

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Feature writers usually strike the _____ in the opening sentences, which permit the reader to come into quick contact with the crux of the story, and arouse interest.

Answer (Please select your correct option)

☐ Keynote

☐ News

☐ Slug

☐ Catch lines

Made By: Waqar Siddhu

Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

In body language, erect posture shows:

☐ You're alert

☐ You're lazy

☐ You're Friendly

☐ You're threatening

Made By: Waqar Siddhu

Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which type of questions allows the respondent broad range in the answers?

☐ Open-ended questions

☐ Close-ended questions

☐ Mirror questions

☐ Probe questions

Made By: Waqar Siddhu

Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of the questions are designed to antagonise an interviewee?

Answer (Please select your correct option)

- ☐ Probe questions
- ☐ Leading questions
- ☐ Loaded questions
- ☐ Mirror questions

Made By: Waqar Siddhu

Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

The features can be written on ever-green subjects like all of the given Except:

- ☐ Health
- ☐ Family
- ☐ Industry
- ☐ Lethargy

Made By: Waqar Siddhu

Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

A person washed the outside windows of the city's tallest building. Which kind of feature story covers such topics?

- ☐ News story
- ☐ The odd occupation story
- ☐ Profile story
- ☐ The first person story

Made By: Waqar Siddhu

Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Like other journalists, the feature writer is expected to subscribe to the same standards of journalistic _____ as the news writer.

Answer (Please select your correct option)

- ☐ Accuracy
- ☐ Inaccuracy
- ☐ Imprecision
- ☐ Vagueness

Made By: Waqar Siddhu

Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following has been described as an editorial with a by-line by the journalists?

Answer (Please select your correct option)

- ☐ Column
- ☐ Feature
- ☐ Article
- ☐ Interview

Made By: Waqar Siddhu

Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of following have limited and specific target audience?

Answer (Please select your correct option)

- ☐ Urdu columnist
- ☐ English columnist
- ☐ Article writers
- ☐ Free lance writers

Made By: Waqar Siddhu

Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the basic line which English columnist follows all the time?

Answer (Please select your correct option)

- ☐ Anonymity
- ☐ Pragmatism
- ☐ Obscurity
- ☐ Vagueness

Made By: Waqar Siddhu

Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Which type of columns are placed in less serious spaces?

Answer (Please select your correct option)

- ☐ Health
- ☐ Developmental
- ☐ Chatty
- ☐ Causal

Made By: Waqar Siddhu

Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

A medical column in which a qualified doctor answers the queries of the readers is the example of _____.

Answer (Please select your correct option)

- ☐ Standard Columns
- ☐ Miscellaneous Columns
- ☐ Question and Answer Columns
- ☐ Literary Columns

Made By: Waqar Siddhu

Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

John Stuart Mill defined the language as:

Answer (Please select your correct option)

- ☐ Language is the light of the mind.
- ☐ Language shapes thoughts and emotions, determining one's perception of reality.
- ☐ A systematic means of communicating by the use of sounds or conventional symbols
- ☐ A language is a system of visual, auditory, or tactile symbols of communication and the rules used to manipulate them.

Made By: Waqar Siddhu

Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Whose popularity makes it the perfect venue for commercial and sociopolitical publishing?

Answer (Please select your correct option)

- ☐ Internet
- ☐ Computer
- ☐ Monitor
- ☐ Central processing unit

Made By: Waqar Siddhu

Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

Features often do not carry which of the following lead?

Answer (Please select your correct option)

- ☐ News lead
- ☐ Rumour lead
- ☐ Anecdote
- ☐ Novelty lead

Made By: Waqar Siddhu

Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

The questions ask for amplification of an unresponsive or incomplete answer are called as:

Answer (Please select your correct option)

- ☐ Probe questions
- ☐ Loaded questions
- ☐ Close-ended questions
- ☐ Mirror questions

Made By: Waqar Siddhu

Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

Giving turn or twist to the subject as per the editorial policy is termed as which of the following?

