

eExam Question Bank

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	What is a highly mental exercise fundamental to journalism as a profession?	writing					eExam
<input type="checkbox"/>	FBQ	The Associated Press reduced its average used sentence length from 27 to Words, following Flesch's recommendation	Twenty-three					eExam
<input type="checkbox"/>	FBQ	The most commonly used formulas test passage for average is	Sentence length					eExam
<input type="checkbox"/>	FBQ	Banality involves in media writing?	Commonness					eExam
<input type="checkbox"/>	FBQ	Efficient reading involves understanding of how operates in communication	Language	language				eExam
<input type="checkbox"/>	FBQ	Knowledge of a language is not the same thing as the to use the language	Ability	ability				eExam
<input type="checkbox"/>	FBQ	In media writing, the rather than the medium is the message	Source					eExam
<input type="checkbox"/>	FBQ	 is an overused expression or idea	Cliché					eExam
<input type="checkbox"/>	FBQ	 writing is a part of media writing that accommodates redundancies	Advert	Advertisement				eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	When the words of a thought unit are placed correctly, the reader can understand the meaning quickly and <input type="text"/>	Easily	corretly					eExam
<input type="checkbox"/>	FBQ	Avoiding too many words while writing increases reader's <input type="text"/>	Understanding						eExam
<input type="checkbox"/>	FBQ	The best way to retain sources is to be direct and <input type="text"/>	honest						eExam
<input type="checkbox"/>	FBQ	In a story written in style all facts are arranged strictly in chronological order <input type="text"/> YES/NO	YES						eExam
<input type="checkbox"/>	FBQ	Leads have the capability to either attract or <input type="text"/> the media consumer	Repel						eExam
<input type="checkbox"/>	FBQ	In order to avoid cumbersome lead paragraphs some media organizations have gone to extreme of invoking the <input type="text"/>	One fact sentence						eExam
<input type="checkbox"/>	FBQ	In media writing, the responsibility for quality rests more on the <input type="text"/> ?	Writer						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the process of checking a revised draft to make sure it meets the criteria of the six Cs?	Editing						eExam
<input type="checkbox"/>	FBQ	Quality source provides <input type="text"/>	Quality information						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is one of the strategies media writers use to source information?	Observation						eExam
<input type="checkbox"/>	FBQ	Media content should be generic in nature and at the same time <input type="text"/>	Specific						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Strong writing is based on <input type="text"/> and <input type="text"/>	Observation, research						eExam
<input type="checkbox"/>	FBQ	According to psychology, our minds are operating like our <input type="text"/>	Eyes						eExam
<input type="checkbox"/>	FBQ	The process of organizing information and ideas is partly mechanical and <input type="text"/>	Mental						eExam
<input type="checkbox"/>	FBQ	A media writer must constantly engage in <input type="text"/> to find out what people know	Research						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is important in lead writing to avoid dislocation	Unity						eExam
<input type="checkbox"/>	FBQ	When too many details have been packed into the lead it is known as <input type="text"/>	Lead clutter						eExam
<input type="checkbox"/>	FBQ	When the time element is to be emphasized, the <input type="text"/> Lead is used	Staccato						eExam
<input type="checkbox"/>	FBQ	Mastering the art of lead comes with constant <input type="text"/>	Writing						eExam
<input type="checkbox"/>	FBQ	While writing a story the first thing to write is the <input type="text"/>	Lead	Headline					eExam
<input type="checkbox"/>	FBQ	The writing style of a public Relations personnel is emotional and <input type="text"/>	Sentimental						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is aimed at establishing and sustaining mutual relationship between an organization or a person and its publics.	Public Relations						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are the standard tool for most Public Relations Professional	Media Kits						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Inside an organization, the PR writer must play the role of a <input type="text"/>	Reporter						eExam
<input type="checkbox"/>	FBQ	The Nigerian advertising regulatory body APCON stands for <input type="text"/>	Advertising Practitioners Council of Nigeria						eExam
<input type="checkbox"/>	FBQ	Institutional advertising is sometimes called <input type="text"/> advertising	Image	idea					eExam
<input type="checkbox"/>	FBQ	Broadcast commercials are written as ? <input type="text"/>	Scripts						eExam
<input type="checkbox"/>	FBQ	While writing the Ad copy <input type="text"/> represents the amount of space you can fill with words?	Copy block						eExam
