

CG-11-2020

WINTER EXAM 2020

Subject Name : SA-131_Fuctional English-Introduction to Print & Elect Media – IX (CBCS)_V_23-03-2021

Date : 23/03/2021

Duration : 60
min.

Instruction / सुचना / :-

* Follow the detail instructions given on OMR Sheet

* ओ एम आर वरील सर्व सूचनांचे पालन करावे.

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|---|-----|--------------------------------|-----|
| Q.1 | 114 | 114 | 114 |
| News paper is an example of | | | |
| A]Print Media | | C]Both (a) and (b) | |
| B]Electronic Media | | D]None of the above | |
| Q.2 | 114 | 114 | 114 |
| A magazine can be categorized by ... | | | |
| A]The fact that it is only available by subscription | | C]In geographic specialization | |
| B]The fat that it is a monthly publication | | D]All of the above | |
| Q.3 | 114 | 114 | 114 |
| The primary advertising medium in terms of both and revenue and the number of advertisers is | | | |
| A]Network Television | | C]Magazines | |
| B]Newspapers | | D]Radio | |
| Q.4 | 114 | 114 | 114 |
| More companies by advertising ... than any other medium | | | |
| A]In Magazines | | C]On cable Television | |
| B]In News Papers | | D]Radio | |
| Q.5 | 114 | 114 | 114 |
| What are the elements of News: | | | |
| A]Headline | | C]Main body | |
| B]Introduction | | D]All of the above | |
| Q.6 | 114 | 114 | 114 |
| Who coined the "Fourth Estate"? | | | |
| A]Charles Marrian | | C]Edmund Burke | |
| B]James Bryce | | D]Thomas Jefferson | |
| Q.7 | 114 | 114 | 114 |
| Leader Writer is one who writes the | | | |
| A]Main story | | C]Middle article | |
| B]Editorial | | D]Edit Page article | |
| Q.8 | 114 | 114 | 114 |
| Title Registration of News Paper is done by | | | |
| A]RNI | | C]PIB | |
| B]DAVP | | D]IPRD | |
| Q.9 | 114 | 114 | 114 |
| An advertisement written in the style of a news items of features | | | |
| A]Ad News | | C]News Add | |
| B]Paid News | | D]Advertorial | |

Q.10 Imprint line means A]Type size B]Details of registration	114	114 C]A printing method D]Lead story	114
Q.11 National press day is on A]1-Nov B]21-Oct	114	114 C]16-Nov D]7-Jan	114
Q.12 What are characteristics of news? A]Clarity B]Precision	114	114 C]Simplicity D]All the above	114
Q.13 Radio talk is an example of ... A]Electronic media B]Print Media	114	114 C]Audio media D]Social media	114
Q.14 What's App is an example of A]Print Media B]Electronic media	114	114 C]Social media D]Mobile media	114
Q.15 Find the odd one out A]News Paper B]Magazine	114	114 C]Radio D]Television	114
Q.16 Which one of the following is a type of news? A]Commercial B]Social	114	114 C]Cultural D]All the above	114
Q.17 Comparing and Ideas is one of the writing strategies A]Paragraph Writing B]Contrasting	114	114 C]Illustrating D]None of the above	114
Q.18 Developing ideas is the tool used for A]Writing Process B]Style	114	114 C]Register D]None of the above	114
Q.19 Find the odd one out A]Pardon B]Forgive	114	114 C]Wrath D]Excuse	114
Q.20 Coherent writing means A]Well criticized B]Well mismatched	114	114 C]Well confused D]Well planned	114
Q.21 Find the odd one out A]The Hindu	114	114 C]Indian Express	114

B]Times of India

D]Business Line

Q.22 114
The term broadcasting refers to 114
A]Various Media technologies C]A device which produce radio waves
B]Airborne transmissionof radio and T V waves. D]None of the above

Q.23 114
What's up'? Is used in 114
A]Formal communication C]Both (a) and (b)
B]Informal communication D]None of the above

Q.24 114
The social network medium that has gone for global IPO recently is 114
A]Facebook C]Orkut
B]Twitter D]You Tube

Q.25 114
The medium that has the widest reach in India is: 114
A]Print C]Television
B]Radio D]Internet

Q.26 114
Freedom of press deals with: 114
A]Reporting C]Freedom of expression
B]Editing D]None of these

Q.27 114
Editor is the person who The news for the newspaper or journal 114
A]Report C]Collect
B]Edit D]Publish

Q.28 114
A publication started by Mahatma Gandhi 114
A]Bombay Samachar C]The Times of India
B]Indian Mai D]The harijan

Q.29 114
Newspaper is a source of information provided to the 114
A]Companies C]Societies
B]Governments D]Leaders

Q.30 114
Use of education to increase social standing is called 114
A]Social increment C]Social improvement
B]Social Placement D]Social Status

Q.31 114
Who among the following published first newspaper in India? 114
A]James Augustus Hickey C]Lord Cornwallis
B]Lord William Bentinck D]Sir Thomas Munro

Q.32 114
Who were the first Europeans, brought a printing press to India 114
A]French C]English
B]Dutch D]Portuguese

Q.33 Means an editorial article of a newspaper A]Layout B]Lead	114	C]Leader D]None of these	114
Q.34 Mass Media Includes: A]Radio B]T. V.	114	C]Internet D]All the above	114
Q.35 NPT stands for : A]National Press Trust B]National Printing Press	114	C]National Port Trust D]None of these	114
Q.36 The press council of India is a : A]Non-judiciary body B]Private entity	114	C]Non statutory body D]Quasi-judicial body	114
Q.37 Lighthouse of democracy is A]Publish B]Media	114	C]Print D]Press	114
Q.38 It is advisable to use As a source of advertising A]Social media B]Email	114	C]Radio D]Television	114
Q.39 The most popular form of advertising and it reaches to masses A]Social media B]Email	114	C]Print D]Television	114
Q.40 Which of the following is the most popular print media available to advertiser? A]Magazine B]Newspapers	114	C]Emails D]Pamphlets	114