

# **TYBMM-Journalism**

## **Semester-VI**

### **Subject: News Media Management**

1. Which of these is not the job of Human Resource Department?
  - a) Generating advertisement
  - b) Providing training to its staff
  - c) Keep track of official discipline and employee conduct
  - d) Recruitment of manpower
  
2. In Cross Media Ownership:
  - a) Media works at cross purposes
  - b) One form of media owns another form of media
  - c) One print media owning another print media
  - d) One electronic channel owning another electronic channel.
  
3. Digital Convergence means:
  - a) Coming together of multiple online platforms
  - b) When print media uses internet
  - c) When electronic media uses digital technology
  - d) When print media and electronic media collaborate.
  
4. Who can play a great role in ensuring editorial freedom?
  - a) Management/Owners of the newspaper
  - b) The editors of the newspaper
  - c) The readers of the newspapers
  - d) The State Government
  
5. Which of these is not tools of Integrated Marketing Communication?
  - a) Human resource Department
  - b) Advertising
  - c) Sales Promotion
  - d) Public Relations

6. Which of these is not part of Integrated Marketing Communication?
- a) Organizational communication
  - b) Strategic communication
  - c) Social media
  - d) Promotion of human resource
7. Media tycoon Ramoji Rao has made a success story out of:
- a) The Times of India
  - b) Rajasthan Patrika
  - c) Eenadu
  - d) Loksatta
8. Which of these is not a type of advertisement?
- a) Display advertisement
  - b) Tender notices
  - c) Classified advertisements
  - d) Editorial
9. Which of these are not part of the financial management in newspapers?
- a) Break-up of expenditure for the year
  - b) Raw material costs
  - c) Fixed and variable costs
  - d) Utilizing human resources.
10. What does the Finance Department of the newspaper do?
- a) Hiring and firing of employees
  - b) Chalking out annual budget for the newspaper
  - c) Placing of advertisements in the newspaper
  - d) Boosting the circulation of the newspaper.
11. The term “unforeseen factors” in financial management refers to:
- a) Emergency and exigency situations
  - b) Unknown circulation figures.
  - c) Unforeseen workload of the employees
  - d) When the budget allocations are not clear.
12. What is the bloodline and foundation of a newspaper?
- a) Circulation**
  - b) Advertising
  - c) Subscribers
  - d) The editor

13. \_\_\_\_\_ is investment of foreign assets into domestic structures, equipment, and organisations.
- a) Franchising
  - b) Foreign Direct Investment**
  - c) Mergers
  - d) Acquisitions
14. A \_\_\_\_\_ is a legal agreement where its members manage the assets for the benefits of someone else.
- a) **Trusts**
  - b) Individual ownership
  - c) Limited Company
  - d) Partnership
15. \_\_\_\_\_ is a legal agreement where its members manage assets for the benefit of someone.
- a) Sole Proprietor
  - b) Partnership
  - c) Trusts
  - d) Limited Company
16. The tendency of every newspaper or a magazine is to widen the base of its readership to attract more \_\_\_\_\_.
- a) Readers
  - b) Employees
  - c) Advertising
  - d) Newspaper Vendors
17. In India Partnership is governed under \_\_\_\_\_.
- A) Indian Companies Act, 1956 B) Indian Partnership Act, 1936
- C) Indian Partnership Act, 1932 D) Indian Partnership Deed Act, 1934

18. \_\_\_\_\_ type of ownership is more common among weekly newspapers and magazines.
- A) Partnership concern      B) Limited Company  
C) Trusts                      D) Sole Proprietary Concern
19. In public limited company there should be minimum \_\_\_\_\_ and maximum \_\_\_\_\_ members.
- A) 2 and 50                      B) 5 and 50  
C) 7 and unlimited              D) 10 and unlimited
20. Unlimited liability is biggest disadvantage of \_\_\_\_\_ type of ownership.
- A) Partnership concern              B) Limited Company  
C) Sole Proprietary Concern      D) Trusts
21. \_\_\_\_\_ is a relationship of reliance.
- A) Sole Proprietorship      B) Partnership  
C) Trust                          D) Limited Company
22. \_\_\_\_\_ can also be called corporate or mass ownership.
- A) Partnership concern      B) Limited Company  
C) Trusts                          D) Sole Proprietary Concern
23. \_\_\_\_\_ does not take part in day to day operations.
- A) Chairman                      B) Directors  
C) Board of Directors      D) Head of the Departments
24. In real media scenario the \_\_\_\_\_ press is myth.
- A) Non commercial      B) Unbiased      C) Political      D) Independent
25. \_\_\_\_\_ advertisements are generally small ads, with minimum words.
- A) Display                      B) Commercial      C) Government      D) Classified
26. \_\_\_\_\_ is considered as bloodline of a newspaper.
- A) Advertisement              B) Editor              C) Circulation              D) Byline

