

JK

Roll No. \_\_\_\_\_

Question Booklet Number

O.M.R. Serial No. :

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## B.A. Semester Sixth (NEP) Examination, 2025-26

### ENGLISH

#### Media and Journalistic Writing

| Paper Code |   |   |   |   |   |   |   |
|------------|---|---|---|---|---|---|---|
| A          | 0 | 4 | 0 | 6 | 0 | 3 | T |

Question Booklet Series

C

Time : 1 : 30 Hours ]

[ Maximum Marks : 75

#### Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. **All** questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as – A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on the last page)

#### परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। **सभी** प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गये हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C तथा D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छाँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

**Rough Work**  
रफ़ कार्य

1. Magazines are usually published:
  - (A) Daily
  - (B) Weekly or Monthly
  - (C) Every hour
  - (D) Yearly only
2. Newspapers are usually published:
  - (A) Monthly
  - (B) Weekly only
  - (C) Daily or periodically
  - (D) Yearly
3. Which section includes advertisements in newspaper?
  - (A) Editorial
  - (B) Classified
  - (C) News
  - (D) Feature
4. What is a "Byline" in a newspaper?
  - (A) Title of the article
  - (B) Name of the reporter
  - (C) Summary of news
  - (D) Advertisement
5. Which of the following reaches the largest audience at once
  - (A) Personal letter
  - (B) Classroom lecture
  - (C) Mass Media
  - (D) Telephone call
6. Which tool is most useful for collecting quantitative data?
  - (A) Interview
  - (B) Observation
  - (C) Survey
  - (D) Case study
7. Which of the following is a digital tool for gathering information?
  - (A) Library
  - (B) Internet
  - (C) Notebook
  - (D) Pen
8. The "watchdog" role of media means?
  - (A) Entertainment
  - (B) Monitoring government and society
  - (C) Advertising products
  - (D) Teaching students
9. Media influences:
  - (A) Culture
  - (B) Politics
  - (C) Social values
  - (D) All of the above
10. Media acts as a:
  - (A) Watchdog of society
  - (B) Teacher only
  - (C) Business only
  - (D) Government only

11. What is the purpose of "mentions" (@)?
- (A) To delete users
  - (B) To tag or refer to another user
  - (C) To block users
  - (D) To save tweets
12. What is a post on twitter called?
- (A) Blog
  - (B) Tweet
  - (C) Story
  - (D) Post
13. Which feature provides security to messages on WhatsApp?
- (A) Cloud storage
  - (B) End-to-End encryption
  - (C) Status
  - (D) Broadcast
14. Which feature allows sending messages to multiple contacts messages to multiple contacts at once without creating a group?
- (A) Status
  - (B) Broadcast
  - (C) Group chat
  - (D) Call
15. Which feature allows private communication on facebook?
- (A) Time-line
  - (B) Messenger
  - (C) News Feed
  - (D) Groups
16. What is "News Feed"?
- (A) A chat window
  - (B) A list of trending videos
  - (C) A stream of updates form friends/pages
  - (D) A search result page
17. Which punctuation is commonly avoided in headlines?
- (A) Comma
  - (B) Full stop
  - (C) Colon
  - (D) Hyphen
18. Headlines should reflect:
- (A) Writers opinion
  - (B) Actual news content
  - (C) Personal feelings
  - (D) Fiction

19. Headlines usually avoid:
- (A) Verbs
  - (B) Articles
  - (C) Noun
  - (D) Adjective
20. Which is the most important principal of journalism?
- (A) Entertainment
  - (B) Truth and accuracy
  - (C) Advertisement
  - (D) Profit
21. The term "Mass" in mass communication refers to:
- (A) Weight
  - (B) A large and diverse audience
  - (C) A small group
  - (D) Individuals only
22. What is mass communication?
- (A) Communication between two people
  - (B) Communication to a large audience through media
  - (C) Personal communication
  - (D) Written communication
23. What is a bibliography?
- (A) A summary of the report
  - (B) A list of sources used
  - (C) A conclusion
  - (D) None of these
24. A formal report usually avoids:
- (A) Facts
  - (B) Data
  - (C) Personal opinions
  - (D) Analysis
25. Which section includes sources used in the report?
- (A) Introduction
  - (B) References/bibliography
  - (C) Conclusion
  - (D) Appendix
26. Which part of a report presents the findings?
- (A) Introduction
  - (B) Body
  - (C) Conclusion
  - (D) Title page

