

Roll. No.

Question Booklet Number

O.M.R. Serial No.

--	--	--	--	--	--	--	--

B.A. (SEM.-VI) (NEP) (SUPPLE.) EXAMINATION, 2024-25

ENGLISH

(Media & Journalistics Writing)

Paper Code							
A	0	4	0	6	0	3	T

Question Booklet
Series

A

Time : 1 : 30 Hours

Max. 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 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 गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छानना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. What is the primary function of journalism?
 - (A) Entertainment
 - (B) Advertising
 - (C) Informing the public
 - (D) Censorship
2. Which of the following is considered a form of mass media?
 - (A) Personal diary
 - (B) Telephone call
 - (C) Television
 - (D) Face-to-face conversation
3. What does "freedom of the press" mean?
 - (A) Free printing of books
 - (B) Government control of media
 - (C) Right to publish news without censorship
 - (D) Publishing only government-approved news
4. Who is considered as the "Father of Journalism"?
 - (A) John Milton
 - (B) James Augustus Hickey
 - (C) Walter Lippmann
 - (D) Joseph Pulitzer
5. Which of the following is an example of print media?
 - (A) News app
 - (B) Television news
 - (C) Newspaper
 - (D) YouTube video
6. What is the main role of a news editor?
 - (A) Designing advertisements
 - (B) Proofreading books
 - (C) Supervising and deciding content for publication
 - (D) Anchoring news
7. What is the full form of TRP in media?
 - (A) Television Radio Performance
 - (B) Target Rating Point
 - (C) Time Report Plan
 - (D) Television Rating Point
8. What does "media convergence" refer to?
 - (A) Separation of media types
 - (B) Increase in traditional media
 - (C) Merging of media platforms and technologies
 - (D) Only digital media use
9. Which type of journalism focuses on uncovering hidden facts or corruption?
 - (A) Sports journalism
 - (B) Investigative journalism
 - (C) Opinion writing
 - (D) Business journalism
10. The term "cyberspace" refers to :
 - (A) The space outside the Earth
 - (B) A type of computer virus
 - (C) The virtual environment of the internet
 - (D) An offline computer system

11. What is the most common threat in cyber media?
(A) Low-quality paper
(B) Ink shortage
(C) Cyberbullying and data breaches
(D) High printing cost
12. Which of the following can be considered a blog?
(A) A news broadcast
(B) A personal online journal
(C) An online store
(D) A video game
13. Online journalism differs from traditional journalism mainly in :
(A) Cost of production
(B) Speed of information delivery
(C) Print quality
(D) Page layout
14. Which component is essential for accessing cyber media?
(A) Newspaper subscription
(B) Television set
(C) Internet connection
(D) Radio frequency
15. What is the role of hashtags in social media?
(A) Encrypt messages
(B) Summarize the entire post
(C) Categorize content and increase discoverability
(D) Measure popularity
16. Which term describes false information spread deliberately to mislead people online?
(A) Cyber ethics
(B) Disinformation
(C) Fair use
(D) Blogging
17. What is citizen journalism?
(A) Journalism by trained professionals
(B) Journalism published only in newspapers
(C) News reporting by ordinary individuals
(D) Journalism controlled by the government
18. Twitter is an example of which type of social media platform?
(A) Photo sharing
(B) Microblogging
(C) Professional networking
(D) E-commerce
19. Which of the following is a feature of online journalism?
(A) Fixed publication time
(B) Limited reader interaction
(C) Real-time news updates
(D) Weekly circulation

20. Which of the following is most likely to catch a reader's interest?
- (A) A routine weather report
 - (B) A story about a local hero saving a life
 - (C) An article on outdated farming methods
 - (D) A week-old event
21. The first step in the process of news gathering is :
- (A) Editing
 - (B) Proofreading
 - (C) Identifying news sources
 - (D) Publishing
22. A reporter attending a live event and taking notes is using which method of gathering news?
- (A) Archival research
 - (B) Observation
 - (C) Telepathy
 - (D) News bulletin review
23. Which aptitude is most important for accuracy in reporting?
- (A) Good imagination
 - (B) Strong memory and fact-checking skills
 - (C) Graphic designing
 - (D) Acting ability
24. Why is ethical behaviour important for a reporter?
- (A) It saves time
 - (B) It improves typing speed
 - (C) It builds credibility and public trust
 - (D) It helps increase ad revenue
25. What type of report focuses on the analysis and interpretation of events?
- (A) News report
 - (B) Column
 - (C) Feature report
 - (D) Informal report
26. A report written from a first-hand account at the scene of the event is called a :
- (A) Desk report
 - (B) Follow-up report
 - (C) Eyewitness report
 - (D) Editorial
27. Which headline would best grab reader attention for a report on climate change in schools?
- (A) "Climate Education and Policy Implementation"
 - (B) "Why Your Classroom Might Be the Next Climate Hero"
 - (C) "Temperature Rising: Science Curriculum Update"
 - (D) "A Study on Educational Content Related to the Environment"

