

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

Course Name - Editing & Design:Print Production

Course Code - BJMCC201

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- Dip.ME
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- M.SC.(MM)
- MBA
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- M.SC.(MATH)
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Answer all the questions. Each question carry one mark.

9. 1. A broadsheet is

Mark only one oval.

- a tabloid
- full size newspaper
- magazine
- all of these

10. 2. Editing

Mark only one oval.

- destroys a copy
- improves a copy
- anyone can do
- none of these

11. 3. A modular page has

Mark only one oval.

- static design
- moveable units
- more art
- All of these

12. 4. Headline means

Mark only one oval.

- text with larger font that explains the body
- decoration
- caption
- None of these

13. 5. Plagiarism is

Mark only one oval.

- copying directly from other texts
- creativity
- research
- None of these

14. 6. Writing is

Mark only one oval.

- thinking
- poetry
- imagination
- do not know

15. 7. Copyright means

Mark only one oval.

- legal protection for creative work
- right to reproduce
- plagiarism
- none of these

16. 8. Dummy sheets are required for

Mark only one oval.

- finalizing story positions
- practising drawing
- for art work
- not required

17. 9. Font is

Mark only one oval.

- typeface
- character
- printed alphabet
- all of these

18. 10. A 'gutter' is

Mark only one oval.

- space between two columns
- mast head
- leading
- None of these

19. 11. When you edit a photograph you

Mark only one oval.

- delete
- copy
- tweak
- none of these

20. 12. A sub editor needs to be skilled both in language and

Mark only one oval.

- fine arts
- music
- design
- None of these

21. 13. A page grid is

Mark only one oval.

- page architecture
- page margin
- page design
- None of these

22. 14. When you edit a photograph you

Mark only one oval.

- delete
- crop
- tweak
- none of these

23. 15. San serif means

Mark only one oval.

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

24. 16. Layout is

Mark only one oval.

- How a page is designed
- Decorative art
- photograph
- None of these

25. 17. Caption is

Mark only one oval.

- heading for text
- design
- heading for photograph
- none of these

26. 18. Subheadings is

Mark only one oval.

- lines that break text into smaller sections
- text heading
- caption
- none of these

27. 19. SMS language is

Mark only one oval.

- acceptable in text
- banned in any text
- use in some places
- None of these

28. 20. Jump in newspaper means

Mark only one oval.

- stopping a story in same page
- continue in another column
- continue a story in another page
- None of these

29. 21. Inset is

Mark only one oval.

- art set within other text
- text within art
- picture within text
- all of these

30. 22. Logo is

Mark only one oval.

- a stylized name or word
- special letter
- decoration
- none of these

31. 23. Written language follows

Mark only one oval.

- grammar
- sentences
- complete sense
- all of these

32. 24. Good editor

Mark only one oval.

- remains anonymous
- Rewrites only when necessary
- Checks the facts
- all of these

33. 25. Web zine is

Mark only one oval.

- Web magazine
- forum for discussions
- has video audio programmes
- all of these

34. 26. A blog is

Mark only one oval.

- Personal notebook
- Online personal notebook
- Printed page
- none of these

35. 27. Browsers are

Mark only one oval.

- computer hardware
- software applications to view internet content
- both of a & b
- none of these

36. 28. There are three kinds of navigation in a web page

Mark only one oval.

- Universal, primary, secondary
- reporting, illustrating, adding photos
- none of these
- all of these

37. 29. PR & advertising is

Mark only one oval.

- News writing
- propaganda writing
- Objective writing
- None of these

38. 30. Deck is

Mark only one oval.

- small headline below main headline
- drop head
- secondary heading
- all of these

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