

Enrollment No. :

Centre Code :

Invigilator Sign.

Date :

2025

(MOOCs) IDC

Paper : MOOCIDC1013

(Writing for Mass Media)

Full Marks : 50

Pass Marks : 20

Time : 2 hours

(Question carries 1 mark each)

Please tick (✓) the correct answer

*Use of correction fluid is prohibited ** Multiple ticks will be treated as incorrect.*

1. Mass media writing primarily aims to:
 - A. Entertain only
 - B. Inform, educate and persuade
 - C. Confuse the public
 - D. Promote gossip
2. The most important feature of journalistic writing is:
 - A. Complexity
 - B. Objectivity
 - C. Bias
 - D. Personal opinion
3. The language used in news writing should be:
 - A. Highly technical
 - B. Flowery and poetic
 - C. Simple and clear
 - D. Difficult
4. Which among the following is the first paragraph of a news story?
 - A. Lead
 - B. Body
 - C. Tail
 - D. Caption
5. The inverted pyramid style is used primarily in:
 - A. Advertising
 - B. News writing
 - C. Scriptwriting
 - D. Novel writing
6. The 5Ws and 1H in journalism refer to:
 - A. Who, What, When, Where, Why, How
 - B. Whom, Why, Write, Where, How, Whose
 - C. What, When, Whither, Why, Who, How much
 - D. None
7. A feature story focuses more on:
 - A. Facts only
 - B. Human interest and storytelling
 - C. Hard news
 - D. Statistics
8. Editorials express:
 - A. Opinions of the editor or newspaper
 - B. Sports results
 - C. Crime reports
 - D. Weather updates
9. A news headline should be:
 - A. Long and descriptive
 - B. Short and catchy
 - C. Confusing
 - D. Irrelevant

- 10. Copy editing involves:**
- A. Fabricating news
 - C. Photography
 - B. Checking grammar, accuracy and clarity
 - D. Printing newspapers
- 11. Which is NOT a type of feature story?**
- A. Profile feature
 - C. Investigative feature
 - B. Travel feature
 - D. Budget feature
- 12. A byline refers to:**
- A. The photographer's name
 - C. The editor's signature
 - B. The reporter's name
 - D. The newspaper's name
- 13. Dateline indicates:**
- A. Date of printing
 - C. Deadline for reporters
 - B. Location from where news is reported
 - D. Length of an article
- 14. The term "slug" in newsrooms refers to:**
- A. A list of advertisers
 - C. A type of caption
 - B. A story's working title
 - D. A type of photo
- 15. Opinion pieces appear mainly in:**
- A. Classified section
 - C. Sports page
 - B. Editorial page
 - D. Business page
- 16. Investigative journalism involves:**
- A. Entertainment
 - C. Gossip writing
 - B. In-depth inquiry into issues
 - D. Fiction writing
- 17. A caption is written for:**
- A. A headline
 - C. A reporter
 - B. A photograph
 - D. An editor
- 18. Proofreading includes checking:**
- A. Lighting
 - C. Camera functions
 - B. Grammar and typographical errors
 - D. Screen resolution
- 19. Which among the following is NOT a print media format?**
- A. Newspaper
 - C. Blog
 - B. Magazine
 - D. Newsletter
- 20. Columns in a newspaper are usually written by:**
- A. Regular writers having expertise
 - C. Anonymous readers
 - B. New interns
 - D. Advertisers
- 21. Broadcast writing uses:**
- A. Complicated sentences
 - C. Conversational tone
 - B. Very long paragraphs
 - D. Unclear language
- 22. The term "script" refers to:**
- A. Camera lens
 - C. Sound editing tool
 - B. Written text for broadcast
 - D. Layout design
- 23. Radio news reading must focus on:**
- A. Fast delivery
 - C. Humour
 - B. Clarity and correct pronunciation
 - D. Whispering