28. How might a reporter creatively cover a disaster event without sensationalizing it?
- (A) Focus only on dramatic footage
 - (B) Interview survivors and narrate their resilience stories
 - (C) Use shocking visuals without permission
 - (D) Speculate on unconfirmed numbers
29. A report based on factual information and without opinions is called :
- (A) Editorial
 - (B) Investigative report
 - (C) News report
 - (D) Column
30. A précis should be written in:
- (A) Poetic form
 - (B) Question-and-answer format
 - (C) The writer's own words
 - (D) Bullet points
31. An effective essay must include :
- (A) Dialogue
 - (B) Introduction, body, and conclusion
 - (C) Rhymes and rhythm
 - (D) Pictures
32. Which of the following is NOT a type of paragraph?
- (A) Descriptive
 - (B) Expository
 - (C) Narrative
 - (D) Declarative
33. Which of the following is most important in paragraph development?
- (A) Random thoughts
 - (B) Clear structure and supporting details
 - (C) Figurative language
 - (D) Excessive adjectives
34. The opening sentence of a news story is called the :
- (A) Body
 - (B) Headline
 - (C) Lead
 - (D) Caption
35. What do the 5Ws stand for in news reporting?
- (A) Why, Who, What, When, Where
 - (B) Who, Where, Which, Why, Whether
 - (C) Which, What, Who, Word, Walk
 - (D) When, Why, Which, With, Would

36. A "question lead" begins with:
- (A) An answer
 - (B) An image
 - (C) A direct question
 - (D) A command
37. Which type of lead uses a short, punchy sentence to attract attention?
- (A) Summary lead
 - (B) Delayed lead
 - (C) Punch lead
 - (D) Question lead
38. The "inverted pyramid" structure in news writing means :
- (A) The story starts slow and builds up
 - (B) The most important facts come first, followed by less important details
 - (C) The story has no structure
 - (D) The conclusion is always a quote
39. Which is an example of a feature lead?
- (A) "The city council met last night."
 - (B) "A cold wind whispered through the empty streets."
 - (C) "The minister announced a new scheme."
 - (D) "The event occurred on Monday."
40. What is the purpose of report writing in journalism?
- (A) To record fictional stories
 - (B) To narrate news in a factual and organized manner
 - (C) To advertise a product
 - (D) To confuse readers
41. How does a punch lead differ from a quote lead?
- (A) A punch lead uses statistics, while a quote lead uses bullet points
 - (B) A punch lead delivers a short, striking statement; a quote lead begins with a direct quote
 - (C) Both are used in academic writing
 - (D) A punch lead is always humorous
42. Why is clarity essential in a headline?
- (A) It helps the reader understand the humour
 - (B) It builds suspense
 - (C) It immediately conveys the main idea and encourages reading
 - (D) It adds decorative language
43. In paragraph writing, coherence means :
- (A) Using rhyming words
 - (B) Linking sentences logically so the flow of ideas is smooth
 - (C) Adding statistics
 - (D) Beginning each sentence with the same word

44. Which of the following best compares an essay and a news report?
- (A) Essays are factual and objective; news reports are opinionated
 - (B) News reports use creative storytelling; essays use headlines
 - (C) Essays explore and develop an idea in depth; news reports focus on facts and immediacy
 - (D) Both follow the same writing structure
45. What is the most essential quality for effective public speaking?
- (A) Reading fast
 - (B) Clear pronunciation and confidence
 - (C) Using difficult words
 - (D) Memorizing the speech
46. A speaker's tone should be adjusted according to :
- (A) Their mood
 - (B) The length of their speech
 - (C) The topic and the audience
 - (D) The time of day
47. Which of the following helps reduce nervousness during public speaking?
- (A) Speaking without preparation
 - (B) Ignoring the audience
 - (C) Practicing in advance and deep breathing
 - (D) Eating while speaking
48. In radio journalism, what is a "sound bite"?
- (A) A sound effect used for fun
 - (B) A short recorded statement or quote from a news source
 - (C) A microphone device
 - (D) Background music
49. The role of a news anchor on television includes :
- (A) Writing advertisements
 - (B) Conducting outdoor surveys
 - (C) Presenting news live, introducing stories, and guiding flow
 - (D) Drawing cartoons
50. Which shot is typically used to show the reporter on location in TV reporting?
- (A) Mid-shot
 - (B) Voice-over only
 - (C) Stand-up shot
 - (D) Drone shot
51. What makes television news different from print news?
- (A) Use of images and moving visuals
 - (B) No need for facts
 - (C) Unlimited airtime
 - (D) Lack of editing

