

FYBAMMC Sem II - Content Writing

Instruction :

- 1) All question are compulsory
  - 2) Mixing of sub question are not allowed
  - 3) Write in clear , Legible , writing
- 

SECTION I

**Q.1. Choose the correct alternative from the following ( 35M )**

- 1. \_\_\_ is the process of planning, writing and editing web content, typically for digital marketing purpose
  - A. Sentence framing
  - B. Content writing
  - C. Content development
  - D. Script writing
  
- 2. \_\_\_ is the study of words, how they are used in sentences, and how they change in different situations.
  - A. Content writing
  - B. punctuation
  - C. Grammar
  - D. Sentence framing
  
- 3. A sentence is made up of \_\_\_\_\_
  - A. Phrases
  - B. Words
  - B. Letter
  - D. Captions
  
- 4. A \_\_\_ is a group of words that form a part of the sentence and contains a subject and a Predicate
  - A. clause
  - B. Phrases
  - C. Captions
  - D. acronym
  
- 5. \_\_\_ clause stands alone and expresses a complete thought.
  - A. Main
  - B. Dependent
  - C. Independent
  - D. complete

6. The period is also called\_\_\_ in England

- A .Exclamation
- B. markfull
- C .Stop Question
- D. Mark Comma

7. Question Mark is known as\_\_\_

- A .period
- B. comma
- C .Note of Interrogation
- D note of exclamation

8. The word Grammar comes from the \_\_\_\_\_ word 'grammatike techne', meaning the art of letters.

- A. Greek
- B. French
- C .Italian
- D. Sanskrit

9. The group of words which makes a complete sense is termed as a\_\_\_

- A. Phrases
- B. paragraph
- C . sentence
- D. letter

10. Each sentence is made up of two parts: Subject and\_\_\_\_\_

- A. Word
- B.Punctuation
- C. Perception
- D. Predicate

11. \_\_\_contains a subject and a predicate but do not express a complete thought

- A . Clause
- B.subordinate clause
- B. Acronym
- D. Sentence

12. The\_\_\_\_\_indicates excitement, either positive or negative.

- A. note of interrogation
- B. note of exclamation
- C .full stop
- D. Semicolons

13. \_\_\_\_\_is the representation of another person's original work as one's own work.

- A. Quotation
- B. Keyword
- C . Plagiarism
- D. Citation

14. is the art of putting someone else's text in your own words and then citing the text.

- A. Paraphrasing
- B. Summary
- C .Original text
- D. Bibliography

15. Sentence Correction: The train will leave at 8.30 pm, we have been ready by 7.30pm so that, we can reach the station in time
- A. were  
B. are  
C. must be  
D. Should be
16. \_\_\_ plagiarism is committed when a writer summarises an idea taken from another source and fails to cite the author and to provide corresponding reference
- A. Paraphrasing  
B. paragraph  
C. word  
D. plagiarism
17. \_\_\_ is a catchy phrase used to help consumers remember the product.
- A. Slogan  
B. Body Copy  
C. Headline  
D. Sub-headline
18. Out of these, \_\_\_\_\_ is the oldest forms of communication.
- A. printing  
B. facebook  
C. twitter  
D. Instagram
19. \_\_\_ is the art of improving a hurriedly written story.
- A. Proof Reading  
B. Editing  
C. Content Writing  
D. Copywriting
20. Writing something informative makes writing \_\_\_\_\_
- A. Fun  
B. easier and faster  
C. interesting  
D. meaningful
21. \_\_\_ is the process of planning, writing and editing web content, typically for digital marketing purpose
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23. A sentence is made up of \_\_\_\_\_

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B. Words

E. Letter

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B. Quotation

B. Keyword

C . Plagiarism

D. Citation

34. \_\_\_ is the art of putting someone else's text in your own words and then citing the text.

B. Paraphrasing

B. Summary

C .Original text

D. Bibliography

35. A dishonest approach towards writing by using or stealing various other author's

content, language, thoughts, ideas, phrases etc. is termed as \_\_\_\_\_

A. Paraphrasing

B. Plagiarising

C . Summarizing

D. Editing

## SECTION II

**Q.1. Explain in brief: [Any Two]**

**10M**

- A. Mention in detail Tips to write a good meta description
- B. Explain in brief Standard and level headlines
- C. State The four U's of headline writing
- D. Short note on Featured snippet

**Q.2. Explain in brief: [Any Two]**

**10M**

- A. How to Use of clipart in PPT slides
- B. State Importance of Citations
- C. What are SmartArt tools
- D. Short note on Auto- timing PPT presentation

**Q.3. Explain in brief: [Any Two]**

**10M**

- A. Write a Travel blog
- B. Short note on Copy writing
- C. State the Key elements of ads on social media
- D. State Three R's of social media

**Q.4. Explain in brief: [Any Two]**

**10M**

- A. Write an Advertisement to be printed in a newspaper (choose non existing brand).
- B. Prepare a content of your college fest to be posted on social media.
- C. How to write Photo captions?
- D. State Three elements of headlines.

