

**VI Semester ATKT Mock Examination Sept. 2020**

**Class: TYBMM**

**Marks: 20**

**Sub: News Media Management (Journalism)**

**Duration : 30 Min**

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N.B. 1. All questions are compulsory

2. Each question carries 1 mark

1. The challenge before the conventional media is:

- a) Dwindling readership and falling revenues
- b) Getting trained manpower
- c) Inability to adapt new technology
- d) To provide round-the-clock service

Correct answer: d

2. The term web 2.0 refers to:

- a) Readable phase of the portal
- b) Writable phase of the portal
- c) No facility to respond and react on the portal
- d) Unreadable phase of the portal

Correct answer: b

3. Reliance is the basis of what type of ownership?

- a) Corporate Ownership
- b) Limited Company Ownership
- c) Trust Ownership
- d) Partnership ownership

Correct answer: c

4. The disadvantage of sole ownership is:

- a) The owner have to bear the entire loss.
- b) He has to share profits
- c) He has little interests to promote his newspaper
- d) He cannot hire more people

Correct answer: a

5. In Limited Company Ownership:

- a) There is limited liability o the owners.
- b) There is corporate ownership
- c) It is a form of Partnership Ownership
- c) There are multiple owners.

Correct answer: a

6. The term Human Resource Development refers to:

- a) Development of technical power
- b) Development of Financial resources
- c) Recognizing humans as capital
- d) Harnessing machine and money

Correct answer: c

7. The disadvantage with Digital Convergence is:

- a) Data or information can be replicated easily
- b) Data or information can become reliable
- c) Data or information can be easily verified.
- d) Data or information cannot be used.

Correct answer: a

8. Digitization refers to the act of:

- a) Giving digits to online data
- b) Converting data and pictures into digital form
- c) Giving digits to online data
- d) Uploading and linking data.

Correct answer: b

9. Giving incentives to its vendors and readers is part of:

- a) Editorial strategy
- b) Marketing strategy
- c) Financial strategy
- d) Type of newspaper ownership.

Correct answer: b

10. The Companies Act 1956 consists of \_\_\_\_ sections.

- a) 232
- b) 123
- c) 252
- d) 658

Correct answer: d

11. The Companies Act 2013 replaced the Companies Act, 1956 on \_\_\_\_

- a) 10<sup>th</sup> January, 2001
- b) 29<sup>th</sup> August, 2013
- c) 29<sup>th</sup> September, 2000
- d) 1<sup>st</sup> April, 2013

Correct answer: c

12. Minimum no. of Directors in case of a public company is \_\_\_\_\_

- a)1
- b)2
- c)3
- d)4

Correct answer: c

13. 'Targeting' is \_\_\_\_\_-.

- a. Creating the campaign
- b. Finding the big idea
- c. Finding the key demographics of the audience to increase engagement
- d. Distribution channel

Correct answer: c

14. A brand management technique that uses a combination of internet branding and digital marketing to develop a brand over a range of digital venues is known as \_\_\_\_\_.
- a. Blogging
  - b. Promotional events
  - c. Digital branding
  - d. Sales

Correct answer: c

15. As opposed to the traditional funnel model, consumers today prefer \_\_\_\_\_
- a. To engage with brands
  - b. One-way communication
  - c. TV ads
  - d. Email marketing

Correct answer: a

16. What is the bloodline and foundation of a newspaper?
- a. Circulation
  - b. Advertising
  - c. Subscribers
  - d. The editor

Correct answer: a

17. The Government uses which among the following ads to propagate people's health, education, environment, family planning etc
- a. Display Ads
  - b. Paid news Ads
  - c. Commercial Ads
  - d. Classified Ads

Correct answer: a

18. Which among the following started district-based tabloids in the newspapers?
- a. Malayalam Manorama
  - b. The Rajasthan Patrika
  - c. Janmabhoomi
  - d. Eenadu

Correct answer: d

19. A \_\_\_\_\_ cost is a cost that does not change with an increase or decrease in the amount of goods or services produced or sold.
- a. Fixed
  - b. Variable
  - c. Unforeseen
  - d. Marginal

Correct answer: a

20. The chronological evolution of mass media is
- a. Radio, film, newspaper, television
  - b. Newspaper, film, radio, television
  - c. Newspaper, radio, film, television
  - d. Film, newspapers, radio, television

Correct answer: a

