

Bunts Sangha's
S.M. Shetty College of Science, Commerce and Management Studies

DEPT – BMM
EXAM TYPE – REGULAR TY BMM AD
SEM – V
SUBJECT – **ADVERTISING IN CONTEMPORARY SOCIETY**
Sample Questions

1. Which segment is seen as the most global segment as it is felt they show amazing similarities in taste, interest, language and attitude, music, fashion, film, video games & technology for global culture.

- a. Youth
- b. Senior citizens
- c. Women
- d. Men

2 Which of these can promote the desired pattern of behaviour in a society.

- a. Social Marketing
- b. Social Media marketing
- c. Public relations
- d. Selling

3 The Government of India liberalized the Indian economy on account of political and economic compulsion.

- a. 1991
- b. 2000
- c. 1899
- d. 2007

4. Which of these changed to FEMA in 1993 & looked into management facilitating acts.

- a. MRTP
- b. FERA
- c. VAT
- d. Advertising act

5. Who according to critics, are especially vulnerable to advertising because they lack the experience and knowledge to understand and evaluate critically the purpose of persuasive advertising appeals.

- a. Senior citizens
- b. Men
- c. Women
- d. Children

6. In emerging markets an important strategy is to establish

- a. Brand image
- b. Corporate office
- c. Factory
- d. Retail outlet

7. A system of licenses and regulations that one need to follow in order to set up a business in India between 1947-1991 is generally referred to as

- a. Monopoly Raj
- b. License Raj
- c. India Raj
- d. Business Raj

8 Which is an organisation of more than 180 countries working for monetary co-operation, trade and financial stability globally?

- a. International Monetary Fund
- b. Reserve Bank of India
- c. National Money Fund
- d. Supreme Court

9. Eliminating Government set restrictions or barriers is called:

- a. Monopoly
- b. Favourable Trade
- c. Investments
- d. Liberalisation

10. Liberalisation does not include:

- a. Removing trade barriers
- b. Liberal policies
- c. Introducing Quota system
- d. Disinvestment

11. Investment made by MNCs are termed as:

- a. Indigenous investments
- b. Foreign Investments

- c. Entrepreneur's investments
 - d. Private investments
12. Present day consumers are more inclined for
- a. Brand image
 - b. Only product utility
 - c. Cheap products
 - d. Only imported goods
13. Emerging service sector contributed to creation of
- a. Fashion
 - b. Jobs
 - c. Food choices
 - d. Educational choices
14. The ads have to be customised according to the ____
- a. Culture
 - b. Economy
 - c. Taxes
 - d. Commerce
15. Full form of USP
- a. Unique selling proposition
 - b. Unique selling point
 - c. Unique selling perception
 - d. Unique selling product
16. Which P stands for Marketer's budget
- a. Product
 - b. Price
 - c. Purse Strings
 - d. Policy
17. Culture means:
- a. Set of people
 - b. Set of human behaviour
 - c. Religious ideologies
 - d. Set of values, beliefs and customs
18. Which is not a tool for Direct Marketing
- a. E mails
 - b. Catalogues
 - c. Public Relations
 - d. Text Messages
19. This element of Social Marketing is not necessarily a physical offering.
- a. Price

- b. Product
- c. Place
- d. Promotion

20. FERA stands for:

- a. Foreign Exchange Record Act
- b. Foreign Exchange Regulation Act
- c. Forex Exchange Record Act
- d. Futures Exchange Regulation Act

21. In social marketing the Place element refers to:

- a. Distribution system
- b. Location
- c. Destination of the event
- d. Location of the company

22. What is known as approach of advertisement.

- a. Appeal
- b. Criticism
- c. Persuasion
- d. Gender bias

23. Which of this is not an element to consider in making cross cultural advertisement?

- a. Language
- b. Symbol
- c. Colour
- d. USP

24. Which of these is not a criticism of advertisements?

- a. Gender bias
- b. Stereotypes
- c. Age bias
- d. Borrows from popular culture

25. An Internet advertising model used to direct traffic to website, in which an advertiser pays a publisher

- a. Pay Per Click
- b. SEM
- c. Affiliated Marketing
- d. Search Analytics

26. Which was a system of licenses and regulations that one need to follow in order to set up a business in India between 1947-1991 ?

- a. License Raj
- b. India Raj
- c. Business Raj
- d. Democrat Raj

27. Which is an organisation of more than 180 countries working for monetary co-operation, trade and financial stability globally?

- a. International Monetary Fund
- b. Reserve Bank of India
- c. National Money Fund
- d. Supreme Court

28. Why was FEMA needed?

- a. Maintenance of Foreign Exchange Market in India
- b. Maintenance of Foreign Currency Abroad
- c. Maintenance of Foreign Exchange Market in America
- d. Maintenance of Foreign Currency in IMF

29. Who is The Father of New Economic Policy (NEP) of India?

- a. Yashwant Sinha
- b. Arun Jaitley
- c. P.Chidambaram
- d. Dr. Manmohan Singh

30 . Liberalisation aims at:

- a. Socialistic pattern of society
- b. Economic Planning
- c. Economic Reforms
- d. Land Reforms

31. Which amongst these sectors was majorly benefitted the most with LPG policy?

- a. Railways
- b. Media
- c. Nuclear Energy
- d. Agriculture

32. Who is the major beneficiary of rising market competition?

- a. Companies
- b. Middlemen
- c. Customer
- d. Politicians

33. Which class saw massive surge in India post-LPG?

- a. Lower Income Group
- b. Upper Class
- c. Social Class
- d. Middle Class

34. Which amongst these sectors was not opened for the private players despite LPG?

- a. Media
- b. Railways
- c. Aviation
- d. IT

35. Which among the following is not a challenge for global advertising?

- a. Competition and clutter of brands
- a. Awareness of decision making styles
- b. Language differences
- c. Lack of knowledge of legal environment

36. Which of the dimensions Hofstede used to define differences between national cultures refers to the degree to which members of a culture are expected to act independently of other members?

- a. Uncertainty avoidance
- b. Individualism
- c. Power distance
- d. Masculinity

37. _____ is the degree to which members of a society expect power to be equally distributed.

- a. Uncertainty avoidance
- b. Short-term orientation
- c. Power distance Index
- d. Individualism

38. Hyperbole, persuasiveness, dreams, great expectations, and comparative advertising are reflections of which Hofstede's dimension?

- a. Femininity
- b. Collectivism
- c. Masculinity
- d. Individualism

39. It is difficult to evaluate the impact of advertising message as there is no immediate and accurate _____

- a. Legal environment
- b. Convenient purchasing
- c. Feedback mechanism
- d. Educative environment

40. In advertisements we generally see a warning for cigarettes that “smoking is injurious to health”. It’s an example of ____

- a. Advertising
- b. Monopoly in market
- c. Legal environment
- d. Entertainment

41. one of the popular social marketing campaign launched by TOI is _____

- a. Reach India
- b. Empower India
- c. Envision India
- d. Teach India

42. Social marketing certainly plays a role in influencing and transmitting _____

- a. Customs
- b. Beliefs
- c. Social Values
- d. Information

43. Which is NOT the tool for Direct Marketing

- a. E mails
- b. Catalogues
- c. Public Relations
- d. Text Messages

44. The Social Marketing _____ is not necessarily a physical offering.

- a. Price
- b. Product
- c. Place
- d. Promotion

45. What is the primary goal of Social Marketing?

- a. Financial Growth

- b. Promotion
- c. Brand Building
- d. Social Good

46. Sania Mirza and P.V. Sindhu in the advertising indicates that _____ in advertising.

- a. Breaking stereotype
- b. Sex appeal
- c. Fear appeal
- d. Working woman

47. Which of the following are the examples of popular culture?

- a. Films
- b. Advertisements
- c. Public relations
- d. Personal selling

48. Marketing approach of McDonalds is _____.

- a. Global
- b. Cross-cultural
- c. Personal selling
- d. Comparative ads

49. _____ advertising is the communication either supporting or opposing a candidate for the nomination to an office.

- a. Consumer
- b. Retail
- c. Political
- d. Business

50. When advertising is made through newspapers, magazines, radio, TV programmes etc. so that people can get the message at home is known as _____ advertising

- a. Indoor
- b. Outdoor
- c. Direct Display
- d. Indoor

DEPT – BMM
EXAM TYPE – REGULAR TY BMM AD
SEM – V
SUBJECT - COPYWRITING
Sample Questions

1. Effective Copy should always focus on ____
 - a. Reader
 - b. Brand
 - c. Offers
 - d. Pictures
2. Which of these is a function of Left Brain??
 - a. Creative thinking
 - b. Logical thinking
 - c. Controls left side of body
 - d. Dreaming
3. Verification process involves ____
 - a. Sudden inspiration
 - b. Studying the idea
 - c. Putting problem out of conscious mind
 - d. Analysis
4. Transcreation is also known as ____
 - a. Cross-language copywriting
 - b. Cross-audience copywriting
 - c. Cross-market copywriting
 - d. Cross-agency copywriting
5. Document prepared by client servicing executive is known as ____
 - a. Creative Brief
 - b. Media Brief

c. Marketing Brief

d. Research Brief

6. What are the CAN elements of Copywriting?

a. Control, Action, Narration

b. Connectedness, Appropriateness and Novelty

c. Concept, Action, Narration

d. Create, Adopt, Narrate

7. A print ad should answer which of the following question from a reader's perspective?

a. What's in it for me?

b. Is the headline interesting?

c. Product Name?

d. Copy of the ad?

