

## 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?

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- 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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