



# BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Media Science & Journalism

Course Name – Writing for Media: Skills & Techniques

Course Code - BMSJC202

( Semester II )

Time allotted : 1 Hrs.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) Technical writing demands \_\_\_\_\_ use of language.
  - a) Figurative
  - b) poetic
  - c) factual
  - d) dramatic
- (2) Which of these must be avoided in technical writing?
  - a) Facts
  - b) Grammar
  - c) Punctuations
  - d) Personal feelings
- (3) Resume is a \_\_\_\_\_ word.
  - a) French
  - b) German
  - c) Indian
  - d) American
- (4) Which of these is a set of instructions?
  - a) Report
  - b) Letter
  - c) Notice
  - d) Operating manual
- (5) An average length of sentence in a paragraph should be \_\_\_\_\_.
  - a) 5 to 10 words
  - b) 15 to 20 words
  - c) 25 to 30 words
  - d) 2 to 5 words
- (6) Where should the main idea be put up in a paragraph?
  - a) In the beginning
  - b) In the middle
  - c) At the end
  - d) After the paragraph
- (7) Which of these should be avoided in a paragraph?
  - a) Courtesy
  - b) Positive attitude
  - c) Politeness
  - d) Discriminatory language
- (8) Which of these is associated with academic pursuits?
  - a) Informal writing
  - b) Formal writing
  - c) Personal writing
  - d) Substandard writing

- (9) Which of these is not a punctuation mark?  
a) Full stop  
b) Comma  
c) Hashtag  
d) Colon
- (10) Choose the correct statement:  
a) My aunt who lives in Mumbai is a doctor  
b) My aunt, who lives in Mumbai, is a doctor  
c) My aunt, who lives in Mumbai is a doctor  
d) My aunt who lives in Mumbai, is a doctor
- (11) An annual report is a type of which report?  
a) Informational report  
b) Vertical report  
c) Proposal report  
d) Short report
- (12) Which of the following is important to write a good report?  
a) Clarity of thoughts  
b) Simple, clear language  
c) Relevant reference  
d) All of the above
- (13) What is the full form of RFP?  
a) Rent for property  
b) Rent for proposal  
c) Request for proposal  
d) Request for property
- (14) What is the full form of USP?  
a) Unique selling proposition  
b) Unique sales pitch  
c) Understand sale's perspective  
d) Unique source of power
- (15) The oldest form of communication is  
a) Written  
b) Oral  
c) Web  
d) None of the above
- (16) "Coherent paragraph" means  
a) Group of sentences all relating to one basic idea  
b) Group of sentences with all different ideas  
c) Group of sentences with multidirectional ideas  
d) None of these
- (17) For elegance writing, it is suggested not to use "Contractions". This means  
a) Do not merge two words  
b) Do not use punctuation  
c) Do not use complex sentence  
d) All of these
- (18) Find the sentence with active voice  
a) President Lincoln was shot by John Wilkes Booth  
b) Lincoln, who was the President, was shot by John Wilkes Booth  
c) John Wilkes Booth shot President Lincoln  
d) John Wilkes Booth was the one who shot President Lincoln
- (19) The 4 elements of writing a good report are  
a) Facts, context, impact, empathy  
b) Facts, context, impact, emotion  
c) Facts, concept, impact, emotion  
d) Facts, context, importance, emotion
- (20) Which of the following should we consider as a tip for better writing?  
a) Each paragraph should introduce a new idea  
b) Avoid long or complicated words  
c) Choose short sentences  
d) All of these
- (21) While writing an ad copy, which of the following shouldn't be in the script?  
a) False promise  
b) Complex sentence  
c) Extensive content  
d) All of the above
- (22) Promotional copy consists of words that aim to  
a) Sell  
b) Buy  
c) Recognise  
d) Convince

