

**SAMPLE SET MCOs**

**Class – TYBMM**

**Semester – 6**

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**Subject: Business and Magazine Journalism**

**Q. Answer the following:  
each]**

**[2 marks**

**1) Which country ranks first for foreign exchange reserves?**

- a) India
- b) China
- c) Saudi Arabia
- d) Brazil

**2) Which states/countries together form the BRICS development bank?**

- a) Brazil, Russia, Indonesia, China and South Africa
- b) Bhutan, Rome, India, Canada and South Africa
- c) Brazil, Russia, India, China and South Africa
- d) Brazil, Romania, Indonesia, China and Sudan

**3) Issuing Currency is whose function?**

- a) NITI Aayog
- b) RBI
- c) SEBI
- d) Planning Commission

**4) Ramalinga Raju and Family were accused of which scam?**

- a) 2G Scam
- b) Sharadha Scam
- c) Sahara Scam
- d) Satyam Scam

**5) How many districts did the PAHAL Scheme cover?**

- a) 700
  - b) 291
  - c) 382
  - d) 457
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## **PRESS LAWS**

**Q1) Which organization adopted model law on electronic commerce?**

- a. International commerce organization**
- b. United Nations General Assembly**
- c. General Agreement on Trade and Tariffs**
- d. United Nations Industrial Development Organization**

**Q2) How much will be the fee for application of digital signature?**

- a. Not exceeding 25,000 rupees**
- b. Not exceeding 10,000 rupees**
- c. Not exceeding 50,000 rupees**
- d. Not exceeding 15,000 rupees**

**Q3) As per the IT ACT cell phones, personal digital assistance or combination of both or**

**any other device used to communicate, send or transmit any text, video, audio or image are called**

- a. Equipment to connect**
- b. Communication device**
- c. Connecting devices**
- d. Audio visual devices**

**Q4) Chairman of the Cyber Appellate Tribunal shall be qualified to be-**

- a. Session judge**
- b. Supreme court judge**
- c. Judicial magistrate**
- d. Judge of a high court**

**Q5) WAPC stand for -----**

- a. The World Association of Press Councils.**
  - b. The World Association of Production Council.**
  - c. The World Association of Premier Council.**
  - d. The World Association of Public Council.**
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## **DIGITAL MEDIA**

1. \_\_\_\_\_ is the key to harnessing the power of natural/organic search.

- a) Social Media Posts
- b) Page Ranks
- c) Social Media Ads
- d) SEO

2. In 1991, a computer programmer in Switzerland named \_\_\_\_\_ introduced the World Wide Web.

- a) Tim Berners-Lee
- b) John Carmack
- c) Chis Sawyer
- d) Ken Williams

3. Google Panda Algorithm was first launched on \_\_\_\_\_.

- a) February 2014
- b) March 2009
- c) February 2011
- d) March 2013

4. \_\_\_\_\_ is the process of taking all data you have from crawl, and placing it in a big database.

- a) Crawling
- b) Indexing
- c) Page Ranking
- d) Keyword Search

5. \_\_\_\_\_ was invented by Google founders Larry Page and Sergey Brin to evaluate the quality and quantity of a link to webpage.

- a) Google Ad Platform
  - b) Google's Director Mix
  - c) Google Panda Algorithm
  - d) Google Trends
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### **Broadcast Journalism**

1. On which date BBC goes air with Four Staff

- (a) 14th Nov 1922
- (b) 5th July 1910

**(c) 4th April 1930**

**(d) 8th Sep 1920**

**2. Full Form of CNN**

**(a) Cable News Nation**

**(b) Cable News Network**

**(c) Channel News Nation**

**(d) Correspondents News Network**

**3. Vividh Bharti On Air Date**

**(a) Oct 1950**

**(b) Oct 1956**

**(c) Oct 1957**

**(d) Oct 1958**

**4. DTH?**

**(a) Direct to Home**

**(b) Direct to House**

**(c) Distribution to House**

**(d) DYNAMIC to House**

**5. Frequency of Akashwani Mumbai Gold?**

**(a) 100.7 FM**

**(b) 107.1FM**

**(c) 93.5 FM**

**(d) 103.5 FM**

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**INTERNET AND ISSUES IN GLOBAL MEDIA**

**1) What is the name of Facebook's Founder**

**a) Mark Zuckerberg**

**b) Steve Jobs**

**c) Bill Gates**

**d) Mahatma Gandhi**

**2) Following countries don't heavy press censorship?**

- a) China**
- b) North Korea**
- c) Both a and b**
- d) United States of America**

**3) PTI is a News agency of**

- a) Russia**
- b) India**
- c) United Arab Emirates**
- d) Vietnam**

**4) In which kind of journalism, the journalist is sent to another country?**

- a) Parachute Journalism**
- b) Yellow Journalism**
- c) Grey Journalism**
- d) Skyrocket Journalism**

**5) AP stands for**

- a) Agency France Press**
- b) Associate Press**
- c) Association of Free Pension**
- d) Animal Freedom Portal**