Max Time 2.1/2 hrs

25/4/2022 Max Marks : 75

FYBAMMC - Effective communication skills II

Sem-II

Instruction :

- 1) All question are compulsory
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  - 3) Write in clear , Legible , writing
- 

SECTION I

**Q.1. Choose the correct alternative from the following (35M)**

1. Commissioning Editors are editors in which of these businesses?
  - A. Money marketing and Trade
  - B. Magazines about paying
  - C. commissionsPublishing business
  - D. PR of The Editors Guild Of India
2. What is a style guide for a newspaper or magazine?
  - A. A guide to wearing the right clothes on
  - B. cameraA guide to grammar and visual style
  - C. A guide to style principles for photo shoots
  - D. A guide to house beliefs and founding philosophy
3. What is ghost writing?
  - A. Writing scary stories about ghost
  - B. Co-authoring a book or article
  - C. Writing but not getting paid
  - D. Getting paid for writing but no credit
4. What does 'editing' mean?
  - A. Giving shape to writing by maintaining unity
  - B. Being the boss of a newspaper
  - C. Rejecting unacceptable articles
  - D. Rejecting unacceptable articles
5. Why is editing required?
  - A. For clarity and brevity
  - B. For political purposes
  - C. For social alignment
  - D. For fulfilling management agenda
6. What can be edited in a submitted piece of writing?
  - A. Grammar
  - B. Logical Fallacies
  - C. both a and b
  - D. Neither a or b

7. Why is editing also called 'subbing'?

- A. Because you are supposed to know the subject
- B. Because sub editors did the job
- C. Because you substitute words
- D. to honour the first editor Shri Subbu Ramaswamy

8. Is it important for the newspaper sub editor to know current affairs?

- A. That's the reporter's job
- B. That's an asset for the job
- C. Fact checkers can do that work
- D. Current Affairs is meant for gossip writers

9. Which one of these best describes 'Summarizing'?

- A. Writing about the Summer season
- B. Making worth keeping online for whole season
- C. Adding 'Zing' to sum total of stories on a subject
- D. Making a story concise keeping the thought straight

10. Should you replace unfamiliar words in a news article?

- A. Yes, simplification is welcome
- B. No, it's an insult to the reporter
- C. Yes, because people are dumb
- D. No, because big words are impressive

11. What does 'take things head on' mean?

- A. Use your head
- B. Face challenges
- C. See clearly
- D. Hear things

12. What is the one word substitute for 'An armed fight between countries'?

- A. PubG
- B. war
- C. Assassin
- D. Killing

13. What does the word 'landfill' mean?

- A. Filling waterway with land
- B. Filling potholes with land
- C. Dumping ground for garbage
- D. Dumping dirt to increase coastline

14. Which of these pairs are synonyms?

- A. Dear and Costly
- B. Paucity and Costly
- C. Poverty and Costly
- D. Perfidy and Costly

15. Which of these pairs are synonyms?

- A. Humour and Comedy
- B. Tears and Tragedy
- C. Both a and b
- D. Neither a nor b



16. A writing style followed for report writing is called
- A. Informal Writing Style                      B. Descriptive Writing Style  
 B. Informative Writing Style                D. Informative Writing Style
17. Notices are a part of \_\_\_ ?
- A. Formal Communication                    B. Informal Communication  
 C. Verbal Communication                    D. Visual Communication
18. An official statement used by brands to inform the media about a major brand development like a product launch or a merger is called
- A. Company Circular                          B. Press Release  
 C. Notice    D. Report
19. The end of a press release is marked by the use of
- A. ###    B. @@@  
 C. \*\*\*    D. \_\_\_\_
20. A circular letter containing some important company related information prepared for the company's stakeholders is called
- A. Notice    B. Trade Circular  
 C. Trade Circular                                D. Press Release
21. A company "About Us" section mentioned at the end of a press release is known as
- A. Headline                                        B. Boilerplate  
 C. Call-to-action                                D. Quote of a media spokesperson
22. A formal letter written to a Consumer Complaint Forum which addresses consumer grievances is called
- A. Consumer Grievance Letter                B. Bank Letter  
 C. Informal Letter                                D. Informal Letter
23. Claim and Adjustment letters written to a bank are a part of
- A. Informal Letters                                B. Semi-formal Letters  
 B. Descriptive Letters                          D. Formal Letters
24. In a body copy of organizational publicity material, CTA stands for

- A. Call-to-Act
- B. Call-to-Act
- C. Call-to-Action
- D. Click-to-Action

25. A semicolon used to link two independent clauses in a sentence is represented by

- A. ,
- B. ;
- C. !
- D. „

26. What exactly is Précis?

- A. The method of writing Press Releases
- B. The working of a Printing Press
- C. The working of a Printing Press
- D. The method of writing newspaper headlines

27. Regard this statement: 'The précis should not be a collage of phrases from the original text.'

- A. It is true
- B. It is false
- C. It is sometimes true
- D. It is sometimes false

28. What does the AIDA formula mean?

- A. Attention, interest, Desire, Action
- B. Alteration, interest, Double Action
- C. Alliteration, Interest Dumbing down,
- D. Address Avoid Immersive Data Action

29. Regard this statement: Sales letters are considered junk

- A. True
- B. false
- C. No such thing as sales letters
- D. No such thing as junk

30. What is the intention of a writer in discursive writing?

- A. To write in beautiful cursive style
- B. To persuade the reader with a thesis
- C. To change the reader's religion with discourse
- D. To write a piece with lots of curses

31. Which of these help in making an argument?

- A. Employ a henchman
- B. Use Statistics
- C. Use creative writing
- D. Use lies

32. Which one of these is business correspondence?

- A. Sales letter
- B. Complaint letter
- C. Claims letter
- D. non Of these

**SECTION II**

( 40M )