27. \_\_\_\_\_ is the key function of HR department in any organization.  
A) Sales      B) Increasing circulation    C) Recruitment    D) Advertising
28. \_\_\_\_\_ is the type of media ownership in which one type communication owns or is the sister company of another type of medium.  
A) Gross media    B) Partnership    C) Cross media    D) Joint ownership
29. The government has permitted FDI to the extent of \_\_\_\_\_ % in the media if management remains in Indian hands.  
A) 35      B) 49      C) 50      D) 51
30. In June 2002, the government of India allowed FDI in print to the extent of \_\_\_\_\_ %.  
A) 26      B) 28      C) 29      D) 30
31. \_\_\_\_\_ normally would mean the occurrence of two or more things coming together.  
A) Media duality    B) Convergence    C) Cross convergence    D) Multimedia
32. \_\_\_\_\_ is marketing through journalism.  
A) Brand Journalism      B) Digital Marketing  
C) Advertorials      D) Paid Promotion
33. The rates of government ads are decided by \_\_\_\_\_.  
A) Government of Maharashtra    B) Government PRO  
C) DAVP      D) Prasarbharti
- 34.. What are the 3 Rs of HRD  
A) Ramble, Retain, Revise      B) Recruit, Reward, Retain  
C) Revise, Rapport, Remember      D) Reward, Revise, rapport

35. The main functions of human resource management are classified into two categories
- A. Managerial Functions, Operative Functions
  - B. Management Function, Managerial Function
  - C. Operative Function, Management Function
  - D. Departmental Function, Management Function-
36. Human Resource departments are
- A. line departments
  - B. authority department
  - C. service department
  - D. functional department
- 37.. Human Resource management helps improve
- A. Production
  - B. Productivity
  - C. Power
  - D. profitability-
38. What HRD stresses on human resources of the organization.
- A. Operation
  - B. Function
  - C. Development
  - D. manager
39. Which of the following is not a function normally performed by HR department?
- A. Accounting
  - B. Recruitment and Selection
  - C. Pay and Reward
  - D. Employee Relations
40. Registrar of Newspapers for India was setup in the year\_\_\_\_\_.
- A) 1867
  - B) 1887
  - C) 1956
  - D) 1923

41. TRP stands for:
- A. Television rating points
  - B. Television reason points
  - C. Television rise points
  - D. Television rating preview
42. Companies Act, 1956 empowers the \_\_\_\_\_ to inspect the book of accounts of a company, to direct special audit, to order investigation into the affairs of the company and to launch prosecution for violation of the Act.
- A. Central Government
  - B. Central Bureau of Investigation
  - C. High Court
  - D. Auditors
43. Which of these is not a brand building role of digital media?
- A. Amplify the offering
  - B. Amplify a brand building platform
  - C. Create a brand building platform
  - D. Increase the competition
44. Audit Bureau of Circulations (ABC) is a voluntary organization constituted in the year \_\_\_\_\_
- A. 1947          B. 1958          C. 1957          D. 1948
45. Which act makes it mandatory to register printed publication in India?
- A. Working Journalist Act 1955
  - B. Official secrets act 1923
  - C. Copyright Act
  - D. Press and registration of books act 1867
46. What is Annual report?
- A. Report of news
  - B. Report of newspaper
  - C. Employee details
  - D. comprehensive report on a company's activities throughout the preceding year

47. What is balance sheet?
- A. Departmental report
  - B. Financial statement of company
  - C. Annual report
  - D. Future plans
48. PRBA stands for
- A. Press and registration of books act 1867
  - B. Press and record of books act 1867
  - C. Press and review of books act 1867
  - D. Press and regulation of books act 1867
49. RNI stands for
- A. Registration of newspaper in India
  - B. Regulation of newspaper in India
  - C. Registrar of newspaper in India
  - D. Receiving newspapers in India
50. When planning marketing communications, events are scheduled:
- A. Randomly
  - B. in parallel
  - C. in rough order
  - D. sequentially