

FYBAMMC EC II SAMPLES 25

1 FIR stands for

- A. First Instructional Results
- B. First Information Report
- C. First Instrumentation Report
- D. First Information Result

2. A report must contain only _____ matter

- A. Personal
- B. Subjective
- C. Muddled
- D. Relevant

3. . As reporting is associated with some kind of action, _____ writing is often appropriate.

- A. Passive
- B. Interrogative
- C. Articulate
- D. Active

4. The main body of the report has two key purposes:

- A. Highlighting and pinpointing issues
- B. Explaining the conclusions and justifying recommendations
- C. Shifting from one Wh question to the next
- D. Announcing clearance sales and reporting to shareholders

5. Informal reports tend to be

- A. Longer with approximately 1500 words
- B. Difficult, analytical and written in business organizations
- C. Shorter, the number of words is not defined
- D. Complex and used by lawyers and doctors

6. The chief disadvantages of the circular is that it is _____ in its appeal.

- A. Formal
- B. Informal
- C. Impersonal
- D. Brief

7. Raghubir has to announce the death of the Partner Mr. Pannalal Shah, of the firm he works in. What will he write?

- A. Report
- B. Obituary
- C. Trade letter
- D. Circular

8. A letter of Complaint must have a _____ tone

- A. Cheerful
- B. Polite

- C. Rude
- D. Angry

9. Leaflets are _____

- A. Commercial magazines
- B. Brochure enclosed with the business reply card
- C. Open letter, designed to be handed out to people
- D. Rhetorical questions asked during a judicial proceeding

10. _____ is material in any form which includes documents, records, memos, emails, press release etc

- A. Reports
- B. Circulars
- C. Features
- D. Information

11. One of the advantages of email is

- A. Collective decision
- B. Quick distribution
- C. Good education system
- D. Music attachment

12. A Beauty box you had ordered as gift was delivered defective. What would you write?

- A. Letter of Complaint
- B. Letter to the Editor
- C. Press release
- D. Informal letter to the distributor

13. The meaning of precis writing is

- A. Writing in a different way
- B. To explain clearly
- C. To summarize a paragraph
- D. Writing in paragraphs

14. The title of the precis should be-

- A. Illustrious
- B. Superfluous
- C. Irrelevant
- D. Apt

15. Which of the following is not a requirement for precis writing?

- A. Suggestive Title
- B. Add Nothing
- C. Correct Nothing
- D. Decorative Detail

16. Precis must be in the form of _____ narrative.
- A. Continuous
 - B. Broken
 - C. Irrelevant
 - D. Repetition
17. Paraphrasing is done to _____ the passage.
- A. Simplify
 - B. Complicate
 - C. Expand
 - D. Repeat
18. Retaining all details & information means _____
- A. Editing
 - B. Paraphrasing
 - C. Summarizing
 - D. Plagiarism
19. An efficient paraphraser will paraphrase the passage from _____
- A. Memory & Notes
 - B. Edit & Images
 - C. Memory & Books
 - D. Memory & Pictures
20. The skill of ---- enables us to pack a lot of meaning into a few words
- A. Summarizing
 - B. Plagiarism
 - C. Paraphrasing
 - D. Translation
21. Graphs, charts, and maps are other types of visual _____
- A. Verbal communication
 - B. Nonverbal communication
 - C. Formal email
 - D. Airport display
22. Choose the sentence below with the correct punctuation.
- A. Ted and Janice, who had been friends for years, went on vacation together every summer.
 - B. Ted and Janice, who had been friends for years, went on vacation together, every summer.
 - C. Ted, and Janice who had been friends for years, went on vacation together every summer.
 - D. Ted and Janice who had been friends for years went on vacation together every summer.
23. Which word may be the opposite of precis

- A. Summary
- B. Expansion
- C. Essence
- D. Gist

24. Reducing a passage in size without compromising on its meaning is the aim of _____

- A. Summarizing
- B. Plagiarism
- C. Paraphrasing
- D. Translation

25. What are cohesive ties?

- A. Words that link different parts of the writing
- B. Words that link a sentence
- C. Words that complete an idea
- D. Words that simplify writing

FYBAMMC INTRODUCTION TO JOURNALISM SAMPLE

1. Eliminating government set restrictions or barriers is called:

- A. Liberalisation
- B. Investment
- C. Free trade
- D. Favourable trade

2. The Printing Press increased

- A. Speed of communication
- B. Errors in printing
- C. Sale of manuscripts
- D. Barriers in communication

3. The section which covers the information related to important issues and recent developments only from across the city or a regional area is known as _____.

