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FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS  
IN PBS-17, UNDER THE FEDERAL GOVERNMENT, 2002

JOURNALISM

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

**NOTE:** Attempt FIVE questions in all, including QUESTION NO. 8 which is COMPULSORY, by selecting at least TWO questions from each of the SECTIONS - I & II. All questions carry EQUAL marks.

SECTION - I

1. Urdu journalism is divided into three periods i.e. before the creation of Pakistan, from 1947 to 1980 and from 1980 up to the present times. What, in your opinion, are the differences among these periods?
2. Can the journalism of Maulana Zafar Ali Khan, Maulana Abu-al-Kalam Azad or Maulana Muhammad Ali Johar succeed in today's world? If not, then give solid reasons in this respect.
3. In the west, the electronic media has not succeeded in taking the position of the print media. Explain.
4. It is said that if the Taliban had the media with them, they would never have been defeated. Do you think so? Give a comprehensive answer.

SECTION - II

5. Is it correct that you cannot sell even gold without advertising?
6. An able public relations officer can keep an organization from sinking. Explain.
7. Write short notes on the followings:
  - (a) Press Council.
  - (b) CNN
  - (c) Press Ethics
  - (d) APNS.

COMPULSORY QUESTION

8. Give only appropriate response in the answer book. Do not reproduce the question.
  - (A) Choose the correct option from the given choices.

1	What is meant by editorial note:			
	(a)	Small editorial	(b)	Editor's notes
	(c)	Additional editorial	(d)	None of these.
2	The news which appears in the papers two or three days before an important event is called:			
	(a)	Curtain Raiser	(b)	Background
	(c)	Follow up.	(d)	None of these.
3	Who is the most important person in the T.V.NEWS:			
	(a)	NEWS caster	(b)	Camera-man
	(c)	PEON	(d)	None of these.

JOURNALISM

4	Hasrat Mohani published the news paper:	
	(a) The Comrade	(b) Al-Hijal
	(c) Urdu-i-Muallah	(d) None of these.
5	The Nawa-i-Waqat started its publication in:	
	(a) 1940	(b) 1945
	(c) 1947	(d) None of these.
6	Irsbad Ahmed Haqani writes his column under:	
	(a) Harf-i-Haq	(b) Harf-i-Akhar
	(c) Harf-i-Tamannah	(d) None of these.
7	Who was the first editor of the daily Jang?	
	(a) Mir Javed-ur-Rehman	(b) Mir Shakeel-ur-Rehman
	(c) Mir Khalil-ur-Rehman	(d) None of these.
8	Which of the private Pakistani T. V. Channel has the greatest number of viewers?	
	(a) P.T.V.	(b) S.T.N.
	(c) GEO	(d) None of these.
9	Which official is called the pilot of the news paper:	
	(a) The editor	(b) The news editor
	(c) The reporter.	(d) None of these.
10	Communication is a:	
	(a) Theory	(b) Strategy
	(c) Process	(d) None of these.
11	The head office of "The Khabrain" is in:	
	(a) Karachi	(b) Islamabad.
	(c) Lahore.	(d) None of these.
12	APNS represents:	
	(a) Editors	(b) Reporters
	(c) News paper owners	(d) None of these.
13	P. T. V. started its transmission in the regime of:	
	(a) Ayub Khan	(b) Yahya Khan
	(c) Bhutto	(d) None of these.
14	Which is the largest circulated newspaper of Pakistan?	
	(a) The Dawn	(b) The Jang
	(c) The Nawa-i-Waqat	(d) None of these.
15	The Nation is the sister publication of:	
	(a) The Dawn	(b) The Jang
	(c) The Nawa-i-Waqat	(d) None of these.
16	AFP is the news Agency of:	
	(a) England	(b) America
	(c) France	(d) None of these.
17	Who was the founder of the Dawn?	
	(a) Haroon brothers	(b) Quaid-i-Azam
	(c) Altaf Hussain	(d) None of these.
18	Wax-wylie wrote:	
	(a) Exploring Journalism	(b) Mass Communication
	(c) Radio and T.V. Writing	(d) None of these.
19	Who was the founder of yellow journalism.	
	(a) William Hurst	(b) William John
	(c) William Hicky	(d) None of these.
20	The Urdu edition of the Comrade was called:	
	(a) Humdard	(b) Jam-i-Jahan-Numah
	(c) Akbar-Jahan	(d) None of these.

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