

QUESTION BANK

WRITING FOR THE MEDIA

VI Semester

CORE COURSE OF BA ENGLISH
CUCBCSS 2014 Admission onwards

SCHOOL OF DISTANCE EDUCATION

UNIVERSITY OF CALICUT

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18. Steam-powered press was introduced by
 - a. Guttenberg and Socrates
 - b. Plato and Andreas Friedrich Bauer
 - c. GottlobKoeing
 - d. GottlobKoeing and Andreas Friedrich Bauer
19. Who popularized the Printing in England with his printing press
 - a. William Caxton
 - b. Guttenberg
 - c. GottlobKoeing
 - d. none of them
20. William Caxton was specifically influenced by
 - a. Chinese printing
 - b. Roman printing
 - c. Italian printing
 - d. German printing
21. *Recuyell of the Historyes of Troye* was printed by Caxton in
 - a. 1473
 - b. 1453
 - c. 1423
 - d. 1373
21. *Recuyell of the Historyes of Troye* is the.....book to be printed in English
 - a. First
 - b. second
 - c. third
 - d. none of them
22. Caxton's printing press in.....revolutionized English language and literature
 - a. London
 - b. Westminster
 - c. New York
 - d. Washington
23. The first English language book to be printed in England is
 - a. *Dictes or Sayengis of the Philosophres*
 - b. *Recuyell of the Historyes of Troye*
 - c. *Dictes or Sayengis of the Troyed. Recuyell of the Historyes of the Philosophers*
24. Who printed the first English language book in England
 - a. William Caxton
 - b. Guttenberg
 - c. Frederic Jameson
 - d. None of these
25. Who is the first to translate Ovid's *Metamorphosis* in to English
 - a. Caxton
 - b. Chaucer
 - c. Shakespeare
 - d. Both a & b
26. The first news paper is considered to be
 - a. *Oxford Gazette*
 - b. *Cambridge Gazette*
 - c. *Oxbridge Gazette*
 - d. None of these
27. *Oxford Gazette* was later known to be
 - a. *London Gazette*
 - b. *Cambridge Gazette*
 - c. *Oxbridge Gazette*
 - d. *London Newspaper*
28. *London Gazette* was first published in
 - a. 1665
 - b. 1865
 - c. 1655
 - d. 1565
29. *London Gazette* was
 - a. daily
 - b. Weekly
 - c. twice weekly
 - d. thrice weekly
30. The first daily newspaper in English is
 - a. *London Gazette*
 - b. *Daily Courant*
 - c. *Oxford Gazette*
 - d. none of these
31. The publication of *The Daily Courant* started in
 - a. 1702
 - b. 1712
 - c. 1704
 - d. 1752
32. News stories are collected by
 - a. Reporters
 - b. news readers
 - c. editors
 - d. advertisers
33. Lead in a news story is

- a. The first paragraph
c. the social aspect of the news
- b. the political aspect of the news
d. Neither "a" nor "c"
34. By-Line of a news story consists of
a. The name of the reporter
c. the place of the event occurred
- b. The time of the news writing
d. Any of these
35. Credit Line of a news story gives
a. The date of the news
c. importance of the news
- b. place of the incident
d. Name of the news agency
36. The conscience of a newspaper is its
a. Articles b. Middles c. Features d. Editorial
37. An editorial presents the policy of
a. Public b. government c. the news paper itself d. readers
38. The interviewee is
a. one who Interviews a person
c. one who arranges the interview
- b. one who is interviewed
d. one who disturbs the interview
39. The Press Release is also called
a. News story b. Press Conference c. Hand outs d. None of these
40. Who does not belong to any journalistic organizational structure
a. reporter b. correspondent c. freelancer d. editor
41. A caption should be
a. explanatory b. precise c. attractive d. both 'b' & 'c'
42. Who invented radio?
a. Isaac Newton b. Charles Babbage c. Einstein d. Marconi
43. Golden period of radio is
a. 1920s – 1950s b. 1880s- 1900s c. 1900s- 1920s d. 1960s-1980s
44. The first radio signals were sent by Marconi through the air in
a. 1885 b. 1895 c. 1875 d. 1890
45. Marconi's radio device sent radio signals from England to Canada in
a. 1911 b. 1913 c. 1901 d. 1907
46. ISBS is renamed as AIR in
a. 1947 b. 1937 c. 1936 d. 1946
47. The first radio programme in India was broadcasted by the
a. Radio Club of Bombay b. Radio Club of Bangalore
c. Radio Club of Culcutta d. Radio Club of Delhi
48. The first radio programme in India was broadcasted in
a. 1923 b. 1925 c. 1921 d. 1927