- A. Civic news
- B. Environment news
- C. Democracy news
- D. Local news

4. Keeping people informed of current events, issues and important people in the world is the job of a

- A. PR Practitioner
- B. Journalist
- C. Editor
- D. Advertiser

5. _____ is a basic principle of Investigative journalism.

- A. Misuse of information

- B. Working outside the law
 - C. News value
 - D. Working for personal interest
6. If you are paid by a brand to write a story, what is it called _____
- A. Editorial
 - B. Advertorial
 - C. Content Creation
 - D. Yellow journalism
7. _____ as such is more than a career, it's a mission.
- A. Content Creation
 - B. Creative writing
 - C. Publicist
 - D. Journalism
8. Reporting for _____ involves less leg work than newspapers.
- A. Internet
 - B. Serials
 - C. AD design
 - D. Magazine
9. _____ is not the regular employee of organization
- A. Freelancer
 - B. Owner
 - C. Editor
 - D. Producer
- 10.. Feature _____ Work on studio shows or segment assisting producers in their work.
- A. Mojos
 - B. Owner
 - C. Editor
 - D. Producer
11. Journalist receives information from _____
- A. Beat
 - B. League
 - C. Discussion
 - D. Sources
12. A reporter should not reveal _____
- A. Salary
 - B. Sources
 - C. Personal Information
 - D. Script
13. Mobile and _____ are required for mobile journalism.
- A. Internet
 - B. Cable
 - C. Press

- D. Open microphone

- 14. Data Journalism offers _____ perspective
 - A. Future
 - B. Past
 - C. Present
 - D. Current Time

- 15. Reporters act as _____ for their audiences.
 - A. Agent
 - B. Mediator
 - C. Owner
 - D. Advocate

FYBAMMC- Media, Gender & Culture

1 When people of different cultures come into continuous contact resulting in subsequent changes in the original cultural pattern of either one's culture or both the phenomenon is called _____

- A. Enculturation
- B. Acculturation
- C. Ethnocentrism
- D. Culture shock

2. During the process of acculturation some of the elements of different cultures get merged or give rise to a new form of _____

- A. culture
- B. society
- C. values
- D. ethics

3. In _____, pre existing traits may be replaced by the ones which involve minimum structural changes

- A. institution
- B. imitation
- C. substitution

D. faction

4. In _____ old traits blend to form a new system considerably resulting in cultural changes .

A. disunion

B. syncretism

C. detribalisation

D. substitution

5. In _____ a substantial part of the culture may be lost.

A. deculturation

B. acculturation

C. enculturation

D. cross-culturation

6. In _____ new traits are added to meet the needs of the change in situation .

A. imitation

B. substitution

C. origination

D. separation

7. When majority of the people do not accept the new culture it is _____

A. ignorance

B. rejection

C. manipulation

D. avoidance

8. _____ is the process in which we learn and transmit culture .

A. Enculturation

B. Culture shock

C. Culture relativism

D. Culture trend

9 Enculturation does not always come from deliberate learning but also by seeing and

- _____
- A. copying
 - B. imitating
 - C. comprehending
 - D. observing

10 _____ gives a person more knowledge than what we would gain from books or his surroundings on his own .

- A. Culturization
- B. Attitude
- C. Socialization
- D. Cognition

11. A person associated with the Frankfurt school.

- A. Max Horkheimer
- B. Graham Murdock
- C. Weber
- D. Herder

12. The article 'Encoding and Decoding' is given by _____.

- A. Stuart Hall
- B. Herder
- C. Weber
- D. Fiske

13. Defined the 'popular' as that which the audiences make of and do with the commodities of the culture industries.

- A. Fiske

- B. Smith
- C. Gerbner
- D. Murdock

14. Features of culture (Pick the odd one out)

- A. Anti-social
- B. Patterned
- C. Pride
- D. Symbolic

15. Ulrich Beck is associated with his thesis on _____.

- A. Risk society'
- B. Technology society'
- C. Information society'
- D. Technoscience society'

16. This process is the way we learn and transmit culture and how each person adapts to the behaviours which are prohibited and prescribed.

- A. Enculturation
- B. Acculturation
- C. Deculturation
- D. Substitution

17. During acculturation, when pre-existing trait may be replaced by the one which involves minimum structural changes. This is called _____.