## CONTEMPORARY ISSUES

1. The cause of global warming are: -

- a) Earth orbit
- b) Methane
- c) Carbon-di-oxide
- d) Photosynthesis

2. What is afforestation?

- a) Increasing the forest area
- b) Clearance
- c) Roads
- d) Construction

3. Ice is melting due to

- a) Ensure livelihood activities
- b) To protect coastal areas
- c) Natural hazards
- d) Sea level rise

4. The concept of sustainable development is

- a) Maintenance
- b) Providing the needs to the poor
- c) Compromising the ability of future generations
- d) The development that meets the needs of the present without compromising the ability of future generations to meet

5. Importance of Geneva Convention is

- a) Freedom and rights
- b) Mutual inspiration
- c) Human rights encourage freedom of speech and expression of Prisoners.
- d) Religious groups

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### News Media Management

1. A Proprietorship is a company owned by:

- a) Individual

- b) Couple
  - c) Trust
  - d) Directors
2. Which department looks after the leaves and salaries of employees?
- a) Advertising Department
  - b) Resource Department
  - c) Editorial Department
  - d) Human Resource Department
3. An approach to promote a brand or service wherein various modes of marketing are integrated is termed as:
- a) CDC
  - b) IMC
  - c) 2B
  - d) C2C
4. An attempt by the Corporate to give back to the society is termed as:
- a) Corporate Social Responsibility
  - b) Human Resource Development
  - c) Health Ministry
  - d) Finance Management
5. An organization where communication channels are open is termed as an:
- a) Business Organization
  - b) PR Strategy
  - c) Business Strategy
  - d) Ideal Management Structure

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**Advertising in Marketing Research**

- 1) \_\_\_\_\_ methods are tools to gather information on current behaviour.
- a. Experimental
  - b. Observational
  - c. Interview
  - d. Qualitative
- 2) \_\_\_\_\_ research usually concentrates on consumer's sensitivity to pricing.
- a. Market research

- b. Brand research
- c. Pricing research
- d. Product research

3) In product pricing studies \_\_\_\_\_ research tools are applied.

- a. Qualitative research
- b. Quantitative research
- c. Both qualitative and quantitative research,
- d. Packaging Research

4) Packaging research is one aspect of \_\_\_\_\_ research.

- a. Market research
- b. Promotion research
- c. Product research
- d. Price research

5) \_\_\_\_\_ survey in marketing research involves less time and energy.

- a. Online
- b. Interview
- c. Questionnaire
- d. Telephonic

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### DIRECT MARKETING

1. Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.

- a) Execution
- b) Selling
- c) Strategies
- d) research

2. The buying process starts when the buyer recognizes a \_\_\_\_\_.

- a) Product
- b) an advertisement for the product
- c) a salesperson from a previous visit
- d) problem or need

3. If actual performance exceeds the expected performance of the product, then customer is \_\_\_\_\_

- a) Satisfied
- b) Dissatisfied
- c) Delighted



- d) Neutral
4. A cluster of complementary goods and services across diverse set of industries is called as \_\_\_\_\_
- a) Market place
  - b) Meta market
  - c) Market space
  - d) Resource Market
5. One of the key tasks of marketers is \_\_\_\_\_ and to create consumer perceptions that the product is worth purchasing.
- a) To make products easily visible and available
  - b) To promote sales of products
  - c) To differentiate their products from those of competitors
  - d) To do marketing surveys

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### **FINANCIAL MANAGEMENT**

- 1) The finance function is the process of acquiring and utilising funds by a \_\_\_\_\_
- a) Capital
  - b) Management
  - c) Business
  - d) Finance
- 2) \_\_\_\_\_ is an organization depends on its financial discipline.
- a) Opportunities
  - b) Threats
  - c) Weakness
  - d) Strength.
- 3) Financial management study \_\_\_\_\_ relationship and frames such strategies that maximises return on investment.
- a) Risk free return
  - b) Risk return
  - c) Customer
  - d) Higher return
- 4) The \_\_\_\_\_ can really be considered as the study of financial management.

- a) Traditional approach
- b) Modern approach
- c) Ancient approach.
- d) Conventional approach
- e)

5) Capital budgeting decisions are concerned with the acquisition of \_\_\_\_\_ investment.

- a) Medium term
  - b) Long term
  - c) Final term
  - d) Short term.
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### Legal Environment & Advertising Ethics

1) What is E-mail spoofing?

- a) Originated from one source and sent from another source
- b) originated and shared from one source
- c) Downloaded from any other unnamed sources
- d) None of the above

2) What is a not a Drug?

- a. medicine for the internal or external use of human beings
- b. A substance use in diagnosis, cure, or treatment of disease.
- c. A medicine intended to influence the organic function of the body
- d. A tablet which does not cure or diagnose

3) What is another name for Defamation?

- a) Calumny
- b) Slander
- c) Libel
- d) Prosecution

4) What are the requirements to take Defamation cases?

- a) The Statement must be Defamatory
- b) The Statement must be not refer to claimant
- c) The Statement must be not published
- d) The statement must not hurt the sentiment of the claimant

5) The Prasar Bharati was established on.

- a) November 12,1997
- b) November 27,1990

- c) **November 23,1997**
  - d) **October 18, 1996**
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