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Course Code: BA(JMC) 109

Course Name: Writing Skills

MCQ

1. Which among the following is/are a mode of writing?
 - Expository
 - Journalistic
 - Persuasive
 - All of the above

2. The ____ should set the scene and catch your readers attention
 - Conclusion
 - Introduction
 - Body
 - Pitch

3. The main purpose of _____ writing is to 'convince' the readers.
 - Expository
 - Descriptive
 - Persuasive
 - Narrative

4. APA stands for
 - Advanced Publication Association
 - American Psychological Association
 - American Publication Association
 - American Physiological Association

5. ____ is a creative and a subject article, which is designed to entertain and inform readers.
 - News story
 - Feature
 - Editorials

- None of the above
6. Which of the following is NOT a component of an editorial page?
- Guest column
 - Letters to editor
 - Editorial cartoon
 - News stories
7. A ____ analyses eateries on quality of food, ambience, hospitality, etc.
- Food review
 - Book review
 - Movie review
 - Album review
8. A ____ is a form of literary criticism in which a book is analysed based on content, style, and merit
- Food review
 - Book review
 - Movie review
 - Album review
9. During interviews, the interviewer should NOT ____
- make the interviewee comfortable
 - respect the interview
 - listen
 - become emotional
10. In India, inverted pyramid style of writing is followed in the print industry.
- True
 - False

11. Write a short note on any one:

Inverted pyramid style of news writing

OR

Characteristics of a good essay

12. Answer any one:

What is the difference between writing for eyes and writing for the ears

OR

How to write a column?