



**SAIVA BHANU KSHATRIYA COLLEGE**  
(Aruppukottai Nadargal Uravinmurai Pothu Abi Viruthi Trustuku Pathiyapattathu)

**ARUPPUKOTTAI**  
**QUESTION BANK**

Name of the Department:	English (SF)	UG / PG:	UG
Semester (UG - III & V; PG - III) :	UG – V semester	Subject Code:	AENJC55
Name of the Subject:	Journalism and Mass Communication		

**Section A (Multiple Choice Questions)**

**Unit I: (Principles of Journalism)**

1. 'The Statesman' was founded in \_\_\_\_\_.  
(a) 1905 (b) 1838 (c) 1878 (d) 1868
2. The Editor assigns \_\_\_\_\_ of issues.  
(a) topics (b) news (c) titles (d) situations
3. The reporter must have clarity of \_\_\_\_\_.  
(a) depression (b) expression (c) knowledge (d) intuition
4. The reporter must know his \_\_\_\_\_.  
(a) capacity (b) status (c) news sources (d) ability
5. The boy \_\_\_\_\_ broke the window is called Lazar.  
(a) which (b) who (c) whom (d) what

**Unit II: (Principles of Mass Communication)**

6. ASCI was established in \_\_\_\_\_.  
(a) 1980 (b) 1985 (c) 2000 (d) 1982
7. \_\_\_\_\_ is the study of what is morally right or wrong  
(a) ethics (b) DJ (c) online (d) marketing
8. Many websites aim to make \_\_\_\_\_.  
(a) money (b) potentiality (c) information (d) regeneration
9. Having a community of \_\_\_\_\_ is very useful.  
(a) interactions (b) protocols (c) followers (d) websites
10. Advertising has become \_\_\_\_\_ of our society.  
(a) hazardous (b) an integral part (c) adamant (d) dignified

**Unit III: (Principles of Writing)**

11. The purpose of note-making is to \_\_\_\_\_.  
(a) understand (b) write (c) summarize (d) listen
12. Enclose \_\_\_\_\_ quotations within quotation marks.  
(a) exact (b) concrete (c) verbatim (d) specific
13. Avoid taking \_\_\_\_\_ notes.  
(a) necessary (b) unnecessary (c) important (d) double check
14. \_\_\_\_\_ seem to be all un avoidable in presentations.  
(a) concepts (b) sales (c) maps (d) settings
15. \_\_\_\_\_ are one of the most common ways to present data.  
(a) tables (b) maps (c) charts (d) films

**Unit IV: (Journalistic Writing)**

16. \_\_\_\_\_ is a very important aspect of an article.  
(a) title (b) body (c) introduction (d) resolution
17. \_\_\_\_\_ is used to complete and the close the articles.  
(a) resolution (b) body (c) picture (d) introduction
18. News reports are found in \_\_\_\_\_.  
(a) magazines (b) books (c) films (d) newspapers



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19. Conclude with \_\_\_\_\_ in the review.  
(a) an introduction (b) an evaluation (c) a moral (d) a saying
20. We write a book review for a \_\_\_\_\_.  
(a) story (b) blog (c) study (d) flim

**Unit V: (Mass Communication Projects)**

21. Newspaper offers \_\_\_\_\_ ad rates  
(a) high (b) affordable (c) very high (d) low
22. \_\_\_\_\_ tend to enjoy high credibility  
(a) newspaper (b) magazines (c) TVs (d) radios
23. Newspaper have a \_\_\_\_\_ life.  
(a) short (b) abundant (c) elongated (d) plentiful
24. \_\_\_\_\_ is considered the most powerful advertising choice.  
(a) newspaper (b) magazine (c) Tv (d) radio
25. The \_\_\_\_\_ in a magazine is very limited.  
(a) gap (b) line (c) space (d) paragraph

**Section B (7 mark Questions)**

**Unit I: (Principles of Journalism)**

26. Write notes on The Hindu  
27. Write a note on Editorial Department.  
28. What is the role of the Editor?  
29. What are the elements of News?  
30. What is Straight News?

**Unit II: (Principles of Mass Communication)**

31. What are the secondary function of advertising?  
32. What are the types of radio ads?  
33. How is the ethics connected to advertising?  
34. What is Website?  
35. What is a blog?

**Unit III: (Principles of Writing)**

36. What is the purpose of note making?  
37. What is Prewriting?  
38. What are the basic rules of making notes.  
39. Writes notes on generating ideas in Prewriting.  
40. What are the mechanics of note – making?

**Unit IV: (Journalistic Writing)**

41. What is an Article?  
42. What is a survey report?  
43. What is review and what its purpose?  
44. What is Web Content?  
45. What is the style of newspaper report?

**Unit V: (Mass Communication Projects)**

46. How does the board select the Pulitzer Prize winner?



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47. Explain the history of Pulitzer Prize.
48. What is the Man Booker Prize.
49. What are the Noble Prizes and Medals.
50. What are the two types of advertisements? Explain.

**Section C (10 mark Questions)**

**Unit I: (Principles of Journalism)**

51. Write an essay on “Inside a Newspaper”.
52. What is News? Explain with suitable definitions

**Unit II: (Principles of Mass Communication)**

53. Write an essay on Advertising.
54. Write an essay on “Blogs”

**Unit III: (Principles of Writing)**

55. What are the mechanics of note making? Explain.
56. Write an essay on “Prewriting”.

**Unit IV: (Journalistic Writing)**

57. Write an essay on “Articles”
58. What is a report?

**Unit V: (Mass Communication Projects)**

59. Prepare five-page report on Pulitzer Prize.
60. Prepare five-page report on Nobel for Literature.