



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Law

Course Name – Techniques of Communication using Digital Methods

Course Code - LLBS401

(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) Which of these is NOT a communication purpose served by smoke and fire signals?

a) Asking people to stay away	b) Track location when moving from one place to another
c) Seek assistance from others	d) Capture assistance of the others
- (2) Which of these is NOT a modern form of communication?

a) Pigeon Post	b) Fires and Smokes
c) Semaphores	d) Newspapers
- (3) Which of these factors enhance the pigeon post means of communication

a) Pigeon's speed of flight	b) Pigeon's regal appearance
c) Pigeon's homing abilities	d) The content of the message
- (4) Which of the following means of communication was most famous in ancient Greece?

a) Pigeon post	b) fire signals
c) newspapers	d) semaphores
- (5) Online communication does not achieve which of the following means?

a) It allows a healthy exchange of ideas	b) It allows people from diverse regions to put forward their views
c) It allows faster and more cost-effective communication	d) It depends on in-real life presence

- (6) Which of these is NOT a means of cyber communication?
- a) Instant messaging apps
 - b) Blogging platforms
 - c) Libraries and book clubs
 - d) Video streaming platforms
- (7) An important lesson learned in online political campaigns in recent years and other collaborative efforts that had online components is
- a) People much prefer to do their own thing and not work in groups.
 - b) There are always a couple of people who disrupt the work of others in the group.
 - c) People must be able to meet face to face at times as well as online.
 - d) Social media has still not lived up to its promise of helping people collaborate.
- (8) Which of the following is a not a standard of online communication?
- a) Referral links
 - b) Discount codes
 - c) Dynamic banners
 - d) Word of mouth marketing
- (9) Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.
- a) Filters
 - b) Print ads
 - c) Promotional calls
 - d) Webinars
- (10) Which of the following was NOT a popular digital community before blogging became popular?
- a) USENET
 - b) BIX
 - c) Facebook
 - d) CompuServe
- (11) What was the special feature of Open Diary?
- a) Blog posts
 - b) Pictures and videos
 - c) Sounds and interviews
 - d) A section for readers' comments
- (12) Which of these is NOT a great technique for creating engaging content?
- a) A engaging title
 - b) Incorporating relevant videos and images
 - c) Frequently updating content
 - d) Improper Search Engine Optimisation
- (13) Who needs to be your primary focus when you are writing your blog post?
- a) Audience
 - b) Yourself
 - c) Your competitors
 - d) Trending topics
- (14) In selecting audio or video elements in a presentation, it is important to select technologies that are:
- a) free to download
 - b) extremely high quality
 - c) commonly used by all
 - d) available and can be used at the presentation location
- (15) What is NOT a good strategy if you are unable to answer a question from an audience member during your presentation?
- a) Ask others in the audience if they could answer the question
 - b) Acknowledge that you don't know the answer and promise to get back to them
 - c) Ask them to contact you later so you can understand the question better and answer it
 - d) Say that you don't know the answer and therefore it is irrelevant

- (16) To prevent a chart or graph from showing a misleading trend on presentation materials, it is important to:
- a) Use colours for graphs or charts
 - b) Use complete scales for axes instead of partial scales
 - c) Use stacked graphs or charts
 - d) Use 3-D charts or graphs
- (17) The outline of a presentation should include
- a) A beginning, middle, and end
 - b) References
 - c) Questions for the audience
 - d) Acknowledgements
- (18) Proper eye contact with the audience during a presentation includes
- a) Looking above the audience's head
 - b) Staring at each audience member
 - c) Making a sweeping glance from left to right of the front row
 - d) Making a sweeping glance from the left to right of the room and from front to back
- (19) What is academic writing?
- a) How university professors write
 - b) An old fashioned way of writing
 - c) A technique to write balanced, accurate and professional assignments
 - d) The writing you find in textbooks
- (20) What is evidence?
- a) quotations from a source
 - b) the analysis of a source to support main argument
 - c) main argument
 - d) a sentence that grabs your reader's attention
- (21) What is true of the introductory paragraph?
- a) introduces main ideas of the essay
 - b) provides a list of people involved in the present
 - c) includes vague descriptions of related topics
 - d) consists graphs and charts
- (22) A writer would use a call to action in which part of the essay and why?
- a) introduction; to gain a reader's attention
 - b) conclusion; state a specific solution to an identified problem
 - c) conclusion; change the nature of his or her problem
 - d) conclusion; let a reader know what is being done about a particular problem already
- (23) Which of the following is applicable for the 'bookending technique' in academic writing
- a) reference multiple books in order to get others to agree with you
 - b) relate a theme or a story from your introduction into your conclusion
 - c) use the same key term at the beginning and end of each paragraph in your essay
 - d) use the same amount of words in the introductory and concluding paragraphs
- (24) Which of the following is applicable to the technique of scanning an academic text for research purposes?
- a) making detailed notes
 - b) reading for an overview
 - c) reading for specific information
 - d) reading the contents page
- (25) Which of the following is NOT true in case of a thesis statement?
- a) a thesis statement is the main point of the essay
 - b) is the main argument of the essay

