



Dr.G.R.Damodaran College of Science
(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
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CRISL rated 'A' (TN) for MBA and MIB Programmes

II BSC VISUAL COMUNICATION [2015 – 2018]

SEMESTER III

CORE: WRITING FOR MEDIA – 311B

Multiple Choice Questions.

1. The News story has a _____ structure.

- A. Linear
- B. Non-Linear
- C. Pyramid
- D. Inverted Pyramid

ANSWER: D

2. _____ is called the voice of the Newspaper.

- A. Editorial
- B. Letters to the Editor
- C. Op-ed
- D. Article

ANSWER: A

3. Out of the following which comes under technical correspondence?

- A. Memos.
- B. Short story.
- C. Essay.
- D. Novel.

ANSWER: A

4. We read a newspaper for

- A. news
- B. entertainment
- C. education
- D. all the above

ANSWER: D

5. ----- is a basic need for print media

- A. literacy
- B. knowledge
- C. language
- D. all the above

ANSWER: A

6. _____ clarifies the Headline.

- A. Blurbs
- B. Captions
- C. Credit line
- D. None of the above

ANSWER: A

7. Paragraphs should be _____ in ideas

- A. incomplete.
- B. complete.
- C. partially complete
- D. generous.

ANSWER: B

8. Editing is adding sparkle to a dull text- said by?

- A. Karl Marx.
- B. Harold Evans.
- C. Peter Drucker.
- D. Toynbee.

ANSWER: B

9. _____ is the one that concerns people.

- A. News
- B. Narrative stories
- C. curriculum
- D. descriptive events

ANSWER: A

10. _____ is celebrities making news for what they are.

- A. Conflict
- B. Timeliness
- C. Prominence
- D. Currency

ANSWER: C

11. _____ is the art of polishing the content.

- A. copy writing
- B. caption writing
- C. editing
- D. instant messaging

ANSWER: C

12. An italicized paragraph is _____

- A. easy to read.
- B. difficult to read.
- C. easy to read if its type size is high.
- D. not used in books and magazines.

ANSWER: A

13. A daily record covering all periodical publications providing such information is called _____

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

ANSWER: D

14. News writing can be _____

- A. imaginary writing.
- B. actual and fact writing.
- C. descriptive writing.
- D. narrative writing.

ANSWER: B

15. A news story _____

- A. reflects on personal experience and analyses the outcome.
- B. outlines a viewpoint and offers reasons to support this view.
- C. informs about something that happened.
- D. describes a person.

ANSWER: C

16. A feature story

- A. reflects on personal experience and analyses the outcome.
- B. informs and entertains the reader.
- C. compares, contrasts and evaluates theories or situations.
- D. describes a person.

ANSWER: B

17. _____ draws readers into the middle of an action, from where it is difficult to escape.

- A. Narrative Lead.
- B. Contrast Lead.
- C. Direct address Lead.
- D. Prediction Lead.

ANSWER: A

18. When journalists plan to use interviews to gather information for a story, which of the following questions should they consider first?

- A. How quickly do I need to have this information?
- B. What is it that I need to learn more about?
- C. What types of questions will I need to ask?
- D. Who can give me the information that I need?

ANSWER: B

19. What part of the newspaper where you can find the editors opinions?

- A. classified page
- B. entertaining page
- C. sports page
- D. editorial page

ANSWER: D

20. _____ uses complete sentences.

- A. Web
- B. TV
- C. Radio
- D. Print Media

ANSWER: D

21. _____ is a person who presents news in a radio.

- A. News reader.
- B. Correspondent.
- C. Reporter.
- D. News editor.

ANSWER: A

22. A Headline with one or more lines of primary over one or more lines of secondary is _____.

- A. Kicker
- B. Hammer
- C. Wicket
- D. Tripod

ANSWER: B

23. A Headline with two or more lines of secondary stacked beside the primary is _____.

- A. Tripod
- B. Hammer
- C. Kicker
- D. Wicket

ANSWER: A

24. The name of the writer is mentioned in the article in _____.

- A. Headline
- B. By-Line
- C. Place line
- D. Lead line

ANSWER: B

25. An important news received and put out briefly when a news bulletin is going on the air is called _____

- A. chunk.
- B. kicker.
- C. flash.
- D. lead.

ANSWER: C

26. The Main purpose of the newspaper editorial is to

- A. Provide update information
- B. Analysis the news
- C. provide readers with a chance to voice there opinions
- D. none of the above

ANSWER: C

27. Placement of items in a news bulletin is called as ____

- A. bunching.
- B. munching.
- C. placing.
- D. crunching.

ANSWER: A

28. Written material offered for broadcast is _____

- A. write ups.
- B. bunch.
- C. print.
- D. copy.

ANSWER: D

29. Improving the clarity and correctness of the copy by editing and rearrangement of material is called as

- A. copy editing.
- B. printing.
- C. publishing.
- D. processing.

ANSWER: A

30. Pages of press information or publicity sheet issued to draw attention towards an event is _____

- A. copy.
- B. handouts.
- C. print out.
- D. leads.

