professionals.

ANSWER: D

93. A science reporter can do justice to any write up by\_\_\_\_\_.

- A. Writing its facts.
- B. Opt a lucid style of writing.
- C. Referring to ones personal glossary of.
- D. Giving examples science.

ANSWER: D

94. Which is not the quality of a science technology reporter?

- A. An inherent scientific temper.
- B. A narrow network of acquaintance among the scientists and technologies of the region.
- C. An analytical mind that not accept anything at face value.
- D. A perceptive mind that thrives on a lean awareness.

ANSWER: B

95. To choose the news items for the newspaper to correct the language, spelling and remove all the unimportant sentences are the functions of \_\_\_\_\_.

- A. Writer.
- B. Reporter.
- C. Subeditor.
- D. Chief editor.

ANSWER: C

96. To keep only the essential parts in the picture is called\_\_\_\_\_.

- A. edging.
- B. cropping.
- C. editing.
- D. cutting

ANSWER: B

97. Headlines are generally given by \_\_\_\_\_.

- A. Page designer.
- B. Sub-editors.
- C. Reporter.
- D. B & c.

ANSWER: B

98. The quality of the news 'accuracy' \_\_\_\_\_.
- A. believability of a writer or publication.
  - B. an ending that finishes a story with a climax, surprise, or punch line.
  - C. allow reporters imagination in the news story.
  - D. none of these

ANSWER: A

99. To be a successful development reporter, one should \_\_\_\_\_.
- A. Foster wide range of contacts.
  - B. Maintain a reference material.
  - C. Keep a desk diary.
  - D. Encourage mouthpiece writing.

ANSWER: D

100. Which of the- following is not correctly matched?
- A. Beat a cover story.
  - B. Stone: The platform or table on which, the printer makes the page.
  - C. Stripping: The positioning-or film on a flat to plate making.
  - D. Substance Weight: A term of basis weight when referring to bond papers.

ANSWER: A

101. Which of the following is not correctly matched?
- A. Substrate: Any surface on which printing is done.
  - B. Lead: Headline.
  - C. Text Paper: Grades of uncoated paper with textured surfaces.
  - D. Tints: A shade of a single color or combined colors.

ANSWER: B

102. Which of the following is not correctly matched?
- A. Editorial: The editors opinion or comment on events.
  - B. Embargo: A deadline for the release of a story.
  - C. Exclusive: A story that no other newspaper has for that day, a scoop.
  - D. Editor: Owner of the firm.

ANSWER: D

103. who coined the term 'pack journalism'?
- A. Timothy Crouse.
  - B. Philip Meyer.
  - C. Alan Chakley.
  - D. Jan Rosen.

ANSWER: A

104. Which of these news values are not highlighted in sports news story?
- A. Prominence often sports event.
  - B. Progress in terms of statistics.
  - C. Human interest.
  - D. proximity.

ANSWER: D

105. What should be avoided while writing the masthead?

- A. Write in distinctive bold point.
- B. Write in small size.
- C. Write in a fixed place on the front page everyday.
- D. Both b & c.

ANSWER: B

106. The 'water gate' scandal was associated with which US President?

- A. Barack Obama.
- B. Bill Clinton.
- C. Richard Nixon.
- D. George W Bush.

ANSWER: C

107. In which is the year the first Indian newspaper was released\_\_\_\_\_.

- A. 1780.
- B. 1779.
- C. 1782.
- D. 1785.

ANSWER: A

108. A successful freelance journalist must not have\_\_\_\_\_.

- A. Love for writing.
- B. A weak writing skill.
- C. Identified an area.
- D. Developed a link between the various newspapers or magazines.

ANSWER: B

109. The term press normally does not include \_\_\_\_\_.

- A. Magazine.
- B. Internet websites.
- C. Newspapers.
- D. Journals.

