



FEDERAL PUBLIC SERVICE COMMISSION

**COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BPS-17 UNDER
THE FEDERAL GOVERNMENT, 2000**

Roll Number

JOURNALISM

TIME ALLOWED THREE HOURS

SECTION - I

1. What are the implications of information explosion for the countries like Pakistan?
2. "Journalism is playing a very significant role in the present day-Societies". Please comment.
3. What role did the militant Muslim-press play in the subcontinent?
4. Evaluate the role of electronic media in Pakistan.

SECTION - II

5. What are the social implications of advertising?
6. Discuss the state of press freedom in Pakistan.
7. Write notes on the following:
 - (a) The scientific Society Magazine.
 - (b) Manshoor
 - (c) A.P.N.S.
 - (d) Global Village.

COMPULSORY QUESTION

8. Write only the correct answers in the. Answer Book. Don't reproduce the questions.

(1) A large size headline across the entire page is called:

(a) Deck (b) Banner (c) Lead

(2) A sheet containing facts and detailed information on any issue is known as:

(a) Summary (b) Write up (c) Backgrounder

(3) The key Narrator of a newscast or program is called:

(a) Announcer (b) Editor- (c) Anchor.-

(4) Mohammedan Social Reformer was the English Name of:

(a) Muhazzab (b) Makhzari (c) Tahzeeb ul Akhlaq

(5) Daily Dawn Started in:

(a) 1940 (b) 1942 (c) 1944

(6) Zamindar was launched by:-

(a) Maulana Zafar Ali Khan (b) Maulvi Serajuddin

(c) Munshi Mahboob Alam.

(7) The first Editor of Dawn was:

(a) Desmond Young (b) Altaf Hussain (c) Pothan Joseph

(8) The number of radio stations, which Pakistan got in 1947 were:

(a) 5 (b) 2 (c) 3

(9). Daily Jung first appeared from:

(a) Calcutta (b) Karachi (c) Delhi

(10) Hamid Nizami was the founder editor of:

(a) Inqilab (b) Nawa-e-waqt (c) Mashriq

(11) CPNE is the representative body of:

(a) Editors (b) Newspaper owners - (c) Working journalists -

(12) Television made its advent in Pakistan in:

(a) 1958 (b) 1964 (c) 1970

(13) Leader is the name of:

(a) Leading story on the front page.

(b) Main Feature (c) Opening Editorial

(14) Continuation of a story on another page is called:

(a) Carried - (b) Jump (c) Bouncer

(15) S.M.C.R. is a well known:

(a) Communication Theory - -

(b) Communication Strategy

(c) Communication Model

(16) A story appearing with the name of the writer is called:

(a) Credit line (b) By line (c) Print line

(17) The largest mass medium in Pakistan is:

(a) The Press (b) Radio (c) Television

(18) Dr. Goebbels is known as father of:

(a) Advertising (b) Public Relation (c) Propaganda

(19) Radio Pakistan was converted to Pakistan Broadcasting Corporation in:

(a) 1964 (b) 1972 (c) 1976

(20) A.P.P. is the abbreviation of:

(a) Allied papers of Pakistan

(b) Association of Publications

(c) Associated Press of Pakistan.