ANSWER: B

31. The first most important story in a news bulletin is _____

- A. copy.
- B. handout.
- C. stringer.
- D. lead story.

ANSWER: D

32. The beginning paragraph of the story is called _____.

- A. Lead
- B. Nutgraph
- C. Headline
- D. logline

ANSWER: A

33. Set of rules and guidelines designed to help the editors in producing a copy, which has consistency and reflects the style of the organization is ____

- A. copy.
- B. handout.
- C. style rules.

D. journalese.

ANSWER: C

34. The unnecessary use of hackneyed phrases and off repeated sentences is called _____

A. cliché

B. journalese.

C. stress.

D. redundancy.

ANSWER: A

35. The first paragraph or two in a news story is called _____

A. kicker.

B. flash.

C. lead.

D. string.

ANSWER: C

36. A style that is inappropriate to the theme will _____ the story.

A. spoil

B. encourage

C. thrill

D. create

ANSWER: A

37. A _____ lead generally asks a question.

A. summary

B. contrast

C. narrative

D. question

ANSWER: D

38. A _____ lead compares and contrasts one person or thing with another, or several people or things with one another.

A. summary.

B. contrast

C. narrative

D. question

ANSWER: B

39. _____ is a written accusation.

A. Libel

B. Slander

C. Quotes

D. Lead

ANSWER: A

40. In _____, the editorial writer will condemn a despicable act that has taken place.

A. interpretative editorial.

B. critical editorial

C. action-oriented editorial

D. humorous editorial

ANSWER: B

41. _____ type of editorial is intended to lighten the seriousness of the editorial page and inject an element of amusement.

A. Interpretative editorial

B. Critical editorial

C. Action oriented editorial

D. Humorous editorial

ANSWER: D

42. _____ type of editorial demand action on the part of the public officials or exhort readers to take immediate action because of the gravity of the issue.

A. Interpretative editorial

B. Critical editorial

C. Action-oriented editorial

D. Humorous editorial

ANSWER: C

43. _____ type of editorial adds to the dimension of the readers knowledge and understanding of an issue.

A. Interpretative editorial

B. Critical editorial

C. Action oriented editorial

D. Humorous editorial

ANSWER: A

44. ____ is a carefully constructed analytical essay in which the writer explains, interprets and appraises an event or public issue.

A. Editorial

B. Feature

C. Article

D. News

ANSWER: A

45. Fights between political parties or nations come under which of the news values?

A. Impact.

B. Conflict.

C. Novelty.

D. Disaster.

ANSWER: B

46. _____ lead answers the reporters first two questions like What happened and Who was involved in the first sentence of the story.

A. Direct

B. Delayed

C. Combo

D. Question

ANSWER: A

47. Times of India are a good example for ____

- A. regional newspaper.
- B. local newspaper.
- C. state newspaper
- D. national newspaper.

ANSWER: D

48. Who coined the name Akashvani for All India Radio?

- A. Radhakrishnan.
- B. Raja Gopalachari.
- C. Rabindranath Tagore.
- D. Rajendra Prasad.

ANSWER: C

49. The journalistic jargon in writing is called _____

- A. style.
- B. head.
- C. body
- D. journalese

ANSWER: D

50. Literature is news that stays news said by _____

- A. Paul Theroux.
- B. Ezra Pound
- C. James M Barrie.
- D. Francis Bacon.

ANSWER: B

51. If a newspaper limits the use of capital letters to minimum, that style is identified as _____

- A. cap style.
- B. lower case style.
- C. up style.
- D. small style.

ANSWER: B

52. Italic letters are characterized by their _____

- A. sharpness.
- B. curves.
- C. slant.
- D. thickness.

ANSWER: C

53. Write your Radio script in _____ voice.

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

ANSWER: B

54. The description below a photograph is described as _____

- A. credit line.
- B. caption.
- C. pick line.
- D. by line.

ANSWER: B

55. A cliché is a worn out _____

- A. picture.
- B. sentence.
- C. word.
- D. letter.

ANSWER: C

56. Words that give similar meanings are known as _____

- A. similes.
- B. hyperboles.
- C. synonyms.
- D. equals.

ANSWER: C

57. News headlines are normally based on the _____

- A. story.
- B. body.
- C. details.
- D. lead.

ANSWER: A

58. The repeat headlines of a radio newscast is called _____

- A. recap.
- B. repeat.
- C. repro
- D. cycle.

ANSWER: A

59. Bylines are traditionally placed between the _____ and the text of the article.

- A. headline.
- B. middle
- C. starting
- D. photographs

ANSWER: A

60. A telephone interview recorded on an audio tape is called _____

- A. tape story.
- B. beeper.
- C. teletalk.
- D. Transmitted story.

ANSWER: A

61. A radio advertisement is called _____

- A. air ad.
- B. radio ad.
- C. spot.
- D. paid story.

ANSWER: C

62. The musical sound in a radio advertisement is known as _____

- A. music.
- B. tune.
- C. backgrounder.
- D. jingle.

ANSWER: D

63. Inverted Pyramid style of reporting suits _____

- A. news.
- B. features.
- C. editorials.
- D. stories.

