

MDC-003
POST GRADUATE DIPLOMA IN DEVELOPMENT
COMMUNICATION (PGDDCOL)
MEDIA IN DEVELOPMENT COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Attempt all questions. All questions carry equal marks.

1. Is writing a gift or a skill?

- A) A gift
- B) A skill
- C) Both a gift and a skill
- D) Neither a gift nor a skill

2. What is the distinct beauty of an intimate conversation between two people in radio?

- A) It creates a visual image in the listener's mind.
- B) It engages the human mind to think visually.
- C) It gives the listener a personal feeling.
- D) It adds imagination and creativity to the broadcast.

3. What is proofreading?

- A) Creating a first draft
- B) Experimenting and testing out ideas
- C) Carefully reviewing a draft for mistakes
- D) Adding new material to a draft

4. What is the purpose of writing a feature article?
- A) To provide a deeper understanding of the subject
 - B) To grab the readers' attention for a longer duration
 - C) To experiment with varied styles of writing
 - D) All of the above
5. What type of sports are covered in newspapers?
- A) Only local and regional sports
 - B) Only competitive sports such as World/Asian/ African/Twenty-Twenty/Commonwealth Cups
 - C) All sports including cricket, hockey, football and athletics
 - D) Only individual sports like tennis and badminton
6. What is the main objective of a lead in a news story?
- A) To provide the reader with a deeper understanding of the subject
 - B) To make the reader curious about the story
 - C) To experiment with varied styles of writing
 - D) To grab the readers' attention for a longer duration
7. How should numbers be presented in TV news?
- A) Avoid using numbers altogether
 - B) Present them in the easiest possible manner
 - C) Use exact numbers only
 - D) Don't use numbers

8. In the example of a documentary on 'Suicides in India', what does the writer suggest the scriptwriter needs to find out?

- A) Only the average annual number of suicides in the country
- B) The data and information on various aspects such as tendency for suicide in different age groups, reasons for suicide, government efforts to prevent suicides, role of NGOs, society, family members, friends, etc.
- C) Information about the trends in other countries and preventive efforts made
- D) None of the above

9. What is the responsibility of mobile journalists before uploading news content?

- A) To verify, check and recheck the facts under coverage before uploading
- B) To upload news content as quickly as possible without verifying the facts
- C) To upload news content without verifying the facts
- D) To make up the facts to make the news more interesting

10. How can bullet-points be useful in online media?

- A) They can allow more information in lesser time
- B) They permit the essential breakup of the texts and keep the plot flowing
- C) They facilitate the reader to absorb the subject-matter quickly
- D) All of the above

11. What should a news feature writer keep in mind while exploring the angles of the story?

- A) Include all possible angles in a single story
- B) Choose a couple of angles and narrate the story around them
- C) Ignore the angles and focus on the subject
- D) Find angles which are not appropriate

12. What is the first task of the editor while compiling a radio news bulletin?
- A) Selecting the least important news items
 - B) Rewriting the stories in print language
 - C) Selecting the stories keeping in mind the listeners' areas of interest
 - D) Arranging the news items alphabetically.
13. Which of the following qualities is not required for a news reader?
- A) Good voice
 - B) Fluency in reading
 - C) Adequate knowledge of events and happenings within the country and around the world
 - D) Ability to show his/her opinion in the presentation.
14. Why is dressing sense important for news anchors?
- A) To show off their fashion sense
 - B) To look good on screen
 - C) To distract the viewers
 - D) To look decent and presentable on screen.
15. What is one challenge faced by news anchors when dealing with public criticism?
- A) Staying impartial
 - B) Avoiding legal action
 - C) Maintaining composure
 - D) Managing their personal image
16. How are journalists using online tools for reporting?
- A) They only use social media pages for news leads
 - B) They only use citizen blogs for news leads
 - C) They use both social media pages and citizen blogs for news leads
 - D) They don't use online tools for reporting at all.