<input type="checkbox"/>	FBQ	In-born qualities that makes an individual unique is known as <input type="text"/>	Native creativity						eExam
<input type="checkbox"/>	FBQ	An advertising writer needs to develop creative thinking skills because <input type="text"/> are critical in advertising?	Words						eExam
<input type="checkbox"/>	FBQ	The five types of advertising copy appeals are self-interest, desire, credibility, action and <input type="text"/>	Attention						eExam
<input type="checkbox"/>	FBQ	Writing with pictures is called <input type="text"/>	Photo journalism						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the traditional form of packaging for the print media	Inverted pyramid						eExam
<input type="checkbox"/>	FBQ	In online journalism, using all capital letters is known as <input type="text"/>	Shouting						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	A typical TV viewer has difficulties in translating the picture and words into a general understanding of the topic, hearing the words and <input type="text"/>	Seeing the picture						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> Is an interpretational round up of several items grouped into one write up?	Interpretative warm up						eExam
<input type="checkbox"/>	FBQ	An experienced radio writer <input type="text"/> his copy as he writes it?	Hears						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the central approach of writing for the air?	Simplicity						eExam
<input type="checkbox"/>	FBQ	In order for good media writing to be good writing it has to be? <input type="text"/>	Functional						eExam
<input type="checkbox"/>	FBQ	A mass media writer is obliged to be honest, <input type="text"/> and fair	Accurate						eExam
<input type="checkbox"/>	FBQ	While writing for others through the mass media, the writer must be <input type="text"/> of his own perspectives	Conscious						eExam
<input type="checkbox"/>	FBQ	Due to its persuasive nature editorials are similar to <input type="text"/> messages	Commercial						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> Is the official stand of a media organization concerning a typical issue	Editorial	Commentary					eExam
<input type="checkbox"/>	FBQ	The core purpose of the mass media as an institution is dissemination of information and <input type="text"/>	Writing						eExam
<input type="checkbox"/>	FBQ	The journalism profession has a symbolic relationship with <input type="text"/>	Language						eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	<input type="text"/> is a word which modifies a noun or pronoun	Adjective						eExam
<input type="checkbox"/>	FBQ	<input type="text"/> have to do with the meaning the readers are likely to associate with various words used in a story?	Connotations						eExam
<input type="checkbox"/>	FBQ	The art of readable writing is biogenic and <input type="text"/>	Socio-genic						eExam
<input type="checkbox"/>	FBQ	Readable writing can be used in conflict resolution and <input type="text"/>	Management						eExam
<input type="checkbox"/>	FBQ	Efficient reading involves understanding how language operates in <input type="text"/>	Communication						eExam
<input type="checkbox"/>	FBQ	A story well written in mass media that contains the 5ws and is said to be complete <input type="text"/> YES/NO	YES						eExam
<input type="checkbox"/>	MCQ	The essence of good journalism is? _____	Good writing and editing	Good writing and reporting	Good writing and presentation	None of the above	B		eExam
<input type="checkbox"/>	MCQ	An aspect of media writing that welcomes redundancies is known as? _____	Periodical writing	Feature writing	News writing	Advertisement writing	D		eExam
<input type="checkbox"/>	MCQ	What are those elements a media writer uses to communicate messages in writing? _____	Words	Pictures	Illustrations	None of the above	A		eExam
<input type="checkbox"/>	MCQ	According to Francis Bacon, words are like? _____	Language	Leafs	Bullets	None of the above	D		eExam
<input type="checkbox"/>	MCQ	In a suspended interest story, the main information is given in what part of the story? _____	Beginning	End	Middle	Between the middle and the end	B		eExam
<input type="checkbox"/>	MCQ	The body of a media write up is arranged in such a way to achieve the following except? _____	Unity	Chronological	Variations	Precision	D		eExam
<input type="checkbox"/>	MCQ	While packaging information for the mass media, there is a need first for? _____	Body	Facts	Lead	None of the above	C		eExam

<input type="checkbox"/>	MCQ	What method of packaging information for the mass media emphasizes the most important fact of the write-up at the beginning of the write up? _____	Traditional method	Colonial method	Modern method	Pyramid method	A	eExam
<input type="checkbox"/>	MCQ	The process of examining a story to find errors to be corrected is known as? _____	Revising	Crosschecking	Proofreading	Proofreading	C	eExam