ANSWER: A

64. Copy holder in a newspaper organization will _____ the article.

- A. copy edit.
- B. refer the original
- C. proof read.
- D. edit the image

ANSWER: C

65. A _____ is what makes the story timely or newsworthy now.

- A. news peg.
- B. tone
- C. structure
- D. focusing

ANSWER: A

66. VO in a tv script refers to _____

- A. voice out.
- B. volume.
- C. voice over.
- D. voice off.

ANSWER: C

67. Stet in editing refers to _____

- A. delete.
- B. include
- C. modify.
- D. add.

ANSWER: A

68. BGM in cinema means _____

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

ANSWER: C

69. A _____ is an article that accompanies and appears beside the main news story.

- A. Drop line
- B. Name Plate
- C. side bar.
- D. Jump Line

ANSWER: C

70. The grammatical aspect of writing is referred to as _____

- A. structure.
- B. syntax.
- C. synthesis.
- D. style.

ANSWER: B

71. Italic types are _____

- A. straight.
- B. elongated
- C. slanted.
- D. wide.

ANSWER: C

72. Uniformity of style is one of the principles of _____

- A. editing.
- B. narration.
- C. pasting.
- D. cutting.

ANSWER: A

73. Radio language should conform to durations of _____

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

ANSWER: A

74. The optic centre of a page is referred to as a _____

- A. mathematical centre.
- B. page centre.
- C. mid-point.
- D. fulcrum.

ANSWER: C

75. Conversational style is the characteristic of the language of _____

- A. newspaper.
- B. radio.
- C. magazines.
- D. new media.

ANSWER: B

76. Television script focuses on _____

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

ANSWER: C

77. In film, dialogues are in the sequence with _____

- A. plot.
- B. movement.
- C. characters.
- D. sounds.

ANSWER: C

78. New media language reflects _____

- A. tradition.
- B. conviction.
- C. technology.
- D. new culture.

ANSWER: C

79. Proof-readers have become redundant due to _____

- A. monotype.
- B. linotype.
- C. phototype.
- D. DTP.

ANSWER: D

80. Space for advertisement in a newspaper is known as _____

- A. Ad space.
- B. Ad fill.
- C. Ad hole.
- D. Ad area.

ANSWER: A

81. One or two words that reports at the left top of the story to identify a specific copy is known as

-
- A. Slug.
 - B. Subhead.
 - C. Headline.

D. Subject.
ANSWER: C

82. _____ is a news copy not carefully edited because of time limit.
- A. Defective story
 - B. Ambush story
 - C. Railroad
 - D. Rough news

ANSWER: D

83. What is masthead?
- A. Name of the newspaper appearing on the front page.
 - B. Name of the newspaper in the editorial column.
 - C. Major headline in the front page.
 - D. Major headline in the last page.

ANSWER: A

84. _____ is identification audio tune/effects of a regular programme broadcast from radio station.
- A. Sign ID.
 - B. Sign SFX.
 - C. IDFX.
 - D. Sign tune.

ANSWER: D

85. A _____ is a short, vivid character sketch.
- A. strikes
 - B. punch
 - C. hook
 - D. profile

ANSWER: D

86. size of news papers are
- A. two
 - B. three
 - C. four
 - D. five

ANSWER: B

87. A promo for the programme coming up after a commercial break or after the next programme is known as _____
- A. tease.
 - B. tag.
 - C. junction.
 - D. outcue.

ANSWER: A

88. Which of the following terms is exclusively related to writing on the web?
- A. FAQ.
 - B. Side bars.

- C. Bullets.
- D. Keywords.

ANSWER: A

89. Which one of the following is an exclusive advertisement on the net?

- A. Banner.
- B. Matrimonial.
- C. Classified.
- D. Interstitial.

ANSWER: A

90. All caps heading used at the start of the scene is called _____

- A. first heading.
- B. scene heading.
- C. title.
- D. scene info.

ANSWER: B

91. A flexible theatre space named for its appearance is called as _____

- A. Red box.
- B. Black box.
- C. Green box
- D. Blue box.

ANSWER: B

92. A troublesome element in a script that negatively deflects the reader attention away from the story is _____

- A. bump.
- B. deflector
- C. reflector.
- D. beep.

ANSWER: A

93. A tv writing term referring to a witty line that tops off a scene is _____

- A. button.
- B. tab.
- C. switch.
- D. key.

ANSWER: A

94. A term used for superimposed title or text indented to move across on screen is _____

- A. scroll.
- B. cross.
- C. crawl.
- D. flash.

ANSWER: C

95. The speakers between character in a play is _____

- A. conversation.

- B. dialogue.
- C. script.
- D. screenplay.

ANSWER: B

96. A script before it has been published is called _____

- A. semi script.
- B. full script.
- C. manuscript.
- D. run down script.

ANSWER: C

97. Type of writing determined by the writers purpose is called _____

- A. manual .
- B. mode.
- C. write up.
- D. copy.

ANSWER: B

98. A repeated idea in literature is called _____

- A. motif.
- B. mos.
- C. cliché.
- D. manual.

