



JOURNALISM

Time Allowed: Two Hour

Maximum Marks: 100

I N S T R U C T I O N S

DO NOT OPEN THIS QUESTION BOOKLET SEAL UNTIL YOU ARE TOLD TO DO SO

1. Immediately after the commencement of the examination, you should check that this Test Booklet does not have any unprinted or torn or missing pages or items, etc. If so, get it replaced by a complete Test Booklet.
2. Write your Roll Number on the Test Booklet in the Box provided alongside.
3. This Test Booklet contains 100 items (questions). Each item comprises four responses (answers) written as **(a), (b), (c) and (d)**. You will select the response which you feel is correct and want to mark on the answer sheet.
4. You have to mark all your responses **ONLY** on the separate Answer Sheet provided. Also read the directions in the Answer Sheet. Fill in all the entries in the Answer Sheet correctly, failing which your Answer Sheet shall not be evaluated.
5. Count the number of questions attempted carefully and write it down in the space provided in the OMR Sheet. This has to be verified by the Invigilator before leaving.
6. After you have completed filling in all your responses on the Answer Sheet and the examination has concluded you should hand over to the Invigilator the Answer Sheet (in original). **You are permitted to take away 2nd Copy of OMR Answer Sheet and the Test Booklet.**
7. All items carry equal marks.
8. Candidature would be cancelled in case of non-compliance with any of these instructions.
9. **Penalty for wrong answers:**
THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY A CANDIDATE AS BELOW.
 - (i) For each question answered incorrectly, **0.5 marks will be deducted** as penalty.
 - (ii) If a candidate selects more than one answer out of the four probable answers to a question, it will be treated as a **wrong answer** even if one of the given answer happens to be correct and 0.5 marks deducted.
 - (iii) No negative marks will be allotted if a question is left blank, i.e. there will be no penalty for that question.

"Mobile phones, calculators, IT gadgets, smart watch and any other electronic device such as Bluetooth, etc. are not allowed inside the premises where the examination is being conducted. Any infringements of these instructions shall entail disciplinary action including ban from future examinations."

Question Starts

1. The famous Pulitzer Prize is given in the field of ---
 - a) Films
 - b) Advertising
 - c) Public Relations
 - d) Journalism
2. The term 'flash' in journalism means ---
 - a) A small photograph of a person in connection with a news item
 - b) Brief news story that is broadcast immediately whenever an important event happens
 - c) Any news item in brief published in one side column of a newspaper
 - d) News item based only on photographs
3. For launching a news newspaper in the country, it has to be registered with ---
 - a) Audit Bureau of Circulation
 - b) Registrar of Newspapers, India
 - c) Press Information Bureau
 - d) State Information & Public Relations Department
4. Who is considered as the Father of Indian Journalism ---
 - a) Mahatma Gandhi
 - b) Raja Ram Mohun Roy
 - c) LalaLajpatRai
 - d) Annie Besant
5. Name the person who published India's first ever newspaper ---
 - a) Raja Ram Mohun Roy
 - b) Rudyard Kipling
 - c) Mahatma Gandhi
 - d) James Augustus Hickey
6. Which of the following newspapers claims itself as "India's National Newspaper since 1878" --
 - a) The Times of India
 - b) The Pioneer
 - c) The Indian Express
 - d) The Hindu
7. Which of the following newspapers is also known as the 'Old Lady of BoriBunder' ---
 - a) The Times of India
 - b) The Pioneer
 - c) The Indian Express
 - d) The Hindu
8. Which of the following is the longest serving newspaper of the North-Eastern Region ---
 - a) The Sentinel
 - b) The Assam Tribune
 - c) Imphal Free Press
 - d) The Shillong Times
9. A 'Beat' in journalistic language means ---
 - a) A specific area of reporting / specialization for a journalist
 - b) A source for a journalist
 - c) An exclusive news item not published by any other newspaper or news organization
 - d) All of the above are correct
10. A banner headline is ---
 - a) A headline stretching from one side to the other side of the entire page
 - b) An advertisement right at the centre of the front page of a newspaper
 - c) The headline given for the anchor story of a newspaper
 - d) The headline of the main Editorial of the newspaper
11. What is a Byline ---
 - a) The date and place of the news items given at the beginning of the story
 - b) The name of the journalist given at the beginning or end of the story
 - c) The sign of the editor only when an editorial is published in the front page of the newspaper
 - d) The name of the newspaper or magazine given at the top of the front / cover page
12. Which of the following journalists is famous for focusing on issues of rural areas' development ---
 - a) DileepPadgaonkar
 - b) Nikhil Chakrabarty
 - c) Kuldeep Nair
 - d) P Sainath
13. Which two languages have the distinction of having the highest circulation numbers for print media in descending order as per the 'certified language wise circulation figures for the period between July-December, 2016 of ABC -
 - a) Malayalam, Tamil
 - b) Bengali, Marathi
 - c) Malayalam, Gujarati
 - d) Hindi, English

