

TYBMM Journalism
Reporting Sample MCQs

- 1 A news story is said to possess timeliness if it
 - a. stresses events that have occurred in the last month.
 - b. stresses events that occurred today or yesterday.
 - c. includes anything that has been written within the last six hours.
 - d. has been read or heard by the reader within the last six hours.

- 2 Which of the following is not a news value as per Galtung and Ruge's news factors?
 - a. Frequency
 - b. Dystopia
 - c. Meaningfulness
 - d. Threshold

- 3 Bias is most likely to appear in a news story when
 - a. the reporter relies on multiple sources and gives abundant time or space to all sides of a controversy.
 - b. the reporter is writing about a topic that she or he already knows a lot about.
 - c. the reporter's story is reviewed by a large number of editors and supervisors.
 - d. the reporter relies on one source or gives disproportionate time to space to one side of a controversy.

- 4 The concept of proximity suggests that a news organization is likely to carry a story about a murder, if that crime
 - a. involved a prominent person.
 - b. was committed locally
 - c. occurred within the last 24 hours
 - d. was unusually gruesome.

- 5 Which of the following is NOT true about journalism today?
 - a. Stories created for one medium are likely to be found in other media.
 - b. Few people nowadays rely on journalists for information about important events.
 - c. The techniques for researching and writing stories continue to be important
 - d. The tenets of good journalism—critical thinking, clear writing and

organized presentation—remain the same.

- 6 The smallest matters surrounding film personalities are often reported. Which is the news value prioritised in such type of reporting?
- a. prominence
 - b. threshold
 - c. hypothesis
 - d. meaningfulness
- 7 Stories that tug on the readers' heartstrings contain which feature?
- a. human interest
 - b. bizzare
 - c. threshold
 - d. prominence
- 8 One reason news reporters sometimes use euphemisms is that they
- a. wish to avoid offending readers when they discuss sensitive and graphic topics such as death.
 - b. prefer using euphemisms to jargon.
 - c. are trying to avoid using clichés.
 - d. are trying to avoid sentences with excessive punctuation.
- 9 Journalists recognize two types of news stories: hard and soft. In this regard,
- a. "hard news" is about complicated topics, which are difficult to understand, and "soft news" is about things that are written in simple language.
 - b. "hard news" stories have long, complicated sentences, and "soft news" stories have short, simple sentences.
 - c. "hard news" is about serious topics and recent events, and "soft news" refers to human interest stories.
 - d. "hard news" stories are always 2,000 words or more, and "soft news" stories never exceed 500 words.
- 10 Reporters avoid clichés because they
- a. require too much originality, thought and time.
 - b. generally cannot be understood by readers and viewers.
 - c. have been used so often they have lost their impact.
 - d. almost always shock or offend readers and viewers.

- 11 Which of the following should a summary news lead of a hard news story NOT try to do
- a. Provide the most important information
 - b. Stress what is unusual or interesting.
 - c. Convey the most recent information.
 - d. Start with a story
12. All trades and professions have jargon, but the problem jargon creates for news reporters is that it
- a. is sometimes used to mislead or confuse readers.
 - b. requires them to consult their dictionaries.
 - c. makes them look foolish in the eyes of their editors.
 - d. makes them look overeducated in the eyes of their readers.
13. What the reporter records while attending a certain event is _____
- a. bias
 - b. personal observation
 - c. records
 - d. stored sources
14. What should NOT be done while reporting GBV?
- a. Give details that would lead to identification of the survivor
 - b. Do not characterize offenders as inhuman monsters
 - c. Use images that reflect resilience and strength of the survivor
 - d. Be sensitive while interviewing survivors
15. What should be avoided while reporting GBV?
- a. Limit description to information about the crime
 - b. Use of the word survivor instead of victim.
 - c. Replacing the word 'eve-teasing with 'street sexual harrassment'
 - d. Extraneous details about the survivor – what they were wearing, what time they were outside the house etc.
16. Which of the following provide second-hand information and commentary from other researchers and include examples include journal articles, reviews, and academic books?

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- a. Primary sources
 - b. Secondary sources
 - c. Cyber sources
 - d. Personal sources
17. _____ is a story which is written so that the journalist can report more of a story which has already been published or broadcast
- a. Beat story
 - b. Follow-up story
 - c. Journalism
 - d. Headline
18. Which of the following is NOT the reason why follow-up stories needed?
- a. Journalists impose space and time limits on their reports which do not always reflect how important the event is in the real world
 - b. So that the journalist can report more of a story which has already been published or broadcast
 - c. To report those extra details can be new facts, later developments, reactions or new issues which have been raised by the original event.
 - d. To discredit earlier stories that were reported on the same topic.
19. What is a disadvantage of beat reporting?
- a. Beats allow reporters to cover the subjects they are most passionate about
 - b. Covering a beat also allows the reporter to build up expertise on a topic
 - c. Spending time on a beat enables the reporter to build up a good collection of sources on that beat, so that they can get good stories and get them quickly
 - d. Many reporters, after spending several years covering a beat, will crave a change of scenery and new challenges.
20. Which of the following is NOT a news value in crime beat reporting
- a. Seriousness
 - b. Unusual nature of the crime
 - c. Size of the community
 - d. Entertainment