- A. Substitution
- B. Syncretism
- C. Addition
- D. Deculturation

18. Ulrich Beck does not suggest-

- A. Anxieties & insecurities are reduced
- B. Industrial societies face many dangers posed by technoscience
- C. Easier to access information
- D. Risks of problems are pointed out by technoscience

19. Relates to viewing of behaviour of the culture of other people, from their own cultural perspective, rather than from one's own point of view.

- A. Cultural relativism
- B. Cultural Identity
- C. Acculturation
- D. Ethnocentrism

20. Defined as a process of adaptation to the new conditions of life.

- A. Acculturation
- B. Civilization
- C. Ethnocentrism
- D. Cultural relativism

21. According to _____, sex and gender are cultural as well as social constructs.

- A. Black & Postcolonial feminism
- B. Cultural feminism
- C. Social feminism
- D. Gender feminism

22. Theory on Techno Culture and Risk is given by-

- A. Ulrich Beck
- B. Stuart Hall
- C. Charles Cooley
- D. Fiske

23. Believed that elites dominated society through their direct control over the means of production.

- A. Marxists
- B. Neo-Marxists
- C. Cultural study theorists
- D. Political economy theorists

24. _____ is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries.

- A. Google maps
- B. Medium, audience, purpose
- C. an atlas
- D. Media imperialism

25. The term ___ refers to a theory according to which modern human society is strongly subjected to consumerism and stresses the centrality of purchasing commodities and services (and along with them power) as a cultural practice that fosters social behaviors.

- A. white
- B. black
- C. grey
- D. consumer cultures

FYBAMMC – SEM 2 – CONTENT WRITING – SAMPLE 25 MCQS

1. _____ a country's current account is in deficit, it implies that its imports of goods and services are higher than its income from exports and remittances from non-residents.

- A. Until
- B. If
- C. Rather
- D. As

2. "Choose the word which conveys the OPPOSITE meaning for the word: Eternal"

- A. Usual
- B. Realistic
- C. Temporary
- D. Active

3. "Which is the correct question tag for the sentence: "Your sister cooks well.""

- A. Is she?
- B. Isn't she?
- C. Don't she?
- D. Doesn't she?

4. Which of the following is not a pair of homophones?

- A. knife-wife
- B. knew-new
- C. sun-son
- D. cereal-serial

5. Spelling test - find correct spelling

- A. Accomodate
- B. Accomodate
- C. Accommodate
- D. Accommodate

6. Which of the following sentences is correct expression of exclamation?

- A. What a nice gift!
- B. What are you doing here!
- C. Where is your mother working!
- D. Where is your gift!

7. Which sentence is written correctly?

- A. Their great pictures of our trip.
- B. How did you ever get it's picture?
- C. My sister says they're very shy.
- D. You're sister is right.

8. Choose the odd one.

- A. Bake
- B. Roast

C. Fry

D. Peel

9. For your communication to be effective, your Should be strong

A. content

B. creativity

C. money

D. skill

10. are added to top your search results

A. ads

B. pop ups

C. scrolls

D. keywords

11. the process of finding results that matches your search is

A. serp

B. seo

C. crawling

D. running

12. What do we use to make the post popular on instagram?

A. write lengthy captions

B. use photographs

C. use hashtags

D. use filters

13. For content writing what one should keep in mind?

A. social media

B. audience

C. getting popular

D. creativity

14. Twitter has Characters limit

A. 100

B. 500

C. 150

D. 140

15. How do salesmen create clear, concise and compelling conversation?
- A. a good listener, calm, each story trimmed to excess, and create bonding with customers
 - B. they talk very fast
 - C. they don't care of their customers, they just want to deliver their messages
 - D. impatient and a bad listener
16. _____ brings the product to the attention of potential customers.
- A. Advertisement.
 - B. Marketing.
 - C. Distribution.
 - D. Promotion.
17. _____ are longer keyword phrases.
- A. Long-tail keywords
 - B. Head terms
 - C. Tail words
 - D. Snippets
18. Google, Bing and Yahoo are _____.
- A. search engines
 - B. websites
 - C. hardware
 - D. software
19. _____ searches use the *** symbol as a placeholder for another word.
- A. Wildcard
 - B. Rocket
 - C. Domestic
 - D. Random
20. Grammarly and DupliChecker are online software for doing _____ checks.
- A. Plagiarism
 - B. security
 - C. only grammar
 - D. image
21. _____ plagiarism is committed when a writer summarises an idea taken from another source and fails to cite the author and to provide corresponding reference.

