

QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4
_____ is the process of planning, writing and editing web content, typically for digital marketing purposes	Sentence framing	Content writing	Content development	Script writing
_____ is the study of words, how they are used in sentences, and how they change in different situations.	Content writing	punctuation	Grammar	Sentence framing
Grammar is important to _____	understand the meaning conveyed by sentences	Communicate in that language	make sentences and paragraphs clear and interesting	All the above
A sentence is made up of _____.	Phrases	Words	Letter	Captions
A _____ is a group of words that form a part of the sentence and contains a subject and a predicate	clause	Phrases	Captions	acronym
_____ clause stands alone and expresses a complete thought.	Main	Dependent	Independent	Complete
In written English, _____ is vital to disambiguate the meaning of sentences.	punctuation	acronym	acronym	Homophones
The period is also called _____ in England.	Exclamation mark	full stop	Question Mark	Comma
Question Mark is known as _____	period	comma	Note of Interrogation	note of exclamation
The word Grammar comes from the _____ word 'grammatike techne', meaning the art of letters.	Greek	French	Italian	Sanskrit
The group of words which makes a complete sense is termed as a _____.	Phrases	paragraph	sentence	letter
Each sentence is made up of two parts: Subject and _____.	Word	Punctuation	Perseption	Predicate

_____ contains a subject and a predicate but do not express a complete thought.	Clause	subordinate clause	Acronym	Sentence
The _____ is used to complete sentences that form a direct question.	note of interrogation	note of exclamation	full stop	Semicolons
The _____ indicates excitement, either positive or negative.	note of interrogation	note of exclamation	full stop	Semicolons
_____ are almost like periods, but they connect two independent clauses or sentences together instead of using a coordinating conjunction.	note of interrogation	note of exclamation	full stop	Semicolons
An _____ is a pronounceable word formed from the first letter (or first few letters) of each word in a phrase or title.	Homophone	homonyms	Acronym	Idiom
_____ is a Greek word which means "same sound."	Homophone	homonyms	Acronym	Idiom
When homophones have the same spelling, they're also called "_____."	Homophone	homonyms	Acronym	Idiom
An _____ is an expression with a figurative meaning that differs from the literal meaning.	Homophone	homonyms	Acronym	Idiom
In English usage, _____ is usually defined as the use of two or more words that say the same thing.	redundancy	Acronym	Idiom	homonyms
_____ is a presentation program.	U-torrent	Mozilla Firefox	MS Powerpoint	Slide Panel
The slide used to introduce a topic for the presentation is called the _____	Title slide	Bullet Slide	Table Slide	Graph Slide
MS Powerpoint is software of _____	Google	Apple	Android	Microsoft
Which is the right term of presentation page?	Chart	Slides	Clipart	Image
You can use the _____ to insert symbols.	Font dialog box	Text dialog box	Paragraph dialog box	Symbol dialog box
Press _____ to start presentation from the beginning.	F5	F6	F7	F8

Special Effects used to introduce slides in a presentation are called _____	Present animations	Transitions	Custom animations	Effects
Which term is related with decorative text?	Cross reference	Hyperlink	Clipart	Wordart
Which files are readymade styles contents that can be used for a presentation document?	Presentation	Templates	Letters	Magic Wands
_____ are special visual and sound effects contained in presentation graphics file.	Simulations	Attraction	Animations	Graphics
What is the term used when clip art image changes the direction of faces?	Group	Rotate	Flip	Check
_____ are powerful tool to illustrate complex ideas and build eloquent slides or dashboards in less time.	Text	Diagrams	File	Clipart
_____ is the representation of another person's original work as one's own work.	Quotation	Keyword	Plagiarism	Citation
_____ is the art of putting someone else's text in your own words and then citing the text.	Paraphrasing	Summary	Original text	Bibliography
_____ is used to identify the author/Edition/publication for the material used.	Citations	Titles	Slides	Paragraphs
_____ software is Grammar checker, Plagiarism Checker and Automated Proof reading.	Kinemaster	Canva	MS Powerpoint	Paperrater
Which is not a valid edition of MS Powerpoint?	MS Powerpoint 2003	MS Powerpoint 2007	MS Powerpoint 2010	MS Powerpoint 1920
For a 3-minute Presentation which of following guidelines are usually planned & followed?	15seconds Introduction, 2min 45seconds on explaining main slides	1minute introduction, 2minutes explaining main slides	5seconds Introduction, 2minutes 55seconds on main slides	2minutes on Introduction, 1 minute on Main slides
_____ look live and can be rotated to any position you like in Clipart for Office 365.	8D Models	3D Graphics	Online pictures	Photo Album

_____ of Power Point Presentation helps to specify the time spend on a slide before moving to next slide.	AutoTiming	Options	Modifications	Graphics
Choose the correctly spelt word.	Cocensus	Consensus	Consencus	Consansus
Form a correct sentence from the below given words: 1. I 2. Immediately 3. Salary 4. My 5. Want	43152	15432	1254	1452
Sentence Correction: The train will leave at 8.30 pm, we have been ready by 7.30pm so that, we can reach the station in time.	were	are	must be	should be
If you persists in telling lies to me I shall sue you _____ slander.	to	for	on	with
Arrange the words given below in a meaningful sequence. 1. Probation 2. Interview 3. Selection 4. Appointment 5. Advertisement 6. Application	1 2 3 4 5 6	6 5 4 3 2 1	1 3 2 5 4 6	5 6 2 3 4 1
_____ a country's current account is in deficit, it implies that its imports of goods and services are higher than its income from exports and remittances from non-residents.	Until	If	Rather	As