14. The first example of seeds of press regulations even during the British East India company's reign ---
- Censorship of Press Act
 - Official Secrets Act
 - Press & Registration of Books Act
 - Vernacular Press Act
15. The number of total members of the Press Council of India is ---
- 25
 - 21
 - 28
 - 30
16. What is embargo in Journalism ---
- Restriction on publication of a certain advertisement for various factors
 - Restriction on publication of a news provided by a source until a certain date or certain conditions have been met
 - A strict order from the government for not publishing certain information
 - Sources of the journalist feeding certain information with a dubious purpose
17. What is meant by the term 'verbatim' ---
- Writing the news item in a way with more emphasis on a verbal style
 - A very short summary of the interviews taken for journalistic purpose
 - Background voice in Radio / TV journalism bulletins
 - Giving the actual or exact words spoken by a speaker
18. A Style-Guide or Style-book for journalism means ---
- Principles of presenting news items for a journalism media organization
 - Principles of presentation of photographs for print media
 - A code of conduct for journalists of a particular organization
 - A grammar style and usage guide prepared for journalists with basic reference to grammar, punctuation and principles of reporting, including many definitions and rules for usage etc.
19. A 'masthead' is ---
- Another name of a Banner Headline
 - Editorial published on the front page
 - The title and other details of a newspaper at the head of the first or editorial page
 - Alternative name to the Editorial page in print media
20. 'News hole' can be defined as ---
- Space needed to be filled up between two major news items to balance the layout
 - A small news item placed strategically for balancing two advertisements in a newspaper
 - Space available for printing of news and associated items after space allocated for advertisements
 - All the three above are correct
21. The term 'libel' means ---
- Spoken defamation
 - Written words assumed / alleged to be defamation
 - An editorial signed by the editor to convey something highly important
 - A printing mistake in the news items
22. Young India and Harijan were launched by ---
- Bal Gangadhar Tilak
 - Mahatma Gandhi
 - Raja Ram Mohun Roy
 - Sraojini Naidu
23. According to data from the Union Ministry of Information & Broadcasting, which is the newspaper with the highest circulation figures for the financial year of 2015-16 ---
- The Indian Express
 - DainikBhaskar
 - Ananda Bazar Patrika
 - The Hindustan Times
24. The full names of Indian news agencies – PTI and IANS are ---
- Press Trust of India, Indo Asian News Service
 - Press & Telegraph India, International Asian News Services
 - Press & Telenews India, Indian Amalgamated News Services
 - All the above three statements are correct

