

**Media Skill Development - Sem. III- Fresher Exam - 26th February, 2021**

Course Teacher: Mrs. Neeta Upadhyaya

Class: S.Y.B.Sc./S.Y.N.D.

Subject Code: BSC304

Date of the examination: 26-02-2021

Time of the examination: 11:00 am to 12:00 pm

Duration: 60 minutes

Marks: 50 marks

1. Which one of the following should be considered as most important for media writing?
  - a) Abstract and Vague
  - b) Brevity and Clarity
  - c) Jargon and Cliché
  - d) Long sentences and long paragraphs
  
2. What are the two important types of news reporting?
  - a) Straight and Imperative
  - b) Investigative and Indirect
  - c) Straight and investigative
  - d) Interpretation and Straight
  
3. Which format of radio includes spot reports, interviews, comments and extracts from speeches?
  - a) Talks
  - b) News bulletins
  - c) News Reels
  - d) Radio Drama
  
4. Reality show is a genre of which media?
  - a) Print Media
  - b) Radio
  - c) Traditional Media
  - d) Television
  
5. I play an important role in the publication of a newspaper. The quality and style of a newspaper greatly depends on me. I check spellings and correct grammar in the Newspaper. Who am I?
  - a) Journalist

b) Sub- editor

c) Writer

d) Poet

6. Addiction of Internet may lead to\_\_\_\_\_

a) Social Isolation

b) Good health

c) Sound sleep

d) Good rapport in the family

7. Mass Media includes\_\_\_\_\_

a) Cave and paintings

b) Films and internet

c) Folk dances and folk songs

d) Street play and puppetry

8. Folk Media helps in\_\_\_\_\_

a) Transmitting content through connection and conversation

b) Transferring information to vast people in written form

c) Transmission of rich cultural heritage

d) Transmitting messages across the globe instantly

9. New Media is also known as\_\_\_\_\_

a) One way Communication

b) Interpersonal Communication

c) Interactive Communication

d) Intrapersonal Communication

10. Shadow Puppets are known as by which other name?

a) Shadow Dance

b) Chhaya Putli

c) Putul Nauch

d) Bommlattums

11. Media has a huge responsibility of\_\_\_\_\_

a) Conveying the truth and relevant information to the common man

b) Misguiding the common man

c) Increasing cyber crime

d) Over emphasizing materialism and individualism

12. Which among the following is an Audio-Visual Aid?

a) Radio

- b) Television
- c) Newspaper
- d) Poster

13. Lavni is the folk theatre of which state?

- a) Rajasthan
- b) Maharashtra
- c) Punjab
- d) Gujarat

14. Hand Puppets are most popular in which States?

- a) Gujarat and Goa
- b) Punjab and Rajasthan
- c) Orissa and Kerala
- d) Haryana and Uttar Pradesh

15. Vividh Bharati is a popular entertaining programme of \_\_\_\_\_

- a) All India Radio
- b) Netflix
- c) Hotstar
- d) Doordarshan

16. Which feature of mobile phone helps the police department to trace the criminals?

- a) Bluetooth
- b) E-mail
- c) Standard Voice Function
- d) GPS (Global Positioning System)

17. A news story written in the form of an essay is known as \_\_\_\_\_

- a) Investigative News
- b) Interviews
- c) Feature News
- d) Storyline

18. Which of the following is an example of Traditional Media?

- a) Street play
- b) Folk Songs
- c) Puppetry
- d) All of the above

19. An example of Film Genre is

- a) Short films

- b) Commercial films
- c) Feature films
- d) Action films

20. In which type of films the story and script are crafted often the shooting?

- a) Feature Films
- b) Short films
- c) Documentary film
- d) Commercial films

21. Jatra, a kind of Folk Theatre means\_\_\_\_\_

- a) Fun
- b) Monodrama
- c) Transplantation
- d) Journey

22. Broadcast Media applies for\_\_\_\_\_

- a) Radio and Books
- b) Television and Radio
- c) Television and Films
- d) Films and Radio

23. The following is an example of New Media

- a) Television
- b) Films
- c) FM Radio
- d) Mobile phones

24. An Inverted Pyramid structure is used in writing for\_\_\_\_\_

- a) Letters
- b) Radio talks
- c) Interviews
- d) News

25. The Integrative function of Mass Media helps in\_\_\_\_\_

- a) Getting Public Opinion
- b) Studying environment
- c) Bringing unity among people
- d) Informing all members of society

\*\*\*\*\* ALL THE BEST \*\*\*\*\*