Answer (Please select your correct option)

- ☐ Slanting or angling
- ☐ Twisting
- ☐ Turning
- ☐ Moulding

Made By: Waqar Siddhu

Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Feature writers read newspapers and magazines both for national articles that can be localised and for area news stories that can be turned into features this process is called as:

Answer (Please select your correct option)

- ☐ Writing off the news
- ☐ Keeping eyes and ears open
- ☐ Reading between the lines
- ☐ Reading between the issues

Made By: Waqar Siddhu

Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

As the reader is running short of time, he is only interested in reading those articles, features or news items, which are:

Answer (Please select your correct option)

☐ Short

☐ Long

☐ Extended

☐ Absolute

Made By: Waqar Siddhu

Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

English columnists put emphasis on all of the given points, Except:

Answer (Please select your correct option)

☐ Analysis of the situation

☐ Less usage of anecdotes

☐ Quoting of incidents

☐ Repeating events

Made By: Waqar Siddhu

Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Any piece or writing that falls between the cut-and-dry news story on the one hand, and a fictionalised story or opinionated essay on the other hand can be called as:

Answer (Please select your correct option)

☐ Feature

☐ Column

☐ Article

☐ Editorial

Made By: Waqar Siddhu

Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following trend is avoided for gaining the interest of the reader in your feature?

Answer (Please select your correct option)

☐ Slug

☐ Headlines

☐ Bylines

☐ Clichés

Made By: Waqar Siddhu

Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What is meant by Suspended interest intro?

Answer (Please click here to Add Answer)

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Made By: Waqar Siddhu

Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

What does newspaper readers want to read?

Answer (Please click here to Add Answer)

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Made By: Waqar Siddhu

Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Between Urdu and English columns, which are more popular among Pakistani people and why?

Answer ([Please click here to Add Answer](#))

Rich text editor toolbar with icons for Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, and a 100% zoom level. The text area contains the signature:

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

How diversity of thought influences the column writing?

Answer ([Please click here to Add Answer](#))

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Discuss the differences between feature and Column writing

Answer ([Please click here to Add Answer](#))

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Question No : 1 of 27		Marks: 1 (Budgeted Time 1 Min)
Wars launched for the territorial integrity of Pakistan, struggle for ideological integrity and the forecasts of the impending dangers etc. comes in the category of which of them?		
Answer (Please select your correct option)		
☐	Science	
☐	Commemoration	
☐	Psychological Feature	
☐	Instructional Features	
Made By: Waqar Siddhu		

Question No : 2 of 27		Marks: 1 (Budgeted Time 1 Min)
AltaVista or InfoSeek are available on the Internet for information finding refers to which of the following?		
Answer (Please select your correct option)		
☐	Search engines	
☐	Wikipedia	
☐	Blogs	
☐	Yahoo directory	
Made By: Waqar Siddhu		

Question No : 3 of 27		Marks: 1 (Budgeted Time 1 Min)
Which of the following reminds us that information is rarely neutral?		
Answer (Please select your correct option)		
☐	Bias	
☐	Prejudice	
☐	Favoritism	
☐	Preconception	
Made By: Waqar Siddhu		

Question No : 4 of 27		Marks: 1 (Budgeted Time 1 Min)
'Asking questions to obtain information' refers to which of the following?		
Answer (Please select your correct option)		
☐	Interview	Made By: Waqar Siddhu
☐	Column	
☐	Article	
☐	Feature	
Question No : 5 of 27		
Marks: 1 (Budgeted Time 1 Min)		
In body language, erect posture shows:		
Answer (Please select your correct option)		
☐	You're threatening	Made By: Waqar Siddhu
☐	You're lazy	
☐	You're Friendly	
☐	You're alert	
Question No : 6 of 27		
Marks: 1 (Budgeted Time 1 Min)		
The important difference between magazine and newspaper interview is that the typical newspaper feature interview may be somewhat less thorough because the newspaper writer frequently faces an imminent _____.		
Answer (Please select your correct option)		
☐	Deadline	Made By: Waqar Siddhu
☐	Target	
☐	Goal	
☐	Extension	

Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

The intro that appeals to the readers, add colour to the writing and used when the purpose of your intro is to provoke the reader's interest refers to which of the following:

Answer (Please select your correct option)

- ☐ Novelty intro
- ☐ Developed intro
- ☐ Spanking intro
- ☐ Pristine intro

Made By: Waqar Siddhu

Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following makes the reader to continue reading the feature?

Answer (Please select your correct option)

- ☐ Body
- ☐ Intro
- ☐ Closing paragraph
- ☐ Transition

Made By: Waqar Siddhu

Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following refers to Stodginess in feature rewriting?