8. Which of the following are types of headlines?

a. Outline

b. Sub-head

c. Question

d. Storyboard

9. Outdoor ads should have ideally how many words?

a. 15 words

b. 3 words

c. 7 words

d. 12 words

10. What is most important in radio?

a. Repetition

b. Complexity

c. Slogans

d. Music

11. What is the most important factor while advertising for Gen Y?

a. Exclusive attention

b. Humor

c. Being preachy

d. Hammering

12. What are the characteristics of Senior citizens?

- a. Special Needs
- b. Boldness
- c. Active
- d. Innovative

13. What is the width of classified newspaper ads?

- a. 1 newspaper column
- b. quarter page of newspaper
- c. 4 newspaper columns
- d. half page

14. How are radio commercials delivered?

- a. Live / pre-recorded
- b. AV format
- c. Storyboard
- d. Research

15. Process of ruminating on data is known as:

- a. Digestion
- b. Incubation
- c. Elimination
- d. Verification

16. When was transcreation as a term popularized in?

- a. 1990
- b. 2000
- c. 1960
- d. 1940

17. Good copywriters always focus on what benefits _____

- a. Brand
- b. Company
- c. Consumer
- d. Market

18. The goal of idea generation is to find best solution to satisfy _____

- a. Customer needs
- b. Brand needs
- c. Company sales

d. Big Idea

19. Word, or more letters than one, cast in one piece is known as ____

a. Logo

b. Tagline

c. Slogan

d. Copy

20. An effective outdoor ad needs to be ____

a. Lengthy

b. With call to action

c. Concise

d. Full of Copy

21. Youth respond more positively towards brands which ____

a. Engage

b. Convey offers

c. Sound preachy

d. good product

22. Direct mailers work because it is ____

a. Conversation in writing

b. Sounds Preachy

c. Conveys offers

d. best appeal

23. Incubation is also known as ____

a. Brainstorming

b. Conscious processing

c. Unconscious processing

d. Verifying

24. What is the primary purpose of direct mailer?

a. To be innovative

b. to provide enough information to reader

c. for female consumer only

d. for male consumer only

25. Which of these is true?

a. Men pick up on nuances

b. Women pick up on nuances

- c. Men notice only big things
- d. Men observe small details

26. Copywriting is the composition of

- a. Headings of advertisements
- b. Headings and sub-headings of advertisements
- c. Headings, sub-headings and the body copy of advertisements
- d. Headings, sub-headings and the body copy of advertisements, catalogues or brochures.

27. _____ is a seller who plays with the words creatively & markets the product artistically

- a. Copywriter
- b. Accountant
- c. Art director
- d. Researcher

28. Good copywriters will always focus on what benefits YOU will enjoy

- a. As the Consumer
- b. As the Marketer
- c. As a Promoter
- d. As an Investor

29. _____ is one of the persuasive copywriting technique

- a. Storytelling
- b. Reading
- c. Researching
- d. Writing

30. A simple definition is that creativity is:

- a. the ability to think
- b. the ability to imagine
- c. the ability to invent something new
- d. The ability to think, imagine or invent something new

31. People who identify as left-brain thinkers

- a. Might feel that they have strong math and logic skills
- b. Feel that their talents are more on the creative side of things.
- c. They are No brainer
- d. They have Low IQ

32. Young's creative process: ___
- Immersion – digestion – incubation – illumination – verification
 - Digestion – incubation – illumination – verification – immersion
 - Digestion – incubation – illumination – immersion – verification
 - Illumination – immersion – verification- digestion – incubation
33. Creative thinking was developed by –
- John Cleese
 - Albert Einstein
 - Jonathan Gabay
 - Edward de bono
34. Which of the following is NOT true for Creative Thinking?
- Can be accidental
 - Can be deliberate
 - Dependent of specialised techniques
 - Develops from unknown sources
35. Who prepares the creative brief?
- Client
 - Copywriter
 - Account Planner
 - Marketing Manager
36. Which of these is not a part of CAN elements of Creativity
- Connectedness
 - Novelty
 - Appropriateness
 - Advertising
37. The copy for Radio Ads needs to aid the -----of the Listener
- Fashion Sense
 - Visualization
 - Boredom
 - Mood
38. The two types of Headlines are :
- Cover line and over lines
 - Cover line and Under lines
 - over lines and underlines
 - Over lines and body copy

39. Headline is
- Not important in print advertising
 - Useless in print advertising
 - Most eminent part of a Print advertising.
 - Body
40. Body copy carries the _____
- Selling message.
 - Advertising
 - Logo
 - Tagline
 - e.
41. On billboard the copy:
- Don't Show It, say it
 - Don't Say It, Show It.
 - Should be long
 - Should be avoided
42. It is often the basis of a firm's creative strategy when it has multiple brands competing in the same market.
- Branding
 - Promotion
 - Positioning
 - Niche marketing
43. Television copy
- Coordinate the audio with the Camera
 - Coordinate the audio with the lights
 - Coordinate the audio with the script
 - Coordinate the audio with the video
44. Any change in location or time represents:
- Sequence
 - Hook
 - Transitions
 - Scene
45. These audience pick up on details and nuances:
- Seniors
 - Youth
 - Children
 - Women

46. Tone of Voice both Embodies & Expresses
- The Brands Personality & Set of Values
 - Favourite Expressions, Inflections
 - Language
 - Culture
47. _____ have been applied to the study of personality, values, opinions, attitudes, interests, and lifestyles
- Demographics
 - Geographic
 - Psychographics
 - Infomercial
48. Which of these is not a component of a Press Release
- The phrase 'For Immediate Release' needs to be written
 - Boilerplate
 - Avoid inverted pyramid style writing
 - Dateline
49. Axe body spray ads are examples of
- Obscene advertisements
 - Deception
 - Subliminal
 - Rational
50. The left brain is also called as
- Successive processor
 - Corpus Callosum
 - Analytical
 - Simultaneous processor

DEPT – BMM
EXAM TYPE – REGULAR TY BMM AD
SEM – V
SUBJECT – **BRAND BUILDING**
Sample Questions

- 1 Which of these is a definition of a Brand given by Philip Kotler?
 - a. A Brand is an idea.
 - b. A brand is a name, term, sign, symbol, design or a combination of these, that
identifies the maker or seller of the product.
 - c. A brand is a set of associations made with the product.
 - d. Brand is the intangible sum of a product's attributes.
- 2 Which of these is a limitation of branding?
 - a. It requires consistent efforts
 - b. It helps the company get creative in advertising
 - c. It increases the demand of the product
 - d. It leads to constant sales promotion by the company
- 3 Which of these is not a part of the process of branding?
 - a. Creating a visual identity
 - b. Developing a marketing communication plan
 - c. Planning a trip to the location of production of the product
 - d. Creating Key Message Statements
- 4 It can be used to communicate the identity of the brand with a quicker recognition and recall
 - a. Brand Building
 - b. Brand Hierarchy
 - c. Symbols
 - d. Co-Branding

- 5 The _____ Identity includes Elements that provide Texture and Completeness
- a. Product
 - b. Relationship Model
 - c. Core
 - d. Extended
- 6 Functional benefits can be related to
- a. Volvo is a safe and Durable car because of its weight and design
 - b. Strong & Rugged when wearing Levis
 - c. Excited while watching MTV
 - d. Sophisticated by using Ralph Lauren Perfume
- 7 The consumers initial perception & expectation of the brands performance is called
- a. Brand
 - b. Product knowledge
 - c. Consumer expectations
 - d. Positioning.
- 8 The features & benefits that the brand offers to consumers are called
- a. Competitors attributes.
 - b. Consumers perceptions.
 - c. Brand Attributes
 - d. Market Dynamics.
- 9 Who has proposed the Big Five theory of brand personality.
- a. Richard Aaker
 - b. Amey Schiffman
 - c. Jennifer Aaker
 - d. David Loudon
- 10 What gives brand a human like characteristic
- a. User Imagery
 - b. Brand Personality**
 - c. Brand Identity

d.Brand Image

- 11 Intel processors in HP laptop are an example of ___type of co-branding.
- a. composite
 - b. ingredient
 - c. vertical
 - d. brand extension
- 12 A _____often involves a different flavor or ingredient variety, a different form or size, or a different application for the brand.
- a. line extension
 - b. brand extension
 - c. range branding
 - d. composite branding
- 13 _____is one of the strategies of brand extension.
- a. co-branding
 - b. composite co-branding
 - c. range branding
 - d. moving the brand up
- 14 The advantage of Multi branding strategy is:
- a. To increase shelf presence and retailer dependence in the store
 - b. To Improve the product
 - c. To decrease internal competition within the firm
 - d. To have brand ambassador
- 15 Food bazaar rawa, Food Baazar maida etc are known as:
- a. Store brand
 - b. Generic branding
 - c. Co –branding
 - d. Individual brand

- 16 The highest level of the brand hierarchy technically always involves one brand
- Range brand
 - Corporate brand
 - Individual brand
 - Modifier brand
- 17 What occurs when you make changes to what your customers associate with and expect from your brand?
- Brand Elegance
 - Brand Salience
 - Brand Repositioning
 - Brand Juxtaposition
- 18 Brand recognition is at the ___ level of the brand awareness pyramid.
- Top
 - Second
 - Bottom
 - Fourth
- 19 _____ Recall is a market research technique in which the respondents are shown an advertisement and asked questions corresponding to it.
- Unaided
 - Product
 - Aided
 - Identity
- 20 As per Brand Equity Ten Model, Loyalty measures are evaluated on the basis of which of the following
- Ability of the brand to fight price competition
 - Association with a celebrity
 - Market size
 - Likeable brand personality

- 21 Which of the following refer to the measures of Brand Association under Brand Equity Ten Mode
- a. User imagery
 - b. Presence of Brand Personality
 - c. Trusted organization
 - d. Value proposition offered
- 22 Brand stature is built from a combination of Esteem and ___
- a. Differentiation
 - b. Knowledge
 - c. Relevance
 - d. Market share
- 23 'Brands that cross geographical boundaries are more valuable than local brands'. This statement can be related to which brand equity model
- a. Equi Trend
 - b. Y & R
 - c. Interbrand
 - d. Brand Equity Ten
- 24 Which Brand Equity measurement Model emphasizes on the brands developing real differentiation in order to become strong
- a. Brand Equity Ten
 - b. Interbrand
 - c. Equi Band
 - d. Y & R Brand Asset Valuation
- 25 Brand Building Imperatives includes _____
- a. Coordination across the Organization
 - b. Not Coordination across Media
 - c. Not Coordination across Market
 - d. Brand manager
- 26 _____ in branding is essential for product success.

