

FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BPS-17, UNDER THE FEDERAL GOVERNMENT, 2004

JOURNALISM

TIME ALLOWED: THREE HOURS _____ MAXIMUM MARKS: 100

NOTE: Attempt FIVE questions in all, including QUESTION NO.9 which is COMPULSORY.
Select Two question from each SECTION. All questions carry EQUAL marks.

SECTION -I

1. What do you mean by a communication theory and how it is constructed?
2. "SMCR (Berlo's model) is an obsolete model in 21st century". Write your frank comments?
3. "News is drama and story telling" Discuss.
4. "Concept of responsibility precludes objectivity". Do you agree? Write your argumentative answer.

SECTION -II

5. Give a comparative analysis of writing styles of Maulana Zafar Ali Khan and Maulana Abul Kalam Azad.
6. "Public relation and advertising is not everybody's cup of tea". Discuss.
7. Write short notes on any two column writers(Urdu/English) of your choice. Also give the reason(s) of your selection?
8. Write a critical note on the present status of magazine journalism in Pakistan. Evaluate the personality of any magazine, you like the most.

COMPULSORY QUESTION

9. Write only the correct answer in the Answer Book. Do not reproduce the question.
 - (1) A large size headline across the entire page is called:
(a) Deck (b) Banner (c) Lead (d) None of these
 - (2) A sheet containing facts and detailed information on any issue is known as:
(a) Summary (b) Write up (c) Backgrounder (d) None of these
 - (3) Muhammadan Social Reformer was the English Name of:
(a) Muhazzab (b) Makhzan (c) Tahzeeb-ul-Akhlaq (d) None of these
 - (4) Daily Dawn started in:
(a) 1940 (b) 1942 (c) 1944 (d) None of these
 - (5) The number of radio stations which Pakistan got in 1947 was:
(a) 5 (b) 2 (c) 3 (d) None of these