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21. Words like “flabbergast,” “blizzard” and “GI” are examples of words that have become accepted in English but started as
- a. clichés
 - b. jargon
 - c. euphemisms
 - d. slang
22. Which of the following is a story structure in which the story unfolds through time; sequence and actions are the material of the investigation?
- a. Chronological
 - b. Narratives
 - c. Inverted Pyramid
 - d. Processes
23. Which of the following is NOT among the kinds of details news organizations avoid including in their stories?
- a. unverifiable facts
 - b. names of criminal suspects
 - c. profanity
 - d. grisly or gruesome photographs
24. Who is a person, usually an employee, who exposes information or activity within a private, public, or government organization that is deemed illegal, illicit, unsafe, or a waste, fraud, or abuse of taxpayer funds.
- a. Muckraker
 - b. Journalist
 - c. Whistleblower
 - d. Reporter
25. _____ means the action of searching out and publicizing scandal about famous people.
- a. Muckraking
 - b. Beat journalism
 - c. Crisis reporting
 - d. Traditional journalism
26. Nepal Earthquake of _____ was not reporting well by major Indian news organizations.
- a. 2015
 - b. 2011
 - c. 2013
 - d. 2001
27. The role of the media is to play all of the following roles in covering a disaster EXCEPT

- a. Shape public sympathy by the amount and type of coverage
- b. Problem-solve obstacles encountered in the delivery of relief
- c. Identify heroes
- d. Attempt to find news related to the cause of the disaster or for failures in adequate response
28. Responsibility for securing the scene, preserving life and treating the wounded is the responsibility of
- a. First responders
- b. Mental health professionals
- c. Journalists
- d. All citizens
29. Veteran journalist and consultant Michael Marcotte says a news organization plays four key roles during a crisis, informing what is happening. Which of the following are the four key roles?
- a. what, who is affected, how things are changing, and what is the meaning.
- b. where, which prominent personality is affected, how things are changing, and why.
- c. where, who is affected, how things are changing, and why.
- d. graphic descriptions, who is affected, how things are changing, and why.
30. Which of the following is NOT an advantage in recording an interview?
- a. Easier to transcribe
- b. Allows for smooth flow of communication
- c. Does not record personal observation of the interviewer
- d. Minimises loss of information
31. Right to information gives citizen an opportunity of being
- a. informed
- b. insured
- c. instructed
- d. inspected
32. The Press Council has stated that _____ Act is vital for the media and its endeavour to be a watch dog of the society as there are few journalists who are able to break the iron curtain of the official non-cooperation.

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- a. Right to Information
 - b. Right to Investigation
 - c. Right to Institution
 - d. Right to Inspection
33. Citizen journalism does NOT involve
- a. Private individuals
 - b. Amateur journalists
 - c. Traditional journalists
 - d. Consumers of traditional journalism
34. Which of the following is NOT among the reasons journalists complain about a lack of objectivity in news releases?
- a. The release describes an event or product that might interest the public
 - b. The release is little more than a blatant advertisement
 - c. The release is laden with adjectives and puffery
 - d. The release is telling the public what to do
35. What has NOT played a role in making citizen journalism more accessible to people worldwide?
- a. social networking websites
 - b. media-sharing websites,
 - c. increasing prevalence of cellular telephones
 - d. encouragement from professional journalism
36. Citizen journalism is the practice of
- a. preparing stories that will help citizens vote in elections.
 - b. publishing only those stories that are of interest to politically active citizens.
 - c. collaborating with nonprofit organizations to prepare news stories.
 - d. inviting readers and viewers to participate in the creation of news content
37. Having a/an _____ perspective(s) is an advantage of citizen journalism because it creates a clearer picture of the event
- a. multiple
 - b. one
 - c. honest
 - d. local

38. Natalie Fenton discusses the role of citizen journalism within the digital age and has three characteristics associated with the topic. Which one of the following is NOT one of them?
- a. speed and space
 - b. multiplicity and poly-centrality
 - c. interactivity and participation
 - d. objectivity
39. Which of the following is NOT another term for citizen journalism?
- a. participatory journalism
 - b. Street journalism
 - c. democratic journalism
 - d. Beat journalism
40. _____ is any form of journalism that focuses on popular culture and the entertainment business and its products
- a. Entertainment journalism
 - b. Civic journalism
 - c. Education journalism
 - d. Medical journalism
41. _____ proposed a system of twelve news factors in 1965.
- a. Galtung and Ruge
 - b. Harcup and O'Neill
 - c. John Berger
 - d. Noam Chomsky
42. Self-determination is a news value highly prioritised in _____ nations.
- a. First-world
 - b. Second-world
 - c. Third-world
 - d. Fourth-world
43. One way reporters try to establish their neutrality about the events they are reporting on is by
- a. including first-person pronouns.
 - b. carefully describing how they covered the events.
 - c. making themselves the center of the action.
 - d. refraining from using first-person pronouns.
44. Which of the following is not related to ensuring clarity in journalistic writing?
- a. Make your sentences short
 - b. Don't use long words
 - c. Use excessive punctuations
 - d. Know what you want to say

45. News reporters try to write sentences with positive construction rather than negative construction because
- a. newspapers strive to be up-beat and positive
 - b. negative sentences are wordier and harder to understand.
 - c. positive sentences make readers feel happier.
 - d. negative sentences displease advertisers.
46. Words and phrases like “pass on,” “downsizing” and “collateral damage” are all examples of
- a. euphemisms
 - b. slang
 - c. clichés
 - d. jargon
47. What is the problem with the following sentence? “The car collided with a sign next to the road.”
- a. It does not say what kind of sign collided with are.
 - b. For two things to collide, both must be in motion.
 - c. It does not say what kind of car was involved in the collision.
 - d. The emphasis is on the car, not the driver.
48. Leads often omit the names of the people involved in news stories because
- a. no one will care who is involved.
 - b. their identities are less important than what happened to them.
 - c. ethical journalists always omit the names of all people involved in news events.
 - d. the names are best left unrevealed
49. Which of the following is NOT among the things lead writers should avoid doing?
- a. State the news as concisely as possible
 - b. Include facts that are obvious or routine
 - c. Emphasize what did not happen
 - d. Exaggerate the facts to make them more interesting

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50. What is the problem with the following lead? “The school board adopted new regulations Tuesday that will affect all students and parents.”
- a. It is too specific and should be more general.
 - b. It lacks attribution
 - c. It is too general and lacks specific details.
 - d. It should use present tense verbs.