- a Brand judgments
- b Brand recall
- c Consistency
- d Brand knowledge

- 27 The prime objective of product strategy is to _____.
- a. A Relationship
 - b. B Maximize profit
 - c. C Brand names
 - d. D Social media
- 28 ____ occurs when customers choose a brand out of habit and satisfaction with it.
- a. A Brand preference
 - b. B Branding
 - c. C Identity
 - d. D Risks
- 29 _____ indicates brand status and scope - the consumers' response to a brand.
- a. Conjoint Analysis
 - b. Brand architecture
 - c. Brand stature
 - d. Family Brand level
- 30 What is inner core of brand identity HORLICKS
- a. Security and protection
 - b. Protection against germs
 - c. Germicidal
 - d. Nutrition and health
- 31 Brand image refers to-
- a. How strategists want the brand to be
 - b. How the brand is now perceived
 - c. Reluctance to change
 - d. Objects
- 32 _____ is management's view of the brand's long-term potential.
- a. Brand Vision
 - b. Brand Architecture
 - c. Brand Hierarchy
 - d. Big Five
- 33 Firms use ____ maps to help them develop a market positioning strategy for products.
- a. Segmentation
 - b. Personality

- c. Perceptual
- d. Attributes

34 Which of the following is example of conservative Brand

- a. Volkswagen
- b. Mercedes
- c. Maruti
- d. Audi

35 _____ are those descriptive features that characterize a product or service.

- a. Brand attributes
- b. Tracking
- c. Marketing strategy
- d. Brand knowledge

36 _____ is very important for Brand recognition.

- a. Packaging
- b. Brand recall
- c. Projective techniques
- d. Brand association

37 Coordinating strategy & tactics across market includes _____

- a. Brand positioning
- b. Brand leveraging
- c. Marketing Research
- d. Brand

38 Brand Identity Structure is

- a. Core and brand identity
- b. Core and Extended identity
- c. Extended identity and Brand
- d. Core and image identity

39 "Which of the following is not an attribute of Big-5 theory.

- a. Sincerity
- b. Excitement
- c. Branding

d. Ruggedness

40 Disney Mickey mouse is an example of

- a. Co -branding
- b. Multi branding
- c. Brand Licensing
- d. Mix branding

41 Brand allows consumers to distinguish between different company offerings. This is an _____ of branding

- a. Recall
- b. Advantage
- c. Relationship
- d. Image

42 It can be primary drivers of a brand personality

- a. Product-related characteristics
- b. Brand - related characteristics
- c. Image -related characteristics
- d. Equity -related characteristics

43 Brand _____ is the value of the brand in the market place.

- a. Equity
- b. Identity
- c. Personality
- d. Building

44 What is the meaning of imperatives?

- a. permission
- b. necessary or required
- c. cataloguing
- d. less important

45 The main reason to adopt multiple branding strategy is to pursue _____

- a. New market segment

- b. Multiple brand segments
- c. No market segments
- d. Two market segments

46 _____ is high when the brand is unknown.

- a. Term
- b. Trust
- c. Risk
- d. Quantity

47 It is one of the strategies of brand extension

- a. Maggi Noodle
- b. Maggie atta noodle
- c. Maggi oats noodle
- d. Maggi masala noodle

48 It includes two visual signals of a brand—its character (E.g.: Amul girl, Vodafone ZOO ZOO) and its logo. This is known as

- a. Brand Symbol
- b. Brand Looks
- c. Brand relationship
- d. Brand quality

49 _____ as a set of human characteristics associated with a brand.

- a. Brand Equity
- b. Brand positioning
- c. Brand personality
- d. Brand image

50 Odomos was promoted initially for Indoor and later for outdoors. This repositioning happened in order to

- a. Increase occasion for use
- b. Curb mosquito breeding
- c. Increase Dengue
- d. Increase malaria

DEPT – BMM
EXAM TYPE – REGULAR
SEM – V
SUBJECT - **MEDIA PLANNING AND BUYING**
Sample Questions

- 1 What is the full form of TAM?
 - a. Television Audience Meter
 - b. Television Available Measurement
 - c. Television Audience Metrics
 - d. Television Audience Measurement
2. Way of personal communication between friends, family, neighbors and target buyers about particular market offering is called
 - a. Print and broadcast media
 - b. Word-of-mouth Influence
 - c. Buzz Marketing
 - d. Display and online media
3. Which is not a form of Print Media?
 - a. Newspapers
 - b. Magazines
 - c. Pamphlet
 - d. Billboard
4. The amount allocated for any media campaign is known as _____
 - a. Media Budget
 - b. Media Cost
 - c. Media Allocation
 - d. Media Fund
5. Mass media are channels of _____.
 - a. Education
 - b. Design
 - c. Offers
 - d. Creativity
6. Advertising should tell the truth and _____ the information.
 - a. Highlight
 - b. Reveal
 - c. Express
 - d. Spot
7. _____, in advertising, is a series of decisions involving the delivery of message to the targeted audience
 - a. Market Analysis
 - b. Media Objective
 - c. Media Planning

- d. Media Strategy
8. Media Buying refers to buying _____ in the selected media
- a. Slot
 - b. Space
 - c. Vehicle
 - d. Time and Space
9. The demerits of magazine advertising are _____.
- a. Selectivity
 - b. Loyalty and prestige
 - c. Inflexibility
 - d. Visual display
10. SWOT is an acronym for:
- a. Strategy, working, opinion, tactical
 - b. Strengths, weakness, opportunities, threats
 - c. Strategy, Work, openness, toughness
 - d. Strategy, weakness, opinions, tactics
11. When personal selling is more economical considering less customers, the product is understood to be in its.
- a. Growth stage
 - b. Introduction stage
 - c. Maturity stage
 - d. Decline stage
12. A qualitative methodology used to describe traits of humans on psychological attributes which helps a media planner and buyer to understand the target audience is called
- a. Psychographics
 - b. Demographics
 - c. Sociology
 - d. Physiology
13. What is scheduling a syndicated program on a five day per week basis called?
- a. Scheduling
 - b. Stripping
 - c. Controlling
 - d. Diversifying
14. "The ideal time and place at which consumers of a product or service can be reached with an advertising message." This definition stands correct for which of the following?
- a. Aperture advertising
 - b. Public relation
 - c. Human resources
 - d. Ambient advertising
15. Every media plan starts with the ___?
- a. Budget
 - b. Client brief

- c. Evaluating campaigns
 - d. Market Analysis
16. ___ are the goals essential for the media program
- a. Market trends
 - b. Media channels
 - c. Media objectives
 - d. Media mix
17. The following refers to the number of people that will be exposed to a media vehicle.
- a. Reach
 - b. Gross reach
 - c. Frequency
 - d. Cost
18. Which of the following is the process of choosing the most cost effective media for advertising.
- a. Negotiation
 - b. Pulsing
 - c. Media selection
 - d. monitoring
19. Under this strategy, advertisements will run throughout the year but in specific period there will be more advertisement
- a. Continuous advertising
 - b. Flighting
 - c. Pulsing
 - d. Scheduling
20. Full form of CPO is
- a. Cost per email open
 - b. Calculate per opportunity
 - c. Cost per opinion
 - d. Create & paid opportunity
21. Negotiation for 1000 e mail send, based on the hiring e mail service provider is known as
- a. Cost per transaction
 - b. Cost per click
 - c. Cost per visit
 - d. Cost per mail sent
22. Strategy used to reach potential customer who have left your website without making a purchase is
- a. Blogging
 - b. Re-marketing
 - c. POP
 - d. Display Advertising
23. How important is the authentication process in email marketing?
- a. Not Important

- b. Can be skipped
- c. Very Important
- d. Depend on individual

24. Which is not a Type of social media :

- a. Twitter
- b. Instagram
- c. Facebook
- d. Traditional Media

25. The ability of the media to adapt to the changing & specific needs of advertisers.

- a. Reach
- b. Frequency
- c. Flexibility
- d. Budget

DEPT – BMM
EXAM TYPE – REGULAR TY BMM AD
SEM – V
SUBJECT – **CONSUMER BEHAVIOUR**
Sample Questions

1 Any individual who purchases goods and services from the market is called a.....

- a. Customer
- b. Purchaser
- c. Consumer
- d. Seller

2 Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation?

- a. product
- b. services
- c. personnel
- d. Image

3 Age is often a poor predictor of a person's life-cycle, health, work, or family status.

Therefore, when using age and life-cycle segmentation, the marketer must guard against:

- a. stereotyping.
- b. gender bias.
- c. racial bias.
- d. intellectual bias.

4 The elaboration likelihood model is a model of _____ .

- a. Attitude
- b. Motivation
- c. Persuasion
- d. Knowledge

5 _____ part of the communication process by which the sender gets to know of the receivers' reaction to his message.

- a) Encoding.
- b) Decoding
- c) Transfer.
- d) Feedback.