ANSWER: B

110. Gate keepers means\_\_\_\_\_.

- A. Filtering
- B. Newsroom library
- C. people who determine what will be printed, broadcast, produced, or consumed in the mass media
- D. none of above

ANSWER: C

111. The coverage by various media of the murder case of Madhumita Shukla was an example of \_\_\_\_\_.

- A. Depth journalism.
- B. Sensational journalism.
- C. Crime reporting.
- D. Yellow journalism.

ANSWER: C

112. who is the founder of dinamalar\_\_\_\_\_.

- A. G. Subramania Iyer.



- B. T. V. Ramasubbaiyer.
- C. S. P. Adithanar.
- D. none of above.

ANSWER: B

113. It is obvious that in a private firm, the editor would publish only that information, which is acceptable to his bosses. How would he convince his bosses to publish a news item that they do not like to be published?

- A. He can tell them that if they do not do so, he would put in his papers.
- B. He can convince them that the news in question is likely to be published by the rival newspapers and that they should publish it first to kill competition.
- C. He can tell them that the news should be published (even if they do not like it. in the interest of Journalism ethics and for the benefit of the society.
- D. He can convey.

ANSWER: C

114. A daily record covering all periodical publications providing such information is called\_\_\_\_\_.

- A. magazine.
- B. journal.
- C. periodical.
- D. dailies.

ANSWER: B

115. Who selects the leads and the breaks for a news bulletin?

- A. Director-General.
- B. News Editor.
- C. Additional Director General.
- D. Joint Directors.

ANSWER: B

116. One of the problems of small newspapers is \_\_\_\_\_.

- A. The difficulty in the collection news and data.
- B. Poor content.
- C. Poor printing.
- D. The difficulty in getting patronage of regional markets.

ANSWER: B

117. The magazine Express Computer is published by \_\_\_\_\_.

- A. I.Q Tech Media Pvt Ltd.
- B. Indian Express Newspapers (Bombay).
- C. The GD Goenka group.
- D. The Adithya Vikram Brila group.

ANSWER: B

118. What is the meaning of the print media?

- A. Number of copies printed.
- B. Number of copies sold.
- C. Number of editions.
- D. Convey the information through paper.

ANSWER: D

119. The lead (news), should answer\_\_\_\_\_.

- A. Who & what.
- B. When & where.
- C. Why & how.
- D. All of these.

ANSWER: D

120. Which is the best quality of news?

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

ANSWER: D

121. The lead (news) should not answer\_\_\_\_\_.

- A. Who & what.
- B. When & where.
- C. Why & how.
- D. None of these.

ANSWER: D

122. Which reporting goes behind the news and brings out the truth?

- A. Objective.
- B. Interpretative.
- C. Investigative.
- D. Crime.

ANSWER: B

123. According to one eminent writer which kind of reporting is like drilling for oil in India?

- A. Objective.
- B. Interpretative.
- C. Investigative.
- D. Crime.

ANSWER: C

124. Reporting which deals with the subject-matter where an attempt is being made to hide the truth from the people is\_\_\_\_\_

- A. Investigative.
- B. Objective.
- C. Interpretative.
- D. Crime.

ANSWER: A

125. What does a nose for news mean?

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

ANSWER: B

126. Which is not the quality of a reporter?

- A. Team spirit.
- B. Outgoing nature.
- C. A nose for news.
- D. Editing Interviews for use.

ANSWER: D

127. Which is the responsibility of the reporters?

- A. Responsibility towards news organization.
- B. Responsibility towards reader and society.
- C. Responsibility towards sources.
- D. All a, b and c.

ANSWER: D

128. Reporter who cover a specific geographical or subject area is\_\_\_\_\_.

- A. Beat reporter.
- B. Subject reporter.
- C. News correspondent.
- D. Special reporter.

ANSWER: A

129. What should be avoided while writing the masthead?

- A. write in distinctive bold point.
- B. write in small size.
- C. write in a fixed place on the front page every day.
- D. Both band c.

ANSWER: B

130. Tabloid Journalism is also called\_\_\_\_\_.

- A. Yellow journalism.
- B. Red journalism.
- C. White journalism.
- D. Package journalism.