25. News blackout means ---
- Withholding of a particular news broadcast, for some specific social, political, or other kind of reason
 - Popular name of censorship from government
 - Keeping a certain portion of the newspaper blank deliberately as a protest against censorship
 - Boycotting a particular organization for news coverage for not giving advertisements to the news organization
26. What is the meaning of Precision Journalism -
- Journalism that attempts to make news reporting a scientific enterprise with rigorous methods such as surveys and questionnaires
 - Writing news items exactly within a specified number of words prescribed by the editor
 - Knowing exactly who are the target audience or readers of your newspaper or listeners of the news bulletin
 - All the above three statements are correct
27. What is meant by Attribute in journalism -
- Assigning journalists to various beats according to their personal attributes
 - Annual assessment of career advancement based on journalists' attributes
 - To quote the original source of material, whether it be a quote or copyrighted work.
 - All the three statements above are correct
28. Meaning of caption is -
- Text printed below a picture used to describe it and who took it
 - Another term of outline
 - Both a) and b) are correct
 - Both a) and b) are incorrect
29. The meaning of Convergence in Journalism is-
- Term to describe multimedia newsrooms producing news for different publishing platforms
 - Facility to supply various newspapers, magazines at the same venue for consumers' convenience
 - System of providing sub titles in an audio-visual programme for listeners' convenience
 - Publication / broadcasting of more than a newspaper, TV / Radio channels from the same house
30. When we mention the term 'copy' in journalism we mean --
- Copying of a hand-written news item or article to computerized setting
 - Hard copies of newspapers, magazines,
 - Reports of correspondents who are stationed out of the head office of the publication house
 - Main text of a story
31. The term Copy Approval means ---
- A source or interviewer asking to see the text of an article prior to publication
 - Approval from the Editor for each and every small or big news item in a newspaper / news bulletin
 - Approval of the news item or feature by the owners of the publishing house before publication or broadcasting
 - All the three statements above are correct
32. What is Dateline ---
- Chronology of events with exact dates in a news item (if necessary)
 - A line at the beginning of a story stating the date and the location
 - Both a) and b) are correct
 - Only statement a) is correct
33. By the term 'follow up' in journalism we mean -
- Looking for news items always trying all of our sources at any given moment of time
 - Taking tips from senior journalists about looking for interesting news stories
 - An update on a previous story
 - All the above statements are correct
34. What is 'nut graf' -
- Paragraph containing the essential elements of a story
 - Graphical presentation of stories in a particular beat for convenience of readers
 - Use of graphical tools for news presentation
 - All the three statements above are correct

35. What is Deadline---
- The time by which an editor requests journalists to finish an assignment.
 - Chronology of events with exact dates in a news item (if necessary)
 - A line at the beginning of a story stating the date and the location
 - All the statements are correct
36. A Blind interview means ---
- Interview with one or two persons in the crowd of an event or scene
 - Interview with an unnamed source
 - A popular name for an audio interview for a news programme
 - All these three statements are correct
37. Press Council of India is a body for ---
- News Censorship
 - Professional journalists
 - Publicity for government of India through print media
 - Preserving the freedom of the press and of maintaining and improving the standards of press in the country
38. The concept of 5Ws, 1H is related primarily to
- Journalism
 - Public Relations
 - Advertising
 - All these three options are incorrect
39. Which of the following newspapers has attained more than 150 years of existence ---
- The Indian Express
 - The Times of India
 - The Hindustan Times
 - The Assam Tribune
40. A freelance journalist is one ---
- Who has to report on any matter for a news media organization, not confined to any particular beat
 - Who has to carry out both editing and reporting duties whenever necessary in a news organization
 - Who works independently and is paid according to assignments completed
 - All the above three statements are correct
41. The term 'sidebar' means ---
- A secondary news story that supports or amplifies a major story
 - Important but short news story that appears on the extreme side single column in a newspaper
 - An opinion piece in a newspaper combined with an opposing opinion article on editorial page
 - All the above three statements are correct
42. What is a 'source' in journalism ---
- Person or organization from whom a hint or tip about a news item can be expected
 - Senior editorial persons who direct other journalists on certain news items
 - Persons responsible for running a news organization
 - A journalist
43. A 'kicker' is ---
- Another name of a sub headline in an important news item
 - The headline of a flash news item
 - The title of the main editorial in a newspaper
 - A small headline, often in italics and usually underlined, above and slightly to the left of the main lead
44. A lead in journalism means ---
- Another name of banner headline
 - The anchor news item in a newspaper
 - Main news story on the front page of a newspaper
 - The first editorial out of the two or three usually published by a newspaper
45. Cropping of a photograph in print media means ---
- Retouching it to enhance the effectiveness to suit a specific aspect
 - Retouching it to decrease the effectiveness to suit a specific aspect
 - Editing a photograph to cut out all unnecessary elements in relation to a news item
 - Editing a photograph to deliberately distort it