- (23) While writing a promotional copy one should first think of
- a) The Media
  - b) The Audience
  - c) The Budget
  - d) None of them
- (24) \_\_\_\_\_ is the prime quality of an article
- a) Proximity
  - b) Timeliness
  - c) Professionalism
  - d) Credibility
- (25) The readers can communicate to the newspaper through \_\_\_\_\_
- a) Editorial
  - b) Letters to the editor
  - c) Film review
  - d) Article
- (26) What is the most important ingredient in creative writing?
- a) Jokes
  - b) True stories
  - c) Imagination
  - d) Autobiography
- (27) What do you call a category of creative writing that tells made-up and imaginary stories?
- a) Non-fiction
  - b) Fiction
  - c) Semi-fiction
  - d) None of these
- (28) What do you call a type of writing where it is about a person's story of his/her own life?
- a) A report
  - b) Biography
  - c) Autobiography
  - d) Drama
- (29) What do you call a type of writing which is a short work of non-fiction, tells about significant facts or events?
- a) Article
  - b) Drama
  - c) Poetry
  - d) Biography
- (30) Which of the following does not form a part of the 'dialogue' element in creative writing?
- a) Main character
  - b) Supporting character
  - c) Actors
  - d) Place
- (31) Which of the following is not a decorative or creative writing?
- a) An article
  - b) A report
  - c) An official email
  - d) All of these
- (32) Out of the following which is a narrative form of writing?
- a) News report
  - b) Feature story
  - c) Essay
  - d) Poem
- (33) The objective of writing is
- a) To communicate
  - b) To inform
  - c) To educate
  - d) All of these
- (34) Writer should understand the audience before writing. That means writer should know \_\_\_\_\_ of audience
- a) Lifestyle and knowledge level
  - b) Family background
  - c) Monthly income
  - d) Love life
- (35) Which can be a subject of a blog?
- a) Food
  - b) Fashion
  - c) Travel
  - d) All of these
- (36) In writing if one is sharing stories from life, that means the writer is using

- a) Idioms
  - c) Facts
  - b) Anecdotes
  - d) Fiction
- (37) The script writer of the famous programme "Kaun Banega Crorepati" is a
- a) Fiction writer
  - c) Drama writer
  - b) Non-fiction writer
  - d) Poetry writer
- (38) 'I had been praised by her' is in passive voice. Find the active voice
- a) She had praised me
  - c) I was praised by her
  - b) She praised me
  - d) All are correct
- (39) When each of two or more words having the same spelling or pronunciation but different meanings and origins- it is called
- a) Homonym
  - c) Acronym
  - b) Abbreviation
  - d) Synonym
- (40) 'Slim means Thin', 'Old is Ancient' – these are examples of
- a) Synonyms
  - c) Acronyms
  - b) Homonyms
  - d) Metaphors
- (41) Accuracy is important for what type of writing?
- a) Report
  - c) Research paper
  - b) Article
  - d) All of these
- (42) Conducting a good interview requires \_\_\_\_\_
- a) Good venue
  - c) Subject experts
  - b) Competent participants
  - d) Proper planning
- (43) \_\_\_\_\_ is called the "voice of the newspaper"
- a) Editorial
  - c) Feature
  - b) Front Page
  - d) Letters to the editor
- (44) Which of the following is not a goal of writing?
- a) Informing
  - c) Persuading
  - b) Manipulating
  - d) Entertaining
- (45) Audience in written communication refers to?
- a) Authors
  - c) Readers
  - b) Writers
  - d) All of the above
- (46) .....includes a one- or two-word description of the story, date, time of the newcast, and the writer's initials
- a) Slug
  - c) Split
  - b) Anchor
  - d) None of the above
- (47) A TV script is divided into two vertical sections known as
- a) Contunity
  - c) Slugs
  - b) Splitpage
  - d) Wire
- (48) Which of the following leads comprise 5Ws and 1H?
- a) Contrast
  - c) Descriptive
  - b) Summary
  - d) Staccato
- (49) Midnight on the bridge . . . a scream . . . a shot . . . a splash . . . a second shot . . . a third shot. This morning, police recovered the bodies of Mr. and Mrs. Das. Identify the lead
- a) Question
  - c) Punch
  - b) Staccato
  - d) Direct Address
- (50) Direct address lead is also known as

- a) You
- c) Me

- b) I
- d) They

(51) A sidehead is also called

- a) Flushhead
- c) Labels

- b) Crosshead
- d) None of the above

(52) Limited to one or two words,..... Is placed in the middle of a running story to highlight its subject

- a) Flushhead
- c) Navigation

- b) Sidehead
- d) Crosshead

(53) A feature headline is written in a style that is

- a) Full of anticipation
- c) Informative

- b) Conversational
- d) All of the above

(54) While writing a headline one should avoid

- a) Jargons
- c) Nouns

- b) Acronyms
- d) Pronouns

(55) the anchor or news presenter reads the news only without any visuals is called

- a) Anchor Live
- c) Anchor Byte

- b) Dry Anchor
- d) News Flash

(56) PTC in television news means

- a) Piece to camera
- c) Popularity on camera

- b) Part to camera
- d) None of the above

(57) Anchor link in television writing is

- a) Intro
- c) Conclusion

- b) Body
- d) None of the above

(58) The golden rule of news writing is

- a) MISS
- c) SWISS

- b) KISS
- d) DISS

(59) In news feature, a writer can be

- a) Flexible
- c) Write longer phrases

- b) More Creative
- d) All of the above

(60) When writing advertisements, the writer's style has to be

- a) Persuasive
- c) Entertaining

- b) Casual
- d) Direct