ANSWER: A

131. According to Shelton Gunasatne, development journalist involves in\_\_\_\_\_.

- A. Sublet investigation.
- B. Constructive criticism.
- C. Analytical interpretation.
- D. All of the above.

ANSWER: D

132. How many departments are there in any newspaper organisation?

- A. Five.
- B. Four.
- C. Three.
- D. None.

ANSWER: A

133. The oldest weekly newspaper Janmabhoomi started publishing from\_\_\_\_\_.

- A. 1947.

- B. 1950.
- C. 1948.
- D. 1949.

ANSWER: A

134. Green journalism is concern with\_\_\_\_\_.

- A. Green colour.
- B. Green book.
- C. Industrial pollution.
- D. Environmental pollution.

ANSWER: D

135. Which is not the style used in sports writings?

- A. Professional Approach.
- B. Discovering of new angle.
- C. Write lengthy articles.
- D. Both a & b.

ANSWER: B

136. Which of these news values are not highlighted in sports news story?

- A. Prominence of the sports event.
- B. Progress in terms of statistics.
- C. Human interest.
- D. proximity.

ANSWER: D

137. What is the job of development journalist?

- A. To help in creating awareness about the development issue.
- B. To inform readers, listeners & viewers about various plans.
- C. To create an atmosphere of understandings the objectives of the schemes.
- D. All of the above.

ANSWER: D

138. To be a successful development journalist, one should \_\_\_\_\_.

- A. Foster a wide range of contacts.
- B. Maintain a reference material.
- C. Keep a desk Diary.
- D. Encourage mouthpiece writing.

ANSWER: D

139. In order to be a good writer one shouldn't be\_\_\_\_\_.

- A. To the point.
- B. Modest in approach.
- C. Using complex words.
- D. Focused.

ANSWER: C

140. Impact, Timeliness, Conflict & Prominence are \_\_\_\_\_.

- A. Qualities to be adopted by a writer.
- B. Criteria on which the editors insist upon.
- C. Basis of good news story.

D. Elements.

ANSWER: B

141. Peculiarities of writing style that the court reporter usually has to adopt are \_\_\_\_\_.

- A. Major decisions, points of issue and comments need to be recorded in one's notes.
- B. The defendant must never be addressed as the guilty one.
- C. No need to note down every word that is uttered.
- D. All of the above.

ANSWER: D

142. IRS Means \_\_\_\_\_.

- A. Indian Railway Survey.
- B. International Readership Survey.
- C. Indian Readership Survey.
- D. None of these.

ANSWER: C

143. Tamil daily Dina Thanthi was started in \_\_\_\_\_.

- A. 1940.
- B. 1941.
- C. 1939.
- D. 1942.

ANSWER: D

144. Which country is the main origin of newspapers?

- A. Australia.
- B. Africa.
- C. Europe.
- D. France.

ANSWER: C

145. Which is most important department in newspapers?

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

ANSWER: A

146. Reporting on natural calamities and disaster related to \_\_\_\_\_.

- A. Hard news.
- B. Soft news.
- C. Lead.
- D. none of above.

ANSWER: A

147. The paper started by Chitranjan Das in Bengal is \_\_\_\_\_.

- A. Swarajya.
- B. Free Press Journal.
- C. Foreword.
- D. Forward.

ANSWER: D

148. Gandhiji started young India in \_\_\_\_\_.

- A. 1929.
- B. 1919.
- C. 1918.
- D. 1910

ANSWER: B

149. Byline Means\_\_\_\_\_.

- A. Name of the Author.
- B. Date and Time.
- C. Editor of the newspaper.
- D. Text accompanying photograph.

ANSWER: A

150. Young India was later renamed as \_\_\_\_\_.

- A. Kalyan.
- B. Navjivan.
- C. Harijan.
- D. young world.

ANSWER: C

151. To keep only the essential parts in the picture is called \_\_\_\_\_.

- A. Edging.
- B. Cropping.
- C. Editing.
- D. Cutting.

