



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Political & Business Journalism

Course Code - BJMCS401

(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) Proxemics relates to
 - a) Distance in communication
 - b) Personal communication
 - c) Body language
 - d) posture and gesture
- (2) Areopagitica' a pamphlet supporting freedom of speech and expression was written by famous English poet -
 - a) John Keats
 - b) John Milton
 - c) PB Shelly
 - d) George Orwell
- (3) The provisions of article 19 of the Indian Constitution could be suspended during emergencies according to Article Of the constitution
 - a) 356
 - b) 357
 - c) 358
 - d) 359
- (4) A receiver failing to understand the meaning of words in a message is an example of noise
 - a) Linguistic
 - b) Word
 - c) Semantic
 - d) Fog
- (5) Interactivity expands the horizons of knowledge of both sender and receiver in communication. Which model of communication emphasises this point?
 - a) Agenda Setting
 - b) helical Spiral
 - c) Two step flow
 - d) Multi step flow

- (6) Das Kapital' was written by
- a) Karl Marx
b) Vladimir Lenin
c) Adam Smith
d) Freddie Mercury
- (7) Lenin was born in the year
- a) 1872
b) 1876
c) 1871
d) 1870
- (8) The Communist Manifesto was published in the year 1848 was authored by
- a) Marx and Engels
b) Engels and Lenin
c) Lenin and Hegel
d) Hegel and Engels
- (9) Which of the following is odd amongst the four
- a) Young India
b) Discovery of India
c) Horizon
d) Indian Opinion
- (10) Which of the following books were written by Nehru- I. Discovery of India II. Outline of History III. Glimpses of World History IV. A Study of History
- a) I & IV
b) II & IV
c) I & III
d) I & II
- (11) When media audience derive different meanings from the same text, the message is considered
- a) Polysemic.
b) Denotative.
c) Connotative.
d) Contrived.
- (12) Stuart Hall asserted that the media created
- a) 'Visual Imagery'
b) 'Societal Contact'
c) 'Preferred readings'
d) 'Perception fluctuation'
- (13) In case of defamation the term 'Manipulation' means
- a) Rumours
b) Propaganda
c) Allegation of fact
d) Abuse
- (14) The Indian Constitution's provision for the Right to Freedom of Speech and Expression is notionally drawn from
- a) Bill of Rights
b) Soviet Constitution
c) Magna Carta
d) Universal Declaration of Human Rights
- (15) What do Semiotics and Semiology mean
- a) Both means analysing of signs
b) both are research methodology
c) Semiotics studies signs and semiology studies models
d) Semiotics studies Models and semiology studies signs
- (16) The constitutional restrictions on Article 19 (i) (a) is the form of public order falls within the concentric circles of
- a) Obscenity
b) Law and order
c) Security of State
d) Defamation
- (17) On a case of contempt of parliament, R.K. Karanjia of the Blitz was By the Speaker of Lok Sabha.

- a) Abolished
c) Excluded
- b) Imprisoned
d) Reprimanded
- (18) The Protection of Publication of Proceedings of Parliament and state legislatures is guaranteed by Article Of the Indian Constitution
- a) 105
c) 361A
- b) 194
d) 375
- (19) Discourse Analysis considers all human communication as
- a) Content
c) Narrative
- b) Starting point
d) Contemplation
- (20) Conversation of messages into symbols is called
- a) Decoding
c) Diverting
- b) Encoding
d) None of these
- (21) Hegemony was best explained by
- a) Antonio Gramsci
c) Heinrich Himmler
- b) Heinrich Hoffmann
d) Marth Newman
- (22) Priming which evaluates political figures by public opinion has its roots in:
- a) Political Service
c) Philosophy
- b) Liberal Arts
d) Social psychology
- (23) Post-modernism says goodbye to
- a) Industrial Society
c) Age of ideology
- b) Nationalism
d) Nepotism
- (24) The two step flow theory was developed by
- a) Elihu Katz & Paul Lazarsfeld
c) Matilda and John Riley
- b) Bernard Berelson & Hazel Gaudet
d) Bernard Berelson & Paul Lazarsfeld
- (25) Pick the odd one out
- a) Crystallizing public opinion
c) Public Relations Management
- b) Propaganda
- (26) The information Technology Act was passed
- a) 2000
c) 2002
- b) 2001
d) 2003
- (27) Priming data means
- a) Relying on data collected by others
c) Internal data
- b) External data
d) Collecting data directly from customer/ collecting data directly from first hand experience
- (28) Interpretation of statistical information leads to the development of
- a) Null hypothesis
c) Analysis
- b) sampling
d) Data handling
- (29) Cromwell' is associated with
- a) English Civil War
c) World War II
- b) Irish independence
d) American Civil War