27. What is a hyper-link in Online journalism?
- (A) A printed reference
  - (B) A click-able link to another web-page
  - (C) A headline style
  - (D) A type of image
28. Which device is commonly used to access cyber media?
- (A) Typewriter
  - (B) Smart phone
  - (C) Printing machine
  - (D) Fax machine
29. Which of the following is a form of cyber media?
- (A) Newspaper
  - (B) Magazine
  - (C) Website
  - (D) Pamphlet
30. Pinterest is an example of:
- (A) Blogging platform
  - (B) Social bookmarking site
  - (C) Messaging app
  - (D) Microblogging
31. Whatsapp and Telegram are example of:
- (A) Blogging platforms
  - (B) Messaging apps
  - (C) Social bookmarking sites
  - (D) Professional networks
32. Which of the following is an example of a discussion forum?
- (A) Instagram
  - (B) LinkedIn
  - (C) Reddit
  - (D) Snapchat
33. Twitter (X) is best categorized as:
- (A) Blogging platform
  - (B) Microblogging platform
  - (C) Social bookmarking site
  - (D) Professional network
34. Which part of the news report is optional?
- (A) Headline
  - (B) Lead
  - (C) Caption
  - (D) Body

35. Which part of the news report comes immediately after the headline?
- (A) Body
  - (B) Byline
  - (C) Lead
  - (D) Caption
36. Which part of the news report provides detailed information explanation?
- (A) Headline
  - (B) Body
  - (C) Caption
  - (D) Byline
37. Which symbol is commonly used to tag someone in a post or comment?
- (A) #
  - (B) @
  - (C) \*
  - (D) \$
38. Facebook was founded by:
- (A) Bill Gates
  - (B) Steve Jobs
  - (C) Mark Zuckerberg
  - (D) Elon Musk
39. Akashvani is also known as:
- (A) Doordarshan
  - (B) All India Radio
  - (C) BBC
  - (D) Press Trust of India
40. The Censor Board ensures that films do not:
- (A) Entertain
  - (B) Violate social and moral standards
  - (C) Earn profit
  - (D) Get popular
41. Which certificate of censor board is meant only for adults?
- (A) U
  - (B) UA
  - (C) A
  - (D) S
42. The Censor Board in India is officially known as:
- (A) Film Board of India
  - (B) Central Board of Film certification
  - (C) National Film Authority
  - (D) Indian Cinema board

43. Which regulatory body in India governs television and radio content?
- (A) CBSE
  - (B) ISRO
  - (C) OTT
  - (D) TRAI
44. Which feature allows reposting content on social media?
- (A) Like
  - (B) Subscribe
  - (C) Share
  - (D) Follow
45. Which platform is used for professional networking?
- (A) Facebook
  - (B) TikTok
  - (C) LinkedIn
  - (D) Zoom
46. What does 'DM' stand for in social media?
- (A) Digital map
  - (B) Data message
  - (C) Direct message
  - (D) Download media
47. A precis should be written in:
- (A) First person
  - (B) Second person
  - (C) Third person
  - (D) Any person
48. A precis must preserve:
- (A) Writer's original meaning
  - (B) Only examples
  - (C) Personal opinion
  - (D) Extra information
49. Which of the following is essential in precis writing?
- (A) Adding examples
  - (B) Including all details
  - (C) Retaining main ideas
  - (D) Changing meaning
50. News presentation should maintain:
- (A) Sensationalism
  - (B) Professional ethics
  - (C) Personal bias
  - (D) Irrelevance

