



# BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**

**Programme – Bachelor of Science (Honours) in Media Science & Journalism**

**Course Name – Political & Business Journalism**

**Course Code - BMSJS401**

**( 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) P.B. Shelley
  - 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  
c) Adam Smith
- b) Vladimir Lenin  
d) Freddie Mercury
- (7) Lenin was born in the year  
a) 1872  
c) 1871
- b) 1876  
d) 1870
- (8) The Communist Manifesto was published in the year 1848 and was authored by  
a) Marx and Engels  
c) Lenin and Hegel
- b) Engels and Lenin  
d) Hegel and Engels
- (9) Which of the following is odd amongst the four  
a) Young India  
c) Horizon
- b) Discovery of India  
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  
c) I & III
- b) II & IV  
d) I & II
- (11) When media audiences derive different meanings from the same text, the message is considered  
a) Polysemic.  
c) Connotative.
- b) Denotative.  
d) Contrived.
- (12) Stuart Hall asserted that the media created  
a) 'Visual Imagery'  
c) 'Preferred readings'
- b) 'Societal Contact'  
d) 'Perception fluctuation'
- (13) In case of defamation the term 'Manipulation' means  
a) Rumours  
c) Allegation of fact
- b) Propaganda  
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  
c) Magna Carta
- b) Soviet Constitution  
d) Universal Declaration of Human Rights
- (15) What do Semiotics and Semiology mean  
a) Both means analysing of signs  
c) Semiotics studies signs and semiology studies models
- b) both are research methodology  
d) Semiotics studies Models and semiology studies signs
- (16) The constitutional restrictions on Article 19 (a) (i) (a) is the form of public order falls within the concentric circles of  
a) Obscenity  
c) Security of State
- b) Law and order  
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
  - b) 194
  - c) 361A
  - d) 375
- (19) Discourse Analysis considers all human communication as
- a) Content
  - b) Starting point
  - c) Narrative
  - d) Contemplation
- (20) Conversion of messages into symbols is called
- a) Decoding
  - b) Encoding
  - c) Diverting
  - d) None of these
- (21) Hegemony was best explained by
- a) Antonio Gramsci
  - b) Heinrich Hoffmann
  - c) Heinrich Himmler
  - d) Marth Newman
- (22) Priming which evaluates political figures by public opinion has its roots in:
- a) Political Service
  - b) Liberal Arts
  - c) Philosophy
  - d) Social psychology
- (23) Post-modernism says goodbye to
- a) Industrial Society
  - b) Nationalism
  - c) Age of ideology
  - d) Nepotism
- (24) The two step flow theory was developed by
- a) Elihu Katz & Paul Lazarsfeld
  - b) Bernard Berelson & Hazel Gaudet
  - c) Matilda and John Riley
  - d) Bernard Berelson & Paul Lazarsfeld
- (25) Pick the odd one out
- a) Crystallizing public opinion
  - b) Propaganda
  - c) Public Relations Management
- (26) The information Technology Act was passed
- a) 2000
  - b) 2001
  - c) 2002
  - d) 2003
- (27) Priming data means
- a) Relying on data collected by others
  - b) External data
  - c) Internal 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
  - b) sampling
  - c) Analysis
  - d) Data handling
- (29) Cromwell' is associated with
- a) English Civil War
  - b) Irish independence
  - c) World War II
  - d) American Civil War
- (30) Business Journalism introduces one to
- a) money
  - b) budget

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