Journalism and Public Opinion

TYBMM Journalism Sem 5

Sample MCQs

- 1) _____ determines which party and politicians come to power, and which policies are adopted.
 - a) Neighbour's opinion
 - b) Husband's opinion
 - c) Public opinion
 - d) Individual opinion
- 2) Criticism of the press is that they are mostly owned and controlled by the _____.
 - a) Capitalists
 - b) Journalists
 - c) Editors
 - d) Reporters
- 3) In a _____, elections are held, in which the public elect leaders who govern the country
 - a) Democracy
 - b) Theocracy
 - c) Monarchy
 - d) Dictatorship
- 4) The _____ plays a large role in shaping public opinion.
 - a) Technology
 - b) Media
 - c) Mind-set
 - d) Science
- 5) Public opinion means:
 - a) Sum-total of confused and incoherent opinions held by different groups of citizens
 - b) Unanimous opinion of all the citizens
 - c) A definite opinion, which is the result of a process of clarification and co-ordination of views held by different persons
 - d) Majority opinion

- 6) The term Agenda setting Theory of Media was postulated during the study of?
- The second world war
 - Influence of media on gay rights
 - 1968 American Presidential Elections
 - The influence of Media on household rules
- 7) The Agenda setting theory was developed by two researchers named?
- Max McCombs and Donald Shaw
 - Walter Lippmann and David price
 - Richard Wright and Rose Becker
 - Benard Cohen and Franklin Buck
- 8) Which of the following is not a type of Agenda setting?
- Public Agenda setting
 - Private Agenda setting
 - Media Agenda setting
 - Policy Agenda Setting
- 9) A _____ focuses on this inequality of wealth and power and its multilevel effects on mass-media interests and choices.
- propaganda model
 - Two -step flow
 - Agenda Setting
 - Uses and Gratification
- 10) In the filter_____ Herman and Chomsky propose that since mainstream media outlets tend to be either corporations or parts of conglomerates, a bias safeguarding these interests pervades the information presented to consumers.
- source
 - Ownership and Profit motive
 - Flak
 - Advertising
- 11) A distinction between administrative and critical communication research was first drawn by
- Edward Herman
 - Paul Lazarsfled
 - Bernard Berelson
 - Hazel Gaudet

12) There are two particular influences on the communication process. These are

- a) media and technology
- b) systems and people
- c) media and people
- d) culture and technology

13) _____ parties are covered more often than radical ones.

- a) Conservative and media-friendly
- b) democratic and hostile
- c) rule-abiding
- d) manifesto upholding

14) The media is biased when reporting about political issues in a way that it has ' _____ ' in every party whom they constantly cover.

- a) favorite personalities
- b) favourite location
- c) anti-hero
- d) favourite polls

15) Instead of ideological bias and manifestos, more media coverage is given to _____

- a) speeches and inflammatory comments
- b) funds and finance investigation of the parties
- c) achievements and accolades
- d) peaceful debates

16) The media tends to cover power struggles in political parties, but fails to cover the _____ of the power struggles.

- a) impact
- b) winner
- c) situation and location
- d) time

17) Organizations which do not contest elections but support a party, get attention only for _____.

- a) some violent agitation, or when they take a stand not consistent with their party
- b) complying with the rules

- c) being inactive
- d) peaceful behaviour

18) Quite often, during the elections, media persons ignore to _____, and buy into the claims of political parties and politicians.

- a) wide travelling and direct contacts with people
- b) internet research
- c) office gossip
- d) following television reports thoroughly

19) The best and only method for a journalist to assess public opinion is by _____.

- a) wide travelling and direct contacts with people
- b) internet research
- c) office gossip
- d) following television reports thoroughly

20) Media coverage of election results is influenced by caste factors which in turn impact the _____.

- a) voter
- b) media
- c) politics
- d) funding

21) If the media approaches an election with pre-conceived notions about a party's performance, it can lead to _____.

- a) shaping of an agenda where bright prospects of the party is reported
- b) gatekeeping
- c) political unrest
- d) inactive audience

22) The appointment of _____ as Chief Election Commissioner in 1990 saw electoral reforms of increasing security at election booths to curb muscle power, and making it mandatory for all candidates to declare their financial assets.

- a) T N Seshan
- b) MS Gill
- c) Narendra Modi

d) Karunanidhi

23) In the 1999 elections which were being held in phases, fearing that the results of one phase could influence voters in the next phase, _____ were banned by the Election Commission for one month while the election was going on.

- a) publishing of election poll or opinion polls
- b) manifestos
- c) campaigns
- d) security at election booths

24) Recently, the most personality driven election ever with political personalities taking up over 40% of election coverage as well as dominating prime time television news were the elections of _____.

- a) 2014
- b) 2012
- c) 2010
- d) 2008

25) Active participation of youth on social media helped establish a connect with the BJP in the 2014 elections which influenced the mind of the young voters, which led to their substantial _____.

- a) turnout
- b) non-participation
- c) inactivity
- d) protest rallies

26) Barack Obama ensured a victory for the Democrats in the U.S. Presidential election of _____

- a) 2008
- b) 2009
- c) 2007
- d) 2015

27) This was not a primary policy goal stated in Obama's campaign: _____

- a) Distributing nuclear weapons and materials for equal military armaments
- b) Ending the war in Iraq responsibly
- c) Finishing the fight against Al Qaeda and Taliban
- d) Rebuilding alliances to meet the challenges of the 21st century

28) Obama's campaign was particularly noted for his use of new media to target the _____ voters.