46. An editorial in a newspaper or a magazine can be described as ---
- Opinion of the masses as reflected in the words of the that publication house's management
 - A newspaper article expressing the editor's opinion on a topical issue
 - Opinion of the newspaper publication house highly influenced by the advertisers
 - All the three options above are correct
47. Which of the following is an act relating to ethical practices in journalism ---
- The Lokpal and Lokayukta Act, 2013
 - The Cable Television Networks (Regulation) Act, 1995
 - Indecent Representation of Women (Prohibition) Act, 1986
 - The Consumer Protection Act, 1986
48. What is New Journalism ---
- Journalism in which the emotional content of a story is emphasized over its information value
 - Popular name of Paparazi
 - Alternative name of Yellow Journalism
 - Journalism practiced through new Media
49. What do you understand by the term Newsreel
- Paper rolls on which newspapers are printed
 - Rolls of paper on which news agencies supply news to newspapers through teleprinter
 - A weekly news round up in TV or Radio
 - Practice of news reports shown on film in a movie theater, often before the main feature popular some decades ago
50. What is a Pictorial ---
- A newspaper or magazine that has many visual images, often more than it has written text
 - A newspaper or magazine which is based only on graphical presentation of stories
 - Both a) and b) are correct
 - Both a) and b) are incorrect
51. Photojournalism refers to ---
- Journalism in which photography plays a more important role than the accompanying text
 - Newspapers or magazines dedicated only to photographs without any text
 - Both a) and b) are correct
 - Both a) and b) are incorrect
52. The meaning of News Value is ---
- Value of a news item in terms of the space that it occupies in a newspaper or TV / Radio bulletin in terms of advertising rates of the organization
 - A complicated process of calculating the monetary value of a newspaper in terms of the popularity of the newspaper or news bulletin
 - Criteria applied for evaluating which news stories are worthy of printing or broadcasting, and in which order of importance they should appear
 - All these three statements are correct
53. The National Press Day is observed on ---
- May 3
 - February 13
 - November 16
 - January 13
54. Morgue in a newspaper office means ---
- Collection of miscellaneous information for use in future obituaries
 - Collection of old issues of the newspaper
 - Collection of copies of news reports before being finally printed for future use of RTI Act
 - All these above are incorrect
55. The Sport Star is a publication from ---
- The Times of India Group
 - The Malayala Manorama group
 - The Hindu group
 - The Tribune group
56. Which of the following software package is used for newspaper layout design ---
- Lotus 1 2 3
 - Final Cut Pro
 - Linux
 - Quark Express
57. Down to Earth is a periodical specializing in which of the following areas ---
- Geological issues
 - Environmental issues
 - Self-help groups movement
 - Agricultural issues
58. The main person behind Republic TV channel is ---
- ParanjayGuhaThakurta
 - Prannoy Roy
 - ArnabGoswami
 - RajdeepSardesai