6 The source of a communication represents _____.

- a. "how" a message is communicated
- b. "who" delivers the message
- c. the "what" of the message
- d. the "when" of the message

7 Consumers often choose and use brands that are consistent with how they see themselves, this is called _____

- a. actual self concept
- b. ideal self concept
- c. others self concept
- d. prohibitive self concept

8 Consumer's also exhibit _____, and the same consumer could act differently at different times with different people.

- a. True Self
- b. Real self
- c. Multiple self
- d. Complex self

9 According to Karen Horney .Individuals who move against others are called

- a. Compliant
- b. Aggressive individual
- c. Detached individual
- d. Socialised individual

- 10 Intention to purchase a brand is represented by
- A. Conative.
 - B. Affective.
 - C. Intentional.
 - D. Cognitive.
- 11 An advertising appeal where marketers proclaim that their products are better than competing brands.
- A. Comparative Advertising.
 - B. Superiority Advertising.
 - C. Social Cause Advertising.
 - D. One-sided Advertising.
- 12 A person who influences opinion & choices online.
- A. Influencer.
 - B. Opinion Leader.
 - C. Effective Leader.
 - D. Consumer Influencer.
- 13 Food, clothing, shelter are examples of which kind of need?
- a. Acquired needs
 - b. Secondary needs
 - c. Motives
 - d. Primary needs
- 14 Becoming a member of Rotract Club is an example of
- a. Safety Need
 - b. Social Needs
 - c. Esteem Need
 - d. Self actualization need
- 15 According to the _____ theory, individual's motivation is based on the expectation from a particular behavior.
- a. Vroom's theory
 - b. TRIO of needs theory
 - c. Herzbergs theory

d. ERG Theory

16 _____ is the first stage of FLC

- a. Honeymooners
- b. Bachelorhood

c. Parenthood

- d. Empty Nest

17. As a form of a reference group, the _____ are ones to which the individual wishes to belong.

- a. secondary groups
- b. facilitative groups
- c. aspiration groups
- d. primary groups

18 The difference that distinguish one national group from another is known as

- a. International culture
- b. Intergroup culture
- c. National culture
- d. Religion culture

19 Primary agent for learning your culture is

- a. Family
- b. Peer group
- c. Religious Institution
- d. Mass media

20 The attitude a consumer forms about a brand after usage is _____

- a. Purchase
- b. Need Recognition
- c. Evaluation of alternative
- d. Post- purchase evaluation

21 An individual choses Vegetarian Food due to his believes, this is _____ influence.

- a. Family
- b. Social class
- c. Culture
- d. Sub culture

22 If a product is not available in a certain area, the problem is of _____

- a. Price
- b. Promotion
- c. Product
- d. Distribution

23 The following is not an adopter category

- a) late adopters
- b) early majority
- c) late majority
- d) early adopters

24 Consumer Decision making process does not include

- a) Need recognition
- b) Pre-purchase
- c) Evaluation of alternatives
- d) Message order

25 VALS is abbreviation for

- a) Visual Artificial Lifestyle Segmentation
- b) Value and Lifestyle Segmentation
- c) Virtual Appreciation Lifestyle Segmentation
- d) Value and Life Segment

26 In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____

- a. Economic situations
- b. Situational influences
- c. Consumption decisions
- d. Physiological influences

27 _____ develop on the basis of wealth, skills , education level and power.

- a. Economical classes
- b. Purchasing communities

- c. Competitors
- d. Social classes

28 The positioning task consists of three steps. Which of the following does not belong?

- a. Identifying a set of possible competitive advantages upon which to build a position.
- b. Choosing the right competitive advantages.
- c. Comparing the position with ethical and legal guidelines established by the trade.
- d. Selecting an overall positioning strategy

29 If your friend manages to convince you of something by using a very long list of arguments in favor of the said product, which route to persuasion is in effect?

- a. Central route
- b. Direct route
- c. Peripheral route
- d. Both routes simultaneously

30 The elaboration likelihood model is a model of _____ .

- a. Attitude
- b. Motivation
- c. Persuasion
- d. Knowledge

31 The credibility of the source begins to fade away after a period of time; This has been termed as the:

- a. Sleeper effect
- b. Fading effect
- c. Levelling
- d. Amplification

32 _____ is part of the communication process where receivers unpack the various components of the message and begin to make understand and give the message meaning:

- a. Encoding.
- b. Decoding.
- c. Transfer.
- d. Noise.

33 _____ part of the communication process by which the sender gets to know of the receivers' reaction to his message.

- a. Encoding.
- b. Decoding
- c. Transfer.

d. Feedback.

34 For years, L'Oreal hair color would say in their ad that L'Oreal is "expensive, but you're worth it." This is an example of which type of advertisement?

- a. truthful message
- b. one-sided message
- c. two-sided message
- d. negative/positive message

35 Food, clothing, shelter are examples of which kind of need?

- a. Acquired needs
- b. Secondary needs
- c. Motives
- d. Primary needs

36 Behaviour towards goal fulfillment is affected by which of the following?

- a. Unfulfilled needs
- b. Tension reduction
- c. Valence
- d. Cognitive process

37 Motivation to buy a toothpaste to avoid tooth ache is an example of?

- a. Deviation
- b. Positive motivation
- c. Expectancy
- d. Negative motivation

38 Consumers selecting goals based on objective criteria like size, weight, price, feature utility is an example of

- a. Balanced motive of purchase
- b. Rational motive of purchase
- c. Social motive of purchase
- d. Subconscious motive of purchase

39 Becoming a member of Rotract Club is an example of

- a. Safety Need
- b. Social Needs
- c. Esteem Need
- d. Self actualization need

40 The aspect of frustration arising from a purchase has been emphasized in

- a. Maslows need hierarchy theory
- b. Theory of need achievement

- c. ERG Hierarchy of needs
- d. Herzbergs two factor theory

41 _____process refers to the intention to purchase a brand.

- a Conative.
- b Affective.
- c Intentional
- d Cognitive

42 According to which theory consumers themselves are often unaware of the true reasons for buying a particular product or brand

- a. Freud
- b. Adler
- c Roger
- d Maslow

43 Consumer Decision making process does not include

- a. Need recognition
- b. Pre-purchase
- c. Evaluation of alternatives
- d. Message order

44 The self-concept comprises two components, viz., the _____, and the "ideal self".

- a. True Self
- b. Real Self
- c. Multiple Self
- d. Complex Self

45 An attitude function that maintains people form attitudes to protect themselves.

- a. Value Expressive Function.
- b. Ego-Defensive Function
- c. Dissociative Function
- d. Knowledge Function

46 Self-desire to seek out new things and new challenges to analyze one's capacity, to observe and gain knowledge refers to ?

- a. Social needs
- b. Intrinsic motivation
- c. Extrinsic motivation
- d. Self actualization

47 Celebration of festival is important part of culture. It is considered as important

- a. Norms

- b. Mores
- c. Core value
- d. Subculture

48 _____ is respected and trusted by people or organizations for decision making.

- a. Market leader
- b. Opinion leader
- c. Party Leader
- d. Group Leader

49 The following is not an adopter category

late adopters

early majority

late majority

early adopters

50 _____ is the first stage of FLC

- a. Honeymooners
- b. Bachelorhood
- c. Parenthood
- d. Empty Nest

Department – BMM
Exam – Regular
Subject – TYBMM Journalism – Reporting
MCQs Sample Set

1. Journalistic criteria to determine news when well-known people and places are involved is called _____
 - a. Significance
 - b. Prominence
 - c. Prudence
 - d. Permanence
2. Even if a story has _____ it will be reported
 - a. Conflict
 - b. Little Value
 - c. No Value
 - d. Confusion
3. Kamala Harris will be most newsworthy for _____
 - a. Americans
 - b. Indians
 - c. Americans and Indians
 - d. Americans and Europeans
4. News stories that people can identify with are called _____
 - a. Permanent
 - b. Opulent
 - c. Decadent
 - d. Relevant
5. The US Elections 2020 news stories would be more useful to _____
 - a. Veterans
 - b. Americans
 - c. Indians
 - d. Foreigners
6. The advantages of the hourglass story structure are that it
 - a. puts the most newsworthy information at the end of the story where it will be best remembered
 - b. Forces the writer to stick to the facts and not use complicated narrative devices
 - c. puts the most newsworthy information highest but allows the writer to develop the story as a narrative
 - d. Allows the writer to invent scenes and dialogue
7. The focus style story includes a nut graph, which
 - a. states the central point of the story and explains how the lead illustrates that point
 - b. is always the first paragraph of the story
 - c. is never more than one paragraph in length
 - d. takes the reader in a wholly new direction from the lead
8. A news reporter writing a narrative style story writes as a playwright or a novelist would by

- a. making up a story to suit the writer's purpose
 - b. creating dialogue and attributing it to people
 - c. describing how people interact with each other and their surroundings
 - d. creating characters, events and places
9. Writers can use words or short phrases to move a story from one topic to another. Five common types of transitional words are
- a. time, addition, causation, comparison and contrast
 - b. time, place, purpose, goal and manner
 - c. location, causation, meditation, regimentation and deviation
 - d. addition, subtraction, comparison, contrast and location
10. Deep throat' was the source of information for the reporters investigating the
- a. Watergate scandal
 - b. Irangate scandal
 - c. Profumo-Christine Keeler scandal
 - d. Mundhra scandal
11. Which of the following is NOT true about journalism today?
- a. A journalist needs a great deal of money to start a new news organization.
 - b. Journalists have a wider choice of career paths than in the past.
 - c. The journalism industry is evolving as people get their news in new ways.
 - d. Creative ideas for journalistic content and delivery systems are springing up everywhere
12. In journalism, a "mojo" is a
- a. journalist who has an unusual degree of sex appeal.
 - b. a source who provides a journalist with a good-luck charm.
 - c. a source who has the ability to bounce back from adversity.
 - d. journalist who carries her tools—computers, cameras, recorders—with her at all times.
13. Which of the following is NOT one of the things young reporters learn from working the police beat?
- a. The community, both geographically and sociologically.
 - b. How to trick sources into telling reporters things the sources should keep confidential.
 - c. News values and the need for accuracy.
 - d. How to develop sources that will serve them for years.
14. The rule for when to use "who" and when to use "whom" is that
- a. "whom" refers to the subject of a clause and "who" refers to the object of a verb or preposition
 - b. "who" is acceptable in spoken language but "whom" is preferred in written language
 - c. "whom" is used only in scholarly writing and "who" is used in more informal writing
 - d. "who" refers to the subject of a clause and "whom" refers to the object of a verb or preposition
15. At the prewriting stage, the reporters should
- a. identify a central point and have a good kicker in mind
 - b. identify a central point and prepare a brief outline.
 - c. prepare a brief outline and select the quotations to use
 - d. have the story completely drafted in their head.
16. Because newspapers use small type and narrow columns, reporters strive to write