52. What does objectivity in news reporting mean?
- (A) Expressing the reporter's feelings
 - (B) Taking sides
 - (C) Reporting facts without personal bias
 - (D) Adding emotional appeal
53. Which principle ensures that news reaches the audience quickly?
- (A) Clarity
 - (B) Objectivity
 - (C) Integrity
 - (D) Speed
54. Which of the following best defines "integrity" in journalism?
- (A) Following rumours
 - (B) Prioritizing sensationalism
 - (C) Being honest, ethical, and transparent
 - (D) Focusing only on entertainment
55. What should a reporter do before publishing or airing a story?
- (A) Post it on social media
 - (B) Add personal opinion
 - (C) Fact-check and verify sources
 - (D) Ask friends for approval
56. Which of the following violates journalistic ethics?
- (A) Reporting multiple perspectives
 - (B) Editing for clarity
 - (C) Plagiarizing someone else's report
 - (D) Quoting a spokesperson
57. A journalist reporting on a sensitive issue must :
- (A) Sensationalize to gain views
 - (B) Ensure privacy, accuracy, and balanced coverage
 - (C) Avoid fact-checking
 - (D) Use anonymous sources only
58. While writing a news script for radio, what creative approach could make a weather report more engaging?
- (A) Use humorous metaphors and relatable imagery while staying factual
 - (B) Use fake forecasts to entertain
 - (C) Speak too quickly
 - (D) Avoid giving temperature details
59. If you were designing a news bulletin for visually impaired listeners, how would you creatively adapt your content?
- (A) Use longer scripts
 - (B) Add more background music
 - (C) Focus on clear descriptions, vivid soundscapes, and accessible language
 - (D) Speak faster

60. What is the main purpose of a trend story?
- (A) To report on hard news
 - (B) To reflect emerging patterns in society, culture, or lifestyle
 - (C) To summarize past events
 - (D) To give stock market updates
61. What does an obituary feature include?
- (A) Only the date of death
 - (B) Personal achievements and life highlights of the deceased
 - (C) A fiction story
 - (D) Predictions
62. What makes a review different from a report?
- (A) It includes personal reaction and critical analysis
 - (B) It is written in passive voice
 - (C) It avoids any evaluation
 - (D) It must be written anonymously
63. The lead in a feature story is often:
- (A) A dateline
 - (B) A statistic
 - (C) A creative hook or anecdote
 - (D) A quote from a press release
64. Which of these is NOT a quality of a good feature writer?
- (A) Curiosity
 - (B) Creativity
 - (C) Imagination
 - (D) Strict avoidance of any description
65. What is the primary purpose of feature writing?
- (A) To deliver breaking news
 - (B) To entertain, inform, or provide insight through storytelling
 - (C) To promote government policies
 - (D) To confuse the reader
66. Which of these could be a good headline for a trend feature?
- (A) "Flood Hits City"
 - (B) "The Rise of Vintage Fashion among Gen Z"
 - (C) "PM Announces Budget"
 - (D) "New Law Passed in Parliament"
67. Reviews can be written on :
- (A) Scientific journals only
 - (B) Movies, books, restaurants, products, etc.
 - (C) Horoscope
 - (D) Funeral notices

68. Columns are often published :
- (A) Daily or weekly with a fixed placement and tone
 - (B) Randomly
 - (C) Anonymously
 - (D) As letters to the editor
69. Which writing style is best for features?
- (A) Dry and technical
 - (B) Narrative and descriptive
 - (C) Mathematical
 - (D) Passive and vague
70. In a movie review, what should be avoided?
- (A) Mention of director
 - (B) Spoiling major plot twists without warning
 - (C) Analysis of acting
 - (D) Description of cinematography
71. When evaluating a review, which element would best indicate a bias rather than fair criticism?
- (A) Balanced evaluation with examples
 - (B) A mix of pros and cons
 - (C) Strong emotional language without justification
 - (D) Mention of director and cast
72. What can be inferred if a columnist consistently uses persuasive language without presenting opposing views?
- (A) The column is objective
 - (B) The column lacks balance and may be biased
 - (C) The column is purely informative
 - (D) The column is written by a reporter
73. When analysing a feature article's structure, what role does the "nut graph" play?
- (A) It ends the article with a quote
 - (B) It provides unrelated background
 - (C) It explains the main point or angle after the lead
 - (D) It is a poetic summary
74. What is a key structural difference between a review and a traditional report?
- (A) Reports begin with personal opinion; reviews do not
 - (B) Reviews often include subjective language and evaluation, while reports maintain strict objectivity
 - (C) Reviews are based on interviews; reports are not
 - (D) Reports are fictional accounts
75. Which of the following is not a principle of editing?
- (A) Objectivity
 - (B) Sensationalism
 - (C) Accuracy
 - (D) Clarity