59. The media adviser to former Prime Minister Manmohan Singh was a prominent journalist whose name is ---
- ArunShourie
 - Karan Thapar
 - SanjayaBaru
 - MaliniParthasarathy
60. NDTV is headed by ---
- ParanjayGuhaThakurta
 - Prannoy Roy
 - ArnabGoswami
 - RajdeepSardesai
61. The foundation day of the Press Council of India is observed as ---
- World Press freedom Day
 - National Press Day
 - World Public Service Broadcasting Day
 - World Radio Day
62. World Press freedom Day is observed on ---
- May 3
 - February 13
 - November 16
 - January 13
63. The meaning of Advertorial is ---
- An advertisement inserted into an editorial
 - An editorial on advertisements
 - An advertisement written in the style of a news item or feature or an editorial
 - All the above statements are correct
64. The meaning of an 'umbrella story' is ---
- A news item with equal portion of text and photographs
 - News item combining general and sports items together under its fold
 - A single story incorporating a number of similar items under one banner
 - None of the above statements are correct
65. Who among the following prominent journalists from the north-eastern region is a Padmashree---
- Sanjoy Hazarika
 - Arnab Goswami
 - Samudra Gupta Kashyap
 - Patricia Mukhim
66. In the world of journalism, who is an Ombudsman ---
- The judge of a special court set up by the Press Council of India for judging complaints of biases in one particular news media or group of news organization
 - The position of the chairman of the Pay Commission for journalists of the country
 - A prominent journalist / citizen who adjudicates complaints of biases in one particular news media or group of news organization
 - The Chairman of the Press Censorship Commission of India
67. What is advocacy journalism ---
- Journalism specializing in issues relating to advocates
 - Journalism practices for advocating a certain cause about which one feels highly dedicated
 - Journalism specializing in legal matters
 - All the above statements are correct
68. The term 'scribe' is synonymous with ---
- Author of creative writing
 - Journalist
 - A cameraman
 - Proof Reader in a newspaper
69. Which of the following is a News Agency ---
- 20th Century Fox
 - K Sera Sera
 - Reuters
 - Al Jazeera
70. Which of the following satisfies the meaning of citizen journalism---
- Journalism by senior citizens of any country above the age of 70
 - Journalism of gathering news through interviews of unknown citizens on the street
 - Journalism outside the established media, usually by ordinary citizens without professional training or organizational experience
 - All the above statements are correct
71. Column in print journalism means ---
- In typography, a column is a vertical block of text on a page, separated by margins
 - A regular feature often on a specific topic, written by a well-known person
 - Both a) and b) are correct
 - Both a) and b) are incorrect

72. What is your understanding of the term 'sub judice' ---
- News territory of a particular sub editor in the newspaper office
 - Judiciary beat is also known by this term
 - Informal term for opinion mixed with news in journalism
 - A legal term meaning 'under judgment' to describe matters actively being dealt with by the legal system
73. What is double-spread in print journalism ---
- Two facing pages of a newspaper or magazine across which stories, pictures, advertisements and other components are spread as if they were one page
 - Full page advertisement of a particular product printed both on the front page and the last page
 - A two-part advertisement printed in two different pages not in a continuous manner
 - A Banner Headline across one full page of a newspaper.
74. Define propaganda ---
- A Public Relations exercise for publicity
 - Information, usually biased or misleading, used to promote a political cause or point of view
 - An advertising campaign aimed at a specific target audience through house journals
 - Advertising campaign for promoting a human interest cause
75. Which of the following satisfies the term objective journalism ---
- Journalism with a particular objective to be achieved
 - Journalism of celebrities only
 - Journalism promoted by a particular product for its promotion
 - Journalism in which journalists are highly neutral and do not allow their personal biases to affect their work
76. What is transcript ---
- A word-for-word written version of an interview or other spoken segment
 - The shooting script of a documentary
 - Both a) and b) are correct
 - Both a) and b) are incorrect
77. What is the meaning of a tabloid newspaper ---
- Any standard sized newspaper is popularly known as a tabloid
 - Any newspaper presenting news items mostly in tabular format
 - A newspaper published in the afternoon in a city targeted at the commuters
 - A newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by sensational stories
78. A 'scoop' is ---
- An important news published or broadcast before any other competing media
 - The most important news item of the day in a newspaper
 - A small but significant news item for the sports page
 - All these three statements are correct
79. What is Yellow Journalism ---
- Journalism that exploits, distorts, or exaggerates the news to create sensations and attract readers
 - Economic or financial journalism for print media which is traditionally printed on yellow pages
 - Another name of Paparazi
 - All the three statements above are correct
80. The KISS formula in journalism means ---
- Keeping It Self-Sustained
 - Keep it short and simple
 - Keep It Separate and Simple
 - All these statements above are correct
81. Press Information Bureau of Government of India is under the Ministry of ---
- Information & Broadcasting
 - Human Resources Development (MHRD)
 - Programme Implementation and Statistics
 - Information & Public Relations
82. The term 'inverted pyramid' in journalism means ---
- The most common structure for writing a news story, with the main news at the start and the rest of the detail following in decreasing order of importance
 - Arranging news items in this order of top priority to least priority – politics, law-and-order, society etc.
 - The system of putting very big news items on top of the newspaper and smaller ones towards the lower portion
 - The first paragraph of any news item that contains the summary of the item