Choose the word which conveys the OPPOSITE meaning for the word: Eternal	Usual	Realistic	Temporary	Active
Which is the correct question tag for the sentence: "Your sister cooks well."	Is she?	Isn't she?	Dont't she?	Dosen't she?
Which of the following is not a pair of homophones?	knife-wife	knew-new	sun-son	cereal-serial
Spelling test - find correct spelling	Accoomodate	Accomodate	Acommodate	Accommodate
Which of the following sentences is correct expression of exclamation?	What a nice gift!	What are you doing here!	Where is your mother working!	Where is your gift!
Which sentence is written correctly?	Their great pictures of our trip.	How did you ever get it's picture?	My sister says they're very shy.	You're sister is right.
Choose the odd one.	Bake	Roast	Fry	Peel
Which sentence uses commas correctly?	I wanted to buy cookies chips and, candy.	I wanted to buy cookies chips and candy.	I wanted to buy cookies, chips, and candy.	I, wanted to buy cookies chips and candy.
The word 'LOOK' is used in four different sentences. Select the sentence in which the word is not used properly.	Looks don't matter in any terms.	He looked after his pen.	She is the one who looks fabulous.	He wondered about how it looked.
Tesne Test: When I went back to my hometown three years ago, I found that a lot of changes _____.	were taken place	are taken place	have taken place	had taken place

What is the best paraphrase of the following sentence? A type of shark called a shortfin mako can leap 20 feet above the surface of the water.	A shark can leap 20 feet out of the water, it is called a shortfin mako.	The shortfin mako shark can jump above the surface of water.	A shortfin mako is a kind of shark that can leap 20 feet out of the water.	A shortfin mako can jump 20 feet above the surface of the water.
Choose the correct Antonym for EVASIVE out of the following options:	Free	Liberal	Honest	Frank
Choose the correct Synonym for LYNCH out of the following options:	Kill	Madden	Shoot	Hang
Choose the correct sentence:	Jennifer who is a chemical engineer works for Folgers Coffee.	Jennifer, who is a chemical engineer works for Folgers Coffee.	Jennifer who is a chemical engineer, works for Folgers Coffee.	Jennifer, who is a chemical engineer, works for Folgers Coffee.
SEO refers to	surf engine option	search engine optimization	search extreme option	social engine organisation
For your communication to be effective, your Should be strong	content	creativity	money	skill
..... are added to top your search results	ads	pop ups	scrolls	keywords
the process of finding results that matches your search is	serp	seo	crawling	running
What do we use to make the post popular on instagram?	write lengthy captions	use photographs	use hashtags	use filters
For content writing what one should keep in mind?	social media	audience	getting popular	creativity
Twitter has Characters limit	100	500	150	140
Which app has the messenger as communication tool?	Whatsapp	Instagram	Facebook	Twitter
To make the post popular on twitter, use	links	text	emoji	captions

The process of gathering information in brain is called as	dissemination	incubation	crawling	brain storming
Copywriting is done for	journalism	scripting	films	ads
Editing of content is also called as	crawling	scripting	evaluating	brain storming
Which principle should be followed while writing for social media?	Less is more	content is the king	use hashtags	brain storming
When you cannot develop a quality content then	hire a professional content writer	don't develop the content	do a research	copy paste from somewhere
Social media presence needs	popularity	audience	consistency	hype
On a website, where do we come to know about the organisation?	about us tab	contact info	graphics	photos
Website writing should have Use of words	high vocabulary	complex	precise	repeated
Imagining connection of various pieces of writeups is	incubation	brain storming	SEO	mind mapping
Pictorial presentation of scenes is	incubation	brain storming	mind mapping	story boarding
An activity where people take roles different from their personality is called	day dreaming	reverse thinking	role play	story boarding
Copywriters are similar to	technical writer.	technical editor.	creative editor.	artist.
Writing for a web site includes _____ papers which are in depth reports.	White	black	gray	red
The 3Rs of social media posts are review, _____, repost.	revise	reduce	randomise	recycle
_____ is the act or occupation of writing text for the purpose of advertising or other forms of marketing.	Copywriting	Paraphrasing	Plagiarism	Copy pasting
A copywriter is a person who	Writes text for an ad	Copies text from other ads	Edits the raw text	Makes an ad meaningful

How do salesman create clear, concise and compelling conversation?	a good listeners, calm, each story trimmed to excess, and create bonding with customers	they talk very fast	they don't care of their customers, they just want to deliver their messages	impatient and a bad listener
_____brings the product to the attention of potential customers.	Advertisement.	Marketing.	Distribution.	Promotion.
_____ are longer keyword phrases.	Long-tail keywords	Head terms	Tail words	Snippets
Google, Bing and Yahoo are _____.	search engines	websites	hardware	software
_____searches use the *** symbol as a placeholder for another word.	Wildcard	Rocket	Domestic	Random
Grammarly and DupliChecker are online software for doing _____ checks.	Plagiarism	security	only grammar	image
_____plagiarism is committed when a writer summarises an idea taken from another source and fails to cite the author and to provide corresponding reference.	Paraphrasing	Paragraph	Sentence	Verse
_____is a horizontal text-based display in the lower third of the screen on a news channel.	news ticker	brief	snippet	caption
A 'crawler', 'crawl' or 'slide' is also known as _____.	news ticker	brief	snippet	caption
A ticker using _____ effect shows each individual headline for a few seconds before transitioning to the next.	Flipping	crawling	scrolling	sliding
_____ is known as the main text of an advertisement.	Body Copy	Headline	Sub-headline	Slogan
_____ is the first line of the copy.	Headline	Sub-headline	Slogan	Body Copy

