

**TYBMM (Journalism)          Semester VI**  
**Broadcast Journalism**  
**Sample question paper**

1. CBS stands for
  - a. Columbia Broadcasting System
  - b. Chicago Broadcasting System
  - c. Central Broadcasting System
  - d. California Broadcasting System
  
2. The Prasar Bharati Act aims to:
  - a. Provide adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes
  - b. Provide adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship
  - c. Option A, B and C
  - d. Provide appropriate programmes keeping in view the special needs of the youth
  
3. Walkthrough as a format in reporting usually involves:
  - a. Collating the various audio and video elements
  - b. One-on-one conversation with someone
  - c. Reporter showing through the cameraperson the actual situation and narrating the whole scene
  - d. Brief comment by a variety of people on one particular issue
  
4. Which city is the headquarters of Prasar Bharati?
  - a. Mumbai
  - b. New Delhi
  - c. Chennai
  - d. Bengaluru
  
5. The closing of a news package is called:
  - a. Piece-to-camera
  - b. Peace-to-camera
  - c. Person-to-camera
  - d. Presentation-to-camera
  
6. What is completed television news story pre-prepared for a news bulletin and ready for transmission called?
  - a. Transmission
  - b. Newslines
  - c. Package
  - d. Segment

7. What is a service in which a person pays only for the individual program or movie they wish to watch called?
  - a. Speakeasy
  - b. Freebie
  - c. Giveaway
  - d. Pay-per-view
  
8. What is Video provided by news agencies that media organisations, pay to use called?
  - a. Picture feeds
  - b. Picture library
  - c. Picture cemetery
  - d. Picture archive
  
9. What is smallest individual element that can be programmed when creating a digital image called?
  - a. nanxel
  - b. Pixel
  - c. Jpeg
  - d. Gif
  
10. What is to start recorded material such as a tape or piece of music before the sound or vision is turned on, to assist with timing?
  - a. First roll
  - b. Lead roll
  - c. Pre-roll
  - d. Alpha roll

**TYBMM (Journalism)          Semester VI**  
**Issues of Global Media**  
**Sample question paper**

1. BBC is an example of:
  - a. Public service broadcaster
  - b. Commercial broadcaster
  - c. Government broadcaster
  - d. International news agency
  
2. Which of the following is an English language newspaper in Japan?
  - a. NHK
  - b. Kyodo
  - c. Sankei Shimbun
  - d. Japan Times
  
3. Who among the following is not a war correspondent?
  - a. Mark Tully
  - b. Peter Arnett
  - c. Peter Cave
  - d. Martin Bell
  
4. AFP news agency originated in which country:
  - a. United Kingdom
  - b. USA
  - c. Germany
  - d. France
  
5. In the year 2002, with which government and their news agency did the Indian government collaborate for the Non-Aligned News Pool?
  - a. Iraq
  - b. Kuwait
  - c. Ghana
  - d. Peru
  
6. Which country gave the proposal to replace the Non-Aligned News Pool with a new mechanism in 2005?
  - a. India
  - b. Malaysia
  - c. Ghana
  - d. Cuba
  
7. Which foreign country out of the following generally receives maximum coverage in the US media?

- a. Iraq
  - b. Ghana
  - c. Hungary
  - d. Myanmar
8. Which of the following events will not come under natural disasters reporting?
- a. Floods
  - b. Wars
  - c. Blizzards
  - d. Hurricanes
9. Which country is considered to be the home of the internet?
- a. India
  - b. China
  - c. UK
  - d. USA
10. In which year was Al-Jazeera's English Channel launched?
- a. 2000
  - b. 2003
  - c. 2006
  - d. 2010
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**TYBMM (Journalism)          Semester VI**  
**News Media Management (NMM)**  
**Sample question paper**

