



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Media Industry and Management

Course Code - BJMCC303

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) Management is a creative and _____ process.

- | | |
|---------------|------------------|
| a) Technical | b) Continuous |
| c) Democratic | d) None of these |

(ii) Positive motivation makes people willing to do their work in the best way they can and improve their _____.

- | | |
|-----------------|---------------------|
| a) Productivity | b) Personality |
| c) Performance | d) All of the these |

(iii) Direction is a _____ function performed by all the managers at all levels of the organization.

- | | |
|---------------------------------------|-------------------|
| a) Managerial | b) Organizational |
| c) Both Managerial AND Organizational | d) None of these |

(iv) The Indian and Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.

- | | |
|-------------|-------------|
| a) British | b) American |
| c) Canadian | d) Russian |

(v) India's first premium video on demand platform (VOD).

- a) Amazon Prime
- c) Disney+Hotstar

- b) SonyLIV
- d) ZEE5

(vi) Disney+Hotstar is owned by

- a) Star Network
- c) Colours

- b) Zee Network
- d) TV Today Network

(vii) Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or by an identified sponsor.

- a) service
- c) product owner

- b) products
- d) all of these

(viii) Indian media industry is a sector.

- a) Sunset
- c) Matured

- b) Sunrise
- d) None of these

(ix) Controlling is

- a) conflict resolution
- c) span of control

- b) establishing standards based upon objectives
- d) all of these

(x) Organizing is

- a) establishing standards based upon objectives
- c) directing

- b) measuring and reporting performance
- d) division of labour

(xi) Staffing is

- a) comparing the two
- c) hiring

- b) span of control
- d) none of these

(xii) Good media criticism should always

- a) Reveal negative aspects of media
- b) Offer analysis based on reason
- c) Warn us that ads sell us things we don't need
- d) Condemn our emotional reactions to media

(xiii) In media studies "converging" refers to the coming together of

- a) Two or more people, in public
- b) Different professional ideas about media
- c) Computer, telephone, and mass media technologies
- d) Mass media and mass communication

(xiv) Every media plan begins with the-----

- a) media objective
- b) market analysis
- c) media mix
- d) media strategy

(xv) ----- describes what you want the media plan to accomplish.

- a) Media Objective
- b) Media analysis
- c) Media mix
- d) Media strategy

(xvi) -----refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.

- a) Frequency
- b) Reach
- c) Continuity
- d) CPM

(xvii) An effective media strategy requires a degree of -----

- a) continuity
- b) media mix
- c) flexibility
- d) discontinuous

(xviii) Media Buying refers to buying ----- in the selected media.

- a) slot
- b) space
- c) vehicle
- d) time and space

(xix) Scheduling in ----- can help avoid the irritation factor and can

keep an advertising campaign fresher for a longer time.

- a) continuity
- b) random
- c) waves
- d) avails

(xx) The ----- should be the formal summation of the advertising task that the media planner will take on to a solution.

- a) media brief
- b) media expansion
- c) media buying
- d) media selling

(xxi) Companies are exploring the ----- for communicating their advertising message because of its several attractive features and advantages.

- a) television
- b) newspaper
- c) radio
- d) new media

(xxii) New media is very cost-effective when compared to the traditional media and is highly-----

- a) reliable
- b) requited
- c) resourceful
- d) result-oriented

(xxiii) Digital technology is changing the way----- relate to products and markets.

- a) manufactures
- b) consumer
- c) dealers
- d) industry

(xxiv) Frequency of describes the number of times that your advertisement appears in the media.

- a) continuity
- b) exposure
- c) repetition
- d) insertion

(xxv) e-Tailing will have to co-exist with ----- retailing.

- a) . e-Commerce
- b) traditional

c) mobile

d) . integrated

(xxvi) TRP is a

a) sum of the total time

b) multiple of total time

c) weighted average of the total time

d) none of these

(xxvii) IMRB stands for

a) International Market Research Bureau

b) Indian Market Research Bureau

c) . Indian Market Revolution Bureau

d) Indian Media Research Bureau

(xxviii) As per IMRB, the first measurement of television was formulated in

a) 1999

b) 2003

c) 1993

d) 1983

(xxix) IMRB distributed roughly 3,600 diaries Indian cities based on the of the people.

a) infographics

b) psychographics

c) demographics

d) all of these

(xxx) TAM is a joint venture company between and IMRB.

a) AC Nielsen

b) AB Nielsen

c) AC Mielsen

d) none of these

(xxxii) What is ABC?

a) American business circle

b) American business corporation

c) Audit Bureau of circulation

d) None of these

(xxxiii) Which among the below is not a News Agency?

a) . UNI

b) PTI

c) PSI

d) VARTA

(xxxiii) News Agency is an organisation which collects or gathers news and supplies it to different newspapers, magazines, radio stations and television stations to its service.