- (30) Business Journalism introduces one to
- a) money
 - b) budget
 - c) market
 - d) all of these
- (31) CMIE means
- a) Central Monitoring of Indian Economy
 - b) Central Monitor for Indian Economy
 - c) Centre for Monitoring of Indian Economy
 - d) None of these
- (32) NCAER means
- a) National Council for Applied Economic Research
 - b) National Company for Applied Economy and Research
 - c) National Council for Agricultural Economy and Research
 - d) do not know
- (33) FICCI is
- a) Federation of Indian Cultural and Creative Industry
 - b) Federation of Chambers of Commerce and Indian Industry
 - c) Football India and Cricket Company of India
 - d) none of these
- (34) Government subsidies mainly go to
- a) Food, Fertilizer & Petroleum
 - b) Tourism, exports, imports
 - c) Clothing, housing, recreation
 - d) All of these
- (35) Assets of a company include
- a) Sales, interest from investment, capital
 - b) salaries, rent , insurance
 - c) cash, inventory, equipment
 - d) None of these
- (36) Expenses of a company include
- a) salaries, rent , insurance
 - b) cash,inventory,equipment
 - c) Sales, interest from investment, capital
 - d) None of these
- (37) Stock market trades in
- a) money
 - b) shares
 - c) debts
 - d) none of these
- (38) Commodity market trades in
- a) gold
 - b) silver
 - c) agricultural produce
 - d) all of these
- (39) Money market provides
- a) short term debts
 - b) cash
 - c) money
 - d) all of these
- (40) Futures market provides contracts
- a) to be traded in future date
 - b) to be kept in banks
 - c) to gain in interest
 - d) all of these
- (41) GDP graphs of economy and stock market graphs
- a) usually move together
 - b) usually show wide divergence
 - c) move in contrary ways
 - d) do not know
- (42) Bond is

- a) a certificate of debt which a borrower pays with interest to bond holder within a fixed time
 b) usually issued by state governments to borrow funds from markets
 c) buyers are usually the banks
 d) all of these
- (43) Debentures are
 a) bonds issued by corporates
 b) bought by shareholders and the public
 c) sometimes convertible to shares
 d) All of these
- (44) Going Public means
 a) when a private company sells shares to public
 b) same as Initial Public Offering
 c) way of raising funds from market
 d) All of these
- (45) FMCG means
 a) Fast moving consumer goods
 b) company which has a variety of consumer products
 c) a multinational
 d) all of these
- (46) Gross profit means
 a) net profit
 b) profit before tax
 c) profit by concealing tax
 d) none of these
- (47) Net profit
 a) online profit
 b) gross profit
 c) profit after tax
 d) none of these
- (48) Mutual fund is a
 a) company that assures less risky investment
 b) gives a diverse portfolio
 c) returns are less than stocks but safe
 d) all of these
- (49) Business stories need not be dull because
 a) follow the same rules of news writing
 b) answer 5W 1 H formula
 c) everyone cares about money
 d) all of these
- (50) Business stories are different from other stories because
 a) they deal with numbers
 b) deal with emotions
 c) deal with humour
 d) do not know
- (51) Numbers in business stories
 a) are tools , not substance
 b) can be presented graphically
 c) Make stories interesting, not technical
 d) All of these
- (52) WSJ stands for
 a) With Serious Journalism
 b) Wall Street Journal
 c) Without seriousness in Journalism
 d) None of these
- (53) ATM stands for
 a) At a Time Money
 b) All Time Money
 c) All Time Music
 d) Any one of them.
- (54) Mint is
 a) Peppermint
 b) A business daily
 c) magazine
 d) none of these

- (55) ET stands for
- a) International Financial Times
 - b) Indian Economic Times
 - c) business magazine
 - d) none of these
- (56) FT stands for
- a) International Financial Times
 - b) Indian Economic Times
 - c) business magazine
 - d) none of these
- (57) One of the following is not a business daily
- a) Business Standard
 - b) Business Today
 - c) Financial Express
 - d) Business Line
- (58) One of them is not a Business TV channel
- a) NDTV Profit
 - b) Zee Business
 - c) CNBC
 - d) National Geographic
- (59) The Economic Survey is presented
- a) one day before the budget
 - b) one day after the budget
 - c) along with the budget
 - d) don't know
- (60) Inflation
- a) Is rising prices of goods and services
 - b) happens when buying power of cash declines
 - c) happens when substantial currency is in circulation
 - d) All of these