- a) younger (18-29yrs)
- b) older (50-65yrs)
- c) middle-aged (30-49yrs)
- d) did not use new media

29) Previously candidates ignored _____ who in turn ignored the politicians, but Obama's opening a channel of communication received a positive response from this segment of voters.

- a) younger voters
- b) older voters
- c) middle-aged voters
- d) physically disabled

30) Budgets which allot large sums of money to welfare schemes and ignore industrial growth are _____ by the India media, as 'populist budgets'.

- a) dismissed
- b) praised
- c) widely covered
- d) highly analysed

31) The media coverage of budget pre-liberalisation was _____ of the government's economic policies and attacked the budgets calling them 'anti-growth'.

- a) not entirely supportive
- b) very supportive
- c) appreciative
- d) dismissive

32) The Congress government which followed an economic pattern influenced by the USSR, in 1990 introduced economic liberalisation in the country. These reforms however, were not drastic, and the _____ still had a significant presence in India.

- a) public sector
- b) private sector
- c) FDI
- d) mixed economy

33) The Indian media's international coverage is concentrated mainly on three countries: _____.

- a) USA, Pakistan and China
- b) USA, Bangladesh, Indonesia
- c) Germany, Russia, UK
- d) SAARC countries

34) Relations with India's South Asian neighbours hardly get the prominence they deserve except if it is breaking news related to _____.

- a) Pakistan
- b) Bangladesh
- c) finance
- d) Canada

35) Modi's visits to Bhutan, Nepal, and Sri Lanka highlighted India's interest in neighbourhood diplomacy which was highlighted in _____ media but not by the _____ media.

- a) international, Indian
- b) Indian, international
- c) print, radio
- d) radio, print

36) With respect to strategic deals like the Indo-US strategic partnerships and Rafale Aircraft deals, in the Indian media, there is _____ in-depth analysis on the benefits of the deals and their overall impact on the Indian economy or society.

- a) little
- b) extensive
- c) detailed
- d) well-researched

37) The agreement splitting Vietnam in 1954 was signed at which place?

- a) Hanoi
- b) Versailles
- c) Geneva
- d) Helsinki

38) On which festival day did the North Vietnamese launch bomb attacks on the South?

- a) Chvim
- b) X'mas
- c) Chonga
- d) Tet

39) In 1954 Vietnam was divided along the _____ Parallel?

- a) 17th
- b) 21st
- c) 38th
- d) 28th

40) During the Gaza Conflict 2014 Gaza was ruled by which party?

- a) IDF
- b) Fatah
- c) PLO
- d) Hamas

41) Which American President turned a blind eye to the Genocide in East Pakistan in 1971?

- a) J. F. Kennedy
- b) Richard Nixon
- c) Jimmy Carter
- d) Bill Clinton

42) Who was the first President of North Vietnam?

- a) Ho Chi Minh
- b) Chung he moen
- c) Ngo Dinh Diem
- d) You Jun Sang

43) In which year did the Kargil Conflict take place?

- a) 1965
- b) 1974
- c) 1993
- d) 1999

44) What Caused the Arab Spring in Syria?

- a) Khan Abdul Gaffar
- b) Overthrow of President Bashar Al-Assad
- c) Al-Fahid
- d) Mohammed Bouazizi

45) What cause the Arab spring in Jordan?

- a) Escalating calls for Abdullah II abdicate
- b) Poor Standard of living
- c) Freedom of speech
- d) Obstacles

46) Who suggested in February that Libyan leader Muammar Gaddafi had fled to Venezuela?

- a) David Cameron
- b) Nicolas Sarkozy
- c) Hosni Mubarak
- d) William Hague

47) What event led to the launch of 'War on Terrorism'?

- a) 9/11 attacks
- b) Rise of ISIS
- c) Execution of Saddam Hussein
- d) 26/11 attacks

48) Marginalisation refers to _____

- a) Elite class of Society
- b) Celebrities
- c) Group of people who are removed from society.
- d) Youth of Society

49) The _____ is a branch of Government of India which look after issues related to Tribal Communities

- a) Ministry of Rural Affairs
- b) Ministry of Corporate Affairs
- c) Ministry of Human Resource Development
- d) Ministry of Tribal Affairs

50) Article 17 of Indian Constitution deals with?

- a) Freedom of Movement
- b) Freedom of Speech
- c) Untouchability
- d) Freedom to choose any religion

Indian Regional Journalism SemV TYBMM Journalism

- 1) Which was the first newspaper published in India?
 - a) Bengal Gazette
 - b) Samachar Darpan
 - c) Mumbai Samachar
 - d) The Times of India

- 2) Which was the first vernacular paper in India?
 - a) Bengal Gazette
 - b) Samachar Darpan
 - c) Mumbai Samachar
 - d) The Times of India

- 3) Which was the oldest daily in India?
 - a) Bengal Gazette
 - b) Samachar Darpan
 - c) Mumbai Samachar
 - d) The Times of India

- 4) Which is the oldest English daily in India?
 - a) The Hindustan Times
 - b) The Statesman
 - c) The Times of India
 - d) The Indian Express

- 5) Which is the largest selling English daily in India according to IRS 2012?
 - a) Hindustan Times
 - b) The Economic Times
 - c) The Hindu
 - d) The Times of India

- 6) By ___ the press was growing rapidly
 - a) 1850
 - b) 1860
 - c) 1870
 - d) 1880

- 7) Lord Wellesley enacted ____ act
 - a) Censorship press act 1799

- b) Vernacular press act 190
- c) Registration act 1867
- d) Incitement to offence 1908

8) This act was a revision of the Vernacular Act that empowered the local government to demand a security at registration from the printer/publisher and forfeit/deregister if it was an offending newspaper_____

- a) Censorship press act 1799
- b) Indian press act 1910
- c) Registration act 1867
- d) Incitement to offence 1908

9)_____is targetted at the young, upcoming Bengali, who are looking beyond tradition and heritage, in their quest to keep pace with the changing times.

