



## **BRAINWARE UNIVERSITY**

## Term End Examination 2022 Programme – B.Sc.(MSJ)-Hons-2020 Course Name – Web Journalism Course Code - BMSJC502 ( Semester V )

Full Marks : 60 Time : 2:30 Hours

[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 15=15 1. Choose the correct alternative from the following: (i) \_\_\_\_\_ is an individual who has the power to affect purchase decisions of others because of his/her authority, b) Media activist a) Communicator c) Influencer d) Anchor (ii) Which of the following is not a form of new media a) Podcast b) Epaper d) Novella c) Vlog (iii) A notice that issues caution before the viewing of disturbing content is known as a) Watchword b) Trigger warning c) Mindful warning d) Stop notice (iv) One of the advantages of digital journalism is a) Intermediacy b) Immediacy c) Interdependence d) Interesting (v) The person after whom the Pulitzer is named after is \_\_\_\_ Pulitzer a) James b) Joseph c) John d) Jonathon (vi) What is a news agency a) PTI b) Flickr c) Facebook d) The NYT (vii) Interactive media depends on a) Post b) Participation c) Quality d) Quantity (viii) Greatest problem in digital journalism a) Fake news b) Fact checking c) yellow journalism d) bad sources (ix) Citizen journalism is the practice of

b) publishing only those stories that are of

interest to politically active citizens

a) Preparing stories that will help citizens vote

in elections

(x)	to prepare news stories  This writing is found in online advertisements	in the creation of news content	pate
` '	a) Persuasive	b) Opinionative	
	c) Editorial	d) Expository	
(xi)	i) An SEO element for describing images to search engines.		
	a) Hashtag	b) alt text	
	c) caption	d) meta	
(xii)	Sir Tim Berners-Lee invented the		
	a) World Wide Web	b) Facebook	
(xiii)	<ul><li>c) e commerce</li><li>Which newspaper/website is credited with havi journalism?</li></ul>	d) epaper ing pioneered the field of data	
	a) PTI	b) Telegraph	
	c) The Guardian	d) UNI	
(xiv)	Which of the following denotes an Internet rad	io broadcast?	
	a) Broadcast	b) Podcast	
	c) media that responds to the user	d) Song	
(xv)	<ul><li>(xv) is the mean duration it takes a brand to reply to questions or complaints on social media.</li></ul>		
	a) Customer time	b) average response time	
	c) Time support	d) Average time	
	Grou	n-B	
	(Short Answer Ty	<del>-</del>	3 x 5=15
2 W	/hat are on page and off page SEO?		(3)
	Vhat are podcasts?		(3)
	/hat is organic ranking?		(3)
	efine yellow journalism.		(3)
6. E	xplain inbound and outbound links		(3)
_	OF	<b>t</b>	(2)
D	efine Persuasive writing and where is it used?		(3)
	Grou	p-C	
	(Long Answer Ty	pe Questions) 5	5 x 6=30
	What is the main function of a good journalist? How can they ensure they are fulfilling this (5) function?		
	What is citizen journalism and how has technology helped in the growth of citizen's journalism		(5)
	9. Explain and describe the four kinds of writing for the web with examples.		(5)
	10. Analyze the current social media trends with relation to journalism.		(5) (5)
	11. Explain the format of a news article and some of the elements it must contain.		
12.	What is mobile journalism?  OF	3	(5)
	Describe how to optimize your content for the w		(5)
	, and the second of the second		ν-/

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