**Q.1. Answer the following: [Any Two]**

**10M**

- A. Make three print advertisements in English and Hindi both.
- B. What do you mean by Point of View? Give your view on "Cleanliness of public toilets."
- C. Write a letter to the editor of The Times of India drawing his attention to the mosquito menace in your locality.
- D. Write a short note on Tone of a person

**Q.2. Write short notes : [Any Two]**

**10M**

- A. Face to Face communication
- B. Mind Mapping
- C. Communication by Telephone.
- D. what is précis making

**Q.3. Answer the following: [Any Two]**

**10M**

- A. What is a press release? How can one write a good release?
- B. Differentiate between editing and summarising .
- C. What is meant by hard News what are its main parts?
- D. Write an application to obtain information from the collector as to why your name and those of your family members have been dropped from the voter list of your district even though you have been voting regular since 2016

**Q.4. Explain in brief: [Any Two]**

**10M**

- A. Tagline
- B. Headline
- C. Soft News
- D. Jingles

Max Time: 2½ hrs

Foundation Course.

Max Marks: 75

Instructions:

28/04/22

- 1) All questions are compulsory.
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SECTION I

Answer the below given MCQs:

(35)

Q.1 The deterioration of the environment through depletion of resources is called \_\_\_\_\_.

A. Sustainable Development      B. Environmental Conservation

C. Environmental Degradation      D. Ecological Protection

Q.2 Primary producers in an ecosystem are \_\_\_\_\_.

A. Carnivores      B. Decomposers

C. Bacteria      D. Plants

Q.3 Stress can be controlled by which of the following techniques?

A. Demonstrating violent behaviour      B. Through prejudice

C. Demonstrating Ego Wars      D. Yoga and meditation

Q.4 \_\_\_\_\_ is the preconceived and unreasonable opinion arising out of fear and hatred.

A. Prejudice      B. Social Justice

C. Equality      D. Kindness

Q.5 \_\_\_\_\_ is working with farmers by corporate firms and sharing the rewards..

A. Private Farming      B. Contract Farming

C. Modern Farming      D. Corporate Farming

Q.6 New Economic Policy was announced in which year ?

A. 1998      B. 2001

C. 1991

D. 1995

Q. 7 What refers to the "removal of controls" to encourage economic development?

A. Globalization

B. Privatisation

C. Liberalization

D. Upliftment

Q.8 The movement of individuals from one place to another due to natural calamities or violence is called \_\_\_\_\_.

A. Forced Migration

B. Small scale Migration

C. Brain drain

D. Regional Migration

Q.9 Farming undertaken by corporate firms is known as \_\_\_\_\_.

A. Traditional Farming

B. Corporate Farming

C. Modern Farming

D. Subsistence Farming

Q. 10 Find the correct reason for increased farmer's suicide rates in India from the options given below.

A. Indebtedness

B. Good Credit Facilities

C. Presence of Regular Monsoons

D. Strong Government Support

Q. 11 What refers to a behaviour that is intended to cause harm or pain?

A. Conflict

B. Violence

C. Aggression

D. Dancing

Q. 12 Meat eating animals are called \_\_\_\_\_.

A. Herbivorous

B. Carnivorous

C. Omnivorous

D. Derbivorous

Q. 13 The study of relationship between organisms and their environment is called \_\_\_\_\_.

A. Biology

B. Sociology

C. Ecology

D. Physics

Q. 14 Human Rights have \_\_\_\_\_ application.

A. Universal

B. Domestic

C. Country Specific

D. Unique

Q.15 Which Article of the Constitution abolished the practice of untouchability?

A. 15

B. 16

C. 17

D. 21

Q.16 The word environment is derived from the French word \_\_\_\_\_.

A. Eaux

B. Encircle

C. Ebene

D. Environ

Q. 17 The \_\_\_\_\_ is the solid, rocky crust covering entire planet.

A. Atmosphere

B. Hydrosphere

C. Bio-sphere

D. Lithosphere

Q. 18 Every year 10th December is celebrated as \_\_\_\_\_.

A. World Tourism Day

B. World Environment Day

C. Human Rights Day

D. World Braille Day

Q.19 The conflict that takes place between two members of a same group is termed as?

A. Intergroup conflict

B. IntraGroup conflict

C. Intrapersonal conflict

D. Interpersonal conflict

Q.20 Our \_\_\_\_\_ and morals are a reflection of our character.

A. Values

B. Sense of Dressing

C. Social Relations

D. Looks

Q. 21 The primary agent of a social change is \_\_\_\_\_.

A. Media

B. School

C. Family

D. Religious leaders

Q. 22 The act of cutting down trees for agriculture or other commercial purposes is known as \_\_\_\_\_.

A. Desertification

B. Acid Rain

C. Deforestation

D. Soil Erosion

**Q. 23 In which state the number of farmer's suicides is the highest?**

- A. Maharashtra
- B. Karnataka
- C. Madhya Pradesh
- D. Chhattisgarh

**Q. 24 \_\_\_\_\_ has made primary education as a fundamental right.**

- A. Right to Equality
- B. Right to Constitutional Remedies
- C. Right to Religion
- D. Right to Education

**Q. 25 The basic human freedoms granted by the Constitution to every Indian citizen are known as \_\_\_\_\_.**

- A. Directive Principles
- B. Fundamental Duties
- C. Fundamental Rights
- D. Social Justice