- c) is a summary of the essay
d) is a list of topics covered in the essay
- (26) Select the correct order of information in a body paragraph of an academic essay
- a) Evidence, explanation, topic sentence
b) Thesis, evidence, explanation
c) Topic sentence, evidence, explanation
d) Explanation, topic sentence, evidence
- (27) The term "very often" can be replaced in academic writing as
- a) Frequently
b) Rarely
c) Often
d) Many times
- (28) What is the first thing to write in the body of an academic essay
- a) Examples
b) Evidences which can be verified objectively
c) Acknowledgements
d) Topic sentences
- (29) What are the three main parts of an essay?
- a) The hook, the main idea, and the conclusion
b) The topic sentence, the body, and the conclusion
c) The introduction, the body and the conclusion
d) The acknowledgements, the body, the references
- (30) Which of the following is a characteristic of a good thesis statement
- a) Argumentative, specific, engaging
b) Engaging, bland, provocative
c) Bland, copied directly from others, no references
d) A statement, opinion based, peer reviewed evidences
- (31) Which of the following is an appropriate information source for an academic essay
- a) Blogs
b) Facebook posts
c) Wikipedia
d) Proquest
- (32) Which one of the following is considered as the starting point of a good academic essay
- a) creating a paper entirely reliant on the author's uninformed opinion
b) a thorough literature review which identifies the research gap
c) provocative questions to judge the readers
d) a list of references
- (33) The introduction section of the research plan contains which of the following?
- a) Contain an overview of prior relevant studies
b) Contains a statement of purpose for the study
c) Includes the research hypothesis
d) All of the above
- (34) The methods section of the research plan typically DOES NOT contain which of the following?
- a) The research participants
b) The results of prior studies that address a phenomena of interest
c) The apparatus, materials, instruments
d) The planned research procedures
- (35) The research participants are discussed in detail in which section of the research plan?
- a) Introduction
b) Method
c) Data Analysis
d) Discussion
- (36) Which of the following is not a database containing information to be used during a literature review

- a) ERIC
c) PsychInfo
- b) Blogspot
d) SocioFile
- (37) A review of the literature prior to formulating research questions allows the researcher to NOT do which of the following?
- a) To become familiar with prior research
c) To plagiarise the work of others
- b) To identify potential methodological problems
d) To develop a list of pertinent problems
- (38) What is the correct order of heading in the MLA format
- a) Student name, teacher name, class name, date
c) class name, date, student name, teacher name
- b) Teacher name, student name, class name, date
d) teacher name, date, student name, class name
- (39) Which of the following is NOT a reason for accurate citation practices
- a) Intellectual integrity
c) Help readers go back and trace the sources accurately
- b) Giving credit to the research that has been done
d) To pander to a certain group of scholars
- (40) In the MLA style what would you include in the parentheses for a directly quoted in-text citation?
- a) Just the author's name and no page number
c) title of the source and page number
- b) The last name of the author and page number
d) Author's last name and Year of Publication
- (41) Where is the title of an assignment located in a paper following the MLA style
- a) Centered on the top half of the page
c) Alligned on the right side of the page
- b) Alligned on the left side of the page
d) On the header section
- (42) What is the standard line spacing for a MLA style paper
- a) single spaced
c) double spaced
- b) 1.5 spaced
d) the author is free to choose
- (43) In the MLA style the title of a book or a website should be
- a) italicised
c) mentioned in a different colour
- b) omitted
d) mentioned in a different font size
- (44) Where does one put the page number on a MLA paper?
- a) top right corner
c) bottom right
- b) top left corner
d) bottom left
- (45) The title of an Article should have which of the following attributes
- a) Vague
c) Bland
- b) Clear and Engaging
d) Confused
- (46) Which of the following is a technique used in article writing
- a) The food pyramid
c) The cylindrical structure
- b) The inverted pyramid
d) The diagonal structure
- (47) The inverted pyramid style of writing has emerged in the field of
- a) Advertisement
c) Literature
- b) Medicine
d) Journalism

- (48) Which of the following is a good strategy to include in online articles
- a) hyperlinks to other articles
 - b) outdated information
 - c) jargon
 - d) low resolution images
- (49) What is an article?
- a) A written document
 - b) A video essay
 - c) A performance peice
 - d) An argument
- (50) Which of the following is NOT a part of an article's brief
- a) The expected outcome
 - b) The need for the article
 - c) The highlights of the articles
 - d) The publishing cost
- (51) Which of the following is NOT an important part when it comes to writing an article?
- a) Knowing the audience
 - b) Knowing the competition
 - c) Knowing the topic
 - d) Spending money on web interface
- (52) How can we build context while writing an article?
- a) Ask the audience to include it in comments
 - b) Anachronistic references
 - c) Include pictures and colourful art
 - d) Find examples of recent trends and local happenings to create relevance
- (53) Which of the following DOES NOT contribute to the success of a good article?
- a) Search Engine Optimisation
 - b) Unique content
 - c) Research and knowledge about the topic
 - d) Tangents and digressions
- (54) Which of the following is the defining feature of a good headline?
- a) It should be memorable
 - b) It should introduce the topic
 - c) It should highlight the author
 - d) It should acknowledge the sources
- (55) Why is a good headline important for writing in the digital age
- a) It looks good a website
 - b) It captures reader's attention which is very fleeting
 - c) It contains the essence of the article
 - d) It helps to understand the topic
- (56) Which of the following is NOT a strategy for creating a good headline
- a) Know the target audience and cater to them
 - b) Know the target of the ad and the desired result
 - c) Include jargon
 - d) List the biggest takeaway for the audience
- (57) Jingles in a advertisement help the company to
- a) Defeat competition
 - b) Attract kids
 - c) Make an impression on the minds of the customer through a catchy tune
 - d) Make the customer feel inferior
- (58) Which of the following is not relevant when it comes to advertisements
- a) Features of the product
 - b) Age of the seller
 - c) USP of the product
 - d) Price
- (59) Which are the most expensive kind of newspaper advertisements?
- a) classified notice
 - b) writing notice

c) reading notice

d) spoken notice

(60) Which of the following media needs a script for advertisements?

a) Newspapers

b) Magazines

c) Print ads

d) Radios