

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

Course Name - – Web Content Development & Techniques

Course Code - GEJMC401

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Answer all the questions. Each question carry one mark.

9. 1.Full form of 'MoJo'

*Mark only one oval.*

- Mobility Journalism
- Moto Journalism
- Mobile Journalism
- None of these

10. 2. MOJO is a form of

*Mark only one oval.*

- Digital storytelling
- Making cinema
- Blog writing
- All of these

11. 3. PNG app for newsroom production system is made by

*Mark only one oval.*

- American TV
- BBC
- Akashvani
- Prasar Bharti

12. 4. Find the correct statement, "MOJO is"

*Mark only one oval.*

- Cost effective
- Costly
- Only accessible to the news industry
- None of them

13. 5. Find the incorrect option. "In an MOJO kit, one should carry"

*Mark only one oval.*

- Smart phone
- tripod
- Body spray
- Microphone

14. 6. The first portable tool used by journalists was a

*Mark only one oval.*

- 35mm Leica camera
- 55mm Leica camera
- 35mm Canon camera
- 55mm Kodak film

15. 7. The history of MOJO was started in the year of

*Mark only one oval.*

- 1911
- 1912
- 1913
- 1914

16. 8. When 1st \_\_\_\_\_ came in the market, MOJO became more popular and easy.

*Mark only one oval.*

- Smart phone
- Portable Mic
- iPhone
- All of these

17. 9. Identify the wrong benefit of MOJO

*Mark only one oval.*

- It's flexible
- Its empowering
- It's friendlier
- It's illegal

18. 10. Citizen journalism is similar to

*Mark only one oval.*

- TV journalism
- Radio Journalism
- Crime Journalism
- Mobile Journalism

19. 11.In MOJO "know your equipment" means, to know

*Mark only one oval.*

- How your phone works
- How your apps on phone works
- How to operate your other gears
- All of these

20. 12.Find out the skills a MOJO journalist should have

*Mark only one oval.*

- Keep your eyes open
- Know how to tell story
- Know how ur equipments work
- All of these

21. 13. Find out the app which is not necessary for MOJO

*Mark only one oval.*

- Audio editing app
- Video editing app
- Selfie app
- File size compressor app



22. 14. Why would you use FTP?

*Mark only one oval.*

- To send an email
- To post headlines from other news sources on your own website
- To transfer large files on the internet
- To be a digital native

23. 15. Citizen journalism is the practice of

*Mark only one oval.*

- Preparing stories that will help citizens vote in elections.
- publishing only those stories that are of interest to politically active citizens.
- collaborating with nonprofit organizations to prepare news stories.
- inviting readers and viewers to participate in the creation of news content.

24. 16. MOJO encouraged

*Mark only one oval.*

- Investigative journalism
- Citizen Journalism
- Sports reporting
- None of them

25. 17. Who is the pioneer of MOJO

*Mark only one oval.*

- Steve Mann
- Steve Jobs
- Justin Ross
- None of them

26. 18. Identify the topic for which MOJO would be a good idea

*Mark only one oval.*

- Reporting from a sports stadium
- Reporting from a flood area
- for a travel vlog
- All of these

27. 19. Which one of the following is the oldest form of communication?

*Mark only one oval.*

- Pigeon Post
- Hydraulic and maritime semaphores
- Fires and smoke signals
- Signal lamps

28. 20. Which of these is NOT a communication purpose served by smoke and fire signals?

*Mark only one oval.*

- Asking people to stay away
- Track location when moving from one place to another
- Seek assistance from others
- Capture assistance of the others

29. 21. Which of these is NOT a modern form of communication?

*Mark only one oval.*

- Pigeon Post
- Fires and Smokes
- Semaphores
- Newspapers

30. 22. Which of these factors enhance the pigeon post means of communication

*Mark only one oval.*

- Pigeon's speed of flight
- Pigeon's regal appearance
- Pigeon's homing abilities
- The content of the message

31. 23. Which of the following is a tool used in a semaphore?

*Mark only one oval.*

- containers filled with water
- fire signals
- cave paintings
- sign language

32. 24. Which of the following means of communication was most famous in ancient Greece?

*Mark only one oval.*

- Pigeon post
- fire signals
- newspapers
- semaphores

33. 25. Which of these was used for communication using signal lamps?

*Mark only one oval.*

- American Sign Language
- Coded message based on the height of the water
- morse code
- signals using fire

34. 26. Hydraulic semaphores were most popular during which time period?

*Mark only one oval.*

- prehistoric times
- 14th and 15 century
- 5th century BCE
- 19th century

35. 27. Which one of the following was a pre-requisite when it came to communication using signal lamps?

*Mark only one oval.*

- The distance had to be negligible
- The other party must have a thorough understanding of morse code
- It had to use a combination of water and smoke signals
- The general public had to appreciate it

36. 28. Which one of the following was a major advantage of using pigeon post method of communication?

*Mark only one oval.*

- The message was delivered extremely fast
- The content of the message was accurate
- It reduced the dependence on human messengers
- It was discreet

37. 29. In which year was the first trans-atlantic cable set up?

*Mark only one oval.*

1838

1858

1894

1876

38. 30. Who is credited with the invention of telephone?

*Mark only one oval.*

Albert Einstein

Marie Curie

Alexander Graham Bell

Thomas Alva Edison

39. 31. The acoustic phonograph paved the way for?

*Mark only one oval.*

electrical means of communication

cheaper communication

maintain connection with other countries

military and defence purposes

40. 32. The acoustic phonograph utilised which of these to communicate?