- a. without paragraph breaks
 - b. stories with no more than three paragraphs
 - c. paragraphs that are no more than one sentence in length
 - d. short paragraphs
17. What is a common thing in all types of beats?
- a. Method of coverage
 - b. Method of talking
 - c. Method of asking questions
 - d. Method of interviewing
18. Which of the following thing differs among the reporters of different beats?
- a. Abilities & Skills
 - b. Dressing
 - c. Structure of News
 - d. Designation
19. Apart from basic qualities which of the following quality is very important for a crime beat reporter?
- a. Knowledge about law
 - b. Knowledge about writing
 - c. Knowledge about different areas
 - d. Administrative Department of Court
20. For a crime beat reporter which of the following is a source?
- a. Editor
 - b. Police
 - c. Witnesses
 - d. Both Police and Witnesses
21. Apart from local police which agencies act as a source in crime beat?
- a. CID
 - b. CBI
 - c. Both CID and CBI and such agencies under the administration
 - d. Victim's Family
22. For a reporter covering sports beat which of the following is important
- a. Reporter should be a sport person
 - b. Reporter must be playing that sport
 - c. Reporter must have knowledge about all sports
 - d. Reporter must have seen that sport once
23. For a political reporter what is important to know before covering elections
- a. All Political Parties
 - b. Members of the parties
 - c. Political members marital status
 - d. Political parties and the members all are equally important
24. Stock market reports are vital to know the state of the market. Who covers them?
- a. General reporter
 - b. The editor
 - c. Special correspondent
 - d. Equities editor
25. What will you call a person who goes out in the field to collect news?

- a. Editor
 - b. Producer
 - c. Reporter
 - d. Director
26. A reporter covering courts, advocates, police and criminals is said to be working on which area?
- a. Entertainment Beat
 - b. Crime Beat
 - c. Education Beat
 - d. Lifestyle Beat
27. What is the full form of MoJo?
- a. Mobility Journalism
 - b. Major Journalism
 - c. Mobile Journalism
 - d. Minor Journalism
28. A good way to get a reluctant source to speak is for the reporter to
- a. Try to discover the reason for the source's anxiety and try to overcome it.
 - b. Threaten the source with embarrassment if she or he fails to respond
 - c. Insist on the public's right to know whatever information the source has.
 - d. Trick the source into thinking the interview is about a completely innocuous topic.
29. One way of organizing questions for an interview is called the funnel, which arranges questions
- a. From the most general to the most specific.
 - b. From the most personal to the most impersonal.
 - c. From the most impersonal to the most personal.
 - d. From the most specific to the most general.
30. Which of the following is NOT one of characteristics of a good question to ask during an interview?
- a. The question is likely to elicit an anecdote.
 - b. The question encourages the subject to respond with a “yes” or “no.”
 - c. The question starts a subject talking about her or his experiences
 - d. The question encourages the source to provide details.
31. In deciding how many sources are enough for a particular story, the reporter must take into account these four factors
- a. the complexity of the story, the ignorance of the readers, the minimum required by the editor and the degree of controversy raised by the topic.
 - b. deadline pressures, the complexity of the story, the minimum required by the editor and the interest of the reader.
 - c. deadline pressures, the expertise of the sources, the degree of controversy raised by a topic and the complexity of the topic.
 - d. the expertise of the sources, the probable apathy of most readers, the complexity of the story and the reporter's own boredom with the topic.
32. In seeking the best available source to interview for a news story, the reporter primarily is looking for a person who
- a. has a knack for saying things that are controversial.
 - b. will look good on video or in a photograph.

- c. knows enough about a topic to bluff his or her way through an interview.
 - d. has relevant expertise or experience and is articulate.
33. Bias is most likely to appear in a news story when
- a. the reporter relies on multiple sources and gives abundant time or space to all sides of a controversy.
 - b. the reporter's story is reviewed by a large number of editors and supervisors.
 - c. the reporter is writing about a topic that she or he already knows a lot about.
 - d. the reporter relies on one source or gives disproportionate time to space to one side of a controversy.
34. Chitra Subramaniam Duella is a recognised journalist for her investigation in _____.
- a. 2 G Scam
 - b. Bofors scandal
 - c. Watergate scandal
 - d. Bhagalpur Scam
35. Adarsh scam was exposed through which of the following tool?
- a. RTI
 - b. Spy camera
 - c. Interview
 - d. Social media
36. On 23 April 1992, journalist Sucheta Dalal exposed _____ in column in The Times of India.
- a. Harshad Mehta scam
 - b. Fodder scam
 - c. Satyam scam
 - d. Coalgate scam
37. 'Operation West End,' conducted by news portal _____ in 2001 to expose alleged corruption in defence deals.
- a. timesofindia.com
 - b. tehelka.com
 - c. theindianexpress.com
 - d. openmagazine.com
38. In November 2010, the Open Magazine exposed _____.
- a. Bofors scandal
 - b. Cement scam
 - c. Nira Radia tapes controversy
 - d. Satyam scam
39. Investigative reporting is _____.
- a. Sensationalism
 - b. Yellow journalism
 - c. watchdog journalism
 - d. leak journalism
40. If you are paid by a brand to write a story, what is it called?
- a. Editorial
 - b. Advertorial
 - c. Content Creation

- d. Strictly Editorial
41. If you see a colleague purposely fudging data in a story, what will you do?
- a. Report to the Editor
 - b. Tell your other colleagues
 - c. Behave as if nothing happened
 - d. Tell your colleague it is wrong
42. A deadline is approaching, you don't have confirmation for a story, you will
- a. Inform the editor honestly
 - b. lie to the editor
 - c. Write a report without confirmation
 - d. Not inform anyone and write the story
43. If a company pays you gifts/money to write a positive story, you will
- a. write the story
 - b. Not write the story
 - c. Write the story after informing your editor
 - d. Not write the story and also inform the editor
44. Before reporting any story should you email all parties for their quotes?
- a. Not Necessary
 - b. Only the ones I prefer
 - c. All parties should be emailed
 - d. Don't have time to email
45. To confirm a story, is it okay to lie to the person mentioned in the story?
- a. Sometimes it is alright
 - b. No
 - c. Yes
 - d. Always allowed to lie for confirmation
46. 2G Spectrum Scam took place during _____ regime
- a. UPA I
 - b. UPA II
 - c. NDA I
 - d. NDA II
47. 2G Spectrum scam is estimated to be a scam of _____
- a. 1.75 lk cr
 - b. 1.57 lk cr
 - c. 2.5 lk cr
 - d. 1 lk cr
48. India Against Corruption sought a common bill to be passed known as
- a. Jan Lokpal Bill
 - b. Jan Andholan Bill
 - c. Jan Aushadhi Bill
 - d. Jan Lok Bill
49. Maharashtra Irrigation Scam is between
- a. Politician-Bureaucrat
 - b. Politician-Journalist
 - c. Politician-Contractor
 - d. Politician-Bureaucrat-Contractor

50. As a journalist, under sedition charges, you can be
- a. jailed
 - b. killed
 - c. removed from journalism
 - d. banned for 3 years

DEPT – BMM
EXAM TYPE – TYBMM J REGULAR
SEM – V
SUBJECT – Editing
Sample Questions

1. You have written an article on "How to Find the Best Deals While Shopping Online." What type of writing is it?
- a. Narrative
 - b. Expository
 - c. Argument
 - d. Descriptive
2. You write a personal experience article about being trapped on Kedarnath hills for five days and how you survived. You send the article to a magazine to see if they will accept it for publication. What type of writing is it?
- a. Expository
 - b. Argumentative
 - c. Descriptive
 - d. Narrative
3. For journalists, being objective means that the reporter
- a. remains completely emotionless about all aspects of the story.
 - b. incorporates an equal number of quotations from ruling and opposition party
 - c. makes clear his or her opinion about the events covered.
 - d. is not an advocate for a point of view or a participant in the events covered.
4. What is an editorial?
- a. The job that reporter's get when they are promoted
 - b. The process when an editor works with unfinished story
 - c. An opinion piece published on a special page
 - d. A part of the writing process

5. When a journalist refers to a particular Web site in a print or online news story, the journalist should:
- Incorporate the site's Internet address or URL, including the http:// or ftp:// protocol, into the text of the story.
 - Provide readers with background information on the site, such as the site's mission, purpose, and sponsor.
 - Add the site's Internet address or URL as a separate entry in a font different from the story text at the end of the story.
 - Advise readers that they may contact the publication's managing editor for further information on the Web site.
6. In which genre of writing the inverted pyramid structure is used?
- News
 - Feature
 - Editorial
 - Letters
7. A story sent round to newspapers by a public relations department is commonly known as_____.
- Handout
 - Press release
 - Press note
 - Scoop
8. A brief introduction of a photograph is called:
- Embargo
 - Outdoor broadcast
 - Caption
 - Byline
9. The subject of the passive-voice sentence is usually
- the direct object of the active-voice sentence.
 - the subject of the active-voice sentence.
 - the longest prepositional phrase from the active-voice sentence.
 - the adjectival phrase that modifies the subject of the active-voice sentence.
10. Which of the following is NOT an adverb?
- quickly.
 - heavy.
 - backward.
 - fully.
11. The follow-up story should emphasize
- new developments but include a brief recapitulation of earlier stories.

- b. the earliest developments but include the new ones at the end.
- c. the personalities involved in the events and not the new developments.
- d. the settings in which the events occurred and not the new developments.