- a) Sangbad Pratidin
- b) Bartaman
- c) Ebela
- d) Ganadabi

10)The ___is a Bengali newspaper started in 1981.

- a) Aajkaal
- b) Bartaman
- c) Ebela
- d) Ganadabi

11)_____has the highest circulation of the newspaper in Bengal.

- a) Anand Bazar Patrika
- b) Bartaman
- c) Ebela
- d) Ganadabi

12) The "Dainik Jagran" has ___ editions and the only daily to print over 200 sub-editions

- a) 30
- b) 31
- c) 32
- d) 33

13) _____ is the initiator in the development of 'Journalism in Rajasthan'.

- a) Rajesthan patrika
- b) Punjab kesari
- c) The Tribune
- d) Dainik Bhaskar

14) The Anandabazar Patrika, is rightly called the " _____

- a) Voice of Bengal.
- b) Noise of Bengal
- c) Sound of Bengal
- d) Light of Bengal

15) The _____ is as technically advanced as the Sakal. It uses state of the art machinery, and is published all across northern **India**.

- a) Dainik Bhaskar
- b) Sakal
- c) Navbharat times
- d) Amar Ujala

16) Sanmarg, is a Hindi newspaper published from _____.

- a) Kolkatta.
- b) Mumbai
- c) Delhi
- d) Punjab

17) _____ and Paranjpe, were principal Marathi satirical writers.

- a) Shivram Maharaj Atre
- b) N.C kelkar
- c) Bala Saheb Thakery
- d) Ashok Shinde

18) Sakal has _____

- a) Website
- b) Blog
- c) Page
- d) Campaign

19) The _____ is the largest read newspaper group of Hindi Press in **India**.

- a) Bhaskar group

- b) Agarwal group
 - c) Mistry group
 - d) Maheshwari group
- 20) _____ started sons-of-the-soil campaign.
- a) Samna
 - b) Kesari
 - c) Darpan
 - d) Marthha
- 21) Bal Thackeray was a satirical _____
- a) Scribe
 - b) Cartoonist
 - c) Correspondent
 - d) Editor
- 22) When the state of Andhra Pradesh came into existence, Ramoji Rao (a young journalist stationed in **Delhi** representing the Andhra Prabha and met people deeply studying the working of newspapers) launched in Telegu.
- a) Andhra Patrika
 - b) Sakshi
 - c) Andhra Jyoti
 - d) Eenadu
- 23) The Eenadu today has ____ editions in Andhra Pradesh.
- a) 18
 - b) 19
 - c) 20
 - d) 21
- 24) In 1992, the Eenadu started a full _____ page, which became a popular series.
- a) Women's
 - b) Children's
 - c) Business's
 - d) Advertisement
- 25) Some border areas between _____ and Karnataka spoke in Telegu.
- a) Maharashtra
 - b) Gujrat
 - c) Goa
 - d) Rajesthan

26) Andhra Prabha belonged to the _____ group.

- a) The Times of India
- b) Indian Express
- c) Hindustan times
- d) Economic Times

27) The _____ was run by a small industrial group in Andhra.

- a) Andhra Patrika
- b) Sakshi
- c) Andhra Jyoti
- d) Andhra Bhoomi

28) Malabar, _____ and Travancore till date have a unique identity, although they were merged together to form the state of Kerala.

- a) Cochin
- b) Kozikode
- c) Thissur
- d) Kollam

29) _____ is the oldest newspaper in Kerala.

- a) Deshabhimani
- b) Madhyam
- c) Siraj daily
- d) Kerala kaumudi

30) _____ organises cultural programs twice every year to reach out to its readers in Mumbai.

- a) Manorma
- b) Anand Bazaar Patrika.
- c) Madhyam
- d) Siraj daily

31) Till 1946 _____ people had no homeland.

- a) Telgu
- b) Malyalam
- c) Punjabi
- d) Biharis

32) The _____ is a Muslim League newspaper run from Khazaikode.

- a) Madhuri
- b) Prabhat

- c) Chadrika
- d) Manorama

33) The Deshabhimani is a paper known for its _____ views

- a) Communist
- b) Marxist
- c) Political
- d) Social

34) _____ newspaper had become so famous that it has its influence within 4 weeks.

- a) Al hilal
- b) Mirat –ul – Akbar
- c) Madina
- d) Quami Awaz

35) The _____ newspaper of Bijnor was started in 1912.

- a) Madina
- b) Mecca
- c) Madina
- d) Quami Awaz

36) The _____ papers suffered greatly from the Partition.

- a) Urdu
- b) Marathi
- c) Punjabi
- d) Bengali

37) The Munsif and the Siasat from _____

- a) Lucknow
- b) Kanpur
- c) Mumbai
- d) Hyderabad

38) The Qaumi Awaz was started in _____

- a) 1945
- b) 1946
- c) 1947
- d) 1948

39) Maulana Abdul Kalam Azad started his weekly, the _____ on June 1, 1912

- a) Al hilal
- b) Mirat –ul – Akbar

- c) Madina
- d) Quami Awaz

40) In 1945, two years before the Independence, the Quami Awaz was started in_____

- a) Lucknow
- b) Kanpur
- c) Mumbai
- d) Delhi

41) Jagran was founded in_____

- a) 1941
- b) 1942
- c) 1943
- d) 1944

42) Unlike the nineteenth century when the _____ had numerical superiority over the Hindi press.