1. Branding aims to \_\_\_\_\_-.
  - a. Create new customers through sales
  - b. Create connections between consumers and product/service to establish brand recognition**
  - c. Create distribution channels
  - d. Create ads
2. The Government uses which among the following ads to propagate people's health, education, environment, family planning etc
  - a. Display Ads**
  - b. Paid news Ads
  - c. Commercial Ads
  - d. Classified Ads
3. Name of the top read newspaper in India
  - A. Times of India
  - B. Danik Bhaskar**
  - C. Eenadu
  - D. Indian Express
4. Which from the following countries accounts for three-fourth of world's newspapers
  - A. Middle East
  - B. United States
  - C. Asia**
  - D. Europe
  - E.
5. \_\_\_\_\_ is known as a 'Job Satisfaction'
  - A. Promotion
  - B. Team meetings and outings
  - C. Perks
  - D. Healthy working environment**
6. The Press council of India is a
  - A. Non- judicial
  - B. Private entity
  - C. Non Statutory body**
  - D. Quasi- judicial body
7. Which from the following is not a 24\*7 news channel in India
  - A. NDTV
  - B. Aajtak
  - C. Zee News
  - D. Lok Sabha TV**
8. A steep decline has been seen in which media
  - A. Radio**

- B. Television
  - C. Newspaper
  - D. Magazines
9. What is known as the fourth pillar of democracy
- A. Executive
  - B. Legislative
  - C. Media**
  - D. Judiciary

10. The challenge before the conventional media is:

- a) **Dwindling readership and falling revenues**
- b) Getting trained manpower
- c) Inability to adapt new technology
- d) To provide round-the-clock service

**SAMPLE QUESTION SET**  
**BUSINESS & MAGAZINE JOURNALISM**  
**TYBMM (VI) -JOURNALISM**

Q.1. NSE was founded in:

- A) 1992
- B) 1993
- C) 1994
- D) 1995

Q.2. Which of these is a business channel?

- A) Aaj Tak
- B) BBC
- C) CNBC TV18
- D) Star World

Q.3. BSE was established in which year?

- A) 1888
- B) 1897
- C) 1857
- D) 1867

Q.4. Charles Dow , with his partner Edward Jones founded this company:

- A) Wall Street Journal
- B) BBC
- C) Facebook
- D) Instagram

Q.5. In any business the king is the:

- A) Sellers
- B) Middleman
- C) Producers
- D) Customers

Q.6. The Reserve Bank of India was established on:

- A) April 1, 1935
- B) April 2, 1935
- C) April 3, 1935
- D) April 4, 1935

Q.7. Subsidy is derived from the Latin word:

- A) Subsidies
- B) Subsidiary
- C) Subsist
- D) Subsistence

Q.8. NITI Aayog is a:

- A) Organization
- B) Body
- C) Think Tank
- D) Regulator



Q.9. Identify the largest and oldest bank in India?

- A) State Bank of India
- B) SEBI
- C) Reserve Bank of India
- D) Canara Bank

Q.10. International Trade is mostly carried out in this currency:

- A. Dollar
- B. Pound
- C. Dirham
- D. Rupee

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**SAMPLE QUESTION SET**  
**PRESS LAWS & ETHICS**  
**TYBMM (VI) -JOURNALISM**

Q.1) Right to equality is included in the articles:

- a. Article 124 A
- b. Article 19-22
- c. Article 14-18
- d. Article 25-28

Q.2) The Act to protect consumers in India:

- a. Consumer protection Act
- b. PRB Act
- c. Whistle blowers Protection Act
- d. Consumer Court

Q.3) In which year did the Constitution of India come into effect?

- a. 26<sup>th</sup> January 1950
- b. 26<sup>th</sup> January 1951
- c. 15<sup>th</sup> August 1947
- d. 26<sup>th</sup> January 1952

Q.4) Who is the Legal Advisor to the Government of a State in India?

- a. The Supreme Court
- b. The Bar Council
- c. The High Court
- d. The Advocate General

Q.5 The Indian Penal Code, 1860 was drafted by?

- a. Sir James Stephen
- b. Lord Wellington
- c. Dr Babasaheb Bhimrao Ambedkar
- d. Lord Macaulay

Q.6) The Indian Constitution is made up of:

- a. 448 Articles
- b. 450 Articles
- c. 560 Articles
- d. 750 Articles

Q.7) The following is a Human Right as well as a Fundamental Right under the Constitution of India:

- a. Right to file complaints
- b. Right to Education
- c. RTI
- d. Right to worship

Q.8) The PCI conducted a study in 2010 to check the practice of:

- a. Paid news
- b. Yellow journalism
- c. Defamation
- d. Sedition

Q.9) Name the current chairman of the PCI?