17. What is the purpose of reporters developing their own network on social networking sites?

- A) To increase traffic to online websites
- B) To develop personal brands of journalists
- C) To get information and leads to an incident
- D) To share small write-ups

18. What is the difference in writing style for digital news writers compared to print media writers?

- A) Digital news writers have to write long and complicated articles.
- B) Digital news writers have to avoid multimedia content.
- C) Digital news writers have to be less creative.
- D) Digital news writers have to write in a format and style that is easily picked up by search engines.

19. What is the difference between the writing style of print and digital media?

- A) Print media has more flexibility than digital media
- B) Digital media has more flexibility than print media
- C) Both media have the same writing style
- D) Digital media has no relevance to earlier stories

20. What is the advantage of digital media over traditional media in terms of news editing?

- A) Digital media allows editing and correction of published news
- B) Traditional media has a faster news production cycle
- C) Digital media has a slower news production cycle
- D) Traditional media can provide hyperlinks to related news stories.

21. What is a timeline in an online news story?
- A) A visual representation of the editorial team's workflow
 - B) A tool used to analyze web traffic
 - C) A detailed explanation of the news story's timeline
 - D) A type of software used to design websites
22. What is the responsibility of a sub-editor in visualising the news item?
- A) To manage the workflow of the editorial team
 - B) To check and correct grammatical and factual errors in the news
 - C) To continuously work on the headline to make it catchy and attention-grabbing
 - D) To add relevant multimedia content for its visual appeal.
23. What is not the main objective of creating effective content for online media?
- A) To attract more users to the website
 - B) To create visually appealing content
 - C) To make the website more interactive
 - D) To counter the challenges faced in content creation
24. How should navigation be maintained within a news website?
- A) With a consistent style
 - B) With different styles on each page
 - C) Without any navigation
 - D) With different colours on each page
25. What is one advantage of using timeline?
- A) It allows users to manipulate graphics.
 - B) It integrates audio and video content.
 - C) It can cover events that journalists cannot attend.
 - D) It provides a clear chronological order of events.

26. What is the main difference between ethics and morality?

- A) Ethics pertains more to conventions and customs, while morality pertains more to whether the action being judged is good or bad.
- B) Ethics and morality are interchangeable terms.
- C) Ethics focuses on the consequences of an action, while morality focuses on the means used to achieve an action.
- D) Ethics focuses on a person's duty, while morality focuses on the intention behind an action.

27. What is the purpose of the file called index in a website folder?

- A) To protect the folder with a password
- B) To display all relevant information and links to the remaining pages and files
- C) To upload and download files and folders for website administration
- D) To serve as the address for the website folder

28. Which of the following is not a provision of the Protection of Human Rights Act, 1993?

- A) Provision for the National Human Rights Commission
- B) Provision for the State Human Rights Commission
- C) Provision for Human Rights Courts
- D) Provision for free education for all citizens

29. What happens when the media levels unsubstantiated and false accusations against an individual or an organisation?

- A) The journalist may face scrutiny and fierce criticism
- B) Society's watchdog becomes less effective
- C) The journalist may lose credibility
- D) All of the above

30. What is lobby journalism?

- A) Journalism that advocates for a certain political party
- B) Journalism that advocates for a certain interest group or industry
- C) Journalism that only reports on lobbyists and their activities
- D) Journalism that is critical of the government.

31. What was the punishment for the same crime committed by the elite class on a weaker class in Hammurabi's codes?

- A) The punishment was more severe than for the same crime committed by the same class of people.
- B) The punishment was the same as for the same crime committed by the same class of people.
- C) The punishment was less severe than for the same crime committed by the same class of people.
- D) There was no punishment for the elite class.

32. Why do newsrooms open their doors for citizen journalists?

- A) To reduce the cost of news reporting
- B) To increase the credibility of news reporting
- C) To offer suggestions to the government through various media platforms
- D) To give an opportunity for untrained people to become professional journalists

33. According to Article 19(2) of the Indian Constitution, what are the reasonable restrictions that can be imposed by the state on the right to freedom of speech and expression?