A. Paraphrasing

B. Paragraph

C. Sentence

D. Verse

22. ____ is a horizontal text-based display in the lower third of the screen on a news channel.

A. news ticker

B. brief

C. snippet

D. caption

23. A 'crawler', 'crawl' or 'slide' is also known as ____.

A. news ticker

B. brief

C. snippet

D. caption

24. Choose the correct Synonym for LYNCH out of the following options:

A. Kill

B. Madden

C. Shoot

D. Hang

25. Choose the correct sentence:

A. Jennifer who is a chemical engineer works for Folgers Coffee.

B. Jennifer, who is a chemical engineer works for Folgers Coffee.

C. Jennifer who is a chemical engineer, works for Folgers Coffee.

D. Jennifer, who is a chemical engineer, works for Folgers Coffee.

FYBAMMC SEM 2 – FOUNDATION COURSE II SAMPLE MCQS

1. As per the new industrial policy 1991, licensing is required only in how many industries ?

A. 5

B. 6

C. 7

D. 4

2. The _____ stressors are also called as personal stressors.

A. Organisational

B. Group

C. Individual

D. Social

3. _____ refers to the moral and social norms that are essentially desirable for the well-being of an individual, group and society.

A. Values

B. Behaviour

C. Ethics

D. Prejudices

4. _____ means prejudgment.

A. Violence

B. Stereotypes

C. Prejudices

D. Ethics

5. _____ are beliefs about people based on their membership in a particular group.

A. Prejudice

B. Ethics

C. Stereotypes

D. Values

6. _____ refers to a behaviour that is intended to cause harm or pain.

A. Conflict

B. Violence

C. Aggression

D. Prejudice

7. _____ is also known as healthy stress.

A. Eustress

B. Chronic Stress

C. Group Stress

D. Episodic Stress

8. _____ arise when goal directed behaviour is blocked.
- A. Anger
 - B. Stress
 - C. Eustress
 - D. Frustration
9. School, workplace and religious institutions are _____ agents of socialization.
- A. Primary
 - B. Official
 - C. Economic
 - D. Secondary
10. The _____ stressors are also called as job-related stressors.
- A. Individual
 - B. Group
 - C. Organizational
 - D. Social
11. _____ is a situation in which two or more parties feel themselves in opposition.
- A. Stress
 - B. Conflict
 - C. Frustration
 - D. Prejudice
12. The family influences a person's _____ through mirror image of himself/ herself.
- A. Behaviour
 - B. Attitude
 - C. Life style
 - D. Self- Concept
13. _____ refers to behaviour that is intended to cause harm or pain.
- A. Conflict
 - B. Violence
 - C. Aggression
 - D. Prejudice
14. _____ occurs when the person does not know what he is supposed to do one the job.
- A. Role conflict

B. Role Ambiguity

C. Rotating shifts

D. Work Underload

15. _____ is a negative judgment of a group and its individual members.

A. Values

B. Conflict

C. Prejudices

D. Ethics

16. The non living parts of the environment

A. Biotic

B. Abiotic

C. Probiotic

D. Antibiotic

17. The Brundtland report is also known as-

A. Our common future

B. Your common future

C. Everyone's common future

D. No ones common future

18. Rocky outer part of the Earth

A. Lithosphere

B. Hydrosphere

C. Atmosphere

D. Biosphere

19. Evaporation of the water through minute pores or stomata, in the leaves of plants.

A. Transpiration

B. Condensation

C. Precipitation

D. Infiltration

20. Caused by the release of fertilisers and sewage into water storage areas has caused aquatic environments to be artificially enriched with nutrients.

A. Eutrophication

B. Acid rain

C. Evapo-transpiration

D. Condensation

21. Article ___ provides the right of freedom of religion, which entitles all person to preach, practice and propagate any religion of their choice.

