

Reporting and Sub-Editing
MCM 311

Q.1 A-----is a phrase, expression, or idea that has been overused to the point of losing its intended force or novelty.

a) **Cliché**

b) Fiction

c) Slang

d) None of the given options

Q.2 -----is a style in which newspapers are written.

a) **Journalese**

b) Editing

c) Calisto MT

d) Arial

Q. 3 Team as collective noun used as -----

a) Singular

b) **Plural**

Q.4 The abbreviations that can be pronounced e.g Nato, Saarc, are usually written in-----

a) All upper case

b) All lower case

c) **First letter upper, rest lower**

d) First lower rest upper

Q 5. The abbreviations that can not be pronounced e.g WTO, IHT, UN are usually written in-----

a) **All upper case**

b) All lower case

c) First letter upper, rest lower

d) First lower rest upper

Q6. Sub editor should try to use -----in first sentence.

a) **A strong active verb**

b) A passive expression

c) Nouns

d) None of the given options ‘

Q.7 Do not start a news report with -----

a) Figure

b) **Question**

c) Percentage

d) None of the given options

Q.8 Avoid -----impression

a) **Negative**

b) Vague

c) Biased

d) All of the given options

Q.9 Tick the correct sentence below.

a) Prime Minister Shaukat Aziz on Wednesday said the new budget reflected the aspirations of people.

b) The Prime Minister on Wednesday said the new budget reflects the aspirations of people.

c) Prime minister Shaukat Aziz on Wednesday said the new budget reflects the aspirations of people.

d) PM said on Wednesday said the new budget reflects the aspirations of people.

Q.10. Tick the correct headline below

a) Hamas seizes large Gazan areas

b) The militant organisation seizes large Gazan areas

c) Hamas seized large Gazan areas

d) Hamas captured large Gazan areas

Q.11 -----is the process by which an editor makes formatting changes and other improvements to text.

a) Copy editing

b) Layout designing

c) Composing

d) Pasting

Q.12 -----is responsible for ensuring every story goes to print or to air in clear language that maintains the credibility and reputation of the organisation they work for.

a) The sub-editor

b) News editor

c) Monitor

d) Chief Reporter

Q.13 -----is a name and usually starts with a capital letter.

a) A proper noun

b) Common noun

c) Designations

d) None of the given options

Q.14 Nouns which refer to collections of people and things (the team, the Cabinet) are called-----

a) Collective Nouns

b) Pronoun

c) Adjectives

d) None of the given options

Q.15 The key to good writing is-----

a) Simple expression

b) Complex expression

c) Literary expression

d) Scientific tune

Q.16 Do try to get -----in the first sentence. You want to make an impact and keep people listening.

- a) A Strong noun
- b) A strong active verb**
- c) A pronoun
- d) None of the given options

Q.17 Abbreviation that can be pronounced like a word like Aids, Nato, Unesco Wapda, Wasa, etc are usually written in-----

- a) First letter cap and the rest in lower case**
- b) With an article
- c) Caps
- d) None of the given options

Q.18 Do not repeat Prof, Gen, Col, Dr etc after-----

- a) The first paragraph
- b) The first reference**
- c) Second paragraph
- d) None of the given options

Q.19 Use -----for ranks and titles when written in conjunction with a name.

- a) Lower case
- b) Upper case**
- c) Abbreviations
- d) None of the given options

Q.20.A political, economic or religious label formed from a proper name, eg, Marxist, Hindu, Christian, Muslim, Leninist, Luddite should have-----

- a) A capital**
- b) All Caps
- c) All small
- d) Lower case

Q21. Which of the following person rewrites material so that it flows or reads better and adheres to the house style of a particular publication?

- a) Reporter
- b) Sub-editor**
- c) Chief Reporter
- d) Assignment Editor

Q22. Which of the following are the little words which hold a sentence together, often by showing direction or location?

- a) Prepositions**
- b) Pronouns
- c) Adjectives
- d) Adverbs

Q23. Which of the following is the cornerstone of presentation in the news business?

- a) Biasness
- b) Pictorial display
- c) Fantasy
- d) Correct use of language**

Q24. Which of the following is Proper Noun?

- a) Editor
- b) Denmark**
- c) The team
- d) Television

Q25. Which of the following are useful to break up a long sentence, but should be used only where the break is a natural one?

- a) Apostrophes
- b) Commas**
- c) ITALICS
- d) Figures

Q26. Journalese is a specialist form of which of the following?

- a) Journalistic Writing
- b) Feature writing
- c) Cliché writing**
- d) Column writing

Q27. “The virtues of good style are more negative than positive. The man who knows what to avoid is already the owner of style.” Is stated by which of the following?

- a) William Words worth
- b) Henry W. Fowler**
- c) Shakespeare
- d) Thomas Hardin

Q28. Which of the following are specific terms and terminologies which only the experts or the related people of a field can understand?