- a. Justice Indira Kumar
- b. Justice Makrandey Katju
- c. Justice Kumar Prasad
- d. Justice Chandramauli Kumar Prasad

Q.10. The first Chairperson of Press Council of India was:

a. Justice J. R. Mudholkar.

b. Y Chandrachud

c. Prashant Bhushan

d. Rajan Gogai.

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Q1. What is the major consequence of climate change?

- a. Greenhouse gases
- b. Invasive species
- c. Plastics
- d. Global warming

Q2. What can produce thermal energy from the sun's heat and mechanical energy from the tides and waves?

- a. Ocean
- b. Wind
- c. Solar energy
- d. Geo thermal

Q3. In which year the world Wild Life (WWF) was founded?

- a. 1947
- b. 1952
- c. 1961
- d. 1977

Q4. Under which project, the rejuvenating rivers and nallahs in which few district of Maharashtra – primarily through de-silting activities was undertaken in 2013.

- a. Jalyukta Shivar Abhiyan
- b. Jal Jagruti Abiyan
- c. Silent Valley Moment
- d. Jal Shakti

Q5. UDHR consists of Preamble and how many articles?

- a. 20
- b. 59
- c. 47
- d. 30

Q6. A child means any one below the age of

- a. 14
- b. 16
- c. 18
- d. 19

Q7. What was adopted by United Nation to ensure the protection of women's rights in 1979?

- a. CRC
- b. CEDAW
- c. DRD
- d. WCD

Q8. The Criminal Law (amendment) Act was passed after

- a. Nirbhaya Case
- b. Shakti Mill Case
- c. Mathura case
- d. Imrana case

Q9. The National Health Policy was endorsed by the Parliament of India in 1983 and updated in the year

- a. 2000
- b. 2001
- c. 2002
- d. 2003

Q10. Who is classified as a terrorist organization by the Government of India and had banned it under the Unlawful Activities (Prevention) Act in 1990.

- a. ULFA
- b. Naxalite
- c. Maoist
- d. Nagaland rebels

1. \_\_\_\_\_ is a popular free social networking website,
  - a. SEO
  - b. Facebook
  - c. Google Chrome
  - d. Gmail
  
2. Which from the below is a free microblogging service that allows registered members to broadcast short posts called tweets.
  - a. Facebook
  - b. Instagram
  - c. Google+
  - d. Twitter
  
3. \_\_\_\_\_ is a free, open content online encyclopedia
  - a. Facebook
  - b. Instagram
  - c. Wikipedia
  - d. Twitter
  
4. Why is it important to post to a blog regularly?
  - a. It reduces the cost per blog post
  - b. Keep readers engaged and also give search engines content to index
  - c. It gives the social media marketing specialist something to do
  - d. It allows more chances for the company to put
  
5. What can a company do on Facebook apart from their page to create a following?
  - a. Post more updates than usual
  - b. Post controversial posts
  - c. Use several pictures
  - d. Use Groups, both company originated and posting to other groups
  
6. What is meant by A/B testing in marketing?
  - a. Testing of 2 different products
  - b. Testing 2 versions of an advertisement to see which elicits the best response
  - c. Clinical testing of medical products before legally allowing them for sale
  - d. Testing via 2 mediums, such as radio and television
  
7. What is “social media optimization”?
  - a. Creating content which easily creates publicity via social networks

- b. Writing clear content
  - c. Creating short content which is easily indexed
  - d. Hiring people to create content for social networks
8. How often should a marketing plan be revisited?
- a. Never, once written it is complete
  - b. As often as needed in order to revisit the plan of action and revise any new actions
  - c. At company board meetings
  - d. During the financial review of the company each month
9. Which of the following would be leveraging both social network and traditional marketing?
- a. Handing out print advertisements with a coupon for a store
  - b. A print advertisement in a magazine which drives people to a website where there is a free trial offer
  - c. Posting an advertisement on a message board
  - d. Hosting a video ad on YouTube not otherwise seen elsewhere
10. Which of the following is valuable in increasing a page rank?
- a. Paying for placement
  - b. Static content
  - c. Quantity of links from other highly ranked pages to your site
  - d. No contact information