ANSWER: B

152. Which of the following is not correctly matched?

- A. Masthead: A statement, usually on the editorial page, giving information on the newspapers ownership, place of publication, etc. Some times confused with the name plate.
- B. Morgue: A news library, also known as reference section.
- C. Must: when this term is used on a copy, it indicates that the story must be used.
- D. Fog index: number of words in a paragraph.

ANSWER: A

153. Cinema news and music performance reporting related to of the following is not correctly matched?

- A. crime reporting.
- B. cultural reporting.
- C. Educational reporting
- D. Sports reporting.

ANSWER: B

154. In India, the first newspapers started by\_\_\_\_\_.

- A. N.W. Ayer
- B. James Hicky
- C. L A. Stronach
- D. Raja Ram Mohan Roy.

ANSWER: B

155. Which of the following was the first newspaper of India?

- A. The Times of India.
- B. Maratha, Kesari.
- C. Bengal Gazette.
- D. The Hindu.

ANSWER: C

156. Bengal Journal was first published in the year\_\_\_\_\_.

- A. 1776.
- B. 1832.
- C. 1785.
- D. 1792.

ANSWER: C

157. The Statesman is published from\_\_\_\_\_.

- A. Calcutta.
- B. Bombay.
- C. Madras.
- D. Delhi.

ANSWER: A

158. When was the Indian and Eastern Newspapers Society (IENS) set up? A. 1938.

- A. 1938
- B. 1939.
- C. 1930.
- D. 1953.

ANSWER: B

159. What is the name of that continent which first published the newspaper in the world?

- A. Europe. .
- B. Africa.
- C. Asia.
- D. Australia

ANSWER: A

160. On March 11, 1702, the first daily newspaper appeared in London called\_\_\_\_\_.

- A. Hindustan Times.
- B. The Times of India.
- C. Indian Express.
- D. Daily Current.

ANSWER: D

161. Tilak is connected with the paper\_\_\_\_\_.

- A. Vande Mataram.
- B. Maratha.
- C. India.
- D. Hindustan

ANSWER: B

162. Sunday, a weekly, from the Anand Bazar Patrika Group, was launched in 1970 under the editorship of\_\_\_\_\_.

- A. Jamanadas Akhtar.
- B. M.J. Akbar.
- C. Arun Shourie.
- D. Munark.

ANSWER: B

163. Who was called a fighting editor by Gandhi?

- A. .K. Rama Rao.
- B. Frank Moraes.
- C. M. Chalpati Rao.
- D. Rabindanath Tagore

ANSWER: A

164. The week magazine made appearance in the year \_\_\_\_\_.

- A. 1983.
- B. 1984.
- C. 1985.
- D. 1982.

ANSWER: D

165. Which newspaper was founded by six young men, all in their twenties, in Madras on September 20, 1878?

- A. Anand Bazar Patrika.
- B. Hindustan Times.
- C. The Hindu.
- D. Young India.

ANSWER: C

166. When was the first English newspaper, Bengal Gazette published?

- A. 1770 A.D.
- B. 1780 A.D.
- C. 1790 A.D.
- D. 1795 A.D.

ANSWER: B

167. Who is known as the father of Indian language journalism in India?

- A. Raja Ram Mohan Roy.
- B. Bhupendra Nath Dutta.
- C. Vivekananda.
- D. V D. Savarkar.

ANSWER: A

168. 'outline' is connected wise\_\_\_\_\_.

- A. DVD Write.
- B. Video chip.
- C. Photograph.
- D. A web portal.

ANSWER: C

169. The oldest weekly newspaper Janmabhoomi started publishing from\_\_\_\_\_.

- A. 1947.



- B. 1950.
- C. 1948.
- D. 1949.

ANSWER: A

170. Which of the following is/are called as fourth estate?

- A. Print media.
- B. .Electronic media.
- C. Visual media
- D. All of the above.

ANSWER: D

171. Who pioneered the newspaper publication in India?

- A. Harold Printer.
- B. Jan Hilly.
- C. James Augustus Hicky.
- D. M.A.K. Halliday.

