

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

Course Name - Writing for Media: Skills & Techniques

Course Code - BMSJC202

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

Answer all the questions. Each question carry one mark.

9. 1. Technical writing demands _____ use of language.

Mark only one oval.

- Figurative
- poetic
- factual
- dramatic

10. 2. Which of these must be avoided in technical writing?

Mark only one oval.

- Facts
- Grammar
- Punctuations
- Personal feelings

11. 3. Resume is a _____ word.

Mark only one oval.

- French
- German
- Indian
- American

12. 4. Which of these is a set of instructions?

Mark only one oval.

- Report
- Letter
- Notice
- Operating manual

13. 5. An average length of sentence in a paragraph should be _____

Mark only one oval.

- 5 to 10 words
- 15 to 20 words
- 25 to 30 words
- 2 to 5 words

14. 6. Where should the main idea be put up in a paragraph?

Mark only one oval.

- In the beginning
- In the middle
- At the end
- After the paragraph

15. 7. Which of these should be avoided in a paragraph?

Mark only one oval.

- Courtesy
- Positive attitude
- Politeness
- Discriminatory language

16. 8. Which of these is associated with academic pursuits?

Mark only one oval.

- Informal writing
- Formal writing
- Personal writing
- Substandard writing

17. 9. Which of these is not a punctuation mark?

Mark only one oval.

- Full stop
- Comma
- Hashtag
- Colon

18. 10. Choose the correct statement:

Mark only one oval.

- My aunt who lives in Mumbai is a doctor
- My aunt, who lives in Mumbai, is a doctor
- My aunt, who lives in Mumbai is a doctor
- My aunt who lives in Mumbai, is a doctor

19. 11. An annual report is a type of which report?

Mark only one oval.

- Informational report
- Vertical report
- Proposal report
- Short report

20. 12. Which of the following is important to write a good report?

Mark only one oval.

- Clarity of thoughts
- Simple, clear language
- Relevant reference
- All of the above

21. 13. What is the full form of RFP?

Mark only one oval.

- Rent for property
- Rent for proposal
- Request for proposal
- Request for property

22. 14. What is the full form of USP?

Mark only one oval.

- Unique selling proposition
- Unique sales pitch
- Understand sale's perspective
- Unique source of power

23. 15. The oldest form of communication is

Mark only one oval.

- Written
- Oral
- Web
- None of the above

24. 16. "Coherent paragraph" means

Mark only one oval.

- Group of sentences all relating to one basic idea
- Group of sentences with all different ideas
- Group of sentences with multidirectional ideas
- None of these

25. 17. For elegance writing, it is suggested not to use “Contractions”. This means

Mark only one oval.

- Do not merge two words
- Do not use punctuation
- Do not use complex sentence
- Option 4

26. 18. Find the sentence with active voice

Mark only one oval.

- President Lincoln was shot by John Wilkes Booth
- Lincoln, who was the President, was shot by John Wilkes Booth
- John Wilkes Booth shot President Lincoln
- John Wilkes Booth was the one who shot President Lincoln

27. 19. The 4 elements of writing a good report are

Mark only one oval.

- Facts, context, impact, empathy
- Facts, context, impact, emotion
- Facts, concept, impact, emotion
- Facts, context, importance, emotion

28. 20. Which of the following should we consider as a tip for better writing?

Mark only one oval.

- Each paragraph should introduce a new idea
- Avoid long or complicated words
- Choose short sentences
- All of these

29. 21. While writing an ad copy, which of the following shouldn't be in the script?

Mark only one oval.

- False promise
- Complex sentence
- Extensive content
- All of the above

30. 22. Promotional copy consists of words that aim to

Mark only one oval.

- Sell
- Buy
- Recognise
- Convince

31. 23. While writing a promotional copy one should first think of

Mark only one oval.

- The Media
- The Audience
- The Budget
- None of them

32. 24. Who invented alphabets?

Mark only one oval.

- Indians
- Chinese
- Egyptians
- Americans

33. 25. While writing a blog one should

Mark only one oval.

- Understand the audience
- Write catchy headlines
- Be Consistent
- Maintain all the above

34. 26. 'Aural' means

Mark only one oval.

- Sense of hearing
- Sense of speaking
- Sense of sniffing
- Sense of seeing

35. 27. _____ exams are a good alternative for students who panic during written tests

Mark only one oval.

- Aural
- Oral
- Both
- None of these

36. 28. Which word should be preceded by 'an'?

Mark only one oval.

- University
- Hour
- Hotel
- Union

37. 29. The meaning of the idiom “under the weather” is

Mark only one oval.

- Raining
- Happiness
- Sick
- Sad

38. 30. Which of the following is important while writing a good news script?