ANSWER: A

99. OS is called _____

- A. off screen.
- B. on scene.
- C. off scene.
- D. on screen.

ANSWER: A

100. A piece of writing that mocks a particular literary or its style is called _____

- A. comedy.
- B. tragedy.
- C. parody.
- D. comic.

ANSWER: C

101. The term used for superimposed titles or text indented to move vertically is _____

- A. scroll
- B. flash.
- C. roll.
- D. wipe.

ANSWER: C

102. _____ protect the script on its travels between the writers and its many potential readers.

- A. copy right.

- B. information right
- C. script cover
- D. protection right

ANSWER: C

103. Another name for scene heading is ____

- A. scene title.
- B. title.
- C. slug line.
- D. slant line.

ANSWER: C

104. A page of the script that contains the title and authors contact information is ____

- A. title.
- B. title page.
- C. contract.
- D. profile.

ANSWER: B

105. A scene-by-scene description of a screenplay is called ____

- A. tweak.
- B. treatment.
- C. draft.
- D. copy.

ANSWER: B

106. Which of the following is not an element of fiction?

- A. Plot.
- B. Setting.
- C. Theme.
- D. Tragedy.

ANSWER: D

107. 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

108. The three act structure theory is put forward by ____

- A. Syd field.
- B. Aristotle.
- C. Joseph Campbell.
- D. William Goldman.

ANSWER: B

109. A remaining scene of about 5/8 through the script is ____

- A. pinch a.

- B. plot b
- C. pinch b
- D. act 2b.

ANSWER: C

110. A set of 25 words or lesser description of screenplay is called _____

- A. Logline.
- B. Storyline.
- C. Literature review.
- D. Left side writer.

ANSWER: A

111. _____ is the jargon for words used in advertising

- A. Editing.
- B. Copy editing
- C. Copy
- D. Copy writing

ANSWER: C

112. Effective copy must be both _____ and _____.

- A. clear, clean
- B. construct, conceive
- C. complicated, narrative
- D. concise, descriptive

ANSWER: D

113. _____ is capturing buyers trust and confidence.

- A. Believability.
- B. Compact ability
- C. Perishability
- D. Worthy

ANSWER: A

114. The beauty of the ad gets elevated and appreciated only when it has proper _____

- A. copy writing.
- B. copy editing.
- C. copy text.
- D. copy reporting.

ANSWER: A

115. 115. Script doctoring is available for _____ screenplays.

- A. short.
- B. . half length
- C. full-length
- D. none of the above

ANSWER: C

116. _____ ad is a one line phrase that packs a punch.

- A. Textual.

- B. Contextual
- C. Writing
- D. Constructive

ANSWER: B

117. Which of these is NOT a part of the creative brief outline?

- A. Problem that advertising can solve.
- B. Target Audiences.
- C. Communication objectives.
- D. Distribution channels.

ANSWER: D

118. Which of these is NOT a function of agency account services?

- A. Develops the messages to be delivered.
- B. Develops a complete promotion plan.
- C. Identifies the benefits a brand offers.
- D. Identifies the target audience.

ANSWER: A

119. What is space marketing?

- A. It is a tendency of the buyer to purchase the cheapest brand available in the market.
- B. It is the pre-purchase research activity carried out by a prospective customer.
- C. It is the promotional effort of the firm through which, it buys space in news
- D. It is the set of those bargaining tools that a buyer uses to get the best deal from the aseller.

ANSWER: C

120. Which of the following is not a function of advertising?

- A. Informing the customer.
- B. Persuading the customer.
- C. Understanding the buying capacity of the customer.
- D. Reminding the customer for a repeat purchase.

ANSWER: A

121. Public relations is described as a planned activity. This is because it involves ____

- A. reaching the targeted audience.
- B. budgeting.
- C. evaluation of public opinion.
- D. all the above said are true.

ANSWER: D

122. The messages for different publics of the same organizations have to be framed differently because ____

- A. it is better that they remain distant from each other.
- B. their capacity to understand differs.
- C. their interests and information needs are different.
- D. they deserve different levels of treatment.

ANSWER: C

123. Foreign letter, words, phrases and symbols are always ____

- A. in italics.
- B. in bold face.
- C. underlined.
- D. printed according to the policy of the engineering editor.

ANSWER: A

124. Why is cropping done?

- A. To make the size of the photograph proportionate by trimming its parts.
- B. To add a blank space around a human figure.
- C. To enlarge a photograph so that print area could be recovered.
- D. To add any letters.

ANSWER: A

125. Small magazine publishers publish their magazines by taking out the _____

- A. CRCs of the final proof.
- B. butter paper printouts of the final proofs
- C. output on the system.
- D. number of words in a paragraph.

ANSWER: B

126. While writing a long novel _____

- A. the illustration are not at all important.
- B. the plot is of lest importance.
- C. the font and type size must help the reader read at a quick pace.
- D. only (1) and (3).

ANSWER: D

127. _____ is the use of words to promote a person, business, opinion or idea

- A. Copy text.
- B. News writing
- C. Copy writing.
- D. Article writing.