- A) Public decency or morality and friendly relations with foreign states
- B) Sovereignty and integrity of India, security of the state, and incitement to offense
- C) Public decency or morality, Contempt of Court and defamation
- D) All of the above

34. What is the purpose of Directive Principles of State Policy in the Indian Constitution?

- A) To provide enforceable laws to protect fundamental rights
- B) To create a socialist economic system
- C) To provide a framework for social transformation through affirmative action from the State
- D) To limit the power of the judiciary.

35. What is the recommendation regarding media exposure for children?

- A) They should be exposed to media as much as possible.
- B) They should be taught to use social media tools for a maximum period.
- C) They should be exposed to live experiences instead of getting experiences through gadgets.
- D) They should be allowed to use social media tools for entertainment only.

36. What is the simplest example of gender inequality in language use?

- A) The word "history" being his story
- B) The word "nurse" being considered male
- C) The word "doctor" being considered female
- D) The word "man" being gender-neutral

37. What is the definition of criminal contempt according to Section 2 of the Contempt of Courts Act?

- A) Interference of the administration of justice
- B) Interference of the functioning of the government
- C) Interference of the functioning of the press
- D) Interference of the functioning of the executive

38. In what order are the news stories arranged in a radio news bulletin?
- A) In the order of alphabet
 - B) In the order of relevance to the editor
 - C) In the descending order of interest and importance
 - D) In the order of length
39. What is ethical egoism?
- A) Actions that benefit others
 - B) Actions that benefit the agent of the action
 - C) Actions that fulfill a person's duty
 - D) Actions that have positive consequences for as many people as possible
40. What is the purpose of a web-server computer?
- A) To contain numerous files for a website
 - B) To protect website folders with passwords
 - C) To manage website folders
 - D) To connect to the World Wide Web network.
41. Why is it important for online news writers to make their pages more scannable?
- A) To make the content more visually appealing
 - B) To attract more users to the website
 - C) To improve the scanability of the webpage
 - D) To counter the challenges faced in content creation
42. What is the advantage of having a technical person in an online newsroom operation?
- A) To check and correct grammatical and factual errors in the news
 - B) To add relevant multimedia content for visual appeal
 - C) To rectify technical errors that might creep in during the operation
 - D) To design the news website

43. What is the main responsibility of the graveyard shift?
- A) To upload the latest edition of the newspaper
 - B) To scan national and overseas news
 - C) To design the QuarkXPress software
 - D) To run the online newsroom's technical operations
44. What is the difference between print news stories and digital news stories?
- A) Digital news stories are more interesting than print news stories.
 - B) Print news stories have no relevance or reference to earlier stories while digital news stories can have references through hyperlinking.
 - C) Both types of news stories are the same.
 - D) Digital news stories are longer than print news stories.
45. What is the main difference between online media writing and print media writing?
- A) Online media writing lacks guidelines for writing.
 - B) Online media writing is less credible than other forms of media writing.
 - C) Online media writing has to take additional precautions due to the fast-pace news environment.
 - D) Online media writing is more focused on multimedia content than other forms of media writing.
46. In what type of stories is distributive reporting particularly helpful?
- A) Stories that are not popular in the mainstream media.
 - B) Stories that have a huge impact and affect a large population.
 - C) Stories that are only covered by small media organizations.
 - D) Stories that are not important from a reporting point of view.

47. What is the advantage of online journalism over print media in terms of accessing archived stories?

- A) Online publications cannot archive stories.
- B) Archived stories are difficult to access in online publications.
- C) Archived stories can be easily accessed in online publications.
- D) Archived stories can only be accessed in print media.

48. Why is the ability to multitask important for news anchors?

- A) To look impressive on screen
- B) To avoid getting bored
- C) To handle multiple activities at the same time
- D) To show off their abilities

49. Why is sitting posture important for a radio presenter?

- A) To make the audience feel uncomfortable
- B) To improve the quality of their delivery
- C) To look professional
- D) To show off their outfit

50. Which of the following is not true about narrators/voiceover artists?

- A) They enhance the effect of the programme with their unique voice quality and narration style.
- B) They tie up different channels of content together.
- C) They are chosen depending on the demands of the theme of a feature or documentary.
- D) They are only used in television production.