

**CLUSTER UNIVERSITY SRINAGAR**  
**University Entrance Examination**  
**Integrated Journalism & Mass Communication**  
**(50 x 1= 50 MARKS) Time One Hour**

Note: Each wrong answer will lead to the deduction of 0.25 marks from the total score of the candidate.

1. The first paragraph of a news story, usually containing most newsworthy part of it:  
a. Background      b. Intro      c. Heading      d. Credit Line
2. Reports of events that are coming in while a newspaper is in the final stages of being published or while a radio or TV bulletin is on air:  
a. Breaking News    b. Curtain Raiser    c. Embargo    d. Jingle
3. The time the editor or producer sets by which the reporter must submit a story:  
a. Death-knock      b. Deadline      c. Embargo      d. Overrun
4. A basic journalism principle of giving both sides of an argument in a fair way so readers or listeners can make up their own mind:  
a. Attribution      b. Balance      c. Justification      d. Point of View
5. An old-fashioned US term for sensational journalism:  
a. Black Journalism    b. Grey Journalism    c. Yellow Journalism    d. Red Journalism
6. Immediate and factual accounts of important events or developments:  
a. Jargon      b. Soft News      c. Hard News      d. Sensational News
7. The most common structure for writing a news story with main news at the start and rest of the detail following in decreasing order of importance:  
a. Pyramid    b. Inverted pyramid    c. Funnel      d. Inverted Funnel
8. Name of a newspaper in special, distinctive type at the top of the front page:  
a. Headline    b. Masthead      c. Intro      d. Dateline
9. To use the work of another person as if it was one's own:  
a. Propaganda      b. Churnalism      c. Scoop      d. Plagiarism
10. A made-up story that is written or presented to seem like genuine news:  
a. Newsworthy      b. News Value      c. Nuisance News      d. Fake News
11. 'Indian Opinion' was a newspaper published by  
a. M K Gandhi      b. Shyama Prasad Mukherjee    c. Sardar Patel    d. Dadabhai Naoroji
12. Caption, which refers to short piece of text used with photographs, is also called:  
a. Dateline      b. Punchline      c. Baseline      d. Cutline
13. Which of these newspapers is not published in India:  
a. Statesman      b. Telegraph      c. Dawn      d. Deccan Herald
14. Press Freedom Day is observed on:  
a. February 16      b. March 20      c. May 3      d. April 6
15. Which of the following is NOT a form of media:  
a. Books      b. Newspapers      c. Magazines      d. None of the above
16. Television broadcasting started in India in  
a. 1958      b. 1959      c. 1960      d. 1961
17. All India Radio started its operation with its original name Indian Broadcasting Company in:  
a. 1947      b. 1936      c. 1932      d. 1927

18. Which was the first newspaper published in India:  
 a. Bengal Gazette    b. SamacharDarpan    c. Mumbai Samachar    d. The Times of India
19. Which is the oldest English daily in India:  
 a. The Hindustan Times    b. The Statesman  
 c. The Times of India    d. The Indian Express
20. Name the newspaper that unearthed the Watergate Scandal:  
 a. New York Times    b. Washington Post  
 c. Wall Street Journal    d. Washington Journal
21. Match the following:  
 I. MukundPadmanabhan    I. NDTV  
 II. ArnabGoswami    II. Indian Express  
 III. Raj Kamal Jha    III. Republic TV  
 IV. NidhiRazdan    IV. The Hindu

ANSWERS:

- |    |    |     |     |    |
|----|----|-----|-----|----|
|    | I  | II  | III | IV |
| A) | IV | III | I   | II |
| B) | II | IV  | II  | I  |
| C) | IV | III | II  | I  |
| D) | I  | II  | III | IV |
22. Match the following
- |                |              |
|----------------|--------------|
| I. CNN         | i) Istanbul  |
| II. Aljazeera  | ii) London   |
| III. TRT World | iii) Atlanta |
| IV. BBC        | iv) Doha     |
- |    |     |     |     |     |
|----|-----|-----|-----|-----|
|    | I   | II  | III | IV  |
| A) | iv  | i   | iii | ii  |
| B) | iv  | iii | ii  | i   |
| C) | iii | iv  | i   | ii  |
| D) | i   | ii  | iv  | iii |
23. Which of the following awards is given for outstanding contribution in journalism:  
 a. Pulitzer Prize    b. Magsaysay Award    c. Booker Prize    d. Jnanpith Award
24. Which noted Indian journalist was shot dead in September 2017:  
 a. Shashi Kumar    b. RadhaGoswami    c. GauriLankesh    d. Alok Sharma
25. PCI stands for  
 a. Press Council of India    b. Press Corporation of India  
 c. Press Committee of India    d. Press Convenor of India