**Q.26 A movement or shift of people from one place to another is called \_\_\_\_\_**

- A. Liberalization
- B. Privatization
- C. Globalization
- D. Migration

**Q.27 What is the full form of UDHR ?**

- A. Universal Declaration of Human Rights
- B. Ubiquitous Declaration of Human Rights
- C. United Declaration of Human Rights
- D. Uniform Declaration of Human Rights

**Q. 28 When you move to a new country it is known as?**

- A. Immigration
- B. Emigration
- C. Internal migration
- D. External Migration

**Q. 29 As per the new industrial policy 1991,licensing is required only in \_\_\_ industries.**

- A. Five
- B. Six
- C. Seven
- D. Two

**Q. 30 Economic liberalization was adopted by which Prime Minister?**

- A. Mr. Manmohan Singh
- B. Mr. Rajiv Gandhi
- C. Mr. Narsimha Rao
- D. Mr. Narendra Modi





**Discuss the advantages & disadvantages of Liberalization. [8]**

**Q.2 Discuss the causes for farmer's suicides in India and relief packages. [8]**

**Q.3 Define Human Rights? Describe the significance and characteristics of human rights. [8]**

**Q.4 What is UDHR ? Discuss the classification of the provisions of UDHR. [8]**

**Q.5 What is environmental degradation? What are its causes & effects? [8]**

**Q.6 Explain the concept of 'Sustainable Development' & examine its basic components. [8]**

**Q.7 Discuss the meaning & causes of stress? [8]**

**Q.8 Discuss some important individual values in detail. [8]**

**Q.9 Define Conflict. Explain the various causes & types of conflict. [8]**

**Q.10 Discuss the various individual strategies to manage stress. [8]**

**ALL THE BEST**

(6)

**RIZVI EDUCATION SOCIETY'S**  
**RIZVI COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**BANDRA (W), MUMBAI -400050**  
**EXTERNAL ASSESSMENT EXAMINATION**

Subject Name	Introduction to Advertising		Max Time: 2 ½ hrs
Class	FYBAMMC	Semester	II
Date:	27/04/22	Marks	75

N.B.: ALL QUESTIONS ARE COMPLUSORY.

**SECTION I**

**Q.1 Choose the correct alternative from the following [35M]**

1. \_\_\_\_\_ is a cost like raw materials, labour, warehousing commission to salesmen, after sales service etc.

- a. Advertising  
 b. Economy  
 c. Agency  
 d. None of these

2. \_\_\_\_\_ is one of the limitations of advertising.

- a. Wastage  
 b. Award shows  
 c. creativity  
 d. none of these.

3. \_\_\_\_\_ was one of the mediums of advertising in the past.

- a. Town criers  
 b. facebook.  
 c. twitter  
 d. none of the above

4. There is music and \_\_\_\_\_ effect in radio advertising.

- a. sound  
 b. visual  
 c. graphical  
 d. all of the above

5. Internet has converted the world into \_\_\_\_\_

- a. borderless virtual community  
 b. business Community  
 c. advertising organizations  
 d. none of the above

6. A form of unethical advertising is \_\_\_\_\_

- a. exaggerated claims
- b. radio press
- c. television
- d. none of the above.

7. \_\_\_\_\_ is a norm of ethical advertising

- a. revealing all information
- b. misleading labels
- c. unverifiable claims
- d. all of the above

8. Advertising encourages materialism

- a. true
- b. false
- c. both a and b
- d. none of the above

9. A response that conveys a message back to the source is called as \_\_\_\_\_

- a. feedback
- b. encoding
- c. decoding
- d. none of the above.

10. Advertising tends to develop monopolies.

- a. true
- b. false
- c. both a and b
- d. none of the above

11. \_\_\_\_\_ negatively affects the transmission and repetition of message.

- a. noise
- b. sender
- c. feedback
- d. none of the above

12. Communication is a process of exchanging \_\_\_\_\_

- a. verbal and non verbal messages
- b. message
- c. verbal message
- d. none of these

13. The consumers must have \_\_\_\_\_ to buy the product.

- a. mental conviction
- b. desire
- c. wish
- d. all of these

14. \_\_\_\_\_ is a step in creating an advertising strategy.

- a. Conducting market research
- b. Communication process
- c. A and B
- d. None of these

15. \_\_\_\_\_ refers to collection and classification of information.

- a. documentation
- b. research
- c. positioning
- d. all of the above

16. \_\_\_\_\_ is the starting point of communication plan.

- a. Marketing brief
- b. Fixing time frame
- c. Both a and b
- d. None of these

17. \_\_\_\_\_ uses question and answer format to define and express the creative problems to be solved.

- a. Copy brief
- b. Advertising
- c. marketing
- d. none of these

18. \_\_\_\_\_ is an element of advertising strategies

- a. product and positioning
- b. decoding
- c. conviction
- d. none of these

19. \_\_\_\_\_ is the core element in the marketing mix.

- a. product
- b. credit terms
- c. stocks
- d. all of the above

20. \_\_\_\_\_ is to give public notice or to announce publicity.