- a) coordinating
- b) organizing
- c) subscribing
- d) selecting

(xxxiv) There is a constant flow of news from the, 24 hours a day.

- a) newspaper
- b) news agency
- c) both newspaper and news agency
- d) none of these

(xxxv) A 'goes to sleep' (the printing press) after midnight every night.

- a) newspaper
- b) news agency
- c) news channels
- d) all of these

(xxxvi) A person (or group) who has control over what information is disseminated to the audience is known as:

- a) Reporter
- b) Regulator
- c) Gatekeeper
- d) Newscaster

(xxxvii) The news of important public events appearing in the front sections of a newspaper, is called:

- a) Soft-news
- b) Hard-news
- c) Feature News
- d) Investigative news

(xxxviii) UPI is the abbreviation of:

- a) United Press of India
- b) United Press of Indonesia
- c) . United Press International
- d) None of these

(xxxix) The Internet is:

- a) An integral part of the Information Superhighway
- b) An indirect product of the Cold War

- c) . A global network of interconnected computers d) All of the above

(xl) A magazine ----- starts with its circulation and grows as original readers pass an issue along to other readers.

- a) . subscribe b) reader
c) audience d) publisher

(xli) Newspapers and the electronic media, apart from government departments and private entrepreneurs, buy the news from the

- a) . news agency b) news channel
c) both news agency and news channel d) none of these

(xlii) The reporting section is under the charge of a

- a) General Manager b) Deputy Editor
c) Chief of Bureau d) None of these

(xliii) is not a foreign news agency.

- a) Reuter b) United Press International
c) Agence France Presse d) None of these

(xliv) PTI was established in

- a) 1948 b) 1947
c) 1949 d) 1950

(xlv) UNI owes its birth to

- a) United Press International b) PTI
c) Reuters d) None of these

(xlvi) PTI had headquarters in

- a) Mumbai b) New Delhi

c) Kolkata

d) Chennai

(xlvi) Hindustan Samachar came into existence in

a) 1949

b) 1948

c) 1947

d) 1946

(xlviii) Samachar Bharti came into existence in

a) 1956

b) . 1960

c) 1963

d) 1966

(xlix) The four news agencies were merged during Emergency to form :

a) Reuters

b) Samachar

c) United News Agencies

d) None of these

(l) The merger of the news agencies occurred on :

a) June 25,1975

b) 28581

c) 27806

d) 29558

(li) PTI and UNI are owned by :

a) the government

b) the public

c) Reuters

d) the newspapers

(lii) News agency reporters :

a) get their news in their office

b) . receive the news on the teleprinter

c) have to go out to collect news

d) none of these

(liii) is the first news agency which came first in India.

a) PTI

b) UNI

c) . UNIVARTA

d) none of these

(liv) launched the world's first Urdu news agency service.

- a) . Reuters
- b) UNI
- c) PTI
- d) . UNIVARTA

(lv) MISA stands for

- a) Maintenance of International Security Act
- b) Monitoring of Internal Security Act
- c) Maintenance of Internal Security Act
- d) none of these

(lvi) UNIVARTA was launched in

- a) 1988
- b) 1978
- c) . 1984
- d) 1982

(lvii) introduced the world's first Urdu News Service.

- a) UNI
- b) VARTA
- c) UNIVARTA
- d) PTI

(lviii) Display of news on the television screen. just like the Teletext service of Doordarshan is called

- a) News Scan
- b) Economic Service
- c) Stock Scan
- d) PTI TV

(lix) Sent as mailer (by post) service weekly in English Hindi on various subjects is called

- a) Photo Service
- b) Features
- c) Unidarshan
- d) UNI Graphics

(lx) Teleprinter service for business houses is called

- a) Financial Service
- b) Backgrounder Service
- c) Unidarshan
- d) Stock Scan