Mark only one oval.

- Don't start a story with “as expected”
- Don't start a story with “in a surprise move”
- Don't start a story with a quotation
- All of the above

39. 31. While writing in broadcast maintain S-V-O, the way we speak...S-V-O is

Mark only one oval.

- Subject-Verb-Object
- Subject-Verb-Objective
- Superlative-Visual-Object
- Subject-Visual-Object

40. 32. For good writing, always start with a

Mark only one oval.

- Complex sentence
- Negative sentence
- Positive sentence
- None of these

41. 33. Which of the following should one never do while writing

Mark only one oval.

- Don't raise questions you don't answer
- Never ask any questions
- Never answer any question
- All of these

42. 34. While writing one should omit

Mark only one oval.

- Verbs
- Needless words
- Prepositions
- Adverbs

43. 35. What is meaning of the idiom “call it a day”

Mark only one oval.

- Start working on something
- Stop working on something
- The final day of working
- None of these

44. 36. The news story has a _____ structure

Mark only one oval.

- Pyramid
- Linear
- Inverted pyramid
- Circular

45. 37. _____ is a type of website that is like a journal

Mark only one oval.

- WWW
- Blogs
- Facebook
- Twitter

46. 38. A hard sell advertising copy must have _____ in it

Mark only one oval.

- An offer
- Photo
- Product price
- None of these

47. 39. Soft sell advertising contains

Mark only one oval.

- Brand name
- Call to action
- Product image
- All of these

48. 40. _____ is the prime quality of an article

Mark only one oval.

- Proximity
- Timeliness
- Professionalism
- Credibility

49. 41. _____ of a story is the lead paragraph presenting the topic

Mark only one oval.

- Introduction
- Body
- Headline
- Conclusion

50. 42. _____ is a serious article intended to influence public opinion

Mark only one oval.

- Feature
- Interview
- Editorial
- Article

51. 43. The readers can communicate to the newspaper through _____

Mark only one oval.

- Editorial
- Letters to the editor
- Film review
- Article

52. 44. The opening paragraph is also called _____

Mark only one oval.

- Opener
- Starter
- Beginner
- Lead

53. 45. While writing, “know your audience” means

Mark only one oval.

- To know their knowledge background
- To know what the audience needs
- To know their level of expertise
- All of these

54. 46. To make a strong SEO, which of the following is important?

Mark only one oval.

- Use hyperlinks to articles on your own website
- Use simple words
- Organise your content so that your website is easy to navigate
- All of these

55. 47. To grab attention of impatient readers, what should a writer do?

Mark only one oval.

- Use short paragraphs
- Use attractive headline
- Avoid needless repetition
- Maintain all these

56. 48. Out of the following which is not important for web writing

Mark only one oval.

- To use simple words
- To use active voice sentence
- To use fancy fonts
- To avoid spelling mistake

57. 49. Which is not included within the 6C's of broadcast writing?

Mark only one oval.

- Clear
- Concise
- Correct
- Considerable

58. 50. For Broadcast writing, your copy should be concise. That means

Mark only one oval.

- Short and informative
- Long and informative
- Using uncommon words
- None of these

59. 51. What do you mean by 'pictorial words'?

Mark only one oval.

- Words invoking pictures in mind
- Screenshot of a written document
- Photograph with captions
- All of these

60. 52. What do you mean by writing in conversational language?

Mark only one oval.

- Using bookish language
- Using sign languages
- Using simple, common language
- Using regional language

61. 53. Which of the following is not included in the 5Ws for report writing?

Mark only one oval.

Where

Who

Wao

What

62. 54. What is creative writing used for?

Mark only one oval.

Any sad or disastrous piece of writing

Short stories, novel, poetry, fiction etc.

Any comic writing

Writing complaint letters, notice etc

63. 55. What is the most important ingredient in creative writing?

Mark only one oval.

Jokes

True stories

Imagination

Autobiography

64. 56. What do you call a category of creative writing that tells made-up and imaginary stories?

Mark only one oval.

- Non-fiction
- Fiction
- Semi-fiction
- None of these

65. 57. What do you call a type of writing where it is about a person's story of his/her own life?

Mark only one oval.

- A report
- Biography
- Autobiography
- Drama

66. 58. What do you call a type of writing which is a short work of non-fiction, tells about significant facts or events?

Mark only one oval.

- Article
- Drama
- Poetry
- Biography

67. 59. Which of the following does not form a part of the 'dialogue' element in creative writing?

Mark only one oval.

- Main character
- Supporting character
- Actors
- Place

68. 60. Which of the following is not a decorative or creative writing?

Mark only one oval.

- An article
- A report
- An official email
- All of these

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