- a) Urdu Press
- b) Malayalam Press
- c) Punjabi Press
- d) Bengali Press

43) Bad management, poor editing, unattractive writing, lack of imagination was concluded by ____

- a) JP Dutta
- b) JP Gupta
- c) JP Chaturvedi
- d) JP Mishra

44) Registration act was passed in_____

- a) 1866
- b) 1867
- c) 1868
- d) 1869

45) Tilak became legal owner of which newspaper____

- a) Marattha
- b) Kesari
- c) Darpan
- d) Jansatta

46) Calcutta Chronicle was launched in_____

- a) 1817
- b) 1818
- c) 1819
- d) 1820

47) 1780 led to the rise of _____ newspaper

- a) Bengal Hickey Gazette
- b) The Bengal
- c) The gazette of Bengal
- d) The Deccan chronicle

48) 29th January is also called as _____ letter day

- a) Black
- b) Blue
- c) Red
- d) White

49) Ramnath Goenka came up with Hindi newspaper, the name of the newspaper was _____.

- a) Janshakti
- b) Jansatta
- c) Vandebharat
- d) Navbharat

50) _____ movement was first mass movement.

- a) Swaraj
- b) Swadeshi
- c) Education Policy
- d) Boycott

Feature and Opinion

TYBMM Journalism

Sem 5

Sample MCQS

- 1) Soft news (as compared to hard news) is more _____ in coverage and tone of presentation.
 - a. Lighter
 - b. Serious
 - c. Stronger
 - d. Important

2. _____ is a chronicle of current events/incidents and is the most common news style on the front page of a typical newspaper.
 - a. Hard news
 - b. Soft news
 - c. TV news
 - d. Radio news

3. Reports on crime, economics, politics, war, etc. in a newspaper are examples of _____.
 - a. Hard news
 - b. Soft news
 - c. TV news
 - d. Radio news

4. Hard news starts with a _____ lead.
 - a. Anecdotal lead
 - b. Summary lead

c. Pun lead

5. Features are associated with more leisurely reading so the obvious choice for their presence is in a _____.

- a. newspaper
- b. magazine
- c. journal
- d. book

6. _____ generally have more features in the weekend editions owing to its readers having more leisure time for reading such articles.

- a. Newspapers
- b. Magazines
- c. Journals
- d. Books

7. A _____ always has a feature article and a picture – usually of the subject featured – boldly pasted on the cover page.

- a. newspaper
- b. magazine
- c. journal
- d. book

8. Following _____ would mean that while working in December preparing an article for January readers, one has to keep references to “this year” and “last year” straight in one’s mind – readers will be confused.

- a. Fall-time
- b. Hook-time
- c. Bait-time
- d. Lead-time

9. Basing a feature article around something _____ or out of the box will provide for a more fun and challenging writing process.

- a. unusual
- b. drab
- c. dull
- d. staid

10. _____ will guide your feature story when you create a rough outline of where you will start.

- a. Writing a pitch
- b. Introduction
- c. Body
- d. Conclusion

11. The _____ should set the scene and catch your reader's attention.

- a. pitch
- b. introduction
- c. body
- d. conclusion

12. Techniques like 'reading your work out loud' or 'reading from the bottom up' helps to _____ the feature article.

- a. draw
- b. edit
- c. erase
- d. tweet

13. The points to be kept in mind while writing a feature story may NOT include _____.

- a. asking open-ended questions
- b. keeping demography of story in mind
- c. proofreading

d. photographs

14. Colour and imagery in feature stories can be brought through _____.

- a. staid vocabulary
- b. colourful vocabulary
- c. memories
- d. detailing

15. What is another name for Capsule Lead?

- a. One Word Lead
- b. Punch Lead
- c. Direct Address Lead
- d. Staccato Lead

16. _____ speaks directly to the reader on a subject of widespread interest or appeal.

- a. Anecdotal Lead
- b. Narrative Lead
- c. Direct Address Lead
- d. Staccato Lead

17. Seasonal features are mostly based on _____.

- a. Festivals
- b. Nostalgia
- c. Human Interest
- d. Hard News

18. The 'Then and Now' lead is most suitable for _____.

- a. Seasonal features
- b. Nostalgia features
- c. Human Interest features

d. Trend stories

19. _____ brings about interest, sympathy or motivation in a reader when people's problems, concerns or achievements are presented.

- a. Seasonal features
- b. Nostalgia features
- c. Human Interest features
- d. Trend stories

20. _____ could be "the story behind the story" about an event, organization or otherwise faceless historical happening, a random act of kindness or profile of someone known for a career achievement.

- a. Seasonal features
- b. Nostalgia features
- c. Human Interest features
- d. Trend stories

21. During interviews, the interviewer should NOT _____.

- a. make the subject comfortable
- b. respect the interviewee
- c. listen
- d. become emotional

22. The 'narrative' or 'news story style' of interview is also called _____.

- a. Descriptive style
- b. Persuasive style
- c. Informative style
- d. Expository style

23. In _____ type of interviews, the opportunity to make observational notes – nuances or hesitation in a response – that may be valuable, are lost.

- a. Telephone interview
- b. e-mail interview
- c. Television interview
- d. Face to face interview

24. In an e-mail interview, no more than _____ questions should be asked.

- a. fifteen
- b. one
- c. twenty
- d. five

25. In a television interview with a non-celebrity, no more than _____ questions should be asked.

- a. fifteen
- b. one
- c. twenty
- d. four

26. A _____ is a form of literary criticism in which a book is analysed based on content, style and merit.

- a. food review
- b. book review
- c. movie review
- d. album review

27. A _____ analyses films based on story, direction, acting, background score, etc.

- a. food review
- b. book review
- c. movie review
- d. album review

28. A _____ analyses eateries on quality of food, ambience, hospitality, etc.

- a. food review
- b. book review
- c. movie review
- d. album review

29. A book reviewer should be an avid _____.

- a. critic
- b. judge
- c. reader
- d. writer

30) Which of the following is NOT a type of obituary?