A _____ is a headline of its own, but on a smaller scale.	Sub-headline	Slogan	Body Copy	Headline
_____ is a catchy phrase used to help consumers remember the product.	Slogan	Body Copy	Headline	Sub-headline
Just Do It' is the slogan of	Nike	Reebok	Adidas	Puma
Out of these, _____ is the oldest forms of communication.	printing	facebook	twitter	instragram
_____ is the art of improving a hurriedly written story.	Proof Reading	Editing	Content Writing	Copywriting
How many sentences form an ideal paragraph?	3 to 4	1 to 2	8 to 9	5 to 6
What makes an introduction ideal?	Elaborating all details	Mentioning at least 2-3 facts	Using fancy vocabulary	Using special case styles
What would be an ideal positive word, replacing 'never' in the following sentence: She never took that bus route.	Seldom	Rejected	Hardly	Deny
Which from these is an element of a story?	Knowing your audience	Using inverted pyramid style	Avoiding jargons	Writing long sentences
The process of cross checking information is called _____.	Skimming	Editing	Paraphrasing	Proof Reading
Captions should be in which tense?	Present	Past	Future	Simple
Which news structure is most commonly used in Indian newspapers?	Chronological	Inverted Pyramid	Hourglass	Narrative
What should you not do while writing captions?	Be Brief	Check Facts	Don't repeat the headline	Clearly identify the people
A short sentence at the top of the copy is called?	Headline	Strapline	Deck	Pre-Head
_____ story structure is a combination of inverted pyramid and narrative.	Chronological	Hourglass	Inverted Pyramid	Narrative

Identify the redundant word from the given sentence: She was almost nearly close to the finish line.	Nearly	Almost	Close	Finish
In a newspaper, Editing is often referred as _____.	Subbing	Copywritng	Proofreading	Plagiarising
While editing a copy what is the very first factor that you should consider?	Vocabulary	Grammar	Redundant Words	Punctuations
A well-written copy should be?	Long and Detailed	Crisp and Clear	Fancy	Professional
Identify the redundant word from the given sentence: They returned from the trip at 12 noon.	They	returned	trip	12 noon
What should be the ideal length of a sentence?	15 words	10 words	7 words	5 words
What is the kind of language suitable for writing captions?	Formal	Casual	Funny	Conversstional
Writing photo captions is whose job?	Editor	Photographer	Journalist	Sub-Editor
If a photo is manipulated digitally, it should be labelled as _____ in your caption.	Photo Illustration	Graphic	Cartoon	Comic
Which news structure is more like story telling?	Inverted Pyramid	Hourglass	Narrative	Chronological
Identify the story structure: Your story starts in the inverted pyramid style, that moves to narrative style and towards the end returns to inverted pyramid style.	Inverted Pyramid	Hourglass	Narrative	Chronological
Identify the story structure: When you put the story in order by the time the events occurred.	Inverted Pyramid	Hourglass	Narrative	Chronological
What tense should be used while writing a newspaper headline for a past event?	Simple Present	Present Continuous	Past Perfect	Past Continuous
_____ are the short bullets in a news story, that introduce the additional benefits of the story.	Pre-Head	Deck	Headline	Slug

A good intro depends on?	The news peg	Editing	The writer's judgement	Research
Which of these is used between sentences which are grammatically independent?	colon	Semicolon	Comma	Hyphen
Our teacher said we should _____ every day to improve our skills.	write	right	fight	height
That's the Mona Lisa - it was painted _____ Leonardo Da Vinci!	bye	by	be	buy
_____ is the title of a newspaper article printed in large letters above the story	Headlines	caption	Title	Phrases
_____ are most commonly seen on the television, scrolling near the bottom of the screen	News tickers	Headlines	caption	News
Captions are also called as _____	cutlines	snippets	headlines	photographs
Tokyo is the most crowded city ---- the world.	on	at	in	over
I ___ tennis every Sunday morning.	playing	play	am playing	am play
Which of these is not a punctuation mark?	Full stop	Comma	Colon	Hashtag
Identify the meaning of the idiom "a bed of roses".	An easy situation	A fragrant place	A tough option	An impossible situation
_____ -are words that sound the same but have different spellings/meanings.	Homophones	Phrases	Idioms	Comma
Abbreviation of SWOT	strengths, weaknesses, opportunities, threats	Speed, We transfer, and Trust	Sword Art Online	None of these
Abbreviation of RAM	Random Access Memory	Relience Share Price	Restaurant Association of Maryland	None of these

_____are expressions,words or phrases that a figurative meaning	Idioms	Homophones	Punctuation	None of these
_____is a condensed version of the news	News tickers	Newsbrief	news presenter	social media
_____is a more detailed method of finding information on google	Google Advance Search	Social Media	Snapchat	Wikipedia
A dishonest approach towards writing by usin or stealing various other author's content,language,ideas etcis termed as ____ -	Plagiarism	Citation	paraphrasing	none of these
_____involves designing a series of advertisement and placing them in various advertising media to reach a desired target group	Advertisement Campaigns	plagiarism	Storyboard	none of these
A _____is primarily horizontal,text based display either in the form of a graphic that typically resides in the lower third of the screen space on a television station or network	news ticker	wire service	telegram	telefax
_____is also known as crawler	telefax	Printer	news ticker	wire service
The method of using electric lights to spell out moving letters was invented by _____	Frank Sinatra	Frank C Reilly	Frank Turner	Frank templeton
In 1928 ,The New York Times installed a _____to display news headlines on the side of times tower	Mitograph	Mintograph	Motograph	Monograph
In India news ticker are structured as _____	Scrolls	script	section	Segment
ESPN2 introduced in 1995 ticker known as _____	bottle line	boast line	Bottom line	Boot line
MTV since 2008 features a _____ticker to provide information on musical works and artists featured within its programming	Flicker	Flipper	Flics	flint
To write content for Twitter one has to follow _____rules	10	15	20	7

