

## MODEL QUESTION PAPER

### Bachelor of Journalism and Mass Communication – Skill Assessment

(Branch-Specific | For Reference)

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**This Model Question Paper is provided to help candidates understand the assessment structure, format, and branches covered under the HRVIEW Bachelor of Journalism and Mass Communication Skill Assessment.**

**It is intended only for reference and does not represent the actual examination paper.**

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#### Assessment Snapshot

- **Assessment Type:** Model Question Paper
- **Assessment Mode:** Online
- **Question Format:** Objective Type (MCQs)
- **Total Number of Questions:** 20
- **Pass Criteria:** 75%

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#### 1. Journalism mainly deals with:

- A. Advertising only
- B. Collection and dissemination of news
- C. Film production
- D. Public administration

 **Answer:** B

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#### 2. Mass communication refers to:

- A. One-to-one communication
- B. Communication with small groups
- C. Communication with a large audience
- D. Internal communication

 **Answer:** C

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#### 3. Which of the following is a print medium?

**Note for Candidates**

This is a model reference document intended for general understanding only

- A. Television
- B. Radio
- C. Newspaper
- D. Social media

 **Answer:** C

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**4. The primary function of journalism is to:**

- A. Entertain only
- B. Inform the public
- C. Promote businesses
- D. Create publicity

 **Answer:** B

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**5. The person who gathers and reports news is called:**

- A. Editor
- B. Reporter
- C. Publisher
- D. Anchor

 **Answer:** B

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**6. Which medium is known as an audio medium?**

- A. Newspaper
- B. Magazine
- C. Radio
- D. Internet

 **Answer:** C

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**7. Which of the following is an electronic media?**

- A. Book
- B. Newspaper
- C. Television
- D. Journal

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 **Answer: C**

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**8. Advertising mainly aims to:**

- A. Inform government
- B. Promote products and services
- C. Publish news
- D. Entertain people

 **Answer: B**

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**9. Public Relations (PR) focuses on:**

- A. Selling products
- B. Building public image
- C. Reporting news
- D. Writing scripts

 **Answer: B**

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**10. The headline of a news story should be:**

- A. Very long
- B. Attractive and informative
- C. Written in paragraphs
- D. Emotional only

 **Answer: B**

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**11. Which news value refers to timeliness?**

- A. Proximity
- B. Impact
- C. Currency
- D. Conflict

 **Answer: C**

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**12. The inverted pyramid style means:**

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- A. Conclusion first
- B. Most important facts first
- C. Opinion first
- D. Advertisement first

 **Answer:** B

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**13. Which law ensures freedom of the press in India?**

- A. Right to Education
- B. Right to Equality
- C. Right to Freedom of Speech and Expression
- D. Right to Information

 **Answer:** C

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**14. Photojournalism mainly communicates through:**

- A. Words
- B. Audio
- C. Images
- D. Graphics only

 **Answer:** C

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**15. Which platform is considered new media?**

- A. Newspaper
- B. Radio
- C. Television
- D. Social media

 **Answer:** D

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**16. TRP is related to:**

- A. Newspaper circulation
- B. Television viewership
- C. Radio frequency
- D. Internet speed

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 **Answer: B**

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**17. Which program is related to radio broadcasting?**

- A. Editorial
- B. Bulletin
- C. Podcast
- D. All of the above

 **Answer: D**

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**18. Ethics in journalism emphasize:**

- A. Speed over accuracy
- B. Accuracy, fairness, and responsibility
- C. Profit making
- D. Sensationalism

 **Answer: B**

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**19. Which skill is most important for a journalist?**

- A. Coding
- B. Communication and writing
- C. Accounting
- D. Engineering

 **Answer: B**

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**20. BJMC graduates mainly work in:**

- A. Engineering companies
- B. Media houses, news agencies, PR, and advertising
- C. Hospitals
- D. Banks

 **Answer: B**

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