

JOURNALISM

**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BPS-17 UNDER
THE FEDERAL GOVERNMENT, 2010**

Roll No.

JOURNALISM

TIME ALLOWED:	(PART-I) 30 MINUTES	MAXIMUM MARKS:20
	(PART-II) 2 HOURS & 30 MINUTES	MAXIMUM MARKS:80

- NOTE: (i) First attempt PART-I (MCQ) on separate Answer Sheet which shall be taken back after 30 minutes.**
(ii) Overwriting/cutting of the options/answers will not be given credit.

PART – I (MCQ)
(COMPULSORY)

Q.1. Select the best option/answer and fill in the appropriate box on the Answer Sheet. (20)

- (i) What is by line?
 (a) A railway track (b) Text written on line
 (c) Reporter's name printed with story (d) None of these
- (ii) Intra-Personal Communication is:
 (a) Communication with personal friend (b) With people
 (c) With Self (d) With Family
- (iii) What is ABC?
 (a) American Business Circle (b) American Business Corporation
 (c) Audit Bureau of Circulation (d) None of these
- (iv) Who was the first Editor of daily 'Nawa-e-Waqt'?
 (a) Majeed Nizami (b) Mujeeb Nizami
 (c) Hameed Nizami (d) None of these
- (v) When Television Transmission was started in Pakistan?
 (a) 1970 (b) 1964
 (c) 1990 (d) 1962
- (vi) The assignment allotted to a newspaper reporter is called:
 (a) Creed (b) Beat
 (c) Embargo (d) Feature
- (vii) A journalist who is not attached with any newspaper is called:
 (a) Retainer (b) Correspondent
 (c) Free Lancer (d) Stinger
- (viii) Identification Marks written on the top of news story page is called:
 (a) Credit line (b) Slug Line
 (c) Embargo (d) Tip
- (ix) The Communication based on purchased time or space is called:
 (a) Publicity (b) Advertising
 (c) Propaganda (d) None of these
- (x) Press and Publication Ordinance was introduced in:
 (a) 1963 (b) 1965
 (c) 1995 (d) None of these
- (xi) Tabloid newspaper is of small size with:
 (a) 3 columns (b) 4 columns
 (c) 5 columns (d) None of these
- (xii) A brief introduction of a photograph is called:
 (a) Embargo (b) Outdoor Broadcast
 (c) Caption (d) None of these

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- (xiii) Newspaper’s masthead is called:
 - (a) Headline
 - (b) Flag
 - (c) Sub-Heading
 - (d) Embargo
- (xiv) Who was the first Editor of the daily ‘Jang’?
 - (a) Mir Shakeel-ur-Rehman
 - (b) Altaf Hussain
 - (c) Mir Khalil-ur-Rehman
 - (d) Nasim Hijazi
- (xv) The term ‘Global Village’ was coined by:
 - (a) George Gerbener
 - (b) Marshal Meluhan
 - (c) Wilber Schramm
 - (d) Pamela Shoemaker
- (xvi) The inventor of the printing press was:
 - (a) Marshal Meluhan
 - (b) Ts’ai Lun
 - (c) Johannes Gutenberg
 - (d) None of these
- (xvii) Pakistan’s first official news agency was:
 - (a) UPI
 - (b) IPA
 - (c) APP
 - (d) NNI
- (xviii) PEMRA Ordinance was implemented in:
 - (a) 1997
 - (b) 2002
 - (c) 1998
 - (d) 2004
- (xix) ‘Press Note can be issued by:
 - (a) Editor
 - (b) Government official
 - (c) Reporter
 - (d) Sub-editor
- (xx) ‘Stringer’ is called to:
 - (a) Whole time employee
 - (b) Part-time correspondent paid a column rate
 - (c) Sub-editor
 - (d) None of these

PART – II

NOTE:	<p>(i) PART-II is to be attempted on the separate Answer Book.</p> <p>(ii) Attempt ONLY FOUR questions from PART-II, selecting at least TWO questions from EACH SECTION. All questions carry EQUAL marks.</p> <p>(iii) Extra attempt of any question or any part of the attempted question will not be considered.</p>
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SECTION-I

- Q.2.** Mass Communication is considered important in modern age. Discuss the concept and process of communication. **(20)**
- Q.3.** Considering that Media are given greater importance, describe the freedom of media. **(20)**
- Q.4.** Describe news ‘which is the real soul of journalism’ with examples? **(20)**
- Q.5.** Critically examine the role of Muslim press during the Pakistan Movement. **(20)**

SECTION-II

- Q.6.** What role does magazine journalism play in Pakistan, and what are the functions and scopes of magazines in our society? **(20)**
- Q.7.** How does ‘Advertising’ influence society? Discuss the latest trends and practices in society and the principles of successful advertising? **(20)**
- Q.8.** In modern society what role does public relations and Public Relation Officer play in any organization? **(20)**
- Q.9.** In a globalized world, discuss and evaluate the concepts of ‘Free Press’ and “Responsibility” in developing and developed societies. **(20)**