- a. Persuasion
- b. Advertising
- c. goodwill
- d. none of these

21. What is called as promoting goods and services through networking sites like Instagram & twitter ?

- A. Social media
- B. E mail
- C Radio
- D. Television

22. Advertising influences the mind of the consumers by creating desire and taste for \_\_\_\_\_

- A. Old products
- B. Same products
- C New products
- D. Different products

23. Photoshoots and videography is conducted in which department?

- A. Research
- B. Art
- C copy
- D. Production

24. What is the lifespan of advertisement in a newspaper?

- A. One day
- B. One week
- C One month
- D. One year

25. The cost involved in making ads are generally \_\_\_\_\_

- A. Equal to the production
- B. High
- C Medium
- D. low

26. Which is the most popular type of print media to advertiser?

- A. Newspaper
- B. Magazine
- C Pamphlets
- D. bill boards

27. What is called as promoting goods and services through networking sites like Instagram & twitter ?

27. Model that is used to measure the result of an advertising campaign is

- A. Social media
- B. E-mail
- C Radio
- D. Television

(a) AIDA (b) DAGMAR  
(c) communication Effect Pyramid  
(d) Sampling Method.

28. Internet marketing is same as \_\_\_\_\_

- A. Online ads
- B. Newspaper ads
- C . Radio ads
- D. Television ads

29. Advertisement is a mass communication. It addresses to masses and it's a form of \_\_\_\_\_ communication.

- A. Personal
- B. non-Personal
- C . Fake
- D. Feedback

30. What can be an example of legal advertisements ?

- A. Amul dudh peeta hai India    B. Smoking is injurious to health  
C. Essel world main rahunga main ghar nahi jaaunga  
D. Zindagi k sath bhi, Zindagi k baad bhi

31. What is the feature of the advertisements?

- A. Suggestive                      B. Forcing to purchase  
C. Solves the equation          D. Helps to make payment

32. An essential ingredient of the service mix, consumers will make perceptions based on their sight of the service provision which will have an impact on the organization's perceptual plan of the service.

- A. Physical evidence            B. Process  
C. People                          D. Product

33. Agencies are independent companies that specialize in the buying of media, particularly radio and television.

- A. Public Relation                B. Advertising  
C. Finance                          D. Media Planning and Buying

34. Is the discipline that brings the consumer into the process of developing advertising.

- A. Finance                          B. Account planning  
C. Creative                          D. Media planning and buying

35. What is the advantage of full service agency?

- A. Telemarketing                B. Brand building  
C. Direct marketing              D. Satisfy client's need in one roof

**SECTION II [40M]**

**Q.1 Answer the following: [Any Two] [10M]**

- A. Explain in brief the Communication Process.
- B. Explain in Brief the Limitations of Advertising.
- C. State Benefits of advertising
- D. State various forms of unethical advertising

**Q.2 Answer the following: [Any Two] [10M]**

- A. What is advertising agencies? Describe its main features.
- B. Discuss the point of criticism of advertising.
- C. What are the effects of advertising on society?
- D. State 5 M's of Advertising.

**Q.3 Answer the following: [Any Two] [10M]**

- A. What are the steps in creating an Advertising Strategy?
- B. Write a short note on Negative PR.
- C. Write a short note on Copy Brief
- D. State the elements of Marketing Mix.

**Q.4 Answer the following: [Any Two] [10M]**

- A. Write a short note on DAGMAR.
- B. Define IMC and list down its tools.
- C. Explain the importance of USP in advertising
- D. Write a short note on Brief history of advertising.

**ALL THE BEST**

Max Time 2 ½ hours

Max Marks: 75

**Instructions:**

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible writing.

**SECTION I**

Q.1 Answer the below given MCQS

[35M]

- 1) Which of these is a niche magazine?
 

a) India Today	b) Outlook
→ Business Today	d) Weekly
- 2) User generated content is a hallmark of which media?
 

a) Radio	b) Internet
c) Television	d) Print
- 3) Which of these is increasingly being used in generating and distribution of news?
 

a) Robots	b) Artificial Intelligence
c) Blackrooms	d) Dark Web
- 4) Amrita Bazaar Patrika was founded by \_\_\_\_\_.
 

a) Gandhi	b) Ghosh Brothers
c) Nehru	d) Bal Gangadhar Tilak
- 5) The Vernacular Press Act of 1878 was enforced by \_\_\_\_\_.
 

a) Lord Sanders	b) Lord Augustine
c) Lord Mounthatten	d) Lord Lytton
- 6) The first printing press in India was set up in \_\_\_\_\_.
 

a) Chennai	b) Kolkata
c) Delhi	d) Bombay
- 7) The first Hindi-language newspaper in India started on \_\_\_\_\_.
 

a) 1876	b) 1826
c) 1856	d) 1834
- 8) At present, over \_\_\_\_ TV channels have been permitted by the Ministry of Information and Broadcasting to uplink or downlink from the country.
 

a) 300	b) 400
c) 500	d) 600
- 9) The world's first metal moveable printing press was invented in \_\_\_\_ in 1234 by Chwe Yun-ui during the Goryeo Dynasty.
 