ANSWER: C

128. Agencies and advertising departments partner copywriters with _____

- A. editors.
- B. . script writers.
- C. directors.
- D. art directors.

ANSWER: D

129. The narrator may be talking to a nebulous, or absent audience = _____

- A. Indirect narration.
- B. Direct narration.
- C. Narration.
- D. Point of view.

ANSWER: A

130. One effective way of reinforcing brand awareness and getting your company name out there is with

-
- A. agency products.
 - B. promo products.
 - C. channel products.
 - D. market products.

ANSWER: B

131. _____ is one of the most effective methods to communicate and relate to the market

- A. Pricing.
- B. Brand promotion.
- C. Brand loyalty.
- D. Public relations.

ANSWER: D

132. A consistent degree of increase of space between letters to affect density in a line

- A. tracking.
- B. pitch letters.
- C. kerning.
- D. layout.

ANSWER: A

133. _____ is the most cost-effective marketing tool that is the only part of a marketing strategy that builds credibility.

- A. Awareness.
- B. Marketing.
- C. Publicity.
- D. Branding.

ANSWER: C

134. _____ controls the message while PR does not, and because of this, PR creates credibility.

- A. Planning.
- B. Advertising.
- C. Marketing.
- D. Publicity.

ANSWER: B

135. _____ is the one thing that can win the customers heart and pocketbook at the same time.

- A. Loyalty.
- B. Credibility.
- C. Equality.
- D. Conventionality.

ANSWER: B

136. _____ is the factor(s) that help a press release become successful.

- A. Timeliness.
- B. Trustworthy.
- C. Newsworthiness.
- D. Both 1 and 3.

ANSWER: D

137. _____ is the process of converting a written script into a frame by frame format that visually tells a story.

- A. TV Commercial Storyboards.
- B. TV Commercial Production
- C. TV Script Writing
- D. Creative Strategy Questionnaire

ANSWER: A

138. _____ is a strategy that outlines your goals and objectives.

- A. TV Script Writing.
- B. Creative Strategy Questionnaire
- C. TV Commercial Production
- D. TV Commercial Concepts

ANSWER: B

139. _____ generates a defined, single-purpose idea which communicates your message in a compelling and meaningful way.

- A. TV Commercial Production.
- B. TV Script Writing
- C. TV Commercial Concepts
- D. TV Commercial Production

ANSWER: C

140. What kind of writing is involved with podcast copywriting?

- A. Advertising copy.
- B. Article writing.
- C. Creating a radio or television commercial.
- D. All are involved.

ANSWER: D

141. _____ is the catchy line that your reader will read at first and then decides to continue reading the rest of the article.

- A. Body
- B. Resource box
- C. Headline
- D. Writing style

ANSWER: C

142. _____ discusses all the solutions to the problem you have outlined in the introduction.

- A. Conclusion
- B. Body
- C. Header
- D. Text

ANSWER: B

143. _____ experts will tell you that a well planned public relations campaign is often far more effective than advertising

- A. Marketing.

- B. Planning.
- C. Advertising
- D. Administrative

ANSWER: A

144. Which communication vehicle will you use to get your message to the public?

- A. Conversation.
- B. Inter coding.
- C. Programing.
- D. Advertising.

ANSWER: D

145. Be constant in your _____ and you will constantly find your company in the news.

- A. advertising
- B. marketing
- C. news making
- D. promoting

ANSWER: A

146. For a successful publicity and media planning, it is important to determine and define your _____

- A. goals.
- B. objective.
- C. targeting.
- D. reaching.

ANSWER: B

147. Which of the following is not a source of company inspired prospects?

- A. Sales records.
- B. Advertising responses.
- C. Referrals.
- D. Invoices.

ANSWER: C

148. 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

149. A television advertisement features Kobe Bryant endorsing a new sports energy drink. This is a persuasive technique known as _____

- A. emotional appeal.
- B. bandwagon.
- C. testimonial.
- D. statistics.

ANSWER: C

150. What are the advantages of using radio advertising?

- A. Cheap and effective.
- B. Reinforce print campaign.
- C. Controlled message.
- D. Reaches target market.

ANSWER: B

151. In which year was the Amrit Bazaar patrika first published?

- A. 1867
- B. 1878
- C. 1868
- D. 1875

ANSWER: C

152. When a radio announcer is reading a copywriting script and sees slash marks between sentences, what should he or she do?

- A. Pause for effect.
- B. Repeat the previous sentence.
- C. Speed up the next sentence.
- D. Ignore them as a typo.

ANSWER: A

153. Blank Spaces in a news paper are called _____

- A. White space.
- B. Yellow space.
- C. Plain space.
- D. Blue space.

ANSWER: A

154. Advertisements appearing on either sides of the title of the newspaper are called _____

- A. ears.
- B. droppers.
- C. corners.
- D. flips.

ANSWER: A

155. The headline is usually given in larger font size. It is to _____

- A. captivate the readers.
- B. occupy the space.
- C. grade the story visually
- D. both a & b.

ANSWER: D

156. Writing for mass media should be _____

- A. clear, concise and to the point.
- B. cluttered with ideas.
- C. overloaded with creativity.
- D. full of Unordered information.