Answer (Please select your correct option)

- ☐ Clichés
- ☐ Verbosity
- ☐ Circumlocution
- ☐ Abstractness

Made By: Waqar Siddhu

Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

The features can be written on ever-green subjects like all of the given Except:

Answer (Please select your correct option)

- ☐ Health
- ☐ Family
- ☐ Industry
- ☐ Lethargy

Made By: Waqar Siddhu

Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

A person washed the outside windows of the city's tallest building. Which kind of feature story covers such topics?

Answer (Please select your correct option)

- ☐ The first person story
- ☐ News story
- ☐ The odd occupation story
- ☐ Profile story

Made By: Waqar Siddhu

Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Where was the Penny Press existed?

Answer (Please select your correct option)

- ☐ United States
- ☐ England
- ☐ Germany
- ☐ France

Made By: Waqar Siddhu

Question No : 13 of 27		Marks: 1 (Budgeted Time 1 Min)
What is the other name of intro?		
Answer (Please select your correct option)		
☐	Lead	
☐	Body	
☐	Transition	
☐	Conclusion	
Made By: Waqar Siddhu		

Question No : 14 of 27		Marks: 1 (Budgeted Time 1 Min)
Which of the following has been described as an editorial with a by-line by the journalists?		
Answer (Please select your correct option)		
☐	Column	
☐	Feature	
☐	Article	
☐	Interview	
Made By: Waqar Siddhu		

Question No : 15 of 27		Marks: 1 (Budgeted Time 1 Min)
In which of the following type of columns current news events are related to the past and also to the future?		
Answer (Please select your correct option)		
☐	Reporting-in-Depth Columns	
☐	Gossip Columns	
☐	Essay Columns	
☐	Personality Diary Columns	
Made By: Waqar Siddhu		

Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

The underlying point in the feature writing is the skill and ability to write with which of the following appeal?

Answer (Please select your correct option)

- ☐ Imaginative appeal
- ☐ Emotional appeal
- ☐ Logical appeal
- ☐ Inventive appeal

Made By: Waqar Siddhu

Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

"The features are literally and figuratively a composition of superb beauty, with unique and excellent style of writings, on which the whole sub-structure of a newspaper stands solidly". It refers to which of the following?

Answer (Please select your correct option)

- ☐ Striking Features
- ☐ Articles
- ☐ Attractive prose pieces
- ☐ Quotations

Made By: Waqar Siddhu

Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

When features began to assume their modern form in the "penny press"?

Answer (Please select your correct option)

- ☐ 1840s
- ☐ 1850s
- ☐ 1860s
- ☐ 1830s

Made By: Waqar Siddhu

Question No : 19 of 27		Marks: 1 (Budgeted Time 1 Min)
All of the following tools are used to keep the readers' interest intact in features, Except:		
Answer (Please select your correct option)		
☐	Pictures	Made By: Waqar Siddhu
☐	Maps	
☐	Comments	
☐	Vagueness	
Question No : 20 of 27		Marks: 1 (Budgeted Time 1 Min)
If the feature writer is not showing accuracy in facts and figures then he/she loses his greatest asset named as:		
Answer (Please select your correct option)		
☐	Meticulousness	Made By: Waqar Siddhu
☐	Honesty	
☐	Exactitude	
☐	Credibility	
Question No : 21 of 27		Marks: 1 (Budgeted Time 1 Min)
Column-writing includes all of the following, Except:		
Answer (Please select your correct option)		
☐	Anecdotes	Made By: Waqar Siddhu
☐	Short essays	
☐	Reviews	
☐	Articles	

Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of columns include commentary and criticism on books, criticism columns on films and theatre, columns on performance in sports, columns on the study of the impending and actual changes in the different walks of life etc?

Answer (Please select your correct option)

☐ Specialized columns

☐ Gossip columns

☐ Miscellaneous columns

☐ Standard columns

Made By: Waqar Siddhu

Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What do you know about the conclusion of features?

Answer (Please [click here](#) to Add Answer)

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

What are the three thumb rules to avoid making mistakes in feature writing?

Answer (Please [click here](#) to Add Answer)

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Made By: Waqar Siddhu

Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

"Think before writing". Elaborate it with reference to features.

Answer (Please [click here](#) to Add Answer)

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

Write the importance of unusualness for feature writers?

Answer (Please [click here](#) to Add Answer)

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Name any 10 types of columns?

Answer (Please [click here](#) to Add Answer)

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