

(A-50)

Sardar Patel University
BA (Advanced), Semester-IV (CBCS)
UA04EEJM02: Niche and Magazine Journalism
Tuesday, April 21, 2015, Time: 02.30pm-4.30pm

Total marks: 60

Q: 1 Multiple choice questions (MCQs)

15

1. Which renowned magazine delivers a glimpse into the future of how technology is shaping innovation, business, entertainment, culture, and communications?
a. Wired b. Chip c. Time d. Span
2. This the largest-selling young women's magazine in the world, which is famous for its upbeat style, focus on the young career woman and candid discussion of contemporary male/female relationships since its foundation in 1886
a. Blitz b. Women's era c. Maxim d. Cosmopolitan
3. "People" is
a. Weekly b. Monthly c. Fortnightly d. Quarterly magazine
4. "Chandamama" is the monthly magazine for
a. Youth b. Astronomy c. Children d. Astrology
5. "Woman's era" represents the aspirations of,
a. Indian women b. European women c. Asian women d. None of these
6. "Film fare" magazine belongs to which media group?
a. Times Group b. TV Today c. WWM d. Outlook group
7. Name the American men's magazine that features photographs of nude women as well as journalism and fiction. It was founded in Chicago in 1953 by Hugh Hefner
a. Maxim b. Playboy c. Debonair d. Men's World
8. Who is the editor of Forbes India?
a. R. Jagannathan b. Satya Saran c. Indrajit Gupta d. Shekhar Gupta
9. "Vogue" is a monthly magazine
a. True b. False
10. Name the editor of "Economic & Political Review"
a. C. Rammanohar Reddy b. Lubna Duggal c. T. Muni d. Harish Khare

11. Magazine boom took place in India between,
a. 1970-80 b. 1950-60 c. 1975-1985 d. 1955-65
12. Who has started the first English magazine "Review"?
a. Henry Luce b. Daniel Defoe c. Edward Cave d. Farid Zakaria
13. Name the first British magazine that was started in 1731
a. The Pop-up c. The Spectator
b. The Tattler d. The Gentleman's magazine
14. "Time" was started by Henry Luce in the year,
a. 1920 b. 1923 c. 1925 d. 1922
15. Aroon Purie is associated with,
a. The Frontline b. The Week c. India Today d. Outlook

Q-2: What is the difference between Newspaper and Magazine Journalism?
Discuss growth of Magazines in India 15

OR

Q-2: Prepare cover story on row over Deepika Padukone's "My Choice" 15

Q-3: Plan a Special issue on 100 years of First World War 15

OR

Q-3: Discuss types and distribution system of Magazines 15

Q-4: Short notes (Attempt any two) 15

1. Syndicate writers
2. Community magazines
3. Gujarati Literary magazines

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