CNN-IBN places alternating 'breaking news' text and headline on the _____ with news updates regarding the news event on the _____	upper band/lowerband	lower band/upper band	middle band/lower band	middle band/upper band
Twitter has _____ character limits	140	280	200	100
A _____ description is a snippet of text that comes from data pin description attribute on an image	blogs	Pinterest	feature	google
_____ is a powerful tool twitter and greatly used to draw people from the web	adventure	sober talk	dense talk	Humor
To write a good Instagram caption one should consider	Be audience specific	keep it long	controversial words	do not promote brand
A perfect Facebook post includes a _____ element	honest	trust	Newsworthy	paraphrase
_____ are becoming a prominent piece of the editorial workflow in most companies	precis writing	Content briefs	summary	research article
The _____ is free tool for content strategists and editors to visualise any wikipedia article in very structured way	article	Wiki browser	templates	brief
A _____ should answer the 5W's and H	News brief	snippet	feature	content brief
A _____ contains further information and details to support brief's main message	snippet	Nut graph	content	article
_____ has captions and cutlines which has to be crisp that plays important part	Photo	brief	Snippet	feature
A _____ is the second smaller headline below the first main headline	ticker	typography	Deck	kickers
Before publishing a piece of writing one must the content. _____	proof read	rewrite	eliminate extra words	read

Content writing includes _____ as an important part of writing	fiction	non fiction	point of view	grammatically correct sentences
writing for social media includes writing _____	with hashtags	writing with dialogues	writing in present tense	engaging style
In English, Subject-Verb-Object stands for	Passive Voice	Active voice	Loud Voice	Soft voice
removing redundant words from a sentence is a part of _____?	correcting grammar	editing sentences	eliminating main verb	improving punctuation
To sound smart, one must _____	sound smart	act smart	behave smart	Stop trying to sound smart
Written grammar skills is an integral part of _____	some industries	all industries	English language	learning
Even if one is writing with the help of an editor, one must _____	Write with clarity	write to impress	write to provide information	not write at all
Writing something informative makes writing _____	fun	easier and faster	interesting	meaningful
Every writer must be _____	intelligent	entertaining	specific	technical
Short sentences are _____	more entertaining	easier to write	easier to understand and read	logical
It is important to _____ as they are empty and little distracting.	remove useless words	include useless words	read more	make someone read your work
_____ is a big problem of many writers.	Understanding	repeating	Detailing	unnecessary words
Repeating words can _____	lose interest of the readers	make you a boring writer	get readers off topic	irritate the readers
When you _____ that means you have very little to say.	over write	under write	stretch a topic	non of the above

Shorten, delete and rewrite anything that _____.	does not sound interesting	does not add to the meaning	does not entertain	is not informative
_____ started with a blog in 2011 on Blog spot	Mukti Masih	Bhawna Aggarwal	Mathew J. Maniyamkott	Bill Gates
_____ was a student of MA writing at the Royal College of Art London	Mukti Masih	Bhawna Aggarwal	Mathew J. Maniyamkott	Bill Gates
Try to use _____ in TV news.	Present Tense	Past Tense	Future Tense	No tense
_____ are limited to 140 characters	emails	Whatsapp Status	facebook status	tweets
_____ can range from very short to very long.	emails	Whatsapp Status	facebook status	tweets
In Facebook which section of the site, identifies topics and conversations that are popular among users ?	Timeline	Likes and Reactions	Notifications	Trending
What is another word for News ticker?	snippets	brief	crawler	Outline
What does Cutlines (at newspapers and some magazines) describes ?	Text	Photograph or Illustration	Desgin	Idea
What includes an article's title, its outline, style, focus keywords, and some details about the readership.	Meta Description	Content brief	Tone and Style	Lenght
Who designed a content marketing brief to instruct a content writer on how to create a blog post, article, or any piece of content.	Digital Marketer	Sales Marketer	Editorial Marketer	Editor
Content marketing briefs should be accessible by ?	Editorial team	Creative team	Digital Marketing team	Writer team
How Pinterest description of text that, ideally, comes from ?	Data-Interest	Brief	Meta description	Data-pin-description
Twitter is a social platform designed to cater to?	Laptop users	Social media users	Mobile users	Writers

What is a metadata tag that is prefaced by the hash symbol, # ?	Tag	Caption	Hashtag	Address
Where does Hashtags are widely used?	Social media platforms	News paper	Magazine	Scrollers
which structure is used in most news writing ?	5W, 1H	The Nut Graph	Hourglass	Inverted Pyramid
What is the brief snippet you see underneath a site's title in google's organic search results called ?	Content brief	Meta Description	Caption	Outline
What does the title above a story in a newspaper, magazine, newsletter or, for that matter, web site is called?	Headline	Caption	Outline	Brief
In which two categories does headlines fall into?	Standard & label headlines	Byline	Sub headlines	Lead
Fullform of SEO?	Search Engine Operator	Search Engine Open	Search Engine Optimization	Source Engine Operation
What does second smaller headline below the first called?	Byline	Lead	Scroller	Deck
what are words or phrases that help search engines identify the topics that your content covers.	Keywords	focus words	one liners	Hashtag
How to define a few lines of text used to explain and elaborate on published photographs?	Hashtag	Caption	Meta Description	Idea
In order to land a spot on a user's Facebook News Feed, try shifting your scheduling strategy from posting during the most in the workweek to the most effective times.	popular times	Prime time	mid night	mid day
Editorial team members to each have their own	writer	Editor	Expertise	creative
Who decide the length or word counts for any text content?	Expert	writer	creative	Editor