- a. News Obit
- b. Feature Obit
- c. Appreciation
- d. Death Notice

31. Which of the following is a paid classified advertisement?

- a. Appreciation
- b. Memorial advertisement
- c. Feature Obit
- d. News Obit

32. Bachi Karkaria is famous for her _____ columns.

- a. Agony aunt
- b. Agony uncle
- c. Agony mother
- d. Agony sister

33. Opinion columns are types of _____ columns.

- a. leisure
- b. entertainment
- c. analytical
- d. pass time

34. The health column 'Ask the Sexpert' is by which of the following columnists?

- a. Ajit Ninan
- b. Dr. Mahinder Watsa
- c. Bachi Karkaria
- d. Jug Suraiya

35. The political cartoon column 'Just Like That' is by which of the following columnists?

- a. Ajit Ninan
- b. Dr. Mahinder Watsa
- c. Bachi Karkaria
- d. Jug Suraiya

36. Which of the following is NOT a component of an editorial page?

- a. Guest column
- b. Letters to editor
- c. Editorial Cartoon
- d. News stories

37. Where will you find opinion editorial columns?

- a. Opposite the editorial page in a newspaper
- b. Front page of a newspaper
- c. On TV
- d. On Radio

38. While writing a travel article, the writer should NOT _____.

- a. edit experience to fit the story
- b. include dialogue
- c. leave signposts
- d. impress, but aim to entertain

39. If travel writing is done as a/an _____, it must be said so in the article because it should be clear to the reader that you are promoting the destination.

- a. advertorial
- b. editorial
- c. news story
- d. guest column

40. Who served as the editor of TOI and wrote the column 'Life and Letters'?

- a. S. Sadanand
- b. Sham Lal
- c. Vinod Mehta
- d. P. Sainath

41. Writing a profile is done through _____.

- a. editorial
- b. review
- c. interview
- d. obituaries

42. Gossip columns are usually _____.

- a. full-length feature articles
- b. analytical expert columns
- c. snippets
- d. news stories

43. _____ is a small piece of information or news.

- a. Profile
- b. Snippet
- c. Review
- d. Interview

44. Who is the columnist of 'Aakarvani' published in TOI?

- a. Bachi Karkaria
- b. Jug Suraiya
- c. Swaminathan S. Anklesaria Aiyar
- d. Aakar Patel

45. Seasonal features are mostly based on _____.

- a. Festivals
- b. Nostalgia
- c. Human Interest
- d. Hard News

46. The 'Then and Now' lead is most suitable for _____.

- a. Seasonal features
- b. Nostalgia features
- c. Human Interest features
- d. Trend stories

47. A _____ feature puts people at the heart of the events.

- a. Seasonal
- b. Nostalgia
- c. Human Interest
- d. Trend

48. A _____ is a recurring piece or article in a newspaper or magazine where a writer expresses his/her own opinion in a few columns allotted by the publication.

- a. death notice
- b. memorial advertisement
- c. display advertisement
- d. column

49. Colour and imagery in feature stories can be brought through _____.

- a. staid vocabulary
- b. colourful vocabulary
- c. memories
- d. detailing

50. Seasonal features are mostly based on _____.

- a. Festivals
- b. Nostalgia
- c. Human Interest
- d. Hard News

Editing

TYBMM Journalism

Sem 5

1. The writing style 'Expository' is most suitable for _____.
 - a. Investigative Journalism
 - b. Essay writing
 - c. Story writing
 - d. Feature Writing

2. In today's pandemic reporting, journalism follows the _____ style of writing.
 - a. Expository
 - b. Descriptive
 - c. Persuasive
 - d. Narrative

3. The main purpose of which of the following styles of writing is to 'explain'?
 - a. Expository
 - b. Descriptive
 - c. Persuasive
 - d. Narrative

4. Which of the following writing styles is optimal for review writing since it 'describes' everything in detail?
 - a. Expository
 - b. Descriptive
 - c. Persuasive
 - d. Narrative

5. The main purpose of _____ writing is to 'convince' the readers.
 - a. Expository
 - b. Descriptive
 - c. Persuasive

d. Narrative

6. In APA stylesheet, APA stands for _____.

- a. American Psychological Association
- b. Advanced Publication Association
- c. American Publication Association
- d. Advanced Psychological Association

7. The MLA style sheet developed in the U.S. for editing language stands for _____.

- a. Modern Language Association
- b. Member of Legislative Assembly
- c. Modern Linguistic Academy
- d. Multiple Language Association

8. What does the abbreviation NEP stand for in 'NEP 2020'?

- a. National Economic Policy
- b. National Education Policy
- c. New Education Policy
- d. New Economic Policy

9. Editing is more than just rereading copy so that you can fix _____ errors.

- a. factual
- b. technical
- c. only semantic
- d. only punctuation

10. In news placements selection in the front page of a daily newspaper, the news value of _____ is of foremost importance.

- a. Novelty
- b. Timeliness
- c. Proximity

d. Conflict

11. _____ reporting is also called 'specialized reporting'.

a. Hit

b. Beat

c. Page

d. Category

12. Which of the following can be described as "in-depth reporting on a particular issue, sector, organization over time"?

a. Beat reporting

b. Page reporting

c. Section reporting

d. Column

13. It is up to the _____ of the story and the editor which will decide the story's placement in a newspaper or magazine.

a. journalist

b. photographer

c. angle

d. trend

14. 'Politics', 'Business', 'Lifestyle', 'Environment', etc. are types of _____ in Reporting and Editing.

a. beats

b. words

c. messages

d. alphabets

15. The word limit for Broadsheet headlines is generally _____.

- a. 2-3 words
- b. 4-5 words
- c. 7-8 words
- d. 1-2 words

16. The word limit for Tabloid headlines is generally _____.

- a. 2-3 words
- b. 4-5 words
- c. 7-8 words
- d. 1-2 words

17. Banner headlines cover all _____ columns horizontally on the front page of a newspaper, covering the entire width of the page.

