

GOBARDANGA HINDU COLLEGE
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
MCQ QUESTION PAPER
[FOR 2nd SEMESTER (HONOURS) STUDENTS]

1. Searchlight was a newspaper published from -

- (A) Bihar
- (B) Assam
- (C) Punjab
- (D) Uttarakhand

2. The word 'journalist' is derived from -

- (A) Journalography
- (B) Diurnalis
- (C) Diurna
- (D) Journology

3. _____ can be called as presentational media.

- (A) Magazines
- (B) Newspapers
- (C) Teletext
- (D) Body language

4. Editing in newspapers means the removal of ____ in writing.

- (A) Articles
- (B) Fog
- (C) Atmosphere
- (D) Treatment

5. A Jump Cut is an editing technique that is employed

- (A) At the end of a shot
- (B) In between two scenes
- (C) Within a scene
- (D) In between two sequences

6. The medium that has the widest reach in India is -

- (A) Print
- (B) Radio
- (C) Television
- (D) Internet

7. Indian Express was originally published from

- (A) Bombay
- (B) Calcutta
- (C) Madras
- (D) Nagpur

8. Who first described mass media as a culture industry?

- (A) Stuart Hall
- (B) Theodor Adorno
- (C) Stuart Mill
- (D) Jean Boudrillard

9. The creative function of communication is important in

- (A) Encoding
- (B) Feedback
- (C) Rituals
- (D) Propaganda

10. The news agency that has the largest number of foreign correspondents is

- (A) United Press International
- (B) Reuters
- (C) Associated Press
- (D) Agencè France Pressè

11. In newspapers, news headlines should be written around a strong _____

- (A) Adjective
- (B) Adverb
- (C) Verb
- (D) Participle

12. If a publication is half the size of a broadsheet, it is called

- (A) Tabloid
- (B) Digest
- (C) Single dummy
- (D) Double dummy

13. Digital media narration is

- (A) dynamic
- (B) Static
- (C) Separate
- (D) Limited

14. Which medium is traditionally known as poor cousin of television and print media?

- (A) Out-door media
- (B) Transit media
- (C) Folk media
- (D) New media

15. Which medium is traditionally known as poor cousin of television and print media?

- (A) Out-door media
- (B) Transit media
- (C) Folk media
- (D) New media

16. More white space on a printed page can be gained by reducing the number of

- (A) Stories
- (B) Columns
- (C) Advertisements
- (D) Pictures

17. The word 'communication' is derived from the Latin word 'communis', which means-

- (A) To write
- (B) To speak
- (C) To shares
- (D) None of the above

18. _____ is considered as a mechanical medium.

- (A) Book
- (B) Newspaper
- (C) Television
- (D) Puppetry

19. Who is the backbone of newspaper -

- (A) Sub-editor
- (B) Reporter
- (C) Chief-Reporter
- (D) None of the above

20. The first newspaper of the World -

- (A) The Bengal Gazette (B) Amritabazar Patrika
- (C) Strasbourg Relations
- (D) The Hindu

GOBARDANGA HINDU COLLEGE
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
MCQ QUESTION PAPER
[ANSWER KEY]
[FOR 2nd SEMESTER STUDENTS]

| NO. | ANSWER | NO. | ANSWER | NO. | ANSWER | NO. | ANSWER |
|------------|---------------|------------|---------------|------------|---------------|------------|---------------|
| 01 | A | 06 | B | 11 | C | 16 | B |
| 02 | B | 07 | C | 12 | A | 17 | C |
| 03 | D | 08 | B | 13 | A | 18 | C |
| 04 | B | 09 | D | 14 | A | 19 | B |
| 05 | C | 10 | C | 15 | A | 20 | C |