<input type="checkbox"/>	MCQ	When a story is balanced, reader-centered and positive it is said to be? _____	Balanced	Courteous	Complete	Factual	B	eExam
<input type="checkbox"/>	MCQ	In mass media writing, a complete story is referred to as? _____	A story which is complete	A story which is factual and true	A story which answers what the audience wants to know	A story which answers the 5ws and H	D	eExam
<input type="checkbox"/>	MCQ	_____ is important for anyone who is involved in media writing because of the sensitive nature of media presentations?	Writing skill	Editing skill	Reading skill	Speaking skill	B	eExam
<input type="checkbox"/>	MCQ	The general effect a piece of writing creates is known as? _____	Style	Pace	Tone	None of the above	C	eExam
<input type="checkbox"/>	MCQ	According to camp in 1998, revising is the process of? _____	Crosschecking	Rechecking	Seeing again	Going through	C	eExam
<input type="checkbox"/>	MCQ	What is the practice of content classification? _____	Strategy by media people to encourage readability	Strategy by media people to improve viewership	Strategy to write appropriately	None of the above	A	eExam
<input type="checkbox"/>	MCQ	The best way to retain sources is to? _____	Is to handle them with care	Be direct and honest	Write relevant stories	Read accurately	B	eExam
<input type="checkbox"/>	MCQ	_____ enables a writer to quickly access specific information on the internet about a particular subject?	World Wide web	Blogs	Search engine optimization	Browser	D	eExam
<input type="checkbox"/>	MCQ	What enables a writer to see what other people are not seeing? _____	Nose for news	Observation power	Ear for news	Foresight	B	eExam
<input type="checkbox"/>	MCQ	A source from which information on data are obtained first for a particular need is known as? _____	Secondary source	Primary source	Definite source	None of the above	B	eExam
<input type="checkbox"/>	MCQ	What form of writing is based on the information gathered through observation and research? _____	Straight news	Straight writing	Strong writing	Firm writing	C	eExam

<input type="checkbox"/>	MCQ	Media writers have a duty to inform the public but first they need to? _____	Inform themselves	Gather support	Write informative stories	None of the above	A	eExam
<input type="checkbox"/>	MCQ	The value of any article is dependent on what? _____	Quality of material going into it	Quality of the writer	Quality of the message	Quality of the newspaper	A	eExam
<input type="checkbox"/>	MCQ	What is the best guarantee a reader has on the reliability of information? _____	Credibility of the information	Credibility of the writer	Credibility of the newspaper	None of the above	C	eExam
<input type="checkbox"/>	MCQ	In broadcast, handling direct quotation presents a problem because? _____	The presenter must read out the exact words	Quotations take more time to read	Quotation Marks cannot be seen	None of the above	C	eExam
<input type="checkbox"/>	MCQ	As at the same time a writer gathers facts, he must also get hold of? _____	Authentic Materials	Target audience	Writing instruments	Verbal illustrations	D	eExam
<input type="checkbox"/>	MCQ	By development of an ear for writing we mean? _____	Being sensitive to writing	Application of one's mind body and spirit to writing	Being willing to write at any point in time	None of the above	B	eExam
<input type="checkbox"/>	MCQ	What is a highly mental exercise fundamental to journalism as a profession? _____	Writing	Reading	Listening	Thinking	A	eExam
<input type="checkbox"/>	MCQ	Which of the following is not a guide to writing headlines? _____	Be sure you understand a story by immersing yourself into it	It is important to visualize the headlines in type	Edit the story properly by adding and subtracting	All of the above	C	eExam
<input type="checkbox"/>	MCQ	Which of the following are principles listed by Newson in 1988 _____	Be brief	Give proper attribution	Be timely	Be elaborate	D	eExam
<input type="checkbox"/>	MCQ	Packaging too many details into a lead is termed as? _____	Lead packaging	Lead clustering	Lead clutter	Extra leading	C	eExam
<input type="checkbox"/>	MCQ	What is a function of leads? _____	They promote writing style	They package information	They summarize the index of content	None of the above	D	eExam
<input type="checkbox"/>	MCQ	The following are types of leads except? _____	The question lead	The punch lead	The explosive lead	The knock-out lead	D	eExam
<input type="checkbox"/>	MCQ	Which of the following is true about a PR writer? _____	He has no control over policy	A PR writer is an editor	Has no control over information	Writes from his heart	A	eExam
