

COURSE CODE: MNM-012
POST GRADUATE DIPLOMA IN DIGITAL
MEDIA (PGDIDMOL)
DIGITAL JOURNALISM

Total Marks-50

Time Duration-120 Minutes

Note : There are 50 [Fifty] questions in this paper. Answer all the questions. Each question carries one mark.

1. What is the primary purpose of news?
 - A) To entertain readers
 - B) To provide objective information about current events
 - C) To promote a specific agenda
 - D) To sell advertisements

2. Which of the following is a characteristic of news agencies?
 - A) They are individual journalists reporting on specific beats.
 - B) They provide news content exclusively through social media platforms.
 - C) They gather and distribute news to multiple media outlets.
 - D) They focus on producing in-depth investigative reports.

3. Which secondary source can be used to access research findings and reports?
 - A) Right to Information
 - B) Library or archive
 - C) Following up the news chain
 - D) Internet engines

4. How does research conducted by journalists differ from other types of research?
 - A) Journalistic research is purely subjective and lacks objectivity.

B) Journalistic research focuses on generating revenue, while other research aims for academic recognition.

C) Journalistic research prioritises timeliness and audience engagement over comprehensive analysis.

D) Journalistic research follows a standardised convenient method, similar to research in other disciplines.

5. What is the typical structure of a paragraph?

A) Topic sentence, supporting details, and a concluding sentence

B) Headline, body, and Introduction

C) Thesis statement, evidence, and headline

D) Main idea, transition sentences, and body

6. What is an anchor-package in television news writing?

A) A segment where the news maker provides analysis and commentary

B) A pre-recorded segment with a news package introduced and concluded by the news anchor

C) A live on-location reporting by the news anchor

D) A segment where the news producer interviews guests and experts

7. What is the purpose of fact-checking while writing online media content?

A) To ensure the credibility and accuracy of the information presented

B) To improve the search engine ranking of the content

C) To optimise the content for social media platforms

D) To enhance the visual appeal of the content

8. What is a key difference between personal blogging and professional blogging?

A) Article size and reach

B) Writing style and tone

C) Frequency of comments

D) Mobilisation potential

9. What is mobile journalism?

- A) Journalism conducted using mobile devices for reporting and storytelling
- B) Journalism focused solely on satellite technology and advancements
- C) Journalism restricted to traditional media platforms
- D) Journalism conducted exclusively by international journalists

10. Which report provides data on the annual status of education in India?

- A) Indian Exclusion Reports
- B) Wikileaks and the Gorilla War on Data Secrecy
- C) Annual Status of Education Reports (ASER)
- D) HDRS and Data about Human Development

11. The 5Ws and I H technique in news writing refers to:

- A) Five key questions (Who, What, When, Where, Why) and one important how
- B) Five popular news websites and one major headline
- C) Five news reporters and one head editor
- D) Five world events and one historical context

12. What is the role of reporters in the news industry?

- A) To gather and verify information for news stories.
- B) To analyse and interpret news events from a subjective standpoint.
- C) To promote personal agendas through biased reporting.
- D) To prioritise entertainment value over factual inaccuracy.

13. What is the recommended structure for a news report?

- A) Heading, introduction, body, conclusion
- B) Conclusion, introduction, body, heading
- C) Introduction, body, heading, conclusion
- D) Body, introduction, heading, conclusion

14. What is the main function of a thesis statement?

- A) To introduce the main topic of the writing piece

- B) To provide a summary of the entire writing piece
- C) To present the writer's main argument or claim
- D) To serve as a conclusion to the writing piece

15. What are the basic elements of radio writing?

- A) Visuals, sound effects, and dialogue
- B) Headlines, subheadings, and paragraphs
- C) Characters, plot, and shooting floor setting
- D) Voice, sound, and music