- a. Two
- b. Four
- c. Six
- d. Eight

18. The _____ headline runs across all the columns of the story it pertains to.

- a. Cross-line
- b. Inverted Pyramid
- c. Flush Left
- d. Flush Right

19. A _____ is something that is tagged to the very beginning of a news story to let editors know the basic content of the story.

- a. slug line
- b. reporter's name
- c. credit

20. In newspaper editing, a _____ is a short name given to an article that is in production.

- a. head
- b. slug
- c. sub
- d. strap

21. Tabloids, because of their small size, generally use sensational _____ headlines.

- a. Cross-line
- b. Inverted Pyramid
- c. Banner
- d. Flush Right

22. Broadsheet headlines are _____ as compared to tabloid headlines.

- a. evasive
- b. sensational
- c. shorter
- d. neutral

23. Most Indian newspapers follow the _____ layout.

- a. Vertical
- b. Horizontal
- c. Modular
- d. Diagonal

24. Other forms of 'banner' headlines are called _____.

- a. Jumphead
- b. Ribbons
- c. Decks
- d. Kickers

25. _____ is a system of electronic dummyming of a newspaper.

- a. Screening
- b. Veloxing
- c. Processing
- d. Pagination

26. 'Streamers' is another name for _____ headlines.

- a. Kicker
- b. Deck
- c. Banner
- d. Jumphead

27. _____ balance had only one requirement: elements on right and left halves of a newspaper page should be matched.

- a. Formal
- b. Proportional
- c. Informal
- d. Asymmetrical

28. The layout editor should place the major display element just to the _____ of the optical centre of the page, which serves as a focal point for balancing the rest of the page.

- a. left
- b. right
- c. bottom
- d. top

29. The concept of 'contrast' where the layout editor emphasizes on a particular element by making it larger than others is called _____.

- a. important element
- b. major element
- c. dominant element

d. minor element

30. On a standard, open (no ads.) page, a dominant horizontal element should extend across _____.

- a. less than half the page
- b. more than half the page
- c. less than quarter of the page
- d. quarter of the page

31. A _____ is a small headline *above* the main headline, used most often by layout editors when white space is desired.

- a. Kicker
- b. Deck
- c. Banner
- d. Jumphead

32. _____ usually repeat a key word or phrase from the main headline to help guide readers to the continuing story.

- a. Kickers
- b. Decks
- c. Ribblons
- d. Jumpheads

33. The use of open space, sometimes called _____ space, helps achieve unity of design.

- a. black
- b. cyan
- c. brown
- d. white

34. _____ run most day-to-day operations, work on budgets and content planning.

- a. Editor-in-chief

- b. Managing editors
- c. Copy chief
- d. Design editor

35. _____ handles production and manages the copy desk.

- a. Editor-in-chief
- b. Managing editors
- c. Copy chief
- d. Design editor

36) Looking for a more interesting angle from which to take the photograph is called _____.

- a. Point of view
- b. Framing
- c. Decisive moments
- d. Subject contrast

36. If there is a less intrusive, less offensive, or less disagreeable photo that still tells the story, that is the better option. This is _____ principle of visual ethics.

- a. Categorical Imperative
- b. Utilitarianism
- c. Hedonism
- d. The Golden Mean

37. 'Mumbai Chapter' is a _____.

- a. Broadsheet
- b. Berliner
- c. Tabloid
- d. Journal

38. In which language does 'Mumbai Chapter' appear in?

- a. Hindi
- b. English

- c. Marathi
- d. Urdu

39. Which of the following newspapers is owned and published by Bennett, Coleman & Co. Ltd.?

- a. TOI
- b. The Asian Age
- c. The Indian Express
- d. The Hindu

40. The first edition of The Times of India was issued in the year _____.

- a. 1780
- b. 1838
- c. 1857
- d. 1947

41. Which paper was called 'The Bombay Times and Journal of Commerce'?

- a. TOI
- b. The Asian Age
- c. The Indian Express
- d. The Hindu

42. The BCCL was sold to the Dalmiyas in which year?

- a. 1946
- b. 1947
- c. 1955
- d. 1969

43. In _____, the Government transferred ownership of the TOI back to the Jain family.

- a. 1947
- b. 1955

- c. 1969
- d. 1976

44. 'The Asian Age' is a _____.

- a. Broadsheet
- b. Berliner
- c. Tabloid
- d. Journal

45. In which language does 'The Asian Age' appear in?

- a. Hindi
- b. English
- c. Marathi
- d. Urdu

46. The word "jugaad" is an example of _____.

- a. Coding
- b. Translating
- c. Code switching
- d. Subtitling

47. _____ are responsible for ensuring the correct grammar, spelling, house style and tone of the published work.

- a. Sub-editors
- b. Regional editors
- c. News editors
- d. Page editor

48. The full-form of 'PMT' is _____.

- a. Prime Ministerial Travel
- b. Proper Material Transfer
- c. Photo-Mechanical Transfer
- d. Photo-Material Transfer

49. In any article, _____ verbs show the action of the story.

- a. passive verbs
- b. direct verbs
- c. active verbs
- d. indirect verbs

50. . The main purpose of which of the following styles of writing is to 'explain'?

- a. Expository
- b. Descriptive
- c. Persuasive
- d. Narrative