12. Which is the face of the newspaper?

- a. Headlines
- b. Front page
- c. Edit page
- d. Masthead

13. Is the latest time at which a story can be accepted

- a. Dateline
- b. Deadline
- c. Press time
- d. Print time

14. A press run of a publication for one day

- a. Edition
- b. Publication
- c. Imprint
- d. Pre-print

15. The head quarters of the PTI

- a. Mumbai
- b. Chennai
- c. New Delhi
- d. Bangalore

16. While designing a newspaper the equalization of elements in a work of art is called

- a. Balance
- b. Unity
- c. Rhythm
- d. Movement

17. Select the word with correct spelling

- a. Benefited
- b. Benefitted
- c. Benifitted
- d. Benifited

18. Fill in the blank. "I'm afraid _____ not in stock at this time."

- a. Its'
- b. It's
- c. Its
- d. It is

19. Contain news from across the country.

- a. Local news
- b. International news
- c. National news
- d. Universal news

20. Contains advertisement
- a. Home and Culture Section
 - b. Business and Finance Section
 - c. Entertainment Section
 - d. Classified Ads Section

21. _____ a technique in which a design is incised in a plate of metal, wood, or plastic. a print is then made from the plate
- a. Harmony
 - b. engravings
 - c. insignia
 - d. branding

22. _____ is the act of organizing the elements of artwork into a harmoniously unified whole
- a. expression
 - b. composition
 - c. motif
 - d. proportion

23. The structure of newspaper is determined by:
- a. Circulation
 - b. Frequency of publication
 - c. Size
 - d. Design

24. A large size headline across the entire page is called:
- a. Deck
 - b. Banner
 - c. Lead
 - d. Hammer

25. The news which appears in the papers two or three days before an important event is called:
- a. Curtain Raiser
 - b. Background
 - c. Follow up
 - d. Exclusive

26. What is typography?
- a. Is a system of Government
 - b. A choice of type to ensure image clarity
 - c. A branch of photography

d. Editing pages' format

27. Tabloid newspaper is of small size with:

- a. 3 columns
- b. 4 columns
- c. 5 columns
- d. 6. Columns

28. The concept of proximity suggests that a news organization is likely to carry a story about a murder, if that crime

- a. involved a well-known person.
- b. was committed locally.
- c. occurred within the last 24 hours.
- d. was unusually gruesome.

29. Words and phrases like "pass on," "downsizing" and "collateral damage" are all examples of

- a. euphemisms.
- b. slang.
- c. clichés.
- d. jargon.

30. Which of the following is NOT one of the errors beginning sub editor commonly make in the second paragraphs of inverted-pyramid stories?

- a. They emphasize the names of sources for and subjects of the news story.
- b. They put lots of background information in the paragraph.
- c. They name, without elaboration, a person referred to in the lead.
- d. They continue with additional newsworthy information about the topic summarized in the lead.

31. The body of a feature story must be constructed so that

- a. The facts fit together smoothly and logically.
- b. Every conceivable detail is included.
- c. The information is arranged in descending order of newsworthiness.
- d. The information is arranged in ascending order of newsworthiness.

32. Celebrities make the news over small things because of the _____ news value

- a. Prominence
- b. Currency
- c. Human interest
- d. Novelty

33. In news vs. information, information stories lack ____ and ____ which would make them real news.

- a. Who and where
- b. Why and how
- c. Drama and suspense
- d. When and who

34. When was Samachar created?

- a. 1977
- b. 1981
- c. 1975
- d. 1976

35. The tabloid, The Sun, is published from

- a. Lucerne
- b. Paris
- c. London
- d. Rome

36. Screamer is a/an _____ mark normally seen in headlines.

- a. Question
- b. Quotation
- c. Exclamatory
- d. Semicolon

37. To be effective, a question lead should be

- a. brief, simple, specific and provocative.
- b. long, complicated, vague and anodyne.
- c. brief, simple, general and abstract.
- d. long, complicated, specific and provocative

38. To be unbiased means to

- a. Lack basic knowledge of something
- b. Be fair and impartial
- c. Be reasonable and fair
- d. Be unfair in the coverage of news

39. When used in reference to newspapers and magazines the verb “cover” means to

- a. Include a wide variety of things in an article
- b. Pretend to write the truth but to cover up the facts
- c. Research and write a story
- d. Write a story that goes on the front cover

40. To update something means to

- a. Replace old information with new information
- b. Change the date of something
- c. Collect new information
- d. Upload something on your computer onto the Internet

41. The function used to find information on the web is called the

- a. Seek function
- b. Collect function
- c. Search function

d. Find function

42. A headline tells us that there was a train crash. If we want to know more, we read the

_____.

- a. Comics
- b. Book
- c. Left
- d. Article

43. A newspaper looks different from a book. Each article is arranged in _____.

- a. Columns
- b. Alphabetical order
- c. Date order
- d. Front

44. To choose the news items for the newspaper and to correct the language, spelling and remove all the

unimportant sentences are the functions of _____.

- a. Writer
- b. Reporter
- c. Editor
- d. Sub editor

45. What does a gutter mean?

- a. space between pages
- b. space between columns
- c. space between stories
- d. space between photos

46. Personal information, journals are posted on the web are known as

- a. Website
- b. Blog
- c. Mail
- d. Twitter

47. Which is not the Principles of Editing

- a. Accuracy
- b. Attribution
- c. Balance and Fairness
- d. Interviewing

48. Which of the following is used to write web pages?

- a. HTML
- b. HTTP
- c. FTP
- d. URL

49. Which of the following news stories would not be a good idea for live-blogging? (In other words, you would not want to live-blog this story.)

- a. The finals of a football tournament at your university
- b. A speech by a controversial activist/journalist at your university
- c. A protest march by sign-carrying students who say the food in the canteen is bad
- d. A press release announcing that the university has established an International Student Exchange Programme department

50. A newspaper will include special pictures, like maps, charts, or symbols. These special pictures are called _____.

- a. Graphics
- b. Glyphs
- c. Important
- d. Pretty

DEPT – BMM

EXAM TYPE – TYBMM J REGULAR

SEM – V

SUBJECT - Features & Opinion

Sample Questions

Q1. What is News?

- a. It is current
- b. It is information
- c. It is politics
- d. It is lifestyle

Q2. News is of various types like

- a. Political
- b. Biased
- c. Physiotherapy
- d. Psychological

Q3. Feature stories are called

- a. soft news
- b. hard news
- c. lifestyle
- d. entertainment

Q4. Features which get published in daily newspapers are called

- a. Features

- b. news Features
- c. political features
- d. entertainment features

Q5. Feature stories are published in newspaper every

- a. week
- b. everyday
- c. biweekly
- d. once a month

Q6. Special features are

- a. general news
- b. women issues
- c. daily news
- d. hard news

Q7. What are the types of Images?

- a. fonts
- b. Illustrations
- c. colours
- d. headlines in colour

Q8. Feature leads grab

- a. ideas
- b. opportunity
- c. attention
- d. stories

Q9. Contrast leads means to

- a. equal
- b. below
- c. differentiate
- d. above

Q10. Then and Now lead means

- a. difference
- b. progress with time
- c. Up
- d. Down

Q11. What is Capsule / Punch lead

- a. Nut graph
- b. Blunt explosive statements
- c. angle of the story
- d. Focus of the story

Q12. What is One word lead

- a. inverted pyramid
- b. Novel or book writing
- c. Blunt explosive word
- d. news reports

Q13. What is Description person lead

- a. Action sequence
- b. describes main character of the story
- c. Emotional story
- d. Action story

Q14. What is Pun Lead

- a. captures action
- b. Plays with words
- c. captures focus
- d. capture desires

Q15. Features which focus on latest styles are called as

- a. Food
- b. Trend
- c. Human Interest
- d. Profile

Q16. Features which cover monuments, manuscripts, antiques are called as

- a. Travel
- b. Nostalgic
- c. Historical
- d. Interviews

Q17. Opinion features are

- a. Interviews
- b. Views
- c. Health feature
- d. Sports features

Q18. Articles written by Editors are called

- a. Seasonal
- b. Travel
- c. Editorials
- d. Columns

Q19. Feature articles which covers different places are

- a. Seasonal
- b. Travel
- c. Email Interview

d. Trends

Q20. Seasonal feature can be written on

- a. Lifestyle
- b. Cuisines
- c. Editorials
- d. obituary

Q21. Email Interviews are done mostly with

- a. Journalist does not want to meet
- b. unable to reach through any other source
- c. Person is scared of mic
- d. is shy

Q22. One on one interview means

- a. meet and greet
- b. meet personality and ask questions
- c. meet for tea
- d. newspaper publicity

Q23. Stand up comedies are features on

- a. Food
- b. profile
- c. Trends
- d. Sports features

Q24. Features on holiday packages is called

- a. city to city travelling
- b. Vacation travelling
- c. Inter state
- d. Intra state

Q25. Article reviews means

- a. in depth reading
- b. critiquing on other article
- c. forming opinion
- d. to inform

Q26. Survey reviews are about

- a. history
- b. Literature
- c. survey done by government
- d. survey done by company

Q27. Note on Reproductions reviews are on

- a. experts advice

- b. text or map borrowed from other book
- c. contribution
- d. Health

Q28. Reviews on Cinema are called

- a. Bollywood reviews
- b. Movie reviews
- c. creative reviews
- d. Opinion review

Q29. Movie review analyses

- a. crew work
- b. Soundtrack
- c. post production of movie
- d. Shooting

Q30. Food review articles are on

- a. food pictures in magazines
- b. taste & texture of food
- c. prices of vegetables
- d. grocery stores

Q31. Review writer must check

- a. price list
- b. temperature of food served
- c. uniform of waiters
- d. people in restaurant