76. What does the term 'editorial policy' refer to?
- (A) The price of the newspaper
 - (B) Guidelines governing content selection and presentation
 - (C) Government rules for newspapers
 - (D) Rules for printing advertisements
77. Who is responsible for the final content published in a newspaper?
- (A) Reporter
 - (B) Sub-editor
 - (C) Editor
 - (D) Photographer
78. Who ensures that the editorial content aligns with the newspaper's vision and policies?
- (A) News reporter
 - (B) Editor
 - (C) Printer
 - (D) Camera operator
79. What is a dummy sheet in editing?
- (A) A list of incorrect stories
 - (B) A layout of the newspaper before final print
 - (C) A blank paper
 - (D) An outdated story
80. What is the main responsibility of the chief sub-editor?
- (A) Conducting interviews
 - (B) Designing advertisements
 - (C) Coordinating and supervising sub-editors
 - (D) Printing the newspaper
81. Which principle of editing involves cutting out unnecessary words or repetition?
- (A) Brevity
 - (B) Popularity
 - (C) Controversy
 - (D) Impact
82. What is a 'slug' in newsroom terminology?
- (A) A news photo
 - (B) A brief heading or label identifying a story
 - (C) A late-breaking story
 - (D) A printing machine
83. Which professional ensures that stories are placed in the right page and position?
- (A) Reporter
 - (B) Editor
 - (C) Layout designer / Sub-editor
 - (D) Columnist

84. The process of selecting and preparing written content for publication is called :
- (A) Drafting
 - (B) Advertising
 - (C) Editing
 - (D) Broadcasting
85. In a well-organized newsroom, who reviews edited copies before they go to press?
- (A) Intern
 - (B) Chief Sub-editor or Editor
 - (C) Advertising head
 - (D) Photographer
86. If a news item has a misleading headline, it fails the principle of :
- (A) Speed
 - (B) Clarity
 - (C) Brevity
 - (D) Accuracy
87. A news story is factually correct but uses emotionally charged language. Which editorial principle has been compromised?
- (A) Brevity
 - (B) Accuracy
 - (C) Objectivity
 - (D) Clarity
88. A news editor rejects a politically sensitive story submitted by a reporter, citing editorial policy. What editorial function is being exercised?
- (A) Sub-editing
 - (B) Fact-checking
 - (C) Gatekeeping
 - (D) Formatting
89. A news editor assigns a story that might offend a community. What is the ethical action before publishing?
- (A) Change the community's name
 - (B) Ignore the issue to avoid controversy
 - (C) Assess its public interest vs potential harm and edit sensitively
 - (D) Publish without any changes
90. Which of the following is a type of advertisement?
- (A) Editorial
 - (B) Documentary
 - (C) Classified
 - (D) News report
91. Which type of advertisement is used to promote social awareness or public interest?
- (A) Display Ad
 - (B) Public Service Advertisement (PSA)
 - (C) Classified Ad
 - (D) Commercial Ad

92. The short visual script used to plan an advertisement is called a :
- (A) Script book
 - (B) Storyboard
 - (C) Headline
 - (D) Jingle
93. Which of the following best reflects advertising ethics?
- (A) Promoting fear to sell products
 - (B) Using false testimonials
 - (C) Truthfulness and social responsibility
 - (D) Creating confusion
94. Puffery in advertisements refers to :
- (A) Objective claims
 - (B) Exaggerated or subjective claims
 - (C) Legal notices
 - (D) Celebrity criticism
95. Which is a broadcast advertisement?
- (A) Billboard
 - (B) Newspaper ad
 - (C) Radio jingle
 - (D) Pamphlet
96. Which of the following is a digital advertising format?
- (A) Radio
 - (B) Hoarding
 - (C) Banner ads on websites
 - (D) Classifieds in magazines
97. The visual elements in a storyboard include:
- (A) Scripts only
 - (B) Camera shots, movements, and sketches
 - (C) Subtitles
 - (D) Just text
98. A classified advertisement is most likely to be used for :
- (A) Brand image building
 - (B) Job vacancy listing
 - (C) TV commercials
 - (D) National campaign
99. Which organization in India monitors advertising ethics?
- (A) ASCI
 - (B) FSSAI
 - (C) TRAI
 - (D) BARC
100. The main difference between display ads and classified ads is :
- (A) Display ads are textual; classified are visual
 - (B) Display ads are more expensive and visually designed
 - (C) Classified ads have music
 - (D) Classifieds are for national audiences

ROUGH WORK

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (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) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (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 ओ०एम०आर० 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. ओ०एम०आर० 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: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।