*Mark only one oval.*

- light waves
- sound waves
- water pressure
- smoke

41. 33. The "wireless lightning" used in wireless telegraphy was?

*Mark only one oval.*

- sound waves
- radio waves
- light waves
- a combination of sound and light waves

42. 34. Who was the inventor of wireless telegraphy?

*Mark only one oval.*

- Nikolas Tesla
- Marie Curie
- Alexander Graham Bell
- Thomas Alva Edison

43. 35.Which of these is a major advantage of satellite communication?

*Mark only one oval.*

- Two-way communication
- Access to songs and news for a limited period
- Streaming of songs and news without disruptions
- Getting signals from others

44. 36. Communication Radio-Telephone Service used which one of these?

*Mark only one oval.*

- radio waves
- audio transmitters
- encrypted videos
- radio-television services combined with wireless telegraphy

45. 37.In 1981 which one of the following emerged as a popular communication tool?

*Mark only one oval.*

- Newspaper
- Television
- SMTP email
- Instant Messaging



46. 38. Which of the following is NOT a disadvantage of online communication?

*Mark only one oval.*

- Increased privacy risks
- Increased job opportunities
- Decreased attention span
- Increased disassociation from reality

47. 39. Which one of the following is a risk when it comes to formal online communication

*Mark only one oval.*

- Cost effective
- Less time consuming
- More accessible for all
- Chances of misunderstanding due to misconstruing meaning

48. 40. Online communication does not achieve which of the following means?

*Mark only one oval.*

- It allows a healthy exchange of ideas
- It allows people from diverse regions to put forward their views
- It allows faster and more cost-effective communication
- It depends on in-real life presence

49. 41.What is the definition of cyber space?

*Mark only one oval.*

- virtual spaces where online interaction happens
- The space required to save online content
- A place inspired by science-fiction and dependent on virtual reality
- Just instant messaging

50. 42.What is one of the biggest differences between traditional and new media?

*Mark only one oval.*

- New media provides absolutely correct information
- social media reaches only a select few
- traditional media offers lesser chances for audiences to connect with content creators
- traditional media is faster and more cost-effective

51. 43.An important lesson learned in online political campaigns in recent years and other collaborative efforts that had online components is

*Mark only one oval.*

- People much prefer to do their own thing and not work in groups.
- There are always a couple of people who disrupt the work of others in the group.
- People must be able to meet face to face at times as well as online.
- Social media has still not lived up to its promise of helping people collaborate.

52. 44. Which one of these is a characteristic of new media?

*Mark only one oval.*

- Content curation
- Real life socialisation
- Excessively time consuming
- Automation

53. 45. Emerging technologies will continue to influence consumer behaviour in the future by enabling

*Mark only one oval.*

- Customer centricity
- Relevant content
- Excessive reliance on personal connection
- Encryptions and codes

54. 46. What is the best way to promote a business with social media?

*Mark only one oval.*

- To advertise your company, services, and products
- To collect as many contacts as possible
- Offer a lot of helpful and free information
- Invite potential clients to visit your website

55. 47. What does SEO stand for?

*Mark only one oval.*

- Site Engine Optimisation
- Search Engine Optimisation
- Site Efficiency Optimisation
- Search Entry options

56. 48. \_\_\_\_\_ is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion)..

*Mark only one oval.*

- Search Marketing
- Internet Marketing
- Email marketing
- Mobile marketing

57. 49. Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, \_\_\_\_\_, and response tracking.

*Mark only one oval.*

- Filters
- Print ads
- Promotional calls
- Webinars

58. 50. Which of the following was NOT a popular digital community before blogging became popular?

*Mark only one oval.*

- USENET
- BIX
- Facebook
- CompuServe

59. 51. In blogs, conversations comprised of replies and comments are called?

*Mark only one oval.*

- Running threads
- Conversation blocks
- Comments
- Blog posts

60. 52. Which of the following platforms featured a moderated newsgroup

*Mark only one oval.*

- CompuServe
- USENET
- BIX
- SME

61. 53. Which of the following was the collective name for online journalists, diarists, and record keepers

*Mark only one oval.*

- Exhibitionists
- Exacavators
- Online writers
- escribitionists

62. 54. In which year was Open Diary launched

*Mark only one oval.*

- 1998
- 1987
- 1989
- 1999

63. 55. What was the special feature of Open Diary?

*Mark only one oval.*

- Blog posts
- Pictures and videos
- Sounds and interviews
- A section for readers' comments

64. 56. Who needs to be your primary focus when you are writing your blog post?

*Mark only one oval.*

- Audience
- Yourself
- Your competitors
- Trending topics

65. 57. What comprises the sensorial details in blog writing?

*Mark only one oval.*

- Common sense
- Sense and sensibility
- details that involve your sight
- details which involve your five senses

66. 58. When using content from external sources in presentation materials, it is necessary to include:

*Mark only one oval.*

- copyright warning
- trademark symbol
- hyperlinks
- citations and references

67. 59. To contrast text on a presentation slide for better viewing, it is preferable to use:

*Mark only one oval.*

- Dark text on a dark background
- Light text on a light background
- dark text on a light background
- light text on a dark background

68. 60. What is NOT a good strategy if you are unable to answer a question from an audience member during your presentation?

*Mark only one oval.*

- Ask others in the audience if they could answer the question
- Acknowledge that you don't know the answer and promise to get back to them
- Ask them to contact you later so you can understand the question better and answer it
- Say that you don't know the answer and therefore it is irrelevant

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