16. What are the characteristics of online journalism?

- A) Print-based format, limited interactivity, static content
- B) Visual and multimedia elements, real-time updates, interactive features
- C) Lengthy articles, offline access, minimal audience engagement
- D) Broadcast-style reporting, limited multimedia integration, no editorial control

17. What should be considered when choosing keywords and tags for SEO-based online media writing?

- A) Popularity and trending issues
- B) Relevance to the content and target audience
- C) Length and complexity of the subjects
- D) Advertisers' preferences and sponsored content

18. Which of the following is one of the basic principles of video production for web news?

- A) Lengthiness
- B) Minimal visual impact
- C) Timeliness
- D) Desktop-only compatibility

19. What are the tools and accessories commonly used in mobile journalism?

- A) Professional HD quality cameras and microphones

- B) Tripods and studio lighting equipment
- C) Mobile apps and external microphones
- D) High End Film editing computers and software

20. What is the importance of studying photojournalism?

- A) To understand the history of journalism
- B) To explore the aesthetic value of news
- C) To learn about the camera as a tool
- D) To analyse the grammar of news production

21. The Inverted Pyramid approach in news writing originated in:

- A) Ancient Greece
- B) The Renaissance period
- C) The 19th century
- D) The 20th century

22. What are bureau reports in the context of news writing?

- A) Detailed analyses of specific news events by citizen journalists.
- B) Collaborative reports produced by journalists from different media outlets.
- C) In-depth investigative reports conducted by wire agencies.
- D) Updates and summaries of news stories provided by PR agencies.

23. What element is often included to accompany a news report and provide visual context?

- A) Heading
- B) Lead/Introduction
- C) Body
- D) Image and caption

24. What are the key stages of the writing process?

- A) Pre-writing, drafting, revising, editing, and publishing
- B) Researching, outlining, proofreading, and formatting

- C) Brainstorming, structuring, paraphrasing, and referencing
- D) Reading, analysing, summarising, and evaluating

25. Why is it important to adapt radio writing for different radio formats?

- A) Different formats require different equipment for recording.
- B) Different formats have varying time constraints and audience expectations.
- C) Adapting writing is unnecessary as radio formats are similar in nature.
- D) Adapting writing for different formats can lead to legal issues.

26. What is multi-platform delivery in online journalism?

- A) Publishing news on multiple platforms simultaneously (e.g., website, social media, mobile apps)
- B) Using multiple social media platforms for news collection
- C) Delivering news through traditional media outlets and online channels
- D) Adapting news content for different screen

27. Which team is responsible for managing the technical aspects of an online newsroom?

- A) Editorial Team/Content Writers
- B) Technology Team
- C) Design Team
- D) Social Media Team

28. What are the characteristics of a news website?

- A) Lengthy articles and minimal updates in a month
- B) Static content and limited user engagement
- C) Timeliness, interactivity, and multimedia elements
- D) Exclusive focus on text-based news

29. What are the challenges of mobile journalism?

- A) Limited options of editing apps
- B) Lack of professional equipments and expertise

- C) Difficulty in capturing high-quality visuals and audio
- D) Limited satellite coverage

30. What aspect of photojournalism involves assessing the newsworthiness of a photograph?

- A) Grammar of news story
- B) Post-production and originality
- C) News value and photography
- D) Backdoor editorial influences

31. What is the objective of news writing in terms of delivering information?

- A) To provide the least important information using superfluous words
- B) To present news in the shortest possible span of time
- C) To use redundant words to enhance the storytelling aspect
- D) To prioritise unnecessary details over relevant information

32. Reporting from government establishments involves:

- A) Covering events related to government policies and actions
- B) Exclusively reporting on non-government organisations
- C) Reporting from conflict zones only
- D) Focusing on judicial proceedings and court cases

33. Research in journalism disciplines refers to:

- A) Conducting experiments in controlled environments
- B) Investigating phenomena and acquiring knowledge in specific fields
- C) Gathering data from primary and secondary sources for academic writing purposes
- D) Exploring uncharted territories and discovering new scientific theories