ANSWER: A

157. In typography, the space enclosed by a letter form, say O is known as _____

- A. eye.
- B. counter.
- C. hole.
- D. bowl.

ANSWER: D

158. Any interview that concentrates on the beliefs of an individual can be a / an _____.

- A. opinion interview.
- B. information interview.
- C. personality interview
- D. all the above.

ANSWER: A

159. _____ is the process of adding least important information to a story to make it longer.

- A. Adding.
- B. Padding
- C. Dragging
- D. Copy fitting

ANSWER: B

160. 5Ws and H is the characteristic of _____ Writing.

- A. feature
- B. creative
- C. News
- D. effective

ANSWER: C

161. The professional copy writer usually develops a concept called _____

- A. Display line.
- B. copy department.
- C. copy platform.
- D. Front line.

ANSWER: C

162. A photo found without any article in a newspaper is called as ____

- A. Wild photo.
- B. Picture.
- C. Solus.
- D. Feature.

ANSWER: A

163. _____ is the other name for a name plate.

- A. Flag.
- B. Ears.
- C. Mast Head.
- D. Kicker.

ANSWER: A

164. _____ are a fact of life for writers for the mass media.

- A. Fact book
- B. Style book
- C. Station book
- D. Personal book

ANSWER: B

165. Retention depends on _____

- A. time gap.
- B. clarity of the message.
- C. values.
- D. all the above.

ANSWER: D

166. 1 pica = _____

- A. 12 points.
- B. 72 points.
- C. 6 points.
- D. 36 points.

ANSWER: A

167. Introducing your own fervor into a story is called _____.

- A. editorializing.
- B. editing.
- C. slicing.
- D. streaming.

ANSWER: A

168. _____ is a space reserved for material other than advertising.

- A. News Hole.
- B. Reserved hole.
- C. White space.
- D. Blank space.

ANSWER: A

169. signal for the successive program on radio/TV is _____

- A. cue.
- B. queue.
- C. symbol.
- D. dub.

ANSWER: A

170. The _____ is used to end sequence.

- A. fade
- B. cut
- C. wipe
- D. mix

ANSWER: A

171. _____ is the individual who interprets a script and supervise the filming.

- A. Cinematographer.
- B. Director.
- C. Producer.
- D. Editor.

ANSWER: A

172. Merging of one scene into the next is called _____

- A. dissolve.
- B. fade.
- C. wipe.
- D. cut.

ANSWER: A

173. The journalistic jargon in writing is called _____

- A. journalese.
- B. style.
- C. head.
- D. body.

ANSWER: A

174. The vertical space that divides columns is known as _____

- A. White space.
- B. Blank space.
- C. Gutter.
- D. Clutter.

ANSWER: C

175. The reporter collects the information from the source and gives credits to the source in the news story is called _____

- A. Sourcing.
- B. Attribution.
- C. Reference.
- D. Mentioning.

ANSWER: B

176. When two headlines are given side by side, they are called as _____

- A. Hammer head.
- B. Kicker.
- C. Combination head.
- D. Tombstone.

ANSWER: D

177. Signature tune in radio is the _____ tune.

- A. initial
- B. in between
- C. end
- D. intro

ANSWER: A

178. _____ collects news from different parts or areas and passes it on to newspaper organizations through teleprinters.

- A. Syndicates.
- B. News Agencies.
- C. Reporter.
- D. Correspondents.

ANSWER: B

179. The standard size of a newspaper is _____

- A. tabloid.
- B. broad sheet.
- C. single spread.
- D. double spread.

ANSWER: B

180. Splicing in film parlance refers to _____

- A. breaking the sequence.
- B. cutting the shot.
- C. joining the film end to end.
- D. introducing a scene.

ANSWER: C

181. _____ is a series of sketches generally with comment of proposed film action.

- A. Story board.
- B. Picture board
- C. Film board
- D. Shot board

ANSWER: A

182. All stories written for publication whether news, features or any other are referred to as _____

- A. copy.
- B. content.
- C. lead.
- D. marks.

ANSWER: A

183. The other name for a banner headline is _____

- A. kicker.
- B. streamer.
- C. planner.
- D. kerner..

ANSWER: B

184. The typographical term of the thin stroke in the letter form is known as _____

- A. hairline.
- B. shoulder.
- C. crossbar.

D. terminal.

ANSWER: A

185. The person who guides a writer to a good final draft without rewriting the story is a _____

A. publisher.

B. editing.

C. content manager.

D. producer.

ANSWER: A

186. A full page ad in the newspaper is termed as _____

A. solus.

B. display ad.

C. single spread.

D. banner.

ANSWER: C

187. While writing for radio, avoid _____

A. jargons.

B. cliches

C. foreign words.

D. all the above.

ANSWER: D

188. Ads stacked along both edges of the page, forming a deep trough for stories in the middle.

A. Widow.

B. Well.

C. Wraparound.

D. Uppercase.

ANSWER: B

189. An extra color ink added to a page; also called flat color.

A. Tags.

B. Skew.

C. Solid.

D. Spot color.

ANSWER: D

190. 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. none of these.