a) Greece	b) Korea
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- c) China  
10) \_\_\_ was the first book printed by a printing press in India.  
a) Doutrina Christa  
c) The Geneva bible
- d) America  
b) Impatient poverty  
d) The house of broken angle
- 11) Feature or news material with high emotional or dramatic appeal.  
a) Natural Interest  
c) News Item
- b) Deeply rooted  
d) Human Interest
- 12) A human interest story puts \_\_\_\_\_ at the heart of the events.  
a) Things  
c) Objects
- b) People  
d) Fiction
- 13) Which of the following does not come under Soft News?  
a) War  
c) Entertainment
- b) Arts  
d) Lifestyle
- 14) \_\_\_\_\_ covers an emerging trend or a well-established trend.  
a) Trend stories  
c) Nostalgic stories
- b) Human interest stories  
d) Seasonal stories
- 15) People who live in Agra care about news of Agra, but people who live in Bhopal care less because they do not have..  
a) Proximity  
c) Timeliness
- b) Human interest  
d) Prominence
- 16) Nothing is as dead as yesterday's news, this saying is related to?  
a) Timeliness  
c) Human interest
- b) Prominence  
d) Proximity
- 17) \_\_\_\_\_ refers to the shock or "wow" factor of a news story and generally requires a story to affect a large group in a large way.  
a) Conflict  
c) Timeliness
- b) Impact  
d) Novelty
- 18) Which are the W's and H's of lead of the news story?  
a) What, Who, When and How  
c) When, Why, Where and How
- b) Who, What, Where, When, Why and How  
d) What, Why, Where, When and How
- 19) \_\_\_\_\_ is the first paragraph of the story and its aim is to catch readers' attention and draw them in the rest of the story.  
a) Topic or Headline  
c) Main Body
- b) Conclusion  
d) Lead
- 20) There are \_\_\_\_\_ parts of the inverted pyramid structure of writing news.  
a) 2  
c) 4
- b) 3  
d) 5
- 21) A \_\_\_\_\_ lead is the most common and traditional lead in journalism.

- a) Delayed identification  
b) Anecdotal  
c) Contrast  
d) Summary
- 22) \_\_\_\_\_ beat is very popular with the aspiring journalist, in current times due to the glamour quotient attached to it.  
a) Lifestyle  
b) Crime  
c) Entertainment  
d) Politics
- 23) Data journalism can help a journalist tell a complex story through engaging \_\_\_\_\_.  
a) Data  
b) Infographics  
c) Information  
d) Photos
- 24) \_\_\_\_\_ is very important to journalists dedicated to reporting the truth.  
a) Information  
b) Sensitivity  
c) Independence  
d) Research
- 25) News is a report of a \_\_\_\_\_ event.  
a) Past  
b) Future  
c) Current  
d) Historical
- 26) Journalists must be \_\_\_\_\_ voices.  
a) Dependent  
b) Uncontrolled  
c) Independent  
d) Unimportant
- 27) A sure sign of professionalism and responsible journalism is the ability of the journalists to hold them \_\_\_\_\_.  
a) Controlled  
b) Deceptive  
c) Accountable  
d) Biased
- 28) Journalism's first obligation is to the \_\_\_\_\_.  
a) Politicians  
b) Entrepreneurs  
c) Truth  
d) Bureaucrats
- 29) Reproducing texts and images using a master form is called \_\_\_\_\_.  
a) Printing  
b) Imitating  
c) Copying  
d) Sculpting
- 30) Journalistic methods must be \_\_\_\_\_.  
a) Subjective  
b) Objective  
c) Biased  
d) Propagandistic
- 31) Raja Ram Mohan Roy a social reformer perceived the intensity of newspapers and began a Bengali Newspaper.  
a) Amrita Bazar Patrika  
b) Sambad Kaumudi  
c) Hindustan Dainik  
d) Samachar Darpan
- 32) Which among these is the oldest?  
a) Bombay Times  
b) DNA  
c) Indian Express  
d) Mumbai Mirror

33) The ABC's of journalism while writing the lead and the story stand for:

- a) Accuracy, balance and complete
- b) Always broadcast clearly
- c) Accuracy, Brevity, and Clarity
- d) Astuteness, Brevity and complete

34) The manuscript age is the period in human history that immediately predated the advent of \_\_\_\_\_.

- a) Mass media
- b) Print media
- c) Traditional media
- d) Electronic media

35) What does a journalist who handles a court beat need to know?

- a) Psychology
- b) Sociology
- c) Civics
- d) Law

## SECTION II

[40M]

**Q.1 Answer the following: [Any Two]**

[10M]

- A. What are the elements of news?
- B. What is Mojo?
- C. What are the key elements of a News Story
- D. What are the tools that are used for news gathering?

**Q.2 Answer the following: [Any Two]**

[10M]

- A. How does a reporter convert information into news?
- B. What makes a good story?
- C. Define Education Beat.
- D. What does it take to make a good journalist?

**Q.3 Answer the following: [Any Two]**

[10M]

- A. Define Political Beat
- B. Why are ethics important for a journalist?
- C. What differentiates New Media from Old Media?
- D. What inventions have impacted the print media?

**Q.4 Answer the following: [Any Two]**

[10M]

- A. Define Crime Beat
- B. Define Citizen Journalism with examples.
- C. Write short note on Internet Publishing.
- D. Define Sports Beat

FY-BAMMC Sem-II  
(Cultural Studies)

Reg.

29/4/2022

Max Time: 2½ hrs

Max Marks: 75

Instructions:

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible, writing.

SECTION I

Answer the below given MCQs:

(35)

Q.1 Cross border transactions, Free international capital flow, Foreign Direct Investment, Portfolio Investment are examples for \_\_\_\_\_.

- |                 |                         |
|-----------------|-------------------------|
| A. Mass Culture | B. Global Economic Flow |
| C. Relativism   | D. Global Cultural Flow |

Q.2 What refers to the idea that values, knowledge and behaviour of people must be understood within their own cultural context ?