51. News presentation helps in:
- (A) Spreading rumors
  - (B) Creating Awareness
  - (C) Hiding facts
  - (D) Misleading people
52. What is a 'news bulletin'?
- (A) Advertisement
  - (B) Collection of news stories presented together
  - (C) Movie
  - (D) Documentary
53. A news presenter is also known as:
- (A) Reporter
  - (B) Editor
  - (C) Anchor
  - (D) Cameraman
54. Which of the following is an OTT platform?
- (A) Sony
  - (B) MX player
  - (C) Zee TV
  - (D) You Tube
55. What does "OTT platform" stand for in cyber media?
- (A) Over the top
  - (B) On the television
  - (C) Over the transmission
  - (D) Online tech tool
56. What is the role of hashtag(#) in cyber media?
- (A) Editing content
  - (B) Organizing and categorizing content
  - (C) Printing news
  - (D) Broadcasting signals
57. Which term refers to unauthorized access to data?
- (A) Blogging
  - (B) Hacking
  - (C) Streaming
  - (D) Posting
58. Which platform is commonly used for video blogging?
- (A) You Tube
  - (B) Radio
  - (C) Newspaper
  - (D) Book

59. Which of the following is used for Online communication?
- (A) Email
  - (B) Social media
  - (C) Blogs
  - (D) All of the above
60. Which of the following is a blog publishing platform?
- (A) Wordpress
  - (B) Television
  - (C) Radio
  - (D) Newspaper
61. The term 'cyberspace' refers to:
- (A) Physical Library
  - (B) Virtual digital environment
  - (C) Print publication
  - (D) Broadcasting studios
62. Online news portals are part of:
- (A) Cyber media
  - (B) Print media
  - (C) Radio
  - (D) Cinema
63. Which platform is used for microblogging?
- (A) Instagram
  - (B) X
  - (C) You Tube
  - (D) Television
64. Which feature allows users to interact in cyber media?
- (A) One-way communication
  - (B) Ineractivity
  - (C) Printability
  - (D) Broadcasting
65. Which of the following ensures that all sentences in a paragraph relate to one idea?
- (A) Coherence
  - (B) Unity
  - (C) Emphasis
  - (D) Variety
66. What is the primary purpose of a paragraph?
- (A) To confuse the reader
  - (B) To develop a single idea
  - (C) To list unrelated facts
  - (D) To summarize an entire book
67. What is breaking news?
- (A) Old news
  - (B) Scheduled news
  - (C) Urgent and recent event
  - (D) Entertainment news

68. What does "bite" or "sound bite" mean?
- (A) A long interview
  - (B) Background noise
  - (C) A short recorded statement
  - (D) A written script
69. In TV reporting "Visual" refer to:
- (A) Written script
  - (B) Background music
  - (C) Video footage/images
  - (D) Voice modulation
70. What is the primary feature of television reporting?
- (A) Lengthy description
  - (B) Visual storytelling
  - (C) Use of complex vocabulary
  - (D) Only written format
71. A good headline should be:
- (A) Long and complex
  - (B) Short, clear and catchy
  - (C) Confusing
  - (D) Irrelevant
72. "Disinformation" refers to:
- (A) True information
  - (B) False information shared unintentionally
  - (C) False information shared deliberately to mislead
  - (D) Educational content
73. The main purpose of a lead is to:
- (A) Conclude the story
  - (B) Attract attention and summarize key facts
  - (C) Provide advertisements
  - (D) Add unnecessary
74. Which of the following is a linking word?
- (A) Because
  - (B) Table
  - (C) Chair
  - (D) Book
75. A paragraph should generally being with:
- (A) Conclusion
  - (B) Example
  - (C) Topic sentence
  - (D) Quotation