ANSWER: C

172. Which of the following ranks first in the total publications in India?

- A. Dailies.
- B. Weeklies.
- C. Fortnightlies.
- D. Monthlies.

ANSWER: B

173. In India, newspapers are published in how many languages?

- A. 18.
- B. 48.
- C. 75.
- D. 101.

ANSWER: D

174. Largest number of dailies is published from \_\_\_\_\_.

- A. Uttar Pradesh.
- B. `Madhya Pradesh.
- C. Karnataka.
- D. Maharashtra.

ANSWER: A

175. Largest circulated single edition daily newspaper in India \_\_\_\_\_.

- A. The Times of India.
- B. The Hindustan Times.
- C. The Hindu.
- D. Manorama.

ANSWER: B

176. Daily newspapers are published in all main languages except \_\_\_\_\_.

- A. Nepal.
- B. Konkani.
- C. Manipuri.

D. Kashmir.  
ANSWER: D

177. The largest number of newspapers in English published from\_\_\_\_\_.

- A. Delhi.
- B. Mumbai.
- C. Kolkata.
- D. Chennai.

ANSWER: D

178. Largest circulated periodical in India is\_\_\_\_\_.

- A. Malayala Manorma.
- B. The Hindu weekly magazine.
- C. Kumudham.
- D. Saras Salil.

ANSWER: D

179. Articles and Column, stories are publishing simultaneously in newspaper or periodical in different localities called as \_\_\_\_\_.

- A. Syndicated column. .
- B. Guest Column.
- C. Profile Column. .
- D. none of these

ANSWER: A

180. Majority of the newspapers in India is owned by\_\_\_\_\_.

- A. Individuals.
- B. Societies.
- C. Joint stock companies.
- D. Trusts.

ANSWER: A

181. Which of the following is/are called as fourth estate?

- A. Print Media.
- B. Electronic Media.
- C. Visual Media.
- D. All of the above.

ANSWER: D

182. The first newspaper published from Mumbai was \_\_\_\_\_.

- A. The Times of India.
- B. Bombay Herald. .
- C. Bombay Times.
- D. Bombay Samachar

ANSWER: B

183. The first Indian daily newspaper in English was\_\_\_\_\_.

- A. The Times of India.
- B. The Hindu.
- C. Bombay Times.
- D. Indian Mirror.

ANSWER: D

184. Who was the editor of Indian Sociologist published from London?

- A. Devendranath Tagore.
- B. Tarnknath Das.
- C. Shyamji Krishnavarma.
- D. S.N. Benerjee.

ANSWER: C

185. First evening paper in India was\_\_\_\_\_.

- A. Madras Mail. .
- B. Bombay Mail
- C. Calcutta Mail.
- D. Mid-Day.

ANSWER: A

186. In which language was Amrit Bazar Patrika first published before changing over to English language?

- A. Hindi.
- B. Hindi.
- C. Bengali.
- D. Punjabi.

ANSWER: A

187. The first newspaper of the World was printed on April 24, 1704, it was called\_\_\_\_\_.

- A. . Boston Times.
- B. Boston Express.
- C. American Times.
- D. Boston Newsletter.

ANSWER: D

188. The editor and publisher of the Boston Newsletter were\_\_\_\_\_.

- A. Postmaster John Campbell.
- B. Franklin Brothers.
- C. Wright Brothers.
- D. Daniel Price Hutton.

ANSWER: A

189. The newspaper Independent was started by\_\_\_\_\_.

- A. Jawahar Lal Nehru
- B. Mahatma Gandhi
- C. Syed Hussain
- D. Moti Lal Nehru

ANSWER: D

190. Who started the newspaper 'National Herald'?

- A. Moti Lal Nehru.
- B. Jawahar Lal Nehru.
- C. Indira Gandhi.
- D. Rajiv Gandhi.

ANSWER: B

191. G. Subramani Aiyer was the editor of\_\_\_\_\_.

- A. The Times of India.
- B. The Hindu.
- C. Hindustan Times.
- D. Statesman.