- |                        |                        |
|------------------------|------------------------|
| A. Cultural Relativism | B. Cultural Shock      |
| C. Citizen Journalism  | D. Advocacy Journalism |

Q.3 The Encoding/Decoding model of communication was first developed by which cultural studies scholar?

- |                    |                 |
|--------------------|-----------------|
| A. Stuart Richards | B. John McMahon |
| C. Bernard James   | D. Stuart Hall  |

Q.4 The feeling of disorientation, insecurity and anxiety brought on by experiencing an unfamiliar culture is known as?

- |                   |                  |
|-------------------|------------------|
| A. Cultural Shock | B. Migration     |
| C. Culture Ban    | D. Cultural Mock |

Q.5 The process through which a person or group from one culture adopts the practices & values of another culture while retaining their own culture is known as?

- |                 |                  |
|-----------------|------------------|
| A. Defamation   | B. Acculturation |
| C. Assimilation | D. Sedition      |

Q.6 The theory of \_\_\_\_\_ asserts that all meaning is socially created.

- A. Social Constructionism
- B. Social Stratification
- C. Darwin's theory
- D. Facism

Q. 7 \_\_\_\_\_ argues that there is a connection between women & nature that comes from their shared history of oppression by a patriarchal society.

- A. Ecofeminism
- B. French Feminism
- C. Liberal Feminism
- D. Multiracial Feminism

Q.8 Which of the following is NOT a strategy of Acculturation?

- A. Marginalization
- B. Integration
- C. Separation
- D. Migration

Q.9 What term describes a movement that advocates gender equality for women?

- A. Satyagraha
- B. MeToo movement
- C. Civil Disobedient
- D. Black Lives Matter

Q. 10 Who felt when class oppression was overcome ,gender oppression would vanish as well?

- A. George Peters
- B. Brett Woods
- C. Simone Black
- D. Karl Marx

Q. 11 A \_\_\_\_\_ is defined as being short for the Greek word,mimeme,which means "imitated thing."

- A. Stand up Comedy
- B. Miming
- C. Meme
- D. Street play

Q. 12 \_\_\_\_\_ is the process by which an individual learns the culture that they are surrounded by.

- A. No culture
- B. Acculturation
- C. Enculturation
- D. Disculture

Q. 13 What refers to in general to the traditions and material culture of a particular society?

- A. Popular culture
- B. High culture
- C. Cultural show
- D. Folk culture

Q. 14 What is known as an over-generalized belief about a particular category of people?

- A. Perspective
- B. Stereotype
- C. Point of view
- D. Trend

Q.15 What has given voice to many alternative and marginalized narratives including that of women?

- A. Internet
- B. Television
- C. Masculinity
- D. Print

Q.16 Who believes in this embedded social stereotype , and explores it deeper in her essay "The Smurfette Principle"

- A. Katha Pollitt
- B. Taslima Nasreen
- C. Shobha De
- D. Medha Patkar

Q. 17 \_\_\_\_\_ also provides a platform for the cultural and traditional exchange.

- A. Radio
- B. Gymming
- C. Gardening
- D. Shopping

Q. 18 What emphasizes on representation on how the world is socially constructed and represented to us by ourselves in meaningful ways?

- A. Politics
- B. Social Sciences
- C. Mathematics
- D. Cultural studies

Q.19 \_\_\_\_\_ is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries.

A. Medium, audience, purpose

B. Media imperialism

C. Google maps

D. An atlas

Q.20 What reflects our identity and connects us to the rest of the world?

A. Globalization

B. Colonization

C. Slavery

D. Marginalization

Q. 21 Which period of Feminism is referred to the period of activity in the early 1960s and lasting through the late 1980s.

A. Second-wave

B. Third-wave

C. Tenth-wave

D. First -wave

Q. 22 Which Feminism argues that sexism, class oppression and racism are inextricably bound together?

A. Yellow

B. Black

C. Blue

D. Red

Q. 23 The Convention on the Elimination of what is an international convention adopted by the United Nations General Assembly.

A. No Discrimination of Animals

B. Stop Slavery

C. All Forms of Discrimination against women

C. Abolition of foreign goods

Q. 24 Which type of culture refers to culture shaped by the emergence and use of digital technologies?

A. Technology

B. Television

C. Digital

D. Collaborative art

Q. 25 \_\_\_\_\_ is the part of financial matters that reviews the connection of culture to monetary results.

A. Political culture

B. Cultural Economics

C. Religion

D. Scientific culture

Q.26 What is known as the movement of labour out of the public sector into private sector, usually by the sale of public assets and the associated services.

A. Demonetization

B. Gender sensitization

C. Privatization

D. Liberalization

Q.27 When the \_\_\_\_\_ had not come into picture people used to communicate by writing letters and sending them through direct mails.

A. Press media

B. Social media

C. Digital media

D. Cable television

Q. 28 Despite these homogenizing effects some people would argue that globalization can also reinforce \_\_\_\_\_.

A. Pisciculture

B. Horticulture

C. Local cultures

D. Agriculture

Q. 29 What can be defined as a socially constructed role embodied by men?

A. Feminity

B. Ambiguity

C. Beauty

D. Masculinity

Q. 30 For a long time what has been a tool in promoting the stereotypes of gender roles and tends to show them as being natural?