76. "Unity" in paragraph writing means:
- (A) Using difficult words
  - (B) Sticking to one main idea
  - (C) Writing long sentences
  - (D) Using quotations
77. A paragraph is defined as:
- (A) A group of unrelated sentences
  - (B) A group of sentences on a single idea
  - (C) A single sentence
  - (D) A long essay
78. Visual Aids in public speaking include:
- (A) Only books
  - (B) Only notes
  - (C) Charts and slides
  - (D) Only speech
79. Non-verbal communication in public speaking includes:
- (A) Words only
  - (B) Gestures, posture, and facial expressions
  - (C) Writing Skills
  - (D) Grammer
80. "Voice modulation" means:
- (A) Speaking loudly only
  - (B) Changing tone, pitch, and pace
  - (C) Speaking slowly only
  - (D) Speaking without pause
81. Public speaking is defined as:
- (A) Talking to oneself
  - (B) Communicating ideas to a group of people
  - (C) Writing essays
  - (D) Reading silently
82. The 5Ws are essential in:
- (A) Fiction writing
  - (B) Journalism and reporting
  - (C) Poetry writing
  - (D) Painting
83. Which of the following questions identifies the subject of the news?
- (A) What
  - (B) Who
  - (C) When
  - (D) Where
84. The "5Ws" are mainly used to:
- (A) Entertain readers
  - (B) Structure news stories
  - (C) Write poems
  - (D) Design advertisements

85. Which of the following is essential for academic essay writing?
- (A) Informal language
  - (B) Slang
  - (C) Formal tone
  - (D) Personal jokes
86. "Coherence" in essay writing means:
- (A) Use of difficult words
  - (B) Logical flow of ideas
  - (C) Length of essay
  - (D) Use of quotations
87. A narrative essay mainly:
- (A) Argues a point
  - (B) Describes an event or story
  - (C) Explains a process
  - (D) Gives instructions
88. Which of the following is NOT a type of essay?
- (A) Narrative
  - (B) Descriptive
  - (C) Argumentative
  - (D) Alphabetical
89. Which of the following is a cyber media tool?
- (A) Typewriter
  - (B) Printing machine
  - (C) Google Chrome
  - (D) Radio set
90. Blogs and vlogs are forms of:
- (A) Traditional media
  - (B) Cyber media
  - (C) Print media
  - (D) Broadcast media
91. Real-Time updating of news is a feature of:
- (A) Print journalism
  - (B) Online journalism
  - (C) Traditional media
  - (D) Books
92. The term "hypertext" in Online journalism means:
- (A) Printed text
  - (B) Text with links to other content
  - (C) Audio news
  - (D) Visual news

93. Which of the following is a key feature of Online journalism?
- (A) Delayed publication
  - (B) Interactivity with readers
  - (C) Limited reach
  - (D) No updates
94. What is the main purpose of precis writing?
- (A) To expand a passage
  - (B) To summarize a passage briefly
  - (C) To translate a passage
  - (D) To criticize a passage
95. Communication through films and documentaries is a part of:
- (A) Print media
  - (B) Audio-Visual media
  - (C) Personal media
  - (D) Folk media
96. Which tool is useful for studying people's behavior in natural settings?
- (A) Interview
  - (B) Observation
  - (C) Questionnaire
  - (D) Survey
97. Data collected directly from people is called:
- (A) Secondary data
  - (B) Primary data
  - (C) Historical data
  - (D) Printed data
98. A questionnaire is mainly used to:
- (A) Collect written responses from respondents
  - (B) Tell stories
  - (C) Record music
  - (D) Edit videos
99. Which type of media includes newspapers and magazines?
- (A) Electronic media
  - (B) Print media
  - (C) Digital media
  - (D) Social media
100. The spread of information through digital platforms is called:
- (A) Print media
  - (B) Electronic media
  - (C) New media
  - (D) Traditional media

**Rough Work**  
रफ़ कार्य

**Example :**

Question :

- Q. 1    (A)    (B)    (C)    (D)
- Q. 2    (A)    (B)    (C)    (D)
- Q. 3    (A)    (B)    (C)    (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.**

**उदाहरण :**

प्रश्न :

- प्रश्न 1    (A)    (B)    (C)    (D)
- प्रश्न 2    (A)    (B)    (C)    (D)
- प्रश्न 3    (A)    (B)    (C)    (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण :** प्रश्न-पुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्न-पुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।