- a) Jargons**
- b) Dangers
- c) Clichés
- d) Journalese

Q29. Which of the following is a poor medium for dealing with numbers to present them in charts, tables and graphs?

- a) Radio**
- b) Television
- c) Newspaper
- d) Internet

Q30. “collective nouns should be plural” It is the policy of which of the following?

- a) BBC Television News
- b) BBC Online
- c) BBC Radio News**
- d) BBC Review

Q31. The reporter’s name often appears at the top of their article. What is this called?

- a) Byline**
- b) Singer
- c) Autograph
- d) Sub-headline

Q31. Who gives information to a reporter or editor?

- a) Correspondent

b) Source

- c) Sub-Editor
- d) None of the given options

Q32. Identifying information about the source of material in a story, usually a specific name and/or title is known as:

- a) Reference

b) Attribution

- c) Statement
- d) Reply

Q33. Reporters have to finish their news stories by a certain time. What is this called?

a) Deadline

- b) Dead-end
- c) Sell-by date
- d) Dateline

Q34. The Part of the story that involves combining the opinions of the people you interview, some factual data, and a narrative which helps the story flow is called

a) The Body

- b) Tag Line
- c) Intro
- d) All of the given options

Q35. A picture in a newspaper is often explained by a sentence underneath. What is this called?

a) Caption

- b) Header
- c) Footer
- d) Catch Line

Q36. A short story printed in a newspaper is called a NIB. What does this stand for?

- a) News Information Broadcast

b) News in Brief

- c) Not In Big
- d) Nut graph

Q37. Reporters often use a special code to help them write down everything a person says. What is it called?

- a) Longhand

b) Shorthand

- c) Helping hand
- d) Handwritten

Q38. The main logo design of the paper that appears on the front page of a newspaper refers to one of the following terms. Select the one that matches absolutely?

a) Flag/Mast

- b) Flag Half Past
- c) Log
- d) Image

Q39. Which news agency uses iNews as script template for designing layouts by news producers?

- a) Associated Press

- b) Agence France Presse
- c) Xinhua

d) Reuters

Q40. Goes from most interesting information to least interesting information is-----.

a) Inverted Pyramid Style

- b) Chronological style
- c) Section style

Q41. In Sub-Editing ----- are Proffered.

- a) Long words
- b) **Short words**
- c) Abbreviations

None of the given options

Q42. In the following sentences, which sentence should be preferred.

a) There are “pproximately”50 students in class.

b) There are “about”50 students in class.

Q43. Tick the correct.

a) Muslim community offers Namaz-e-Juma every week.

b) Muslims offers Namaz-e-Juma every week.

Q44. Identify the unnecessary word in the sentence: “People across the village will meet together Sunday”

- a) Will
- b) Sunday
- c) Village

d) Together

Q45. The simplest substitute for the word “terminate” is

- a) Finish
- b) **End**
- c) Cease
- d) Expire

Q46. Tick the correct

a) He was promoted “as” director in 1992.

b) He was promoted “to” director in 1992.

Q47. Tick the correct

a) He should find “out” solution of this problem

b) He should find “a” solution of this problem

Q48. Tick the correct

a) The United Kingdom “comprises of” England, Scotland, Wales and Northern Ireland.

b) The United Kingdom “comprises” England, Scotland, Wales and Northern Ireland

Q49. Tick the correct

a) She is “making” a mistake.

b) She is “committing” a mistake.

Q50. Tick the correct

a) He is of the “view” that the defence budget should not be regarded as a “holy cow”.

b) He is of the “opinion” that the defence budget should not be regarded as a “sacred cow”.

Q51. ----- has significance for relatively a large number of readers, listeners and viewers.

a) Hard News

b) Breaking News

c) Business News

d) Soft News

Q52. -----is judged by the factors i.e. interest, proximity, potential of audience affected, revelation.

a) Objectivity

b) Newsworthiness

c) Reporting

d) Interviewing

Q53. News about Murder, Theft, Robbery and Mugging fall in the category of -----

a) Court

b) Crime

c) Local

d) None of the given options

Q54. The news value that measures nearness of story to audience is called -----

a) Timeliness

b) Suspense

c) Magnitude

d) Proximity

Q55. Inverted pyramid style of news mean-----

a) Present most information first

b) Present statements first

c) Give details of news

d) None of them

Q56. Accuracy entails honesty in -----

a) sourcing

Q57. Accuracy is paramount in our use of ----- and bylines.

a) datelines

Q58. ----- is a kind of journalism in which reporters deeply investigate a topic of interest, often involving crime, political corruption, or some other scandal.

a) Investigative Reportingss

b) Interpretative Reporting

Q59. E-mail interviews are useful for reaching people in distant places, but the reporter can't listen to what's being said and follow up in---

a) Screen time

b) Real time.

Q60. One of the most important elements of news writing is the opening paragraph to which journalists refer to as the-----

- a) Beat
- b) Lead**