



# BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Science in Media Science & Journalism

Course Name – Reporting, Editing and Design Techniques

Course Code - MMSJC102

( Semester I )

Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

## Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) A copy editor is
  - a) reporter
  - b) a desk person
  - c) an editor
  - d) none of these
- (2) A copy editor needs to be skilled both in language and
  - a) fine arts
  - b) music
  - c) design
  - d) chat
- (3) A copy editor
  - a) rewrites a story
  - b) gives heading to a story
  - c) can change the lead
  - d) all of these
- (4) Editing
  - a) destroys a copy
  - b) improves a copy
  - c) scans a copy
  - d) none of these
- (5) What types of reporting beats are there?
  - a) political
  - b) environmental
  - c) sports
  - d) all of these
- (6) A broadsheet is
  - a) a tabloid
  - b) magazine
  - c) full size newspaper
  - d) all of these
- (7) Headline means
  - a) text with larger font that explains the body
  - b) decoration
  - c) caption
  - d) none of these

- (8) Layout is
- a) how a page is designed
  - b) decorative art
  - c) photograph
  - d) all of these
- (9) Plagiarism is
- a) copying directly from other texts
  - b) creativity
  - c) research
  - d) none of these
- (10) Copy is
- a) text of a story
  - b) a picture
  - c) a novel
  - d) all of these
- (11) A Heading
- a) summarises
  - b) decorates
  - c) diverts
  - d) do not know
- (12) Dummy sheets are required for
- a) finalizing story positions
  - b) practising drawing
  - c) for art work
  - d) not required
- (13) Font is
- a) typeface
  - b) character
  - c) printed alphabet
  - d) all of these
- (14) Infographic is
- a) graphic art
  - b) informational graphic
  - c) visualizes the text
  - d) all of these
- (15) Banner is
- a) flag
  - b) heading across whole page
  - c) hoarding
  - d) none of these
- (16) Red yellow blue are called
- a) secondary colours
  - b) primary colours
  - c) mixed colours
  - d) none of these
- (17) How does a reporter prepare for interviews?
- a) Do research on the topic and person to be interviewed
  - b) Devise a theme, list questions
  - c) Theorise about interviewee's attitude towards the topic
  - d) Plan on all these lines
- (18) Anchor is a story displayed at the page
- a) top
  - b) second lead
  - c) below lead
  - d) bottom
- (19) A sub-editor reports to
- a) editor
  - b) manager
  - c) owner
  - d) none of these
- (20) Point size is associated with
- a) photographs
  - b) typeface
  - c) paper size
  - d) none of these
- (21) A sub-editor on promotion becomes

- a) editor  
c) designer
- (22) Graphics are introduced to  
a) understand the story better  
c) add information
- (23) The best lead stories are:  
a) Not too lengthy, to the point  
c) Well-structured
- (24) Good photos have  
a) static images  
c) dynamism
- (25) A blank page means  
a) It has to be filled up with copies  
c) It has a full-page advertisement
- (26) A byline is  
a) name of the reporter  
c) name of the editor
- (27) Half-page ad means  
a) half the page must have copies  
c) half-page copy and half-page ad
- (28) San serif means  
a) fonts which has no finishing stroke  
c) fonts which are capital
- (29) A TIFF file is  
a) format that saves text  
c) format for graphics
- (30) Full colour consists of  
a) cyan magenta green black  
c) cyan green yellow black
- (31) Resolution of image is  
a) dependent on dots per inch  
c) dtp printer
- (32) Sub-head means  
a) text directly under the heading  
c) caption
- (33) Catchline is  
a) A bold phrase to start a paragraph  
c) photograph
- (34) Caption is  
a) heading for text  
c) words describing a photograph
- (35) Quote is
- b) chief sub-editor  
d) none of these
- b) decorate the page  
d) none of these
- b) Simple language  
d) All of these
- b) clear images  
d) none of these
- b) It remains blank  
d) none of these
- b) name of the sub editor  
d) none of these
- b) half the page must remain blank  
d) none of these
- b) fonts which have strokes at the end  
d) none of these
- b) format that's saves scans  
d) none of these
- b) cyan magenta yellow black  
d) none of these
- b) solving a problem  
d) none of these
- b) decoration  
d) none of these
- b) Decorative art  
d) none of these
- b) design  
d) none of these

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- a) spoken words in a text  
c) research
- (36) Blow up of photograph means  
a) cropping  
c) cutting
- (37) Cutting the frills means  
a) removing keywords  
c) making words colourful
- (38) What is an editorial?  
a) A point of view of the newspaper  
c) The government's view
- (39) SMS language is  
a) acceptable in text  
c) used in some places
- (40) Inset is  
a) art set within other text  
c) picture within text
- (41) What does 'bury the lead' mean?  
a) Cut out the main points  
c) Bring in a graveyard link
- (42) Jump in newspaper means  
a) continue a story in another page  
c) stopping a story in same page
- (43) Logo is  
a) a stylized name or word  
c) decoration
- (44) A news photograph must be  
a) out of focus  
c) dynamic
- (45) What is the full form of SEO?  
a) Sophisticated Email Organiser  
c) Search Email Overnight
- (46) Reporting means  
a) Subjective writing  
c) Mixed writing
- (47) A reporter makes friends  
a) with a purpose  
c) but not dependable
- (48) This is not an element of news ....  
a) Timeliness  
c) conflict
- (49) All information in a story needs to be ....
- b) creativity  
d) none of these
- b) enlarging  
d) none of these
- b) removing qualifying words  
d) none of these
- b) A special interview  
d) none of these
- b) banned in any text  
d) none of these
- b) text within art  
d) all of these
- b) Keep the important part for the end  
d) None of these
- b) continue in another column  
d) none of these
- b) special letter  
d) none of these
- b) static  
d) none of these
- b) Search Engine Optimisation  
d) none of these
- b) Objective writing  
d) all of these
- b) just for the sake of friendship  
d) none of these
- b) Human Interest  
d) beauty

- a) Attributed  
c) Inflated
- (50) What does the lede of a story do?  
a) Tell the story in brief  
c) Introduce all characters
- (51) A story about urban infrastructure of a city may be carried in that city but not in another. Because of the .... factor.  
a) Proximity  
c) Scale
- (52) For a profile interview, we need to ask questions about ....  
a) The country  
c) current affairs
- (53) In a conflict zone the role of the reporter is to...?  
a) decide who is right  
c) Put people at risk
- (54) Reports should be written in ....voice  
a) active  
c) loud
- (55) No quote can be carried without ...  
a) attribution  
c) sensation
- (56) A reporter covering an election needs to avoid....  
a) bias  
c) interviews
- (57) Fake news is mostly spread through .....
- a) TV  
c) newspapers
- (58) What do we call the text that describes the picture?  
a) caption  
c) story
- (59) Apart from the headline, which element leads us into a story?  
a) Strap  
c) brief
- (60) Which social media do reporters use to break stories from the ground?  
a) twitter  
c) signal
- b) Expanded  
d) Capitalised
- b) List all quotes  
d) Bring out the conflict
- b) Consequence  
d) Timeliness
- b) school subjects  
d) the individual
- b) write whatever officials say  
d) Try to report the truth fairly
- b) passive  
d) harsh
- b) authority  
d) voice
- b) analysis  
d) rallies
- b) mikes  
d) social media
- b) information  
d) strap
- b) Plan  
d) masthead
- b) whatsapp  
d) snapchat