



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Animation & Multimedia

Course Name – Web Content Development & Techniques

Course Code - GEMSJ401

(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
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- 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
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 popularity 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 media posts against each other to see which performs best.
a) A/B testing
b) research testing
c) diagnostic testing
d) Editor's pick
- (14) Which newspaper/website is credited with having pioneered the field of data journalism?
a) PTI
b) Telegraph
c) The Guardian
d) UNI
- (15) _____ is the set of rules a social network uses to automatically decide which posts come first in your feed.
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 group of people to generate ideas, services, or content via a social network.
a) Crowdfunding
b) crowd reporting
c) crowd sourcing
d) media gathering
- (18) A _____ is an article based on lists, that enumerates points.
a) Interview
b) narration
c) feature
d) listicle
- (19) AI-powered _____ can understand your queries and offer you the best solutions within seconds
a) Tellers
b) Chatbots
c) Robots
d) Receptionists
- (20) _____ is the mean duration it takes a brand to reply to questions or complaints on social media.

- a) Customer time
c) Time support
- b) average response time
d) Average time
- (21) Which state has been witnessing the Hijab row?
a) Tamil Nadu
c) Kerala
- b) Karnataka
d) Uttar Pradesh
- (22) _____ is an individual who has the power to affect purchase decisions of others because of his/her authority,
a) Communicator
c) Influencer
- b) Media activist
d) Anchor
- (23) What are the 5 Ws and one H?
a) Six questions
c) Paragraphs
- b) Six essential facts of a story
d) Sources
- (24) Which of the following is not a form of new media
a) Podcast
c) Vlog
- b) Epaper
d) Novella
- (25) The _____ seized power in Afghanistan
a) Isis
c) China
- b) Taliban
d) Russia
- (26) One of the first forms of a 'hook' in a story is the _____
a) Headline
c) Hypertext
- b) Introduction
d) Visual
- (27) One of the advantages of digital journalism is
a) Intermediacy
c) Interdependence
- b) Immediacy
d) Interesting
- (28) Which of these is not a news agency?
a) PTI
c) ANI
- b) Reuters
d) STI
- (29) One of the first steps to writing an article is
a) Introduction
c) Inserting hypertext
- b) Making a graphic
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
c) Description
- b) Opinion
d) Expose
- (31) The person after whom the Pulitzer is named after is _____ Pulitzer
a) James
c) John
- b) Joseph
d) Jonathon
- (32) Of the ABCs of writing, the A stands for
a) Accuracy
c) Ambiguity
- b) Adaptability
d) Attention drawing
- (33) Of the ABCs of writing, the C stands for
a) Clarity
- b) Clarity

- c) Cleanliness
- (34) Of the ABCs of writing, the B stands for
- a) Bravery
- c) Beginning
- (35) The fourth attribute of good writing, as outlined by Pulitzer was ____
- a) Purpose
- c) Potency
- (36) Interactive media depends on ____
- a) Post
- c) Quality
- (37) What is VR?
- a) Very real
- c) Virtual reality
- (38) ____ is a form of virtual reality
- a) Immersive gaming
- c) Virtual Q and As
- (39) One great advantage of digital media is ____
- a) Accessibility
- c) Attention seeking
- (40) What does UI in video games stand for?
- a) United India
- c) User Interface
- (41) ____ refers to the practice of optimising content without payment.
- a) Organic SEO
- c) National SEO
- (42) Training videos are essential for:
- a) Fitness
- c) company training
- (43) SEO helps to increase:
- a) Higher rank
- c) More user visits
- (44) This is not a search engine.
- a) Google
- c) Bing
- (45) Using sneaky tactics for SEO is called ____
- a) Black hat SEO
- c) Black marking
- (46) Who said Content is King
- a) Steve Jobs
- c) Mark Zuckerberg
- (47) Three types of digital media are earned, owned and _____ media
- a) Added
- d) Causality
- b) Brevity
- d) Best sources
- b) Printability
- d) Picturesqueness
- b) Participation
- d) Quantity
- b) Virtual readability
- d) Virtual readiness
- b) Reality checks
- d) Amusement parks
- b) Aggression
- d) Auio visual
- b) Utility in India
- d) User Interactiveness
- b) Local SEO
- d) Straight SEO
- b) e learning
- d) all of the above
- b) Page views
- d) All of the above
- b) Chandler
- d) Yahoo
- b) Black marketing
- d) Sneak tactics
- b) Bill Gates
- d) Stephen Hawking
- b) Paid

- c) Marketed
 (48) Digital media is a blend of _____ and content
 a) Radio
 c) Ads
- d) News
 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
 c) Dating
- b) social reviews
 d) News
- (55) An example of a shared blogging site is ____
 a) Yahoo
 c) Facebook
- b) Medium
 d) Instagram
- (56) _____ allow you to share one blog without running and maintaining a blog from a self-hosted website
 a) Community blogs
 c) quora
- b) vlogs
 d) Facebook
- (57) _____ ensures the check of fake news,
 a) Fact checker
 c) Fact filer
- b) Fact dispenser
 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
 c) Forever
- b) Evergreen
 d) Ephemeral
- (59) Name the product associated with the following ad slogan: The taste of India
 a) L'Oreal
 c) Cadbury
- b) Balaram Mullick
 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