ANSWER: B

192. The following English newspapers crossed hundred years except one. Which is the

- A. The Times of India.
- B. The Hindu.
- C. Hindustan Times.
- D. The Statesman.

ANSWER: C

193. This newspaper was vernacular in origin but overnight it became English because of the enactment of Vernacular Press Act of 1878\_\_\_\_\_.

- A. The Times of India
- B. The Hindu.
- C. Hindustan Times.
- D. The Statesman.

ANSWER: C

194. Select the correct sequence in descending order in respect of the circulation of Indian

- A. English, Hindi, Malyalam.
- B. Hindi, English, Malyalam.
- C. Hindi, Malyalam, English.
- D. English, Malyalam, Hindi.

ANSWER: B

195. This newspaper was vernacular in origin but overnight it became English because of the enactment of Vernacular Press Act of 1878\_\_\_\_\_.

- A. Amrit Bazar Patrika.
- B. Anand Bazar Patrika.
- C. Bengalee.
- D. Patrika.

ANSWER: A

196. Oldest English daily of India is\_\_\_\_\_.

- A. The Times of India.
- B. The Hindu.
- C. Statesman.
- D. The Tribune.

ANSWER: A

197. Worlds first newspaper Acta Diurna belonged to\_\_\_\_\_.

- A. .USA.
- B. France.
- C. Germany.
- D. Rome

ANSWER: D

198. Which of the following is the example of broadsheet journalism?

- A. Blitz.
- B. Mid-Day.
- C. Indian Express.
- D. Mirror.

ANSWER: C

199. In which news story does the news-caster begin and then introduce the reporter who speaks from the location?

- A. Sound bite.
- B. tandup.
- C. Voice over.
- D. Voice recorder.

ANSWER: B

200. 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. Sub-editor.
- D. Chief- editor.

ANSWER: C

201. To keep only the essential parts in the picture is called\_\_\_\_\_.

- A. edging.
- B. cropping.
- C. editing.
- D. cutting.

ANSWER: B

202. Headlines are generally given by\_\_\_\_\_.

- A. Page designer.
- B. Sub-editors.
- C. Reporter
- D. B & C.

ANSWER: B

203. What should be avoided while writing the masthead?

- A. Write in distinctive bold point.
- B. Write in small size.
- C. Write in a fixed place on the front page every day.
- D. Write in a fixed place on the front page every day.

ANSWER: B

204. Which is an ingredient of news?

- A. Prominence.
- B. Timeliness.
- C. conflict.
- D. All of these.

ANSWER: D

205. Which among them is the quality of news?

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

ANSWER: D

206. \_\_\_\_\_ reporting goes behind the news and brings out the truth?

- A. Objective.
- B. Interpretative.
- C. Investigative.
- D. Crime.

ANSWER: B

207. Reporting which deals with the subject- matter where an attempt is being made to hide the truth from the people is \_\_\_\_\_.

- A. Investigative.
- B. Objective.
- C. Interpretative.
- D. Interpretative.

ANSWER: A

208. What does a gutter mean?

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

ANSWER: B

209. \_\_\_\_\_ is not the quality of a reporter

- A. Team spirit.
- B. Outgoing nature.
- C. A nose for news.
- D. Editing Interviews for use.

ANSWER: D

210. \_\_\_\_\_ is the responsibility of the reporter.

- A. Responsibility towards news organization.
- B. Responsibility towards reader and society.
- C. Responsibility towards sources.
- D. All a, b & c.

ANSWER: D

211. Peculiarities of writing style that the court reporter usually has to adopt are \_\_\_\_\_.

- A. Major decisions, points of issues and comments need to be recorded in ones notes.
- B. The defendant must never be addressed as the guilty one.
- C. No need to note down every word that is uttered.
- D. All of these.

ANSWER: D

212. A science reporter can do justice to any write up by\_\_\_\_\_.

- A. Verifying its facts.
- B. Adopt a lucid style of writing.
- C. Referring to ones personal glossary of science.
- D. All of these.