ANSWER: B

191. 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 of words.

D. none of these.

ANSWER: C

192. BENNET & COLEMAN publishes which newspaper?

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

ANSWER: B

193. The tabloid THE SUN is published from _____

- A. Lucerne.
- B. Paris.
- C. London.
- D. Rome.

ANSWER: C

194. 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

195. The language used to impress the reader is ____

- A. purple prose.
- B. cliché.
- C. punch.
- D. terms.

ANSWER: A

196. When a pleasant word or phrase is used in place of one that may be very grim, the substitute is called ____

- A. jargon.
- B. clichés.
- C. punch.
- D. euphemism.

ANSWER: D

197. The habit of needless repetition of the same statement in different words is ____

- A. jargon.
- B. tautology.
- C. punch.
- D. terms.

ANSWER: B

198. The identification of type face and arrangement of that type face is called as ____

- A. typography.
- B. tyrography

- C. cryptography.
- D. pictography.

ANSWER: A

199. ____ is an assortment of a particular type face ranging from A to Z, both capital and small letters.

- A. Type.
- B. Font.
- C. Punch.
- D. Terms.

ANSWER: B

200. Which newspaper was started as a Bengali paper but later, changed into an English paper?

- A. Indian Mirror.
- B. Kesari.
- C. Miraj ul Akhbar.
- D. Amrit bazar Patrika

ANSWER: D

201. _____ is the spot where the eyes of the reader fixes when looking in to a news paper.

- A. Fixed centre
- B. Optic centre
- C. Plot centre.
- D. Correct centre.

ANSWER: B

202. ____ is called as principle of movement or sequence or gaze motion.

- A. Principle of rhythm
- B. Principle of emphasis
- C. Principle of balance
- D. Principle of unity

ANSWER: A

203. ____ involves the location of the sizes, shapes and tones in relation to optic centre.

- A. Principle of rhythm.
- B. Principle of emphasis.
- C. Principle of balance.
- D. Principle of unity.

ANSWER: C

204. ____ is also known as the principle of contrast.

- A. Principle of rhythm.
- B. Principle of emphasis
- C. Principle of balance
- D. Principle of unity

ANSWER: B

205. ____ depends upon the other principles of newspaper design.

- A. Principle of rhythm
- B. Principle of emphasis

- C. Principle of balance
- D. Principle of unity

ANSWER: D

206. _____ is used to achieve clarity and easier comprehension.

- A. Principle of rhythm.
- B. Principle of emphasis
- C. Principle of balance
- D. Principle of simplicity

ANSWER: D

207. _____ is an unavoidable factor in newspaper writing.

- A. White space
- B. Blank space
- C. Nil space
- D. Color space

ANSWER: A

208. _____ is the original speech of the source included in a radio or TV newscast.

- A. Kicker
- B. Lead
- C. Flash
- D. Soundbite

ANSWER: D

209. Any instructions for sound effects and music in a radio script should be typed in _____

- A. CAPS.
- B. Mix of CAPS and Lower Case.
- C. Numbers.
- D. Lower Case.

ANSWER: A

210. _____ is a mini drama like ad format which utilizes SFX, music and jingles.

- A. Donut copy
- B. Dialogue copy
- C. Single voice copy
- D. Double voice copy

ANSWER: B

211. _____ is a radio ad format that utilizes music in the beginning and in the end and a voice over in the middle.

- A. Donut copy
- B. Dialogue copy
- C. Single voice copy
- D. Double voice copy

ANSWER: A

212. _____ is a radio ad format which usually has one voice delivery.

- A. Donut copy

- B. Dialogue copy
- C. Single voice copy
- D. Straight copy

ANSWER: D

213. Streamers is another name of which of the radio ad format?

- A. Hard-sell copy.
- B. Dialogue copy.
- C. Single voice copy.
- D. Double voice copy.

ANSWER: A

214. Bargain basements is another name of which of the radio ad format?

- A. Hard-sell copy.
- B. Dialogue copy.
- C. Single voice copy.
- D. Double voice copy.

ANSWER: A

215. _____ may be the sponsor, testimonial or a celebrity speaking in first person in promotion of a brand or a corporate.

- A. Hard-sell copy
- B. Dialogue copy
- C. Spokesperson copy
- D. Double voice copy

ANSWER: C

216. _____ documentaries uses an emphasis on actualities of the people.

- A. Dramatic.
- B. Dialogue
- C. Single
- D. Biographical

ANSWER: A

217. _____ documentaries relies on either the subject talking about and showing his/her life.

- A. Dramatic
- B. Dialogue
- C. Single
- D. Biographical

ANSWER: D

218. documentaries are the collection of everything possible to illustrate the point being made about the subject.

- A. Dramatic
- B. Dialogue
- C. Compilation
- D. Biographical

ANSWER: C

219. ___ is an actual historical event, time period or incident dramatized using people who may only represent the actual participants in the incident.

- A. Docudramas
- B. Documentary
- C. Narration
- D. Drama

ANSWER: A

220. _____ is an exchange of information between a reporter and a source.

