



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

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

Course Name – Editing and Design: Print Production

Course Code - BMSJC201

(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) 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) Does all of these
- (4) Editing
 - a) Destroys a copy
 - b) Improves a copy
 - c) Scans a copy
 - d) None of these
- (5) What are the types of reporting beats?
 - 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 is
 - a) Text with larger font that explains the body
 - b) Decoration
 - c) Caption
 - d) None of these
- (8) Layout is
 - a) Creativity
 - b) How a page is designed
 - c) Decorative art
 - d) Photograph

- (9) Plagiarism is
- a) Research
 - b) Value-addition
 - c) Copying directly from other texts
 - d) None of these
- (10) Copyright means
- a) Legal protection for creative work
 - b) Right to reproduce
 - c) Plagiarism
 - d) None of these
- (11) Where is the anchor story displayed on the page?
- a) Top
 - b) Second lead
 - c) Below lead
 - d) Bottom
- (12) A 'gutter' is
- a) Space between two columns
 - b) Masthead
 - c) Leading
 - d) None of these
- (13) A sub-editor reports to
- a) Editor
 - b) Manager
 - c) Owner
 - d) None of these
- (14) When you edit a photograph you
- a) Delete
 - b) Crop
 - c) Tweak
 - d) Cut
- (15) Point size is associated with
- a) Photographs
 - b) Paper size
 - c) Typeface
 - d) None of these
- (16) A sub-editor on promotion becomes
- a) Editor
 - b) Senior sub-editor
 - c) Designer
 - d) None of these
- (17) Graphics are introduced to
- a) Understand the story better
 - b) Decorate the page
 - c) Add information
 - d) None of these
- (18) A page grid is
- a) Page architecture
 - b) Page margin
 - c) Page design
 - d) None of these
- (19) The best lead stories are
- a) Not too lengthy, to the point
 - b) Simple language
 - c) Well-structured
 - d) All of these
- (20) What is the most common type of lead called?
- a) Summary lead
 - b) Traditional lead
 - c) News lead
 - d) Blind lead
- (21) Sub-head means
- a) Text directly under the heading
 - b) Decoration
 - c) Caption
 - d) None of these
- (22) Catchline is
- a) Decorative art
 - b) Photograph
 - c) A bold phrase to start a paragraph
 - d) None of these
- (23) Cross-header is
- a) Text heading
 - b) Lines that break text into smaller sections
 - c) Caption
 - d) None of these

- (24) Caption is
a) Heading for text
c) Words describing a photograph
- (25) Quote is
a) Spoken words in a text
c) Research
- (26) What is embargo?
a) A ship
c) A story without end
- (27) Blow up of photograph means
a) Cropping
c) Enlarging
- (28) What is yellow journalism?
a) Exploitative and sensational
c) Free designing
- (29) Cutting the frills means
a) Removing keywords
c) Making words colourful
- (30) Clarity is for a copy editor
a) A secondary concern
c) Primary concern
- (31) Italics means
a) Letters with a slant
c) Alphabets in bold
- (32) Jump in newspaper means
a) Continue a story in another page
c) Stopping a story in same page
- (33) Logo is
a) A stylized name or word
c) Decoration
- (34) A news photograph must be
a) Out of focus
c) Dynamic
- (35) What is the full form of SEO?
a) Sophisticated Email Organiser
c) Search Email Overnight
- (36) Dots per inch (DPI) is
a) Electronic dots measured in an inch
c) Makes digital image
- (37) Lower case means
a) No capitals
c) Unnecessary letter
- (38) What kind of journalism tells stories through images?
a) Broadcast journalism
- b) Design
d) None of these
- b) Creativity
d) None of these
- b) Ban on publication before specific date
d) None of these
- b) Cutting
d) None of these
- b) Copy on yellow pages
d) None of these
- b) Removing qualifying words
d) None of these
- b) No concern at all
d) None of these
- b) Decorated letters
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) More dots add to clarity
d) All of these
- b) Inferior case
d) None of these
- b) Investigative journalism

- c) Photo journalism
- (39) A 'turn' in a newspaper is
- a) When stories continue on another page
 - c) When reporters take turns to write
- (40) Deck is
- a) A small headline below main headline
 - c) Secondary heading
- (41) Editing a report follows
- a) The inverted pyramid style
 - c) The peer review method
- (42) A feature writer
- a) Follows the inverted pyramid style
 - c) Makes the lead read like news
- (43) A journalist can be
- a) Investigative
 - c) Objective
- (44) A good journalist is
- a) Fearless
 - c) Ready to provoke anyone to get the facts right
- (45) Objective of a reporter is
- a) To please everyone
 - c) To get at the truth
- (46) An editor has to
- a) Work against time
 - c) Follow deadlines
- (47) A reporter writes
- a) Without jargon
 - c) Using primary sources
- (48) A reporter is answerable to
- a) His editor
 - c) His sources
- (49) A reporter is bound to disclose his sources to
- a) Everyone
 - c) Editor
- (50) A sub-editor writes
- a) The heading of the story
 - c) And designs the page
- (51) Reporting means
- a) Subjective writing
 - c) Mixed writing
- (52) Reporting is
- a) A desk job
 - c) Field job
- (53) A field journalist is
- d) None of these
- b) When a story content changes
- d) None of these
- b) Drop head
- d) All of these
- b) Normal pyramid style
- d) None of these
- b) Follows normal pyramid style
- d) All of these
- b) Looking for both sides of the story
- d) All of these
- b) Prone to ask questions
- d) All of these
- b) Irritate everyone
- d) None of these
- b) Work 24x7
- d) All of these
- b) Without frills
- d) All of these
- b) The sub-editor
- d) None of these
- b) Court
- d) No one
- b) Lead of the story
- d) All of these
- b) Objective writing
- d) All of these
- b) Work from home job
- d) None of these

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- a) Always a news hunter
- c) Always looking for "exclusives"

- b) Always focused
- d) All of these

(54) A reporter makes friends

- a) With a purpose
- c) But is not dependable

- b) Just for the sake of friendship
- d) None of these

(55) Journalism is

- a) Hard work
- c) Something anyone can do

- b) Can be quite dull
- d) None of these

(56) Report writing

- a) Has to be fast
- c) Without frills

- b) To the point
- d) All of these

(57) A reporter can be replaced by

- a) A citizen journalist
- c) Anyone on the street

- b) A robot
- d) None of these

(58) A sub-editor measures copies in

- a) Inches
- c) Metres

- b) Centimetres
- d) Yards

(59) A feature writer

- a) Follows 5Ws 1H
- c) Adds human angle to a story

- b) Follows news style
- d) None of these

(60) A reporter must know

- a) How to hide his sources
- c) How to withstand pressure not to disclose

- b) How not to let down his sources
- d) Do all of these