49. AIR started to be known as Akashvani since
- a.1954 b. 1955 c. 1956 d.1957
50. AkashvaniBhavan is located in
- a. Mumbai b. Calcutta c. Chennai d. New Delhi
51. PrasarBharati is founded in
- a. 1935 b. 1955 c. 1930 d. 1950
52. The national service of AIR started in
- a. 1958 b. 1968 c. 1978 d. 1988
53. The foreign service of AIR started in
- a. 1947 b. 1937 c. 1949 d. 1939
54. The foreign service of AIR was started by
- a. United Nations b. Government of India c. British Government d. None of these
55. The foreign service of AIR was started to resist the propaganda of.....
- a. Britain b. USA c. China d. Germany
56. The foreign service of AIR was started to resist the propaganda directed against.....
- a. Nepal b. Pakistan c. China d. Afghanistan
57. The foreign service of AIR was started in the language of
- a. Chinese b. Hindi c. English d. Pushtu
58. The External Service Division of AIR broadcasts in total of languages
- a. 45 b. 27 c. 15 d.10
59. AIR broadcasts inforeign languages
- a. 15 b. 12 c. 13 d. 14
60. AIR broadcasts in.....Indian languages
- a. 17 b. 15 c. 12 d.13
61. The word *television* was first coined by
- a.Constantin Perskyl b. William Anderson c. Richardson d. George Hime

62. The word *television* was first coined in.....
- a.1901 b. 1902 c. 1900 d. 1910
63. The first transatlantic television signal was broadcast between London and.....
- a. New York b. Washington c. New Delhi d. Tokyo
64. The first colour television broadcast happened in
- a.1928 b. 1938 c. 1948 d. 1958
65. Who is credited with the first colour television broadcast?
- a. JohnLogie Baird b. Constantin Perskyl
- c. Charles Babbage d. None of them
66. The first automatic digital computer is
- a. Z1 b. Z2 c. Z3 d.Z4
67. The experiment conducted by..... in 1960's marks the advent of the internet
- a. APRA b. ARPA c. AFRA d. ARFA
68. Z3 was developed by.....
- a. Konrad Zuse b. Charles Babbage C. Marconi d. None of these
69. The credit of invention of WWW goes to
- a.Tin Bearers & Lee.b. Charles Babbage c. Richardson d. None of these
70. E-magazines are also termed as, or or hyper zines.
- a.E-zines b. Webzines c.Cyber zines d. All of these
71. The first printed advertisement in English was developed by
- a. William Caxton b.WilliamHiggison c. Alan Martin d. George Herbert
72. The first printed advertisement in English was developed in.....
- a. 1470 b. 1471 c. 1472 d.1473
73. The advertising agency run by the government of India
- a.DAVP b. PAVD c. AVDP d. APVD

Answers

1. a	42.d
2.b	43.a
3.b	44.b
4.b	45.c
5.a	46.c
6.c	47.a
7.c	48.a
8.b	49.c
9.d	50.d
10.d	51.c
11.d	52.d
12.c	53.d
13.c	54.c
14.c	55.d
15.d	56.d
16.a	57.d
17.b	58.b
18.d	59.a
19.a	60.c
20.d	61.a
21.a	62.c
22.b	63.a
23.a	64.b
24.a	65.b
25.a	66.c
26.a	67.b
27.a	68.a
28.a	69.a
29.c	70.d
30.b	71.a
31.a	72.c
32.a	73.a
33.a	
34.a	
35.d	
36.d	
37.c	
38.b	
39.c	
40.c	
41.d	