ANSWER: D

213. Which is not the quality of a science- technology reporter?

- A. An inherent science temper.
- B. A narrow network of acquaintance among the scientists and technologies of the region.
- C. An analytical mind that will not accept anything at face value.
- D. A perceptive mind that thrives on a keen awareness.

ANSWER: B

214. Peculiarities of the language used in sports writing are\_\_\_\_\_.

- A. Report is written for general reader.
- B. Report is written for general reader.
- C. Sports jargon itself finds mention only on a low key.
- D. All of these.

ANSWER: D

215. \_\_\_\_\_ is not the style used in sports writing.

- A. Professional approach.
- B. Discovering of New Angle.
- C. Write lengthy articles
- D. Both a & b

ANSWER: C

216. \_\_\_\_\_ are the news values are not highlighted in sports news story.

- A. \_\_\_\_\_ are the news values are not highlighted in sports news story.
- B. Progress in terms of statistics.
- C. Human interest.
- D. Proximity.

ANSWER: D

217. Which is the job of development reporter?

- A. To help in creating awareness about the development issues.
- B. To inform readers, listeners and viewers about various plans.
- C. To create an atmosphere of understanding the objectives of the schemes.
- D. All of these.

ANSWER: D

218. To be a successful development reporter, one should\_\_\_\_\_.

- A. Foster a wide range of contacts.
- B. Maintain a reference material.
- C. Keep a desk diary.
- D. Encourage mouthpiece writing.

ANSWER: D

219. News about lighter side of life is called \_\_\_\_\_.

- A. Soft news.
- B. hard news .

- C. Scoops.
- D. Exclusive news.

ANSWER: A

220. Impact, Timeliness, Conflict and Prominence are\_\_\_\_\_.

- A. Qualities to be adopted by a writer.
- B. Criteria on which the editors insist upon
- C. Basis of good news story.
- D. Elements.

ANSWER: B

221. 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

222. Which is not the weapon in the armory of an argumentative editorial writer?

- A. Blowing ones trumpet.
- B. Refuting the opponents view.
- C. playing on the emotions of the people.
- D. Not playing on the emotions of the people.

ANSWER: D

223. An article can be rejected if\_\_\_\_\_.

- A. The language is not good.
- B. The article does not have a focus.
- C. The information lacks facts to make the argument credible.
- D. The information is not important.

ANSWER: D

224. What is meant by the word stringer?

- A. A freelance journalist who is not paid a fixed amount.
- B. A person who resides in a far off place and is attached to newspaper and is paid a fixed amount.
- C. A full- time journalist.
- D. A paid journalist.

ANSWER: B

225. The word Stringer is used for\_\_\_\_\_.

- A. Reporter.
- B. Writer.
- C. Proof Reader.
- D. Part- time reporters.

ANSWER: B

226. OP-ED means\_\_\_\_\_.

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



ANSWER: C

227. A journalist need not be \_\_\_\_\_ while covering an event.
- A. impartial.
  - B. meticulous.
  - C. domineering.
  - D. inquisitive.

ANSWER: C

228. Who is a crime reporter?
- A. A person who given information to the media about police operations.
  - B. A journalist who writes news, views and articles about the crime scenario.
  - C. A journalist who covers the news related to criminal courts.
  - D. A person who keeps in touch with the CBI and gives vital facts to the press about its operations.

ANSWER: B

229. A science correspondent should have an academic background in\_\_\_\_\_.
- A. An engineering steam.
  - B. The basic science.
  - C. The social sciences.
  - D. Journalism and features writing.

ANSWER: B

230. Special correspondents are invariably\_\_\_\_\_.
- A. Highly educated journalists.
  - B. Well connected in the highest echelons of (political. power).
  - C. Told to write on economy industry and the basic sciences.
  - D. Not keen to dabble into the fields of regional, national and global politics.