## SECTION II: CURRENT AFFAIRS/GENERAL KNOWLEDGE

1. Which was the first Indian talkie to be released:  
a. Raja Harishchandra    b. Indrasabha    c. Ayodhyaka Raja    d. AlamAra
2. The 'Cannes Award' is given for excellence in which field:  
a. Films                      b. Journalism                      c. Literature                      d. Economics
3. On whose name is the highest award for services to the development of cinema given:  
a. Raj Kapoor              b. Dada SahebPhalke              c. MeenaKumari              d. Amitabh Bachchan
4. Which journalism movie won Best Picture at the 2016 Oscars:  
a. Revenant                      b. Spotlight                      c. American Hustle                      d. Gravity
5. Who took oath as 13th Vice President of India:  
a. Ram NathKovind    b. Venkaiah Naidu    c. Mani Shankar Aiyar    d. ManoharParrikar
6. RohingyaMuslims hail from:  
a. Indonesia    b. Bhutan              c. Myanmar                      d. Nepal
7. The Nobel Peace Prize is awarded in which city:  
a. Oslo                      b. Stockholm                      c. Brussels                      d. Geneva
8. Arjuna Award is given for:  
a. Exceptional service in emergency                      b. Bravery on battlefield  
c. Outstanding performance in sports                      d. Exceptional service in slum dwellers
9. Which team won the Under-19 Cricket World Cup 2018:  
a. India                      b. Pakistan                      c. Australia                      d. West Indies
10. Match the following:  
Book                                      Author  
I. The Collaborator                      i) SidharthGigoo  
II. My Kashmir                              ii) Basharat Peer  
III. Curfewed Night                      iii) WajahatHabibullah  
IV. The Garden of Solitude                      iv) MirzaWaheed

Answers:

- |    | I  | II  | III | IV |
|----|----|-----|-----|----|
| A) | i  | ii  | iii | iv |
| B) | iv | iii | ii  | i  |
| C) | ii | iv  | iii | i  |
| D) | iv | iii | i   | ii |

11. Match the following

- I. Jack Dorsey            i) Apple  
II. Mark Zuckerberg            ii) Wikileaks  
III. Steve Jobs            iii) Facebook  
IV. Julian Assange iv) Twitter

Answers:

- |    | I  | II  | III | IV  |
|----|----|-----|-----|-----|
| A) | i  | ii  | iii | iv  |
| B) | iv | iii | ii  | i   |
| C) | iv | iii | i   | ii  |
| D) | i  | ii  | iv  | iii |

12. The annual meeting of World Economic Forum is held in:

- a) New Delhi            b. New York            c. Davos            d. London

13. Who is the Centre's interlocutor on Jammu and Kashmir:

- a. Dineshwar Sharma    b. Ram Madhav            c. Rajnath Singh            d. Mohan Bhagwat

14. In the movie 'Dangal' Amir Khan played the character of:

- a. Ranvir Singh Phogat            b. Ravinder Singh Phogat  
c. Mahinder Singh Phogat            d. Mahavir Singh Phogat

15. Donald Trump was presidential nominee for which party

- a. Republican Party    b. Democratic Party    c. Communist Party    d. None of the above

16. Who has been given charge of Ministry of Information and Broadcasting:

- a. Nirmala Sitharaman    b. Smriti Irani    c. Arun Jaitley            d. Prakash Javadekar

17. Chenani-Nashri Tunnel is located in

- a. Haryana            b. Himachal Pradesh            c. Punjab            d. Jammu and Kashmir

18. Donald Trump decided to shift U.S. Embassy in Israel to

- a. Jerusalem    b. Tel Aviv    c. Bethlehem            d. Ramallah

19. The 2018 Winter Olympics was held in:

- a. China            b. Japan            c. Canada            d. South Korea

20. CPEC stands for

- a. China-Pakistan Economic Collaboration    b. China-Pakistan Economic Cartel  
c. China-Pakistan Economic Confederation    d. China-Pakistan Economic Corridor

21. Nirav Modi is accused of defrauding which bank

- a. SBI            b. HDFC            c. PNB            d. ICICI

22. Who is the official brand ambassador of polio eradication campaign:

- a. Akshay Kumar            b. Amir Khan            c. Amitabh Bachchan    d. Abhishek Bachchan

23. Who is the Congress national president

- a. Ghulam Nabi Azad    b. Sonia Gandhi            c. Rahul Gandhi            d. Manmohan Singh

24. Who issues Aadhaar Number

- a. Unique Inquiry Authority of India            b. Universal Identification Authority of India  
c. Uniform Identification Authority of India    d. Unique Identification Authority of India

25. PAN stands for

- a. Phone Activation Number            b. Permanent Account Number  
c. Pay Account Number            d. Phone Area Network