24. The phrase “actuality” in radio means:

- A. Sound bites or recorded voices
- C. Written script

- B. Background music
- D. Advertisements

25. Television reporting combines:

- A. Text only
- C. Still images only

- B. Audio and visuals
- D. Only graphics

26. VO stands for:

- A. Video order
- C. Visual orientation

- B. Voice-over
- D. Volume output

27. A broadcast lead usually begins with:

- A. Complex background details
- C. Statistics

- B. The latest or most important information
- D. Reporter’s opinion

28. Stand-up in TV news means:

- A. Reporter sitting
- C. Reporter writing script

- B. Reporter visible on camera while speaking
- D. Reporter playing audio

29. Broadcast scripts are written in:

- A. Silent mode
- C. Past tense only

- B. Present tense
- D. Future tense only

30. One essential element of TV news packaging is:

- A. Graphics and visuals
- C. Academic writing style

- B. Long paragraphs
- D. Handwritten bulletins

31. SEO in digital writing stands for:

- A. Social Entertainment Output
- C. Social Engagement Offer

- B. Search Engine Optimization
- D. Script Editing Online

32. Hashtags are used mainly in:

- A. Print
- C. Social media platforms

- B. Television
- D. Radio

33. A blog is a:

- A. Printed journal
- C. Government document

- B. Digital personal/public diary
- D. Classified advertisement

34. Writing for social media requires:

- A. Long academic language
- C. Slow writing

- B. Short, engaging and interactive content
- D. Technical jargon

35. Which is NOT a characteristic of online journalism?

- A. Hyperlinks
- C. Instant updates

- B. Multimedia content
- D. Weekly publication cycle only

36. A podcast script is written for:

- A. Audio storytelling
- C. Photographs

- B. Academic debate
- D. Print magazine

37. Clickbait headlines are:

- A. Honest headlines
- C. Government-approved news

- B. Misleading but attention-grabbing
- D. Scientific writing

- 38. Citizen journalism means:**
- A. Only journalists can report
 - B. Public participation in reporting
 - C. Writing books only
 - D. Ignoring news
- 39. Multimedia journalism involves:**
- A. Only text
 - B. Text, audio, video and graphics
 - C. Only photographs
 - D. Only radio
- 40. Fact-checking in digital media helps to:**
- A. Spread rumours
 - B. Verify information accuracy
 - C. Censor news
 - D. Remove reporters
- 41. A press release is written by:**
- A. Media critics
 - B. Government or organizations for media
 - C. Cartoonists
 - D. Reporters only
- 42. Advertising copy aims to:**
- A. Inform only
 - B. Persuade customers to act
 - C. Publish government records
 - D. Teach grammar
- 43. The main purpose of a tagline is:**
- A. Add confusion
 - B. Provide a catchy brand message
 - C. Lengthen an advertisement
 - D. Replace the brand name
- 44. In public relations writing, the target audience is:**
- A. Internal and external publics
 - B. Only government officers
 - C. Only journalists
 - D. Only customers
- 45. A feature article differs from a news report because it focuses on:**
- A. Hard facts
 - B. Human interest and creativity
 - C. Numerical data
 - D. Deadlines
- 46. An editorial cartoon is used to:**
- A. Spread rumours
 - B. Provide visual commentary
 - C. Advertise products
 - D. Teach art
- 47. Sports writing emphasizes:**
- A. Boring details
 - B. Emotion, excitement and game analysis
 - C. Legal debates
 - D. Weather forecasts
- 48. Science writing for mass media must be:**
- A. Highly technical
 - B. Simplified for readers
 - C. Filled with jargon
 - D. Emotional
- 49. A documentary script requires:**
- A. Fictional elements
 - B. Research-based factual storytelling
 - C. Exaggeration
 - D. Poor narration
- 50. Ethical writing in mass media means:**
- A. Plagiarism
 - B. Accuracy, fairness and honesty
 - C. Sensationalism
 - D. Bias and propaganda