

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Writing skills & Techniques/Magazine Production

Course Code - MJMCC202

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- MCA
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- M.SC.(ANCS)
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- M.SC.(MATH)
- M.SC.(MB)

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. 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

12. 4. "Coherent paragraph" means

Mark only one oval.

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

13. 5. 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
- None of these

14. 6. 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

15. 7. 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 these

16. 8. While writing a promotional copy the 1st one should think of

Mark only one oval.

- The Media
- The Audience
- The Budget
- None of these

17. 9. While writing a Blog one should

Mark only one oval.

- Understand the audience
- Write catchy headlines
- Be Consistent
- Maintain all 3 of these

18. 10. 'Aural' means

Mark only one oval.

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

19. 11. Which of the following one should 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

20. 12. Writing for the ear means

Mark only one oval.

- Using words that are conversational and easily understood.
- Anything which is audible
- Words along with music
- Words with loud pronunciation.

21. 13. What is Acronyms?

Mark only one oval.

- A paragraph with all small letters
- A traffic of punctuation
- Initial letters of other words and pronounced as a word
- None of these

22. 14. Anecdotes are

Mark only one oval.

- life incidents
- quotations
- stories
- folk tales

23. 15. _____ provides back ground information, present an update condition and goes on to predict the future

Mark only one oval.

- Editorial
- article
- feature
- interview

24. 16. Conducting a good interview requires _____

Mark only one oval.

- Good venue
- Competent participants
- Subject experts
- Proper planning

25. 17. _____ is called the “Voice of the Newspaper”.

Mark only one oval.

- Editorial
- Article
- Feature
- Interview

26. 18. The readers can communicate to the News paper through _____

Mark only one oval.

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

27. 19. If you are writing for web, you should

Mark only one oval.

- Keep it simple
- Use simple words
- Follow inverted pyramid
- Should follow all of these

28. 20. What is the full form of SEO?

Mark only one oval.

- Search Engine Optimization
- Search Engine Organization
- Seek Engine Organization
- Salient Engine Optimization

29. 21. Being a web writer how will you build trust?

Mark only one oval.

- Be factual and accurate
- Protect privacy and respect copyright
- Keep your content up to date
- All of these

30. 22. To grab attention of impatient readers, what should a writer do?

Mark only one oval.

- Use short paragraphs
- Use attractive headline
- Avoid needless repetition
- Should maintain all of these

31. 23. 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

32. 24. or 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

33. 25. What do you mean by 'Pictorial words'?

Mark only one oval.

- Words making pictures in mind
- screenshot of a written document
- Photograph with captions
- All the these refers "pictorial word"

34. 26. 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

35. 27. The objective of writing is

Mark only one oval.

- To communicate
- To inform
- To educate
- All of these

36. 28. A blog about making new things out of old or creating something by your own, is known as

Mark only one oval.

- Lifestyle blog
- DIY blog
- Fashion blog
- Personal blog

37. 29. Which of the following is not a Characteristic of an Ideal Report?

Mark only one oval.

- It must be clear and concise
- It has to be appropriate and accurate
- It is written in easy language
- It should be lengthy

38. 30. 'Slim means Thin', 'Old is Ancient' – these are examples of

Mark only one oval.

Synonyms

Homonym

Acronyms

Metaphor

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