



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Multimedia

Course Name – Web Content Development & Techniques

Course Code - GEJMC401

(Semester IV)

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) What is a feature of digital journalism

a) letters	b) hypertexts
c) papers	d) sites
- (2) What is a news agency

a) PTI	b) Flickr
c) Facebook	d) The NYT
- (3) What is the name for the visual representation of the elements to be used for a shot in a film or documentary?

a) mood board	b) vision board
c) Story board	d) law
- (4) Greatest problem in digital journalism

a) Fake news	b) Fact checking
c) yellow journalism	d) bad sources
- (5) This journalist founded Just the News

a) Faye D Souza	b) Barkha Dutt
c) Vinod Dua	d) Arnab Goswami
- (6) What is the newest variant of Omicron called, mostly now widespread in China

a) Concrete virus	b) Stealth Omicron
c) Corona new	d) Chinese Omicron
- (7) Which party won the recent Assembly polls in Punjab?

a) AAP	b) Congress
c) BJP	d) BJD
- (8) Where has Covid seen its highest surge recently?

a) China	b) Korea
c) Russia	d) Washington
- (9) Yellow journalism deals with

- (24) Which of the following is not a form of new media
- a) Podcast
b) Epaper
c) Vlog
d) Novella
- (25) The _____ seized power in Afghanistan
- a) Isis
b) Taliban
c) China
d) Russia
- (26) One of the first forms of a 'hook' in a story is the _____
- a) Headline
b) Introduction
c) Hypertext
d) Visual
- (27) One of the advantages of digital journalism is
- a) Intermediacy
b) Immediacy
c) Interdependence
d) Interesting
- (28) Which of these is not a news agency?
- a) PTI
b) Reuters
c) ANI
d) STI
- (29) One of the first steps to writing an article is
- a) Introduction
b) Making a graphic
c) Inserting hypertext
d) Research
- (30) _____ refers to writing where the author tells you about a topic by giving you the facts and figures, not an opinion
- a) Expository
b) Opinion
c) Description
d) Expose
- (31) The person after whom the Pulitzer is named after is _____ Pulitzer
- a) James
b) Joseph
c) John
d) Jonathon
- (32) Of the ABCs of writing, the A stands for
- a) Accuracy
b) Adaptability
c) Ambiguity
d) Attention drawing
- (33) Of the ABCs of writing, the C stands for
- a) Clarity
b) Clarity
c) Cleanliness
d) Causality
- (34) Of the ABCs of writing, the B stands for
- a) Bravery
b) Brevity
c) Beginning
d) Best sources
- (35) The fourth attribute of good writing, as outlined by Pulitzer was _____
- a) Purpose
b) Printability
c) Potency
d) Picturesqueness
- (36) Interactive media depends on _____
- a) Post
b) Participation
c) Quality
d) Quantity
- (37) What is VR?
- a) Very real
b) Virtual readability
c) Virtual reality
d) Virtual readiness
- (38) _____ is a form of virtual reality
- a) Immersive gaming
b) Reality checks
c) Virtual Q and As
d) Amusement parks
- (39) One great advantage of digital media is _____

- a) Accessibility
c) Attention seeking
- b) Aggression
d) Audio visual
- (40) What does UI in video games stand for?
a) United India
c) User Interface
- b) Utility in India
d) User Interactiveness
- (41) _____ refers to the practice of optimising content without payment.
a) Organic SEO
c) National SEO
- b) Local SEO
d) Straight SEO
- (42) Training videos are essential for:
a) Fitness
c) company training
- b) e learning
d) all of the above
- (43) SEO helps to increase:
a) Higher rank
c) More user visits
- b) Page views
d) All of the above
- (44) This is not a search engine.
a) Google
c) Bing
- b) Chandler
d) Yahoo
- (45) Using sneaky tactics for SEO is called ____
a) Black hat SEO
c) Black marking
- b) Black marketing
d) Sneak tactics
- (46) Who said Content is King
a) Steve Jobs
c) Mark Zuckerberg
- b) Bill Gates
d) Stephen Hawking
- (47) Three types of digital media are earned, owned and _____ media
a) Added
c) Marketed
- b) Paid
d) News
- (48) Digital media is a blend of _____ and content
a) Radio
c) Ads
- b) News
d) Technology
- (49) _____ allow users to save and organize links to any number of online resources and websites.
a) Bookmarking sites
c) Tags
- b) Hashtagify
d) LinkedIn
- (50) A _____ site allows its users to post news links and other items to external articles
a) Website
c) Social news
- b) Instagram
d) Twitter
- (51) An example of a social news site is ____
a) Twitter
c) Quora
- b) Reddit
d) Instagram
- (52) _____ Sites help you get opinions on products and restaurants, etc
a) Social news
c) Social review
- b) link
d) Social ideas
- (53) Which of these is a Social news site?
a) Reddit
c) Yelp
- b) Quora
d) Facebook
- (54) Yelp is a __ site
a) Social news
- b) social reviews

- c) Dating
d) News
- (55) An example of a shared blogging site is ____
- a) Yahoo
b) Medium
c) Facebook
d) Instagram
- (56) _____ allow you to share one blog without running and maintaining a blog from a self-hosted website
- a) Community blogs
b) vlogs
c) quora
d) Facebook
- (57) _____ ensures the check of fake news,
- a) Fact checker
b) Fact dispenser
c) Fact filer
d) Data journalist
- (58) _____ is content that ages well and maintains its value over time. It is ideal for recycling and repurposing on social media since it does not lose relevance based on the date it's posted.
- a) Constant
b) Evergreen
c) Forever
d) Ephemeral
- (59) Name the product associated with the following ad slogan: The taste of India
- a) L'Oreal
b) Balaram Mullick
c) Cadbury
d) Amul
- (60) The author tells you about a topic by giving you the facts and figures. This is ____ writing
- a) Expository
b) Inventory
c) Immediate
d) Examinatory