Choose the correct sentence.	Go and Fetch a Water	Go to fetch some water for me	Fetch some water for me	Fetch and bring some water for me
As road traffic increases, elevated highways are built to solve the problem of traffic jam.”-Choose the incorrect usage of grammar that is occurred in the sentence.	elevated highways	road traffic	Traffic jam	built to solve
Which is an example of the redundant word?	wait for	ask a question	an addition	twins
Choose the correct form of sentence.	My lodging is near to the school	My lodging house is near to the school	My lodging house is close to the school	My lodging is near the school
Which is the redundant word in the sentence: ‘He ordered for a cup of tea.’	ordered	for	a	tea
We are not in _____ financial position to reduce annual tuition fees.	a sufficient	a strong enough	sufficiently strong enough	an enough
“Jonathan thinks he has sufficient enough information to write the article.” -Choose the incorrect word that gives a rise to redundancy.	to write	sufficient enough	enough information	the article
The mountain climbers _____ on their long trek up the side of the mountain	Proceeded forward	forward proceed	proceeded	forwarding
Maurice told his grandfather that he hit his brother _____	inadvertently and did not do so intentionally	inadvertently	not intentionally and inadvertently	inadvertently and not do so intentionally
“Venus, the second planet from the sun, is exactly almost the same size as the earth.” –Pick the incorrect word.	the second	from	exactly almost	same size

“Despite of the increase in train fare, most people still prefer to travel by train.” –What’s wrong in the sentence?	despite of	still	prefer	travell
“In recent years, great advances forward have been made in the field of genetic science.” –Which word of the sentence should be omitted to make it correct?	in recent years	forward	have been made	genetic science
Identify one of the words or phrases that must be changed in order for the sentence to be correct: “He has sufficient enough money to buy a car.”	has sufficient	enough money	sufficient enough	to buy
“The professor joined the bride and groom together in holy wedlock.” –Find out the incorrect part of the sentence.	the bride and the groom	joined...together	holy wedlock	the
Choose the correct option to complete the sentence: “The presenter was not using a microphone; _____.”	his voice was inaudible and could not be heard	his voice was could not be heard	his voice was inaudible and be heard	he was inaudible
Please combine the three departments into one.- Remove the redundant word(s)	Combine	the three	into one	one
The new innovations were startling.- Identify the correct option	the innovations are startling.	new innnovation are startling	New innovation startling	The innovation startling
Choose the correct form of sentence.	I await your decision	I wait your decision	I await for your decision	I await upon your decision
The accused was guilty of false misstatement. Identify the redundancy	accused	guilty	false	misstatement
I am enclosing herewith my bio-data. Identify the redundancy	enclosing	biodata	herewith	my

There was an ovation when the minister rose up to speak.	Ovation	rose	up	minister
Which amongst the following options is the correct usage of the idiom - 'face the music'?	I am too bored, let us face the music.	You know you didn't complete the assignments, so you're going to have to face the music.	Facing the music is going to give me such peace.	There is a concert tonight, hope you are in the mood to face the music!
Which amongst the following options is the correct usage of the idiom - 'go out on a limb'?	We may have to go out on a limb as no taxis are available.	It is time to go out on a limb as we have no other options.	I would go out on a limb only if had no money.	I wouldn't go out on a limb like this if I didn't have the data to justify it!
The police chief was arrested after the news reported he was receiving kickbacks from criminals to ignore certain crimes. State the meaning of the idiom used here ?	Taking bribes	Taking help	Getting kicked	Getting injured
Which amongst the following options is the correct usage of the idiom - 'bring home the bacon'?	I hate salami, may be we should bring home the bacon.	Ever since her father was injured, she's been working two jobs to bring home the bacon.	Bringing home the bacon is the only option after having giving up veganism.	None of the above
Choose the correct meaning of the word 'sesquipedalion'	cinophile	lover of long words	Lover of meat	Lexicographer
Choose the correct meaning of the word 'incorrigible'	insuperable	beyond reformation	indestructible	inveracious

Which amongst the following options is the most correct usage of the word - 'inveterate'?	He is an inveterate smoker.	I loved the inveterate painting.	What an inveterate moment!	He is a inveterate old man.
Which amongst the following options is the most correct usage of the word - 'ennui'?	The lockdown-driven routine has resulted into a life filled with unspeakable ennui.	He received the medal with such ennui.	The ennui is enviable.	He walked with such ennui
'I am content with the content we have.' is an example of?	Homophones	Homographs	Digraph	Diphthongs
He is my peer; I ate a pear; the Brighton pier is majestic Choose the correct option in terms of the pronunciations of the words- peer, pear and pier"	peer, peer, peer	peer, pler, peer	peer, pe-hr, peer	Pe-ar, pe-ar, pler
How many syllables does the word 'phoenix' have?	1	2	3	0
Which amongst the following options is the correct way to pronounce the word 'reservoir'?	re-ser-voyur	re-zuhv-waa	re-zer-wu	ri-ser-voroor
Choose the correctly punctuated sentence.	Ram said, "I really love it when it's hot outside."	Ram said "I really love it when it's hot outside.."	"I really love it when it's hot outside." says Ram.	"I really love it when it's hot outside.", says Ram.
Choose the grammatically correct sentence.	The lamp, which was given to me by Aunt Betsy, is on the bedside table.	The lamp that was given to me by Aunt Betsy, is on the bedside table.	The lamp, that was given to me by Aunt Betsy, is on the bedside table.	The lamp which was given to me by Aunt Betsy, is on the bedside table.

