1 x 60=60



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) Choose the correct alternative from the following: (1) What is a feature of digital journalism a) letters b) hypertexts d) sites c) papers (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 d ocumentary? 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 d) Chinese Omicron c) Corona new (7) Which party won the recent Assembly polls in Punjab? b) Congress a) AAP d) BJD c) BJP (8) Where has Covid seen its highest surge recently?

b) Korea

d) Washington

a) China

c) Russia

(9) Yellow journalism deals with

a) colours	b) Sunsets
c) sensationalism	d) environment
(10) Pegasus is a	
a) Horse	b) Spyware
c) Case	d) Website
(11) Which website allows journalists to see the po	pularity of hashtags
a) Hashtagify	b) Hashtagged
c) Hashitright	d) Hashtags
(12) An advantage of digital media is its	
a) Globalisation	b) Environmental policy
c) Police friendly	d) Law abiding
(13) Split testing or measures two social ms best.	media posts against each other to see which perfor
a) A/B testing	b) research testing
c) diagnostic testing	d) Editor's pick
(14) Which newspaper/website is credited with hav	ring pioneered the field of data journalism?
a) PTI	b) Telegraph
c) The Guardian	d) UNI
$\underbrace{\text{n your feed.}}$ is the set of rules a social network us	es to automatically decide which posts come first i
a) Trippers	b) Norms
c) Algorithm	d) Maths
(16)is the technique of adjusting your ad	content based on the location of a user
a) Local seo	b) Cancelling
c) Tagging	d) marketing
(17) on social media means using a large gro via a social network.	up of people to generate ideas, services, or content
a) Crowdfunding	b) crowd reporting
c) crowd sourcing	d) media gathering
(18) A is an article based on lists, that enume	erates points.
a) Interview	b) narration
c) feature	d) listicle
(19) AI-powered can understand your quer	ies and offer you the best solutions within seconds
a) Tellers	b) Chatbots
c) Robots	d) Recepionists
(20) is the mean duration it takes a brand to	reply to questions or complaints on social media.
a) Customer time	b) average response time
c) Time support	d) Average time
(21) Which state has been witnessing the Hijab row	7?
a) Tamil Nadu	b) Karnataka
c) Kerala	d) Uttar Pradesh
(22) is an individual who has the power to er authority,	affect purchase decisions of others because of his/h
a) Communicator	b) Media activist
c) Influencer	d) Anchor
(23) What are the 5 Ws and one H?	
a) Six questions	b) Six essential facts of a story
c) Paragraphs	d) Sources Page 2 of 5
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(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 a ures, not an opinion	bout a topic by giving you the facts and fig
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) Clearity
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 Pu	ılitzer 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 Page 3	of 5

a) Accessibility	b) Aggression	
c) Attention seeking	d) Auio visual	
(40) What does UI in video games stand for?		
a) United India	b) Utility in India	
c) User Interface	d) User Interactiveness	
(41)refers to the practice of optimising content wit	hout payment.	
a) Organic SEO	b) Local SEO	
c) National SEO	d) Straight SEO	
(42) Training videos are essential for:		
a) Fitness	b) e learning	
c) company training	d) all of the above	
(43) SEO helps to increase:		
a) Higher rank	b) Page views	
c) More user visits	d) All of the above	
(44) This is not a search engine.		
a) Google	b) Chandler	
c) Bing	d) Yahoo	
(45) Using sneaky tactics for SEO is called		
a) Black hat SEO	b) Black marketing	
c) Black marking	d) Sneak tactics	
(46) Who said Content is King		
a) Steve Jobs	b) Bill Gates	
c) Mark Zuckerburg	d) Stephen Hawking	
(47) Three types of digital media are earned, owned and	media	
a) Added	b) Paid	
c) Marketed	d) News	
(48) Digital media is a blend of and content		
a) Radio	b) News	
c) Ads	d) Technology	
(49) allow users to save and organize links to any m	umber of online resources and websites.	
a) Bookmarking sites	b) Hashtagify	
c) Tags	d) LinkedIn	
(50) A site allows its users to post news links and	l other items to external articles	
a) Website	b) Instagram	
c) Social news	d) Twitter	
(51) An example of a social news site is		
a) Twitter	b) Reddit	
c) Quora	d) Instagram	
(52) Sites help you get opinions on products and res	staurants, etc	
a) Social news	b) link	
c) Social review	d) Social ideas	
(53) Which of these is a Social news site?		
a) Reddit	b) Quora	
c) Yelp	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) alow you to share one blog without runn	ning and maintaining a blog from a self-hosted w
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 purposing on social media since it does not lose	
a) Constant	b) Evergreen
c) Forever	d) Ephemeral
(59) Name the product associated wit the following a	d 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