A. Television

B. Kinetoscope

C. Telescope

D. Telephone

Q. 31 Which is the third objective of the United Nations that says "Promote gender equality and women empowerment"?

A. Millenium Development Goals

B. Golden Goals

C. Action Goals

D. Gender Bias Goals

Q. 32 \_\_\_\_\_ is all that man learns and acquires by virtue of being a member of society .

A. Ethics

B. Values

C. Manners

D. Culture

Q. 33 \_\_\_\_ means that within a culture, the media increasingly influences other institutions (e.g. politics, religion, sports), which become constructed alongside a media logic.

A. Media culture

B. Landing

C. Pillar

D. Final





**RIZVI EDUCATION SOCIETY'S**  
**RIZVI COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**BANDRA (W), MUMBAI -400050**  
**EXTERNAL ASSESSMENT EXAMINATION**

Subject Name	Introduction to Advertising		Max Time: 2 ½ hrs
Class	FYBAMMC	Semester	II
Date:		Marks	75

**N.B.: ALL QUESTIONS ARE COMPLUSORY.**

**SECTION I**

**Q.1 Choose the correct alternative from the following [35M]**

1. \_\_\_\_\_ is a cost like raw materials, labour, warehousing commission to salesmen, after sales service etc.

- a. Advertising  
b. Economy  
c. Agency  
d. None of these

2. \_\_\_\_\_ is one of the limitations of advertising.

- a. Wastage  
b. Award shows  
c. creativity  
d. none of these.

3. \_\_\_\_\_ was one of the mediums of advertising in the past.

- a. Town criers  
b. facebook.  
c. twitter  
d. none of the above

4. There is music and \_\_\_\_\_ effect in radio advertising.

- a. sound  
b. visual  
c. graphical  
d. all of the above

5. Internet has converted the world into \_\_\_\_\_

- a. borderless virtual community  
b. business Community  
c. advertising organizations  
d. none of the above

6. A form of unethical advertising is \_\_\_\_\_

- a. exaggerated claims
- b. radio press
- c. television
- d. none of the above.

7. \_\_\_\_\_ is a norm of ethical advertising

- a. revealing all information
- b. misleading labels
- c. unverifiable claims
- d. all of the above

8. Advertising encourages materialism

- a. true
- b. false
- c. both a and b
- d. none of the above

9. A response that conveys a message back to the source is called as \_\_\_\_\_

- a. feedback
- b. encoding
- c. decoding
- d. none of the above.

10. Advertising tends to develop monopolies.

- a. true
- b. false
- c. both a and b
- d. none of the above

11. \_\_\_\_\_ negatively affects the transmission and repetition of message.

- a. noise
- b. sender
- c. feedback
- d. none of the above

12. Communication is a process of exchanging \_\_\_\_\_

- a. verbal and non verbal messages
- b. message
- c. verbal message
- d. none of these

13. The consumers must have \_\_\_\_\_ to buy the product.

- a. mental conviction
- b. desire
- c. wish
- d. all of these

14. \_\_\_\_\_ is a step in creating an advertising strategy.

- a. Conducting market research
- b. Communication process
- c. A and B
- d. None of these

15. \_\_\_\_\_ refers to collection and classification of information.

- a. documentation
- b. research
- c. positioning
- d. all of the above

16. \_\_\_\_\_ is the starting point of communication plan.

- a. Marketing brief
- b. Fixing time frame
- c. Both a and b
- d. None of these

17. \_\_\_\_\_ uses question and answer format to define and express the creative problems to be solved.

- a. Copy brief
- b. Advertising
- c. marketing
- d. none of these

18. \_\_\_\_\_ is an element of advertising strategies

- a. product and positioning
- b. decoding
- c. conviction
- d. none of these

19. \_\_\_\_\_ is the core element in the marketing mix.

- a. product
- b. credit terms
- c. stocks
- d. all of the above

20. \_\_\_\_\_ is to give public notice or to announce publicity.

- a. Persuasion
- b. Advertising
- c. goodwill
- d. none of these

21. What is called as promoting goods and services through networking sites like Instagram & twitter ?

- A. Social media
- B. E mail
- C Radio
- D. Television

22. Advertising influences the mind of the consumers by creating desire and taste for \_\_\_\_\_

- A. Old products
- B. Same products
- C New products
- D. Different products

23. Photoshoots and videography is conducted in which department?

- A. Research
- B. Art
- C copy
- D. Production

24. What is the lifespan of advertisement in a newspaper?

- A. One day
- B. One week
- C One month
- D. One year

25. The cost involved in making ads are generally \_\_\_\_\_

- A. Equal to the production
- B. High
- C Medium
- D. low

26. Which is the most popular type of print media to advertiser?

- A. Newspaper
- B. Magazine
- C Pamphlets
- D. bill boards

27. What is called as promoting goods and services through networking sites like Instagram & twitter ?

- A. Social media
- B. E mail
- C Radio
- D. Television

27) Model that is used to measure the result of an advertising campaign is \_\_\_\_\_

28. Internet marketing is same as \_\_\_\_\_

- A. Online ads
- B. Newspaper ads
- C. Radio ads
- D. Television ads

a) AIDA b) DAEMAR. c) Communication Effect Pyramid. d) Sampling Method.

29. Advertisement is a mass communication. It addresses to masses and it's a form of \_\_\_\_\_ communication.

- A. Personal
- B. non-Personal
- C. Fake
- D. Feedback

30. What can be an example of legal advertisements ?