34. What does “economy of words” refer to in good writing?

- A) Using complex vocabulary and jargon to impress the reader
- B) Including as many details and examples as possible in a text

- C) Conveying ideas and information concisely and efficiently
- D) Utilising a variety of sentence structures and lengths

35. How can the flow of a radio script be maintained?

- A) Including lengthy monologues and soliloquies
- B) Using complex sentence structures for added depth
- C) Using transitional phrases and smooth transitions between segments
- D) Incorporating sudden pauses and interruptions for dramatic effect

36. What is the prospect of online journalism in India?

- A) Limited growth due to low mobile penetration and technological challenges
- B) Dominance of traditional media, leading to limited opportunities for online journalism
- C) Significant growth potential with increasing internet users and digital literacy
- D) Strict regulations and censorship hindering the development of online journalism

37. What is the function of an online Content Management System (CMS)?

- A) To optimise editorial decision making
- B) To ensure secure news delivery
- C) To monitor and analyse search engine behaviour on the website
- D) To facilitate the creation, editing, and publishing of digital content

38. What is the alternative method of news website creation?

- A) Creating a website using Adobe Photoshop and Illustrator
- B) Using Google Drive for collaborative website development
- C) Publishing news content directly on traditional media platforms
- D) Writing articles in Microsoft Word and manually coding HTML

39. What is a key feature of e-newspapers and e-magazines?

- A) Physical presence and tangible attributes
- B) Accessibility across different geographic locations

- C) Higher cost compared to traditional news channels
- D) Immutable format and unchangeable content

40. What are the visual elements commonly used in infographics?

- A) Historical background
- B) Comparative data
- C) Step-by-step instructions
- D) Text, colour and images

41. What is the role of the media in relation to news sources?

- A) To challenge and question the reliability of sources
- B) To provide biased interpretations of news events
- C) To collaborate closely with news sources to control the narrative
- D) To act as a passive conduit for information without verification

42. Which type of reporting involves providing an objective account of events without personal opinions or interpretations?

- A) Objective reporting
- B) Interpretive opinion reporting
- C) Commentary reporting
- D) Columnist writing

43. What is one of the common research tools used by journalists?

- A) Focus groups
- B) Controlled experiments
- C) Surveys and questionnaires
- D) Laboratory equipment

44. In writing, what is the difference between passive and active structures?

- A) Passive structures are always more effective and engaging than active structures.
- B) Active structures emphasise the subject performing the action, while passive structures focus on the action itself.

C) Passive structures are used for informal writing, while active structures are used for formal writing.

D) Active structures are only used in scientific and technical writing, while passive structures are used in creative writing.

45. What are the stages involved in television news production?

A) Pre-production, production, post-production

B) Pre-production, editing, broadcasting

C) Scriptwriting, production, pre-production

D) Reporting, broadcasting, editing

46. Which type of online media writing focuses on immediate and rapidly changing news?

A) Developing News Stories

B) Breaking News

C) News Stories

D) Multimedia Visual Storytelling

47. What is one of the core writing skills required for content creation on news websites?

A) Advanced coding skills

B) Clear and concise writing

C) Graphic design proficiency

D) Social media expertise

48. What is one of the main course requirements of data journalism?

A) Proficiency in data regulation and protection

B) Knowledge of historical background and data surveillance

C) Familiarity with aggregators and algorithms

D) Mastery of time-series data analysis

49. What is a recent trend in e-paper?

- A) Increasing reliance on paywalls for revenue generation
- B) Customization options for readers' preferences
- C) Linking e-paper content to social media platforms
- D) Targeted advertising based on user demographics

50. What aspect of photography focuses on the arrangement of elements within a frame to create visually pleasing and impactful images?

- A) Visual research
- B) Composition and aesthetic value
- C) Visual grammar: Shots and angles
- D) Post production and editing