Q32. Purpose of the columns is to

- a. convey message
- b. relate to ideas
- c. Inform readers
- d. create awareness

Q33. Column which informs about trends is called

- a. Humorous column
- b. Sports columns
- c. Trend column
- d. Education column

Q34. Columns which do analysis of economy are called

- a. Economist
- b. Political columns
- c. Business columns
- d. Budget analysis

Q35. Daniel Dafoe introduced

- a. newspapers
- b. Agony Uncle columns
- c. news reports
- d. features

Q36. Column writer can give a

- a. Place line
- b. By-line
- c. Date
- d. headline

Q37. Columns can be written by

- a. Freelancers
- b. anyone
- c. Professional only
- d. School children

Q38. Editorial articles writing is based on

- a. Description lead
- b. Inverted pyramid
- c. Contrast lead
- d. Then and now lead

Q39. Editorial articles do not mention

- a. names
- b. place
- c. profession
- d. too many numbers

Q40. Many readers do not read editorials in newspaper because

- a. Television panel discussion
- b. Radio discussion
- c. social media
- d. Citizen journalism

Q41. Editorials which commend people's work are called

- a. Humorous editorial
- b. Political editorial
- c. Business editorial
- d. Praise editorials

Q42. Profile features reveals

- a. personality
- b. secrets
- c. future

d. ideas

Q43. Interviews are of two types - personality &

- a. background
- b. Informational
- c. email
- d. telephone

Q44. Types of Features are

- a. negative feature
- b. critic
- c. positive feature
- d. Human Interest

Q45. Features which are on people are called as

- a. Obituary
- b. Profile feature
- c. Columns
- d. Editorials

Q46. Review articles are

- a. Ideas
- b. Feedback
- c. negative articles
- d. positive articles

Q47. One of the types of Human Interest features are

- a. Interior design
- b. Automobiles
- c. exercise
- d. Life Little ironies

Q48. Travel features are written on

- a. health
- b. Holiday destinations
- c. Op - eds
- d. Photography

Q49. Profiles are written on people who have

- a. IIM graduates
- b. are engineers
- c. contributed in society
- d. doctors

Q50. Historical features focusses on

- a. Indian history

- b. important dates or turning point in history
- c. British rule in India
- d. Mughal history

**TYBMM SEM V
JOURNALISM
INDIAN REGIONAL JOURNALISM
SAMPLE**

1. Who among the following published first newspaper in India?
 - a. James Augustus Hickey
 - b. Lord William Bentinck
 - c. Lord Cornwallis
 - d. Sir Thomas Munro
2. What was the title of India's first newspaper?
 - a. Punjab Mirror
 - b. The Bengal Gazette
 - c. Azad Hind
 - d. Enlighten India
3. Which of the following regulation envision that press without licence was a penal offence?
 - a. Press Act of 1835 or Metcalfe Act
 - b. Lord Wellesley enacted Censorship of Press Act, 1799
 - c. Licensing Regulations, 1823
 - d. Licensing Act, 1857
4. Which of the following act/regulation empowered the magistrates to confiscate press property which published objectionable material likely to cause incitement to murder/acts of violence against the Extremist nationalist activity?
 - a. Indian Press Act, 1910
 - b. Newspaper (Incitement to Offences) Act, 1908
 - c. Vernacular Press Act, 1878
 - d. Registration Act, 1867
5. Who were the first Europeans, brought a printing press to India?
 - a. French
 - b. Dutch
 - c. English
 - d. Portuguese
6. Who among the started Bombay Samachar?
 - a. Fardaonji Murzban
 - b. Raja Ram Mohan Roy
 - c. James Silk Buckingham
 - d. Shishir Kumar Ghosh
7. Which is the first hindi newspaper ?

- a. Banga Doot
 - b. Oodhund Martand
 - c. Samachar Sudhavarshan
 - d. Banaras Akhbar
8. The newspaper AAJ started in which year
- a. 1930
 - b. 1932
 - c. 1920
 - d. 1940
9. Which Hindi newspaper founded during “Quit India Movement” in 1942, sold 12,000 copies from its base in Kanpur?
- a. Pratap
 - b. Bharat Mitra
 - c. Lokmanya
 - d. Jagran
10. Who was the First Editor of Aaj?
- a. Baburao Vishnu Paradkar
 - b. Krishna Dutt Paliwal
 - c. Ambika Prasad Vajpayee
 - d. Ganesh Shankar Vidyarthi
11. Who started weekly “Pratap” ?
- a. Ganesh Shanker Vidyarthi
 - b. Harishchandra Bharatendu
 - c. Krishna Dutt Paliwal
 - d. Narmada Prasad Mishra
12. The noted Congress leader, _____ , started the publication of Hindi journal Vir Arjun and Urdu journal Tej.
- a. Ganga Prasad Gupta
 - b. M. P. Dwivedi
 - c. Hari Krishna Jouhar
 - d. Swami Shradhanand
13. Which of the following channels is not a Marathi news channel?
- a. Jai Maharashtra
 - b. Zee 24 Taas
 - c. IBN Lokmat
 - d. Aajtak
14. Which newspaper made a significant contribution to the Sanyukta Maharashtra Movement?
- a. Muknayak
 - b. Maratha
 - c. Maharashtra Times
 - d. Sudharak
15. Lokprabha is a magazine associated with which newspaper?

- a. Sakal
 - b. Samana
 - c. Lokmat
 - d. Loksatta
16. Saamana is a political newspaper of which party?
- a. BJP
 - b. Indian National Congress
 - c. Shiv Sena
 - d. Maharashtra Navnirman Sena
17. Sakal was founded by _____.
- a. Dr. Narayan Bhikaji Parulekar
 - b. Vasundhara Vahini
 - c. Balasaheb Thackeray
 - d. P.M Bhagvat
18. Which is the Marathi newspaper of Dainik Bhaskar Group?
- a. Divya Marathi
 - b. Sakal
 - c. Lokmat
 - d. Loksatta
19. Which Bengali newspaper started publications from 1967 as an evening daily, operating as the chief mouthpiece of the Communist Party of India (Marxist)
- a. Aajkaal
 - b. Sambad Pratidin
 - c. Ganashakti
 - d. Prabhakar
20. Which newspaper is published by the All India Trinamool Congress and serves as the official mouthpiece of the political party?
- a. Ganashakti
 - b. Jago Bangla
 - c. Sambad
 - d. Bortomaan
21. Which was the first Urdu Newspaper?
- a. Taj
 - b. Milap
 - c. Al Hilal
 - d. Jam-i-Jahan Numa
22. Who edited Fawaid-ul-Nazarin?
- a. Syed Hasan
 - b. Rama Chandra
 - c. Munshi Sajjad Hussain
 - d. Munshi Kabiruddin Ahmed Khan
23. On What date did Al-Hilal's first issue come out?
- a. 13 July 1912

- b. 12 Aug 2014
 - c. 13 April 1916
 - d. 15 October 1918
24. In which year did Andhra Pradesh had the maximum number of Urdu newspaper?
- a. 2007
 - b. 2006
 - c. 2009
 - d. 2012
25. Who founded Urdu newspaper Tej in 1923?
- a. Swami Shraddhanand
 - b. Swami Tejanand
 - c. Mukhtar Hussain
 - d. Iqrar Dehlavi
26. The editor of Darul Sultanat was-----
- a. Mathura Prasad Samwar
 - b. Ram Sharma
 - c. Abdul Latif
 - d. Jawed Munawar
27. The second oldest newspaper in Malayalam _____ was launched from Kottayam
- a. Deepika
 - b. Shakthi
 - c. Jnananikshepam
 - d. South Star
28. The _____ was in the fore-front of the movement for social reforms and the uplift of the weaker sections of society
- a. Spectator
 - b. South Star
 - c. Mitavadi
 - d. Kerala Manorama
29. In 1911, founder-editor C.V.Kunhuraman a multi-faceted personality-a poet, a brilliant prose writer, historian, journalist, politician launched_____.
- a. South Star
 - b. The Kerala Kaumudi
 - c. Malayalam Manorama
 - d. Paschimodayam
30. Malayala Manorama was founded by _____ -
- a. Geetha Narayanan
 - b. GV Namboothiri
 - c. TK Madhavan
 - d. Mr. Kandathil Varghese Mappillai
31. Started by Sashikumar, this was the first Malayalam TV Channel in private sector. Name it.
- a. Amrita TV

- b. Janam TV
 - c. Asia Live
 - d. Asianet
32. Vrittantini was a _____ journal
- a. Fortnightly
 - b. Monthly
 - c. Weekly
 - d. Daily
33. The first Telugu journal a monthly titled _____ was published from Bellary in 1835
- a. Satya Dots
 - b. Vrittantini
 - c. Varthamanatharangini
 - d. Ravi
34. Anandavani, Janavani, Prajabandhu and Swatantra was edited by the legendary
- a. K. Nageshwara Rao Pantulu
 - b. National Congress
 - c. Mahatma Gandhi
 - d. Khasa Suba Rao
35. On 10th August 1974, Eenadu was launched in _____
- a. Chennai
 - b. Vishakapatnam
 - c. Vijayawada
 - d. Hyderabad
36. _____ a daily newspaper was published in 1993 by the Sanghi Group
- a. Bharati
 - b. Vartha
 - c. Desabhimani
 - d. Andhra Jyoti
37. Enadu was started in the year _____.
- a. 1947
 - b. 1857
 - c. 1974
 - d. 1980
38. _____ is a sister publication of Enadu.
- a. Sachitra Vara Patrika
 - b. Annadata
 - c. Andhra Jyoti
 - d. Satya Doota
39. _____ is a sister publication of Andhra Jyoti
- a. Bala Jyoti
 - b. Vidya Jyoti
 - c. Anndata

- d. Satya Doota
40. To collect the news Eenadu has created
- a. Zones
 - b. Spots
 - c. Areas
 - d. Mandals
41. Who started Ananda Vikatan?
- a. S.S Vasan
 - b. Nageswara Rao
 - c. C.V Rao
 - d. N. G Ranga
42. Govind Talwalkar was the editor of
- a. Loksatta
 - b. Lokmat
 - c. Times of India
 - d. Maharashtra Times
43. Political Patronage of media means
- a. Plagiarism
 - b. Owning media by political parties
 - c. Dominance of channel media
 - d. Owning media by advertisers
44. The Pioneer, the daily currently controlled by a Rajya Sabha member _____
- a. Chandan Mitra
 - b. L.K.Advani
 - c. Jagan Mohan Reddy
 - d. Rajeev Shukla
45. Who said this about editors during emergency ? ' When they were asked to bend they crawled
- a. Atal Bihari Vajpayee
 - b. Sushma Swaraj
 - c. Rajnath Singh
 - d. Lal Krishna Advani
46. Which MP owns Odisha TV?
- a. Niranjana Pujari
 - b. Naveen Patnaik
 - c. Sambit Patra
 - d. Baijayant Panda
47. Who owns the Lokmat group of publication ?
- a. Darda
 - b. Dhoot
 - c. Agrawal
 - d. Goyal
48. Which of the following is GEC?

