

# Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - Editing and Design: Print Production

Course Code - BMSJC201

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- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. Writing is

*Mark only one oval.*

- Poetry
- Imagination
- Do not know
- Putting thoughts into words

10. 2. Graphics are introduced to

*Mark only one oval.*

- Understand the story better
- Decorate the page
- Add information
- None of these

11. 3. What is citizen journalism?

*Mark only one oval.*

- Publish stories to inform citizens
- Ask NGOs to write stories
- Inviting readers to contribute news
- All of these

12. 4. A 'turn' in a newspaper is

*Mark only one oval.*

- When stories continue on another page
- When a story content changes
- When reporters take turns to write
- None of these

13. 5. Journalism is

*Mark only one oval.*

- Hard work
- Can be quite dull
- Something anyone can do
- None of these

14. 6. Layout is

*Mark only one oval.*

- Creativity
- How a page is designed
- Decorative art
- Photograph

15. 7. When you edit a photograph you

*Mark only one oval.*

- Delete
- Crop
- Tweak
- Cut

16. 8. Resolution of image is

*Mark only one oval.*

- Dependent on dots per inch
- Solving a problem
- DTP printer
- None of these

17. 9. Dots per inch (DPI) is

*Mark only one oval.*

- Electronic dots measured in an inch
- More dots add to clarity
- Makes digital image
- All of these

18. 10. Reporting is

*Mark only one oval.*

- A desk job
- Work from home job
- Field job
- None of these

19. 11. What are the types of reporting beats?

*Mark only one oval.*

- Political
- Environmental
- Sports
- All of these

20. 12. Where is the anchor story displayed on the page?

*Mark only one oval.*

- Top
- Second lead
- Below lead
- Bottom

21. 13. Stylesheet is

*Mark only one oval.*

- Guidelines for a good writing
- Standard of writing set for a newspaper
- Both 1 & 2
- None of these



22. 14. Logo is

*Mark only one oval.*

- A stylized name or word
- Special letter
- Decoration
- None of these

23. 15. A reporter is bound to disclose his sources to

*Mark only one oval.*

- Everyone
- Court
- Editor
- No one

24. 16. A copy editor needs to be skilled both in language and

*Mark only one oval.*

- Fine arts
- Music
- Design
- Chat

25. 17. Infographic is

*Mark only one oval.*

- Graphic art
- Informational graphic
- Visualizes the text
- All of these

26. 18. Half-page ad means

*Mark only one oval.*

- Half the page must have copies
- Half the page must remain blank
- Half-page copy and half-page ad
- None of these

27. 19. What does 'bury the lead' mean?

*Mark only one oval.*

- Cut out the main points
- Keep the important part for the end
- Bring in a graveyard link
- None of these

28. 20. An editor has to

*Mark only one oval.*

- Work against time
- Work 24x7
- Follow deadlines
- All of these

29. 21. Dummy sheets are required for

*Mark only one oval.*

- Practising drawing
- Finalizing story positions
- For art work
- Not required

30. 22. A blank page means

*Mark only one oval.*

- It has to be filled up with copies
- It remains blank
- It has a full-page advertisement
- None of these

31. 23. Inset is

*Mark only one oval.*

- Art set within other text
- Text within art
- Picture within text
- All of these

32. 24. A good journalist is

*Mark only one oval.*

- Fearless
- Prone to ask questions
- Ready to provoke anyone to get the facts right
- All of these

33. 25. A reporter must know

*Mark only one oval.*

- How to hide his sources
- How not to let down his sources
- How to withstand pressure not to disclose
- Do all of these

34. 26. Masthead is

*Mark only one oval.*

- Name of the newspaper
- Byline
- Heading
- None of these

35. 27. The best lead stories are

*Mark only one oval.*

- Not too lengthy, to the point
- Simple language
- Well-structured
- All of these

36. 28. Mugshot is

*Mark only one oval.*

- A small picture showing one's face
- Landscape picture
- Dynamic picture
- None of these

37. 29. Editing a report follows

*Mark only one oval.*

- The inverted pyramid style
- Normal pyramid style
- The peer review method
- None of these

38. 30. A reporter can be replaced by

*Mark only one oval.*

- A citizen journalist
- A robot
- Anyone on the street
- None of these

39. 31. Copyright means

*Mark only one oval.*

- Legal protection for creative work
- Right to reproduce
- Plagiarism
- None of these

40. 32. A sub-editor on promotion becomes

*Mark only one oval.*

- Editor
- Chief sub-editor
- Designer
- None of these

41. 33. Who called press the 'fourth estate'?