83. How does the Press Council of India define 'paid news' ---
- It is another name of Advertorial
 - Any news item used for publicity
 - Public interest items from government agencies published with a nominal amount of fees by news agencies
 - Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration
84. Which of the following journalists had a connection with the column titled 'With Malice Towards One And All' ---
- Nikhil Chakravarty
 - Khushwant Singh
 - BG Verghese
 - KuldeepNayar
85. Paparazzi means ---
- Tabloid journalism in Italy is popularly known by this term
 - It is another name of photo-journalism
 - Sports journalism is known by this term in Austria
 - Freelance photographers who pursue celebrities to get photographs of them
86. When was the First Press Commission of the country set up and name one of its major recommendations ---
- 1952; Setting up of a Press Council
 - 1954; A Press Censorship body
 - 1955; Setting up of Press Information Bureau
 - 1978; Set up a permanent Press Commission
87. When we mention the term 'broadsheet' we mean ---
- A tabloid broad
 - A popular magazine
 - Evening edition of a popular daily
 - A newspaper with a large format, regarded as more serious and less sensationalist than tabloids.
88. Few newspapers including one prominent English daily of the country has a senior person termed as Readers' Editor. What is it --
- This person is responsible for the selection and publication of Letter to Editor column
 - It is another name of the position of News Ombudsman
 - Person responsible for the editorial page of the daily or weekly
 - All the three above statements are correct
89. What is a 'mug shot' ---
- A full-size photograph of an important person
 - Sketch of a subject of a news item
 - Popular name of passport size photograph used in journalism
 - A head-and-shoulders photograph of a person facing the camera.
90. How would you define multimedia journalism
- Presenting a subject across different types of media, such as video, audio, text and images in combination in a judicious blend
 - Ownership of various journalism media outlets like TV / Radio / Print by one particular media group
 - Using same news item for publicity, advertising and public relations purposes by innovative means
 - All the above statements are correct
91. Who among the following persons is connected with the famous Wikileaks issue ---
- Peter Arnett
 - Julian Assange
 - Christiane Amanpour
 - Bob Woodward
92. What is a 'cutline' ---
- Another name of 'sub headline'
 - Another name of credit line in a newspaper
 - Popular name of banner headline
 - Any descriptive or explanatory material under a picture.
93. The Oscar-winning film Spotlight is based on -
- Autobiography of a prominent senior journalist
 - Biography of a Football star
 - A true story of The Boston Globe newspaper
 - All the three statements above are correct

94. Which prominent Indian daily proclaims about itself as 'Journalism of Courage' ---
- The Hindu
 - The Times of India
 - The Hindustan Times
 - The Indian Express
95. The famous Watergate scandal was a fine example of ---
- Paparazi journalism
 - Investigative journalism
 - objective journalism
 - Citizen Journalism
96. A news agency is one that ---
- Gathers and supplies news items to news organizations may be within the country or abroad
 - Supplies newspapers, magazines to customers
 - Both a) and b) are correct
 - Both a) and b) are incorrect
97. Press run is the term that means ---
- Latest important news items printed
 - Total space devoted to advertising in a newspaper
 - Total number of copies of a specific edition of a newspaper
 - Total number of advertisements in a newspaper
98. What is a dummy ---
- A mocked-up version of a newspaper, magazine before it is launched or just before it is sent for final printing
 - The copies of newspapers, magazines preserved for future reference in newspaper offices
 - Paper clippings of all relevant items kept in newspaper morgue
 - All the above statements are correct
99. An anchor is a person ---
- The author of the lead article in editorial page
 - Who presents a news bulletin from a television studio, usually on a regular basis
 - It is another name of the Editor
 - The chief of the shift of the day for a newspaper or news bulletin
100. What is a curtain raiser---
- Story written before a predicted event, setting the scene for when it happens, often around elections, sports events etc.
 - Unearthing corruption in an investigative story
 - Both statements a) and b) are correct
 - Both statements a) and b) are incorrect

Question Ends