A. 23

B. 24

C. 25

D. 26

22. The National Rights theory first germinated in _____ Theory of Ethics as the basis for politics.

A. Locke

B. Grotius

C. Adam

D. Hobbes

23. Justice _____ pointed out that human rights are the minimal right, which every individual must have.

A. Raja Ram

B. Kiran Bedi

C. Mahatma Gandhi

D. Durga Das Basu

24. The Universal Declaration of Human Rights(UDHR) consists of a Preamble and _____ Articles.

A. 30

B. 40

C. 20

D. 10

25. Human rights are inherent to the each -----

A. Individual

B. Interdependent

C. Social

D. Jurisprudence

FYBAMMC

SAMPLE

INTRODUCTION TO ADVERTISING

1. _____ defines Advertising as “ any paid form of non-personal presentation and promotion of idea, goods or services by identified sponsors.”
 - A. Michael Schudson
 - B. Russed Colley
 - C. George Powell
 - D. American Marketing Association

2. In olden days, Artisans used to inscribe on their goods such as pots, wooden tools, etc., certain marks such as stars, moon, tiger, etc. and these marks came to be regarded as_____
 - A. Trademarks.
 - B. Logo marks
 - C. Signature line
 - D. Pugmarks

3. Advertising is _____of commercial messages in respect of ideas, goods and services.
 - A. non-personal presentation
 - B. personal presentation
 - C. emotional presentation
 - D. commercial presentation

4. Facebook is a type of _____media marketing.
 - A. digital
 - B. social
 - C. modern
 - D. traditional

5. Pop-up windows is a form of _____advertising
 1. Point-of-purchase
 2. Internet
 3. Television
 4. Radio

6. Writing text for advertisements is called:
 - A. Ad writing
 - B. Art Production
 - C. Illustration
 - D. Copy writing.

7.is used heavily when introducing a new product category.
 - A. Persuasive advertising

- B. Inferential advertising
- C. Reminder advertising
- D. Informative advertising

8. _____ advertising is a form of advertising which is used to market commodities such as alcohol, cigarettes, tobacco and narcotic products and pharmaceutical products which cannot be advertised directly under applicable Indian laws

- A. Surrogate
- B. Puffery
- C. Misleading
- D. Deceptive

9. _____ is also known as corporate advertising.

- A. Institutional advertising
- B. Financial Advertising
- C. Retail Advertising
- D. Political Advertising

10. AIDA stands for:

- A. Attention, Interest, Desire and Action
- B. Approach, Intelligence, Demand and Assurance
- C. Attitude, Interest, Decision and Action
- D. Assurance, Interest, Desire and Action

11. Contests, coupons and free samples are a part of _____ activity

- A. Public Relation
- B. Sales Promotion
- C. Personal Selling
- D. Direct Marketing

12. Which of the following involve exhibition of a company's and products to other business enterprises?

- A. Public Relations
- B. Exhibition
- C. Trade Fair
- D. Sales Promotion

13. Identify the correct sequence in the IMC Planning Process

1. Determining the message
2. Deciding on promotion mix
3. Identifying the target audience
4. Determining the budget

- A. 1,2,3,4,
 - B. 3,4,1,2
 - C. 1,3,2,4,
 - D. 3,1,4,2
14. OOH media is used to target_____
- A. Customers when they are out of their home.
 - B. Customers who are homeless
 - C. Customer at a theatre
 - D. Customers who read a specialty magazine
15. Chocolates packaged in a reusable attractive container is an example of ___
- A. Direct marketing
 - B. Publicity
 - C. Consumer sales promotion
 - D. Point of Purchase promotion
16. ___ is defined as the tendency to generate or recognise ideas
- A. Creativity
 - B. Message
 - C. Theme
 - D. Slogan
17. _____ is an agency that provides only creative services.
- A. Creative boutique
 - B. Media Planning
 - C. in-house ad agency
 - D. Media Boutiques
18. Art director is the head of _____ department.
- A. Creative,
 - B. Media,
 - C. Administrations,
 - D. Contact
19. Creative Boutique provides _____ services.
- A. Specialized,
 - B. General,
 - C. Normal,
 - D. Global
20. The ___ department is the link between the ad agency and its clients.
- A. account service

- B. finance
- C. media
- D. creative

21 _____ is also called ambush marketing.

- A. Digital Marketing
- B. morph marketing
- C. guerilla marketing
- D. Event marketing

22 The role of the _____ is to co-ordinate with different vendors and get original photography or illustrations produced, working with printers, hiring typographers and Tv directors.

- A. Finance and accounts
- B. production department
- C. Media buyer
- D. Copywriters

23 _____ is the base of agency client relationship.

- A. Mutual trust,
- B. Non transparency,
- C. Informal relations,
- D. Friendship

24 According to the marketer, who are known as the most 'Unguarded' audience:

- A. Children
- B. Youth
- C. Old People
- D. Women

25 Billboards are commonly used advertising media. They are highly visible and reaches a broad target market. A Billboard is an example of:

- A. print media
- B. transit ad
- C. broadcast media
- D. online media