*Mark only one oval.*

- Rudyard Kipling
- Edmund Burke
- Lord Macaulay
- Bernard Shaw

42. 34. What kind of journalism tells stories through images?

*Mark only one oval.*

- Broadcast journalism
- Investigative journalism
- Photo journalism
- None of these

43. 35. A reporter makes friends

*Mark only one oval.*

- With a purpose
- Just for the sake of friendship
- But is not dependable
- None of these

44. 36. Headline is

*Mark only one oval.*

- Text with larger font that explains the body
- Decoration
- Caption
- None of these

45. 37. A sub-editor reports to

*Mark only one oval.*

- Editor
- Manager
- Owner
- None of these



46. 38. What is the full form of SEO?

*Mark only one oval.*

- Sophisticated Email Organiser
- Search Engine Optimisation
- Search Email Overnight
- None of these

47. 39. Full colour consists of

*Mark only one oval.*

- Cyan magenta green black
- Cyan magenta yellow black
- Cyan green yellow black
- None of these

48. 40. Reporting means

*Mark only one oval.*

- Subjective writing
- Objective writing
- Mixed writing
- All of these

49. 41. Editing

*Mark only one oval.*

- Destroys a copy
- Improves a copy
- Scans a copy
- None of these

50. 42. Red yellow blue are called

*Mark only one oval.*

- Secondary colours
- Mixed colours
- Primary colours
- None of these

51. 43. San serif means

*Mark only one oval.*

- Fonts which have strokes at the end
- Fonts which are capital
- Fonts which have no finishing stroke
- None of these

52. 44. Jump in newspaper means

*Mark only one oval.*

- Continue a story in another page
- Continue in another column
- Stopping a story in same page
- None of these

53. 45. A reporter is answerable to

*Mark only one oval.*

- His editor
- The sub-editor
- His sources
- None of these

54. 46. A copy editor is

*Mark only one oval.*

- Reporter
- A desk person
- An editor
- None of these

55. 47. Font is

*Mark only one oval.*

- Typeface
- Character
- Printed alphabet
- All of these

56. 48. A byline is

*Mark only one oval.*

- Name of the reporter
- Name of the sub-editor
- Name of the editor
- None of these

57. 49. Pagination means

*Mark only one oval.*

- Creating a page on a computer
- Numbering of pages
- Adding a page
- All of these

58. 50. Objective of a reporter is

*Mark only one oval.*

- To please everyone
- Irritate everyone
- To get at the truth
- None of these

59. 51. Copy is

*Mark only one oval.*

- Text of a story
- A picture
- A novel
- All of these

60. 52. What is the most common type of lead called?

*Mark only one oval.*

- Summary lead
- Traditional lead
- News lead
- Blind lead

61. 53. Offset print is

*Mark only one oval.*

- Handset printing
- Block printing
- Printing through image transfer
- None of these

62. 54. A feature writer

*Mark only one oval.*

- Follows the inverted pyramid style
- Follows normal pyramid style
- Makes the lead read like news
- All of these

63. 55. A sub-editor measures copies in

*Mark only one oval.*

- Inches
- Centimetres
- Metres
- Yards

64. 56. A Heading

*Mark only one oval.*

- Decorates
- Diverts
- Summarises
- Do not know

65. 57. Good photos have

*Mark only one oval.*

- Static images
- Clear images
- Dynamism
- None of these

66. 58. Indent is setting columns

*Mark only one oval.*

- With narrower width
- With bigger width
- Keeping same width
- None of these

67. 59. A journalist can be

*Mark only one oval.*

- Investigative
- Looking for both sides of the story
- Objective
- All of these

68. 60. A page grid is

*Mark only one oval.*

- Page architecture
- Page margin
- Page design
- None of these

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