S.T. COLLEGE OF ARTS & COMMERCE
UNR - 4

[Duration: - 2 ½ Hours MM65CW22 [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 A

Q. 1 Select the appropriate option (35)

1. People who place ads on websites are called _____.
A publisher B user C follower D.The installer
2. _____ manages Google's advertising business.
A Google B Google AdSense C Ad labs D Google lenses
3. What is the acronym for ZEE Entertainment Enterprises?
A ZEE B ZED C Z D ZE
4 People on YouTube prefer _____.
A GRAPHICS B AUDIO C VIDEO D ANIMATION
5. The concept of SPLIT BRAIN was introduced by _____.
A ROJER SPERY B DANIAL GOLMAN C DR. HOWARD D DR. SMITH
6. Improving the website experience of your online customers is an important part of _____.
A web analytics B Web Designer C Web Creator D.The Web browser
7. _____ is considered the backbone of the media.
A movie B Music C Advertising D drama
8 _____ means to express another person's ideas, writing in one's own words.
A Paraphrasing B Editing C Writing D Rewriting
9 The term used to search for something on the Internet is _____.
A Replace B Search C Find D Keyword
10 Punctuation mark used to express joy, surprise ____
A question mark B exclamation point C semicolon D full stop
11. The Punctuation mark used at the end of a sentence is called _____.
A question mark B exclamation point C semicolon D full stop
12. The caption of the photo should be written in ____tense.
A Present B Past C Future D Past perfect
13. 25 years is ____
A Diamond Festival B Silver Jubilee C Golden Festival D Lunar Festival
14. To quote a person's utterances ____ is used.
A. Double quotation marks B. Triple quotation marks C. First quotation marks D. Quotes
15. Extended form of ATM _____
A.Automated Teller Machine B.Auto Tele Machine C.Auto Talk machine D.Auto tool machine
16. The construction of a news draft is called _____
A. Inverted triangle of news' B. Straight triangle of news' C. News circle D. The core of the news
17 Extended variants of wireless fidelity
A.WiFi B.WI C.wfi D.wifit
18. The left and right brains of human beings function differently, said _____.
A. Roger Sperry B. Adam Smith C. Marshall D. Newton
19. Roger Sperry introduced the concept of _____ in 1968.
A. Split brain B. News draft C. HIV D.Brain Hemorrhage
20 The center of emotion is in the ____ .
A. brain B. heart C. Stomach D. mind
21. _____ is used to reach as many people as possible with your post.
A. Hash tags B. tag C. Tweet D. Re tweet

22. There is a limit of ____ words to write on Twitter.
A. 280 B.380 C.480 D.180

23.____ hashtags can be used along with a post.
A. 30 B.40 C.20 D.50
24 .____ is the type of captions.
A. Hood B. Key Word C. tag D. Blog
25. Sky line is type _____.
A. News B. Headline C. medium D. Contact
26.Extended form of.PPT ____
A. POWER POINT PRESENTATION B. POINT POWER PRESENTATION
C. PIN POWER PRESENTATION D. PRESENTATION POWER POINT
27. Font size in PPT slides should not exceed _____ points.
A.20 B.30 C.40 D.10
28. The largest social media platform in the world is ____.
A. Facebook B. WhatsApp C. Telegram D. Instagram
29. When did adsense start?
A.2003 B.2004 C.2013 D.2012
30.SEO means _____
A.SUPER ELECTRONIC OPERATIONS B. SUPREME ELECTRONIC OPERATIONS
C. SOONER ELECTRONIC OPERATION D. SEARCH ENGINE OPTIMIZATION
31. ____ can be used to create slides.
A.Graphic B.Color C.Clip art D.Scanning
32.ASAP stands for _____.
A.AS SUN AS POSSIBLE B.AS SOON AS POSSIBLE
C.AS SONNER AS PORTABLE D.AS SOON AS PORTABLE
33.Web analytics work is _____
A. Creating an ad B. Attracting customers
C. Creating a web site D. Improving the customer's website experience
34 In Google _____ how a person can earn from this product at home.
A. Opinion Reward B. News C. Facebook D. Telegram
35. Use ____ when it is difficult to write abusive words in a sentence
A. XXX B. Round bracket C. Quotes D. Question mark

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: - _____**