- a. Mathrubhumi News
 - b. Maa TV
 - c. Star Pravah
 - d. BBC
49. Initially the Indian media market was
- a. Oligopolistic
 - b. Monopolistic
 - c. Dominating
 - d. Liberal
50. Zee Entertainment is subsidiary of
- a. TOI
 - b. Express Group
 - c. Essel Group
 - d. Star Network

TYBMM SEM V- JOURNALISM
JOURNALISM
PUBLIC OPINION
SAMPLE

1. Which of these is an expression of public opinion?
- a. Education
 - b. Voting
 - c. War
 - d. Private discussions
2. Which of these cannot be used to measure public opinion?
- a. Vote
 - b. Opinion poll
 - c. Interview
 - d. GDP
3. Which of these is a drawback of opinion poll?
- a. Sample size
 - b. Gender
 - c. Education
 - d. Total population
4. Bias in media is due to
- a. Country
 - b. Language spoken
 - c. Ideology
 - d. Technology

5. Which of these was not Walter Lipmann's idea?
 - a. Technocracy
 - b. Priming
 - c. Pseudo environment
 - d. Paranoia

6. Edward Herman contributed to which of these theories?
 - a. Agenda setting
 - b. Propaganda model
 - c. Uses and gratification
 - d. TWO step flow

7. Passive audience is an assumption of which theory?
 - a. Uses and gratification
 - b. Agenda setting
 - c. Two step flow
 - d. Surveillance

8. Which of these are parts of Noam Chomsky's views?
 - a. Selective perception, military industrial complex, filters
 - b. Paranoia, technocracy, picture in our heads
 - c. Priming, framing, salience
 - d. Surveillance, social interaction, validation

9. On which of these channels does Donald Trump get favourable media coverage?
 - a. Al Jazeera
 - b. CNN
 - c. BBC
 - d. Fox News

10. Which of these is not a factor causing bias in political coverage?
 - a. Ownership
 - b. Ideology
 - c. Target audience
 - d. Industry politics connection

11. Which is not allowed on Indian TV by Election Commission?
 - a. Survey
 - b. Exit Poll
 - c. Opinion Poll
 - d. Interviews

12. Which of these are part of the five filters?

- a. Flak, ideology, source
- b. Education, advertiser, flak
- c. Opinion ideology, advertiser
- d. Funding, survey, communism

13. Owning multiple platforms across different media is known as

- a. Corporatization
- b. Multi media ownership
- c. Cross media ownership
- d. Ideology

14. Which of these Presidents of USA's campaigns involved social media effectively?

- a. Jimmy Carter
- b. Barrack Obama
- c. Ronald Reagan
- d. George Bush

15. 'The media does not tell us what to think, it tells us what to think about' – describes which theory?

- a. Agenda Setting
- b. Technocracy
- c. Uses and Gratification
- d. Two step flow

16. The collusion between arms makers, states and militaries to perpetuate sale of arms is referred to as:

- a. Arms Sales deals
- b. Military Industrial Complex
- c. Ammunition sales complex
- d. War industry complex

17. Which is often referred to as the first television war?

- a. Vietnam war
- b. Kargil war
- c. Iraq war
- d. War against the ISIS

18. Galwan valley crisis refers to India's border conflict with?

- a. Bhutan
- b. Pakistan
- c. China
- d. Nepal

19. The 2014 BJP election campaign is known for
- Effective use of women politicians
 - Effective use of famous personalities
 - Effective use of social media
 - Effective use of state media
20. Which of these can be included in discussion of economic policy?
- Budget, GST, Demonitisation
 - Budget, PM CARE Fund, salaries
 - GST, H1B Visa, demonitisation
 - Demonitisation, ED raid, tax evasion
21. Agenda Setting Theory was propounded by
- Dr Max McCombs & Dr George Gerbner
 - Dr George Gerbner & Dr Donald Shaw
 - Dr Donald Shaw & Dr Max McCombs
 - Dr George Gerbner & Dr Donald Joe
22. A systematic assessment of media text is
- Content Analysis
 - Survey
 - Election Coverage
 - Census
23. This indicates the dissatisfaction of citizens with the government decisions, in both a democratic as well as dictatorship rule
- Elections
 - Exit Polls
 - Protests
 - NOTA
24. This influences the way opinions are communicated
- Media
 - Politicians
 - Propagandas
 - Economy
25. Public cannot pay attention to everything and thus uses bits of information while taking a decision
- Selection
 - Priming
 - Media effects Theory
 - Public Opinion

26. A negative news about a businessman, who is the advertiser of a news media house, won't be allowed-this would be an example of
- Advertisements filter
 - Ownership filter
 - Flak group
 - paid journalism
27. The rich and powerful use media to
- Dominate news
 - Manufacture consent
 - For personal gains
 - Earn profits
28. The need to find out what is going around
- Surveillance
 - Personal relationship
 - Personal identity
 - Entertainment
29. The political coverage in India had come to a standstill post Independence
- Since Congress was the only party
 - Media was banned from covering politics
 - Media loved covering Congress alone
 - Absence of strong politicians
30. Ask Me Anything'', was a campaign of
- Narendra Modi
 - Rahul Gandhi
 - Barack Obama
 - Donald Trump
31. From 1947 till 1990. India followed the this type of economic strategy
- Socialist
 - Liberal
 - Developmental
 - Rigid
32. Huge investments in welfare schemes and avoiding investments in industrial sector is often labelled by the media as -
- Populist budget
 - Limited budget
 - Bad decision
 - Best decision

33. India media mainly covers these countries
 - a. US, Pakistan, China
 - b. China, Pakistan, Nepal
 - c. US, France, Europe
 - d. Pakistan, Afghanistan, Iran
34. Smiling Buddha was a nuclear test carried on at
 - a. Mumbai, Mahashtra
 - b. Nashik, Maharashtra
 - c. Pokharan, Rajasthan
 - d. Srinagar, Kashmir
35. The year when India signed nuclear treaty with US
 - a. 2004
 - b. 2000
 - c. 2008
 - d. 2014
36. The election commissioner who banned media from publishing opinion and exit polls, for one month while the elections were underway in 1999, was
 - a. T N Seshan
 - b. M S Gill
 - c. T S Thakur
 - d. V M Kanade
37. The Gaza war is being fought between
 - a. Israel and Palestine
 - b. Israel and Iran
 - c. Israel and Pakistan
 - d. Israel and Afghanistan
38. The western media portrayed this country as a victim in Gaza war
 - a. Israel
 - b. Pakistan
 - c. Palestine
 - d. Afghanistan
39. The then US PM Richard Nixon criticised - ___ ___ for the Bangladesh conflict
 - a. Indira Gandhi
 - b. Bangladesh
 - c. Pakistan
 - d. United Nations
40. This is India's first televised war
 - a. Indo-China conflict
 - b. Bangladeshi Conflict
 - c. Kargil War

- d. Indo Pakistan conflict, 1948
41. The unrest in various Arab countries commenced because of the influence of
 - a. Local leaders
 - b. Army personnel
 - c. Western concept of democracy
 - d. Communism
 42. This media proved to be a boon for Arab citizens in their fight against the dictators
 - a. Social media
 - b. Electronic media
 - c. Press
 - d. Radio channels
 43. Terrorism has proved to be a boon for the media, because
 - a. Media gets huge TRPs by broadcasting terrorist attack news
 - b. Media is connected with terror outfits
 - c. Media gets money by terrorists to cover attacks
 - d. Terrorism has brought in more news media outlets
 44. In terrorist attack coverage, media often fails to highlight
 - a. The actual number of deaths
 - b. The modus operandi of the attack
 - c. The terrorist group
 - d. The root cause for youngsters joining such outfits
 45. Because of insurgency, Manipur continues to be ruled under the stringent law
 - a. AFSPA
 - b. MCOCA
 - c. UAPA
 - d. TADA
 46. The media coverage of internal conflicts fails to highlight
 - a. The toll or destruction
 - b. The impact of the destruction on india
 - c. Root cause of such insurgencies
 - d. Violence
 47. In the recent #MeToo movement, media focused only on cases wherein accused were
 - a. Male celebrities
 - b. Men from lower strata of the society
 - c. Any random man
 - d. Boys of younger age
 48. Media mostly highlights cases wherein
 - a. Dalits are accused
 - b. Dalits are victims
 - c. Dalits have no role

d. Dalits are advocates

49. Scheduled Tribes status is granted under _____ of Constitution of India

a. Article 242

b. Article 342

c. Article 142

d. Article 19

50. The media does not give much importance to tribes because

a. Tribal are not their audience

b. Tribal aren't media favorites

c. Tribal don't need media attention

d. Tribal don't need any help