<input type="checkbox"/>	MCQ	AAPN stands for? _____	Advertising Association Practitioners of Nigeria	Advertising Agency of Nigeria	Agency of Advertising Policy in Nigeria	None of the above	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	APCON stands for? _____	Advert Practitioners Commission of Nigeria	Advertising Practitioners Commission of Nigeria	Advert Practitioners Council of Nigeria	None of the above	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	An advert style that is direct, repetitive, often fast paced and hard-hitting is called? _____	Hard sell	Repetitive advertising	Testimonial advertising	None of the above	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Developing a sense of empathy will help you bypass the trap of _____	Sentencing	Misinforming	Stereotyping	Sympathizing	C	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	To capture the attention and persuade a consumer to think or to buy a product is the obligation of? _____	An advert	An advert manager	A journalist	An advertising writer	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The practice of crowding as much information as possible in the first paragraph is called? _____	First paragraph format	Indented presentation format	Inverted pyramid presentation format	None of the above	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	In online journalism, the use of all capital letters is termed? _____	Caps	Capitalization	Shouting	Screaming	C	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Major types of newspapers include? _____	Monthly magazines	Weekly reports	News letters	Community newspapers	D	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Which of the following is not a characteristic of the print media? _____	Demographically relevant	Permanent	Delayed	Geographically bound	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	What is used when a presenter is to pause for effect? _____	Periods	Commas	Dash	All of the above	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Periods are used more in oral writing than in newspaper writing because? _____	Newspaper writing is less technical	Periods are not used in newspaper writing	Presenters prefer shorter sentences	All of the above	C	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	A typical TV viewer has the following cultures except? _____	Grasping the intent of the warm up	Translating the picture and words	Seeing the picture	Listening to the words	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Warming up the listener helps to? _____	Identify the audience	Simplify the oral copy	Orient and prepare him to what is to follow	Identify world class writing	C	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	A generic statement with the specific facts following is called? _____	Broadcast style	Generalized warm up	Oral warm up	Interpretive warm up	B	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	Reading out loud your words while you write, helps to? _____	Simplify your writing	Abbreviating your words	Warming up the listener	None of the above	A	<input type="button" value="eExam"/>
<input type="checkbox"/>	MCQ	The following are principles of good media writing except? _____	Clarity	Natural	Positive	Concrete	A	<input type="button" value="eExam"/>

<input type="checkbox"/>	MCQ	Major considerations for media writers include? _____	Writing with intent, message, reliability	Context, fairness, truth	Writing with care, clarity and style	None of the above	C	eExam
<input type="checkbox"/>	MCQ	_____ refers to something that can be observed and verified by checking reliable	Judgment	Report	News	Facts	B	eExam
<input type="checkbox"/>	MCQ	What helps explain a word that might be unfamiliar to your audience? _____	Message	Perspective	Context	Style	C	eExam
<input type="checkbox"/>	MCQ	Words with vague referents are said to be? _____	Vague	Concise	Abstract	Precise	C	eExam
<input type="checkbox"/>	MCQ	As a media writer your obligations to your audience includes _____	Honest	Diverse	Skillful	Considerate	A	eExam
<input type="checkbox"/>	MCQ	Commercial messages and editorials are similar because they are both _____	Types of writing	In-depth analysis	Persuasive	Judgmental	C	eExam
<input type="checkbox"/>	MCQ	The official stand of a media organization concerning a typical issue is known as _____	A discussion	Letter to the Editor	Commentary	Feature Article	A	eExam
<input type="checkbox"/>	MCQ	Letters to the Editor is _____	Audience participatory presentation by the print media	Letter written by the editor	An aspect of reporting that comes in artwork	A subjective opinion of an individual writer	A	eExam
<input type="checkbox"/>	MCQ	A news story is a? _____	Less objective assessment of issues in the news	The official stand of a media organization concerning a typical issue	News disseminated from a newspaper	Straight, formal, objective, actual and timely account of a factual event	D	eExam
<input type="checkbox"/>	MCQ	The mass media have the nature of being all but? _____	Easily noticed	Outspoken	Intra-personal	Publicist	C	eExam
<input type="checkbox"/>	MCQ	Blake and Haroldsen refer to mass media as? _____	Social vices through which mass communication takes place	Mass vices through which mass communication takes place	Societal vices through which mass communication takes place	Technical vices through which mass communication takes place	D	eExam

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