What is the function of colon?	Used to separate dependent clause from independent clause	Used to introduce a series of items	Use to merge clauses	Used as a substitute for conjunction
Which amongst the following options cannot be considered as an essential element for good writing?	Coherence	Cohesion	Clarity	Complexity
Taglines and Slogans must be _____.	Customer-centric	Marketeer-centric	Salesmen-centric	Medium-specific
What is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content?	Content writing	Content marketing	Mass Marketing	Personalised marketing
A _____ is an invitation for a user to take some desired action.	Advertising	Call to action	Persuasive message	Brochure
Inverted pyramid is suited to which type of writing?	Feature based	Hard news based	Soft news based	Advertising based
In order to fuel your Search Engine Optimization (SEO) strategy, you need to have strong _____.	Music	Content	Design	Speech
SEO revolves around keyword placement, _____, and website visitors, and your content enables you to create web pages that fuel each of these components.	Design	Depth	Geotags	Backlinks
_____ is one of the best ways to connect with your target audience and establish genuine relationships	Television	Outdoor	Computers	Social Media platforms
Which of the given options are not a part of the objective of creating advertising campaigns	Building a strong brand image	Fleeing consumers	Educate consumers	Accelerate growth & market share

The means of mass communication, which uses printed publications, such as newspapers, tabloids, magazines, books, journals, pamphlets, etc. to disseminate information to the general public, is called _____	Digital Books	Digital Media	Print Media	Broadcast Media
_____ are basically terms that we send to a search engine when we're on the prowl for answers, knowledge, products, or services.	Keywords	Phrases	Abbreviations	Database
A writer who diligently practices the workmanship of writing screenplays is called _____	Proofreader	Print editors	Notaries	Screenwriter
Writers who attempt to metaphrase or paraphrase a written text in different languages keeping the essence of the text intact are popularly known as _____	Translators	Writing Teachers	Scribes	Talent Agents
Those who prepare written material by correcting, modifying or condensing the works for publication are called _____	Dramatists	Playwrights	Editors	Playwrite
Plagspotter, Plagtracker, Viper etc. are used to find _____	If the content is copied from other sources	If the content has all the keywords of the topic	If the content can be posted on social networking sites	If the content has grammatical errors
Who launched Wikipedia?	Jack Dorsey	Jimmy Wales & Larry Sanger	Rick Gates	Richard Stallman
Which of the following is not a type of a writer?	Graphic Designer	Poet	Satirist	Novelist
Internet was commercialized in the year ?	1993	2000	1995	2006
Content created by advertisers in an advertisement is called?	Production	Illustration	Design	Copy

_____ is a free and open-source content management system (CMS) for publishing web content.	Magic	Joomla	Word	Excel
_____ is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search engine results page	SOM	SERP	SEARCH	SEO
SERP is	Search Engine Reward Position	Social Engine Results Pivot	Search Engine Results Page	Social Engagement Results Page
Select the odd one out	Bing	Yahoo	Google	Facebook
Select the odd one out	Google	Instagram	Facebook	Snapchat
_____ is the activities to be used on your website.	Off Page SEO	On Page SEO	Under Page SEO	Social SEO
_____ is the activities to be used outside your website.	Off Page SEO	On Page SEO	Under Page SEO	Social SEO
we use _____ to mark the beginning of a sentence.	capital letter	commas	exclamation marks	pauses
we use _____ to mark the end of a sentence.	full stop	commas	exclamation marks	pauses
We use it in the end of the sentences. When we use this , we do not use fullstop.	commas	question marks	noun	etcetra
we do not normally use a _____ before and at the end of a list of single words.	capital letter	commas	exclamation marks	pauses
We also use _____ to indicate a subtitle or to indicate a subdivision of a topic.	colons	question marks	commas	full stop

_____ are more common in informal writing. They can be used in similar ways to commas or semi-colons	question marks	capital letter	exclamation marks	dashes
When we can easily understand everything in the sentence because of the surrounding text, we use _____.	ellipsis	symbols	typographic	textual ellipsis
_____ happens when we leave out items which we would normally expect to use in a sentence if we followed the grammatical rules.	ellipsis	symbols	typographic	textual ellipsis
In questions in informal conversation, with the second person pronoun, we can leave out _____.	situational ellipsis	auxiliary verbs	ellipsis	symbols
When we do not need to mention someone or something because it is obvious from the immediate situation, we use _____.	situational ellipsis	auxiliary verbs	ellipsis	symbols
These verbs are not followed by objects. Instead, they are followed by phrases which give extra information about the subjects.	auxiliary verbs	Linking verbs	situational verbs	modal verbs
we use this to show a relationship in space or time or a logical relationship between two or more people, place or things.	capital letter	question marks	symbols	Prepositions
The person and number of the subject of the clause determine the person & number of the verb of the clause.	Prepositions	stranding	nouns	subject-verb agreement
_____ is the writing of a word with its first letter uppercase and the remaining letters in lowercase.	capitalisation	case style	preposition	verb

