

[Duration: - 2 ½ Hours]

MM95IJ22

[Marks 75]

Note: -

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

**PART B**

**Q.2 - Answer any one of the Following.**

(10 M)

1. What are the career opportunities in the field of journalism?
2. What qualities must a journalist possess?
3. Explain the bit in journalism with examples?

**Q.3 - Answer any one of the Following.**

(10 M)

1. Explain the history of Indian journalism?
2. Which of the following regional news channels is fearless journalism? Have your say.
3. Explain hard news and soft news with three examples.

(P.T.O)

FUBMM (Eng)

(12)

**Q.4 - Answer any one of the Following.**

(10 M)

1. How has technology affected the media?
2. Write in detail how technology has changed the way news is published.
3. Briefly write a history of medieval Indian media.

**Q.5 - Answer any one of the Following.**

(10 M)

1. What is Mojo? Explain how it is done and its benefits.
2. Write a headline on Hindustani Bhau and board exam with a headline saying what is news.
3. Write a review on your favorite movie.

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Signature of Supervisor with Date:- \_\_\_\_\_

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**PART A**

**Q. 1 Multiple Choice Questions**

**(35 M)**

1. The key is to report the seriousness of the incident as soon as possible.  
a) Breaking News    b) Big Events    c) Breaking event    d) Shiny News
2. Writes ----- based on a person's life.  
a) Feature story    b) Story    c) Articles    d) News
3. Articles that are signed and express their views clearly are called -----.  
a) Columns    b) Articles    c) Editorial    d) Advertising
4. The first Marathi newspaper -----  
a) Mirror    b) Vibhushan    c) Morning    d) Revolution
5. The originator of the phrase 'Press is, the fourth estate'  
a) North Cliff    b) Edmund Burke    c) Lord Macaulay    d) Rudyard Kipling
6. What is yellow journalism?  
a) exploitative sensational    b) classified telephone directory    c) low cost novel    d) news
7. What is an editorial?  
a) Part of the interview    b) Newspaper approach    c) One-sided approach of the government    d) Interview
8. A news item should be at least ----- words.  
a) 355    b) 320    c) 345    d) 985
9. News on Salman Khan comes in ----- bit.  
a) Economic    b) Political    c) Sports    d) Entertainment
10. A compelling line in the news that compels the reader to read the news.  
a) Byline    b) Quote    c) Headline    d) Story
11. He makes news -----  
a) Writer    b) Editor    c) Reporter    d) Reporter
12. ----- It is easier to get news now than ever before.  
a) Information    b) Diversity    c) Technology    d) Source
13. The first printing press was given to India in -----  
a) 869    b) 1674    c) 125    d) 451
14. The publication of the first Hindi newspaper ----- started in 1826.  
a) Udant Martand    b) Lok Nayak    c) Bangdoot    d) Mook Nayak
15. The \_\_\_\_\_ offers a vast amount of information useful to Journalist.  
a. Newspapers    b. Television    c. Internet    d. Mobile Phones
16. Around \_\_\_\_\_ A.D. Chinese started printing with wooden blocks  
a. 600    b. 1000    c. 700    d. 900
17. Which type of printing is said to be cost-effective?  
a. Digital    b. Off-set    c. Letter Press    d. Engraving
18. Which one of these newspapers is a Bengali Newspaper.  
a. Times of India    b. The Hindu    c. Anand Bazar Patrika    d. The Indian Express
19. Which type of printing is used for a company's letterhead?  
a. Off-set    b. Digital    c. Engraving    d. Letterpress
20. Which one of these is a Maathi Newspaper?  
a. Maharashtra Times    b. Navbharat Times    c. Dainik Jagran    d. Eenadu
21. The first radio station was set up in \_\_\_\_\_  
a. New York    b. Germany    c. Italy    d. Spain
22. National Broadcasting Corporation was set up in the year \_\_\_\_\_



- a. 1978      b. 1934      c. 1926      d. 1956
23. The Bengal Gazette was published in the year \_\_\_\_\_  
a. 1678      b. 1780      c. 1801      d. 1887
24. Madras Courier was the first newspaper published from \_\_\_\_\_  
a. Calcutta      b. Bombay      c. Madras      d. Delhi
25. Bombay Herald Newspaper was found in the year \_\_\_\_\_  
a. 1789      b. 1887      c. 1856      d. 1903
26. Bombay Gazette was found in the year \_\_\_\_\_  
a. 1678      b. 1791      c. 1824      d. 1913
27. Samachar Darpan newspaper was published in the year \_\_\_\_\_  
a. 1890      b. 1786      c. 1818      d. 1834
28. The first Urdu newspaper was founded by \_\_\_\_\_  
a. Bal Gangadhar tilak      b. Harihar Dutta      c. Mahatma Gandhi      d. Pandit Jawaharlal Nehru
29. Tamil Patrika Newspaper was published in the year \_\_\_\_\_  
a. 1876      b. 1898      c. 1831      d. 1845
30. Odhund Marthand, the first weekly hindi newspaper was published from \_\_\_\_\_  
a. Delhi      b. Calcutta      c. Bombay      d. Madras
31. The Malayalam Newspaper Vignayana Nikshepam was published in the year \_\_\_\_\_  
a. 1890      b. 1910      c. 1934      d. 1840
32. Kesari newspaper was founded by \_\_\_\_\_  
a. Raja ram mohan roy      b. Mahatma Gandhi      c. Bal Gangadhar Tilak      d. Maulana Abdul kalam Azad
33. Which one of these newspapers was introduced by Mahatma Gandhi?  
a. Times of India      b. The Hindu      c. The Indian Express      d. Young India
34. Malaya Manorma is a \_\_\_\_\_ language newspaper  
a. Hindi      b. Urdu      c. Gujrathi      d. Malayalam
35. The Press Registration Act was introduced in the year \_\_\_\_\_  
a. 1987      b. 1765      c. 1867      d. 1656

**Answer Sheet for Multiple Choice Questions**

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		8		15		22		29	
2		9		16		23		30	
3		10		17		24		31	
4		11		18		25		32	
5		12		19		26		33	
6		13		20		27		34	
7		14		21		28		35	

Marks Obtained: - \_\_\_\_\_

Signature of the Examiner: - \_\_\_\_\_