- A. Docudramas
- B. Documentary
- C. Narration
- D. Interviewing

ANSWER: D

221. In ___ stage, the reporter sort through their notes to see what is missing and obligation is made to the interviewee for a follow up call if needed to fill in the holes.

- A. Post interview
- B. Pre interview
- C. Listening
- D. Interviewing

ANSWER: A

222. The AP and UPI together came up with a common style book in the year ____

- A. 1980.
- B. 1960.
- C. 1990.
- D. 1950.

ANSWER: B

223. In a TV news script format, the video instructions and all other copy that is not read by the anchors is entered in _____

- A. all CAPS.
- B. mix of CAPS and Lower Case.
- C. numbers.
- D. lower Case.

ANSWER: A

224. In a TV news script, the right hand column is reserved for ____

- A. visual descriptions.
- B. audio.
- C. numbers.
- D. pictures.

ANSWER: B

225. Sit com is _____

- A. situation comedy.
- B. sitting com.
- C. subtle comic.

D. satirical comedy.

ANSWER: A

226. The difference between the actual screen time and the historical time devoted to plot is referred as _____

- A. visual descriptions.
- B. narrative duration/time.
- C. structure of time.
- D. point of view.

ANSWER: B

227. The difference between the actual order of presentation and the historical chronology of specific events is referred as _____

- A. visual descriptions.
- B. narrative duration/time.
- C. structure of time.
- D. narrative order/Point of view.

ANSWER: D

228. The reporter who is present through out the news story to explain the situation is called _____

- A. omnipresent Narrator.
- B. narrative Narrator.
- C. hidden Narrator.
- D. dramatic Narrator.

ANSWER: A

229. The reporter who calls up on phone to narrate the incident is called _____

- A. omnipresent narrator.
- B. narrative narrator.
- C. hidden narrator.
- D. dramatic narrator.

ANSWER: C

230. Closed ended type of question are questions calling for _____

- A. Simple yes or no.
- B. agree or disagree answers.
- C. multiple choice type of responses.
- D. All of the above.

ANSWER: D

231. An unwanted big advertisement is called as _____

- A. cram.
- B. spam.
- C. crap.
- D. crunch.

ANSWER: B

232. A beginner or an untrained news man is called as _____

- A. amateur.

- B. beginner.
- C. cub.
- D. newcomer.

ANSWER: C

233. ABC stands for _____

- A. Audit Bureau of circulation.
- B. American Bureau of c.
- C. All Bureaus Circulation.
- D. Anti Burden Circulation.

ANSWER: A

234. A headline stretching across all the columns on the top of the front page is ____

- A. kicker.
- B. binder.
- C. banner.
- D. stretcher.

ANSWER: C

235. The advantage of interviewing over questionnaire is _____

- A. the method can be used with illiterates.
- B. it possess great flexibility.
- C. it yields a better sample of the population.
- D. all the above.

ANSWER: D

236. The exclusive territory assigned to a reporter is ____

- A. beat.
- B. bind.
- C. band.
- D. blink.

ANSWER: A

237. A box put in the middle of a related story is ____

- A. kicker.
- B. binder.
- C. drop-ins.
- D. stretcher.

ANSWER: C

238. Copy without errors is known as ____

- A. clean copy.
- B. fresh copy.
- C. correct copy.
- D. plain copy.

ANSWER: A

239. Which one of the following is most perishable?

- A. A book.

- B. A newspaper.
- C. A magazine.
- D. All the above.

ANSWER: B

240. Cutting out non essential parts of a photograph to sharpen the visual impact is ____

- A. editing.
- B. cropping.
- C. clubbing.
- D. correcting.

ANSWER: B

241. ____ is a reporter who is out of town on duty and who corresponds with his head office.

- A. Correspondent
- B. Freelancer
- C. Beat reporter
- D. Event reporter

ANSWER: A

242. A story that no other news paper has for a day is called _____

- A. kicker.
- B. exclusive.
- C. banner.
- D. stretcher.

ANSWER: B

243. The continuation line giving the succeeding or preceding page number is called ____

- A. by line.
- B. credit line.
- C. cut line.
- D. jump line.

ANSWER: D

244. Obit stands for _____

- A. obituary.
- B. orbit.
- C. optical line.
- D. obscure territory.

ANSWER: A

245. Morgue is a _____

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

ANSWER: C

246. An organization that sells articles and pictures on behalf of a writer is called as ____

- A. kicker.

- B. binder.
- C. syndicate.
- D. stretcher.

ANSWER: C

247. A correspondent of a news paper who is not on the regular payroll but is paid for copy use is _____

- A. stringer.
- B. beat reporter.
- C. part time reporter.
- D. cub reporter.

ANSWER: A

248. 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

249. _____ is the manner in which the news, headlines, pictures, advertisements etc go to make a newspaper arranged on page after page.

- A. Layout
- B. Frame
- C. Banner
- D. Stretcher

ANSWER: A

250. _____ is a person who presents news in the radio.

- A. Newscaster
- B. News reader
- C. Anchor
- D. News editor

ANSWER: B

Staff Name
Parameswari P .