A mixed-case style with all words capitalised, except certain subsets defined by rules that are not universally standardised.	sentence - case	Title - case	all caps	small caps
_____ include names of organizations, publication, and people.	simple noun	sentence - case	Title - case	all caps
Space and punctuations are removed and the first letter of each word in capitalised.	snake case	sentence - case	camel case	all caps
A _____ is a word or phrase that means exactly or nearly the same as another word or phrase in the same language.	morpheme	synonyms	connotations	homophones
_____ are words that have the same spelling, but have different pronunciations	hypernyms	homographs	homophones	homonyms
_____ are the words that have the same pronunciation and spelling, but have different meaning.	hypernyms	homographs	homophones	homonyms
Which tab shows a text-only display of each slide in the presentation?	Notes	Slides	Outline	File
What area in the window contains the Quick Access Toolbar, filename, and Window control buttons?	Status bar	Title bar	Scroll bar	Slides Pane
In Microsoft PowerPoint, where is the command located to undo the last action?	Home ribbon	File tab	Quick Access toolbar	Shortcut menu
In the Microsoft PowerPoint View Ribbon, which presentation view enables a user to view one slide at a time in the Slide Pane?	Normal	Slide Sorter	Notes Page	Reading
What command is used to quit the current presentation on screen but leave the Microsoft PowerPoint program open?	Exit	Close	Save	Save As

Steve is ready to begin developing the slides for his presentation. Which is the default slide layout for slide1 of a new presentation?	Blank	Title and Content	Title Only	Title Slide
In preparation for an upcoming meeting, Liam is creating a PowerPoint presentation. If Liam would like to focus only on the content, which feature should he use?	Layout	Object	Template	Outline
Which pane in Microsoft PowerPoint provides an area for placing reminders to help a presenter during a presentation?	Notes	Slides	Outline	File
Travis wants to make sure that his presentation is organized in the best arrangement. He needs to view as many slides as possible in one view. Which feature of PowerPoint should Travis view?	Handouts	Speaker Notes	Slide Sorter	Outline
What is the name of the view on the File tab that enables a user to manage files and data about files, and find frequently used features for managing PowerPoint presentation files?	Normal	Backstage	Background	Edit
Which of the following software programs is used to create a collection of slides that may contain text, charts, pictures, sound, movies, or multimedia, and is often called a presentation graphics program?	Office	Word	PowerPoint	WordPad
In Microsoft PowerPoint, what command is used to save an existing presentation with a new name or in a new location?	Exit	Close	Save	Save As
Which Microsoft PowerPoint pane shows the current slide as it will appear during the slide show?	Note	Slide	Outline	File

In the normal view what is the tab that displays at the left column of thumbnails?	Notes	Slides	Outline	File
What is the name of the area that contains the zoom control and PowerPoint view buttons?	Status bar	Title bar	Scroll bar	Slides Pane
Cindy has created a report in her biology class using Word 2010 and would like to save time by using the content of that report to create a presentation. Which option under New Slide would she choose to import that information?	Slides from Outline	Duplicate Selected Slides	Reuse Slides	New Slide
Which view displays each slide so that it fills the entire screen with no toolbars or other Windows elements visible on the screen?	Normal	Slide sorter	Slide Show	Reading
What command is used to quit the current presentation on screen and quit the Microsoft PowerPoint program?	Exit	Close	save	save as
In Microsoft PowerPoint, what command is used to save a new presentation?	Exit	Close	save	save as
Linda is using Microsoft PowerPoint for the very first time. While looking at her default screen, she notices that all of the elements are set in tabs. What are all of the commands on each tab	Group	Ribbon	Screen Tip	Window
Keshawn has never used Microsoft PowerPoint before. He discovered a way to put his most commonly used commands together at the top of his screen for easy access. What is this customizable feature of PowerPoint?	Quick Access Toolbar	Tabs	Status Bar	Title Bar

Which word or phrase should be deleted from the following sentence? The children cried when Paul was euthanized because of their past memories of Paul.	cried	euthanized	past	memories
When writing a caption, try to avoid starting it with _____.	A name	An adjective, adverb, or gerund	A number	The
Which of the following is not part of the AIDA model?	Attention	Integration	Desire	Action
The lead paragraph of a news story contains _____.	at least 2 of the 5 Ws and 1 H	a human interest hook	all of the 5 Ws and 1 H (or at least as many as possible)	only important numbers
The text content of a Tweet can contain up to _____ characters.	140	168	200	280
Social networks are organized primarily around _____.	people	brands	discussions	interests
An advertising copy is a term used to describe _____.	the main text used in the advertisement	the process of copying content	a photocopy of the advertisement	a method of printing content
The lead paragraph of a news story contains _____.	at least 2 of the 5 Ws and 1 H	a human interest hook	all of the 5 Ws and 1 H (or at least as many as possible)	only important numbers
Choose the correctly punctuated sentence.	Do you want it now?, I asked.	Do you want it now? "I asked."	Do you want it now? I asked.	Do you want it now? I asked."
When writing a caption, try to avoid starting it with _____.	A name	An adjective, adverb, or gerund	A number	The
Which word or phrase should be deleted?				