ANSWER: B

231. If a publication is half the size of a broadsheet, it is called
- A. Tabloid.
  - B. Digest
  - C. Single dummy
  - D. Double dummy

ANSWER: A

232. Which one of the following is not an advantage of using a stringer (freelancer)?
- A. He enhances the group cover of the station.
  - B. He is less accountable than the staff personal of the TV, radio, or newspaper organization.
  - C. He can fill up for staff members who may be sick or on leave.
  - D. He is cost- effective in the sense that he would be paid only if his report is printed or broadcast.

ANSWER: B

233. What is Lead ?
- A. Intro or opening paragraph.
  - B. middle of the paragraph.
  - C. End of the paragraph.
  - D. None of above.

ANSWER: A

234. Who is a cub?

- A. An untrained reporter.
- B. A short- story writer.
- C. The assistant to the (chief) news editor in a newspaper set-up.
- D. The managing editor of a magazine.

ANSWER: A

235. What is Hold Over?

- A. A proof of a book that has been kept pending for some time.
- B. A TV broadcast that has been banned by the state.
- C. A radio program that has been postponed to another date.
- D. A typeset copy that can be used at a later date.

ANSWER: D

236. What does the editorial command mean for the DTP operator?

- A. Delete u but retain n.
- B. Remove space between u and n.
- C. Give one space between u and n.
- D. Put an n dash between u and n.

ANSWER: B

237. What a good or morally upright journalist should not do?

- A. What a good or morally upright journalist should not do?
- B. Use of PR in a government office.
- C. Offer of some incentive to an interviewee so that he could give information (a cold drink would suffice).
- D. Collection of information from a blazing battlefield.

ANSWER: C

238. Hero of yellow journalism

- A. Joseph Pulitzer
- B. Ian Smith.
- C. Daniel Part.
- D. None of these.

ANSWER: A

239. Which one of the following is an example of yellow journalism?

- A. A film reporter writes Rekha finds Akshay delictions.
- B. Bhavna Sunayya eashes out at movie that is poorly made (in her film review.
- C. Sumashukla Sinha Walunjkar gives a two- star rating to a movie that has been another newspaper.
- D. A film June no (on TV) describes how the Muhusut shut of a new movie was taken.

ANSWER: A

240. The second stage of layout is also called\_\_\_\_\_.

- A. lay.
- B. dummy Art.
- C. first Art.
- D. rough Layout.

ANSWER: D

241. Why is a skyline?

- A. A blank portion below the PS plate.
- B. A banner head running above a plate.
- C. A blank plate.
- D. A plate that has been used many times and ought to be discarded.

ANSWER: B

242. Fog Index is an measure of the\_\_\_\_\_.

- A. Number of words in a paragraph.
- B. Degree of Complexity of an article.
- C. Measure of abstraction and Complexity of words.
- D. Number of words in article.

ANSWER: C

243. A Columnist is not guy to write\_\_\_\_\_.

- A. A column on sports events.
- B. A column on the political bickering between two(political. parties).
- C. A editorial regarding economic development of the country.
- D. An issues of development and society transformation

ANSWER: C

244. Legibility is reduced in such fonts as have\_\_\_\_\_.

- A. Normal type faces.
- B. A type size of 10-12 points.
- C. Extremely thick strokes
- D. Extremely thin strokes.

ANSWER: C

245. In Sports news, countries are taken as:

- A. Plural
- B. Singular
- C. Rivals
- D. Commodities

ANSWER: B

246. Establishing personal relations with players will bring \_\_\_\_\_ in the news story of sports reporter.

- A. Biasness
- B. Effective information
- C. Impartiality
- D. All of the given options

ANSWER: B

247. All are required to follow while writing news stories except:

- A. Fairness
- B. Honesty
- C. Careful handling
- D. Prejudice

ANSWER: D

248. Interviews can be taken:

- A. In person
- B. By telephone

C. Online

D. All of the given options

ANSWER: D

249. Journalism refers to:

A. Gathering facts of current interest

B. Evaluating facts of current interest

C. Distributing facts of current interest

D. All of the given options

ANSWER: D

250. In 5Ws and One H formula, H stands for:

A. How

B. Hard

C. Him

D. Hype

ANSWER: A

Staff Name

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