Tina said the UFO she spotted was oblong in shape.	spotted	she	in shape	oblong
When writing a caption, what verb tense should be used to describe the action in the photo?	Past tense	Present Perfect Tense	Future Tense	Present tense
Which among the following points is required to be kept in mind for editing copy?	Mis-spelled words	Numbers	Word choice	Grammar and syntax
When writing a news article using the inverted pyramid structure, the least important information should be placed _____.	in the second sentence	at the end of the article	in the middle of the article	at the end of the first paragraph
_____ is the term for updates used by Twitter users.	Tweaks	Tweats	Tweets	Twinks
_____ is an online platform that connects the world's professionals.	Facebook	Twitter	Snapchat	LinkedIn
Why do we use a full stop?	To end a sentence when it's a statement	To begin a statement	To continue a statement	To pause a statement
Why do we use a question mark?	To continue a statement	To end a sentence when it asks a question	To end a sentence when it's a statement	To begin a statement
Why do we use an exclamation mark?	To end a sentence when it asks a question	To end a sentence when it's a statement	This mark shows strength of emotion.	To continue a statement
Capital letters are used	To end a sentence when it's a statement	Introduce a list of things	This mark shows strength of emotion.	At the start of a new sentence.
Why do we use a comma?	This marks a natural pause during a sentence.	At the start of a new sentence.	Introduce a list of things	To end a sentence when it's a statement

The colon can be used to:	This mark shows strength of emotion.	To end a sentence when it's a statement	Introduce a list of things	At the start of a new sentence.
Why do we use a semi-colon?	To begin a statement	Introduce a list of things	This mark shows strength of emotion.	Used instead of a full stop when the two parts of the sentence are too closely related in meaning to be put into separate sentences.
The apostrophy can be used to:	This mark shows strength of emotion.	Show that letters have been left out. These are called contractions.	To begin a statement	This marks a natural pause during a sentence.
The hyphen can be used to:	to join two or more words serving as a single adjective before a noun	This marks a natural pause during a sentence.	Show that letters have been left out. These are called contractions.	Introduce a list of things
The quotations can be used to:	This marks a natural pause during a sentence.	Introduce a list of things	To enclose direct dialogue	This mark shows strength of emotion.
Are sets of initials representing a name, organization, or the like, with each letter pronounced separately.	Acronyms	Hyphen	Homophones	punctuation marks

Full form of BBC	British band Corporation	British broadcasting Company	Bombay broadcasting Corporation	British broadcasting Corporation
Full form of NATO	New Atlantic Treaty Organization	North Atlantic Treaty Organization	North Atlantic Treaty Occupancy	North Arabic Treaty Organization
Full form of LCD	Liquid Crystal Display display	Less Crystal Display display	Liquid Cost Display display	Liquid Crystal Done display
What is an idiom?	Homophone	Introduce a list of things	Show that letters have been left out. These are called contractions.	it's a word or a phrase that means different than you would think
A piece of cake means	soft	easy	difficult	really difficult
Icing on the cake means	Yummy	messy	a good thing added to another thing	difficult
A wild goose chase means	a good thing added to another thing	easy	difficult	a pointless, useless chase
Cold feet means	to lose your nerve	a good thing added to another thing	a pointless, useless chase	difficult
Out of the woods means	a good thing added to another thing	out of danger	to lose your nerve	Yummy
_____ is a presentation program that allows one to present information in a slide show format.	PowerPoint	Excel	PDF	JPG

The _____ option is used when one wants to add pictures, movie clips, charts or tables.	Home	Draw	Insert	Design
To stop the slide show one has to press the _____ key	F2	F3	F4	F5
The presentation program was created by Robert Gaskins and Dennis Austin in the year _____	1987	1988	1992	1991
Usage of _____ in presentation catches the attention of the audience, making whatever one wants to communicate more impactful	plain slides	colour scheme	attractive font	dark theme
_____ is a collection of media files like images, videos, audio and animation files that is included in the PowerPoint Application.	ClipArt	WordArt	Colour Wheel	Layout
_____ is one of the easiest way to get started with an infographic on PowerPoint	ClipArt	WordArt	SmartArt	Colour Scheme
_____ is the fastest, easiest new way to create and share beautiful presentations without hiring a professional designer or wrestling with complicated software.	Pitcherific	Slide Camp	Canva	Haiku Deck
_____ is an animated presentation and video platform for creating short videos and presentations & which will give a brief about the brand, product or organization.	Powtoon	Slide Camp	Canva	Haiku Deck
_____ are graphic visual representation of data or information used to demonstrate or present information in an easier way.	Canva	Infographics	PowerPoint	Insert
Selecting colour for particulars shape is easy with the _____ option.	Format	File	Eyedropper	Insert

_____ is a more detailed method of finding information on Google.	Google Advanced Search	Search Engine Optimisation	Search Engine Index	Google Books
In Google Advanced Search, one can search usernames on social media by placing ____ in front of a word.	#	\$	@	^
_____ are a great way to find a whole bunch of content related to a particular topic.	Hashtags	Asterisk	Dollor Symbol	@
If you'd like to make an exact match search, place the words inside _____ marks	< >		{ }	()
To see the Google cache version of a site, place _____ in front of the URL.	cache//:	cache//	cache	cache:
To find related sites, just place _____ in front of the URL and Google will show all the pages and websites that the crawler sees as similar to that particular URL.	related:	related//	related	related//:
A dishonest approach towards writing by using or stealing various other author's content, language, thoughts, ideas, phrases etc. is termed as _____	Paraphrasing	Plagiarising	Summarizing	Editing
A _____ is series of rules on how to create your sources in academic writing.	advanced search	references	bibliography	citation style
_____ is the word-for-word transcription of a section of someone else's work, without attribution and without quotation marks.	Self plagiarism	Mosaic plagiarism	Direct plagiarism	Paraphrasing
_____ occurs when a student borrows phrases from a source without using quotation marks, or finds synonyms for the author's language while keeping to the same general structure and meaning of the original.	Self plagiarism	Mosaic plagiarism	Direct plagiarism	Accidental Plagiarism