FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BPS-17 UNDER
THE FEDERAL GOVERNMENT, 2009

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 'Scoop'?
(a) Common report (b) Beat news
(c) Exclusive story (d) None of these

(ii) What is 'Superhead'?
(a) Multi common story (b) Headline of the paper
(c) Sub-heading (d) None of these

(iii) 'Stringer' is called to:
(a) Whole time employee (b) Part-time correspondent paid a column rate
(c) Sub-editor (d) None of these

(iv) Extra-Personal Communication is:
(a) with family (b) self
(c) with more than two persons (d) None of these

(v) Newspaper's masterhead is called:
(a) Headline (b) Flag
(c) Sub-Heading (d) Embargo

(vi) 'Folio' is the name of:
(a) Follow up (b) Page number
(c) Date line (d) Cut

(vii) Who was the first Editor of the daily 'Jhang'?
(a) Mir Shakeel-ur-Rehman (b) Altaf Hussain
(c) Mir Khalil-ur-Rehman (d) Nasim Hijazi

(viii) Acknowledgement of the source of a picture or a story is called:
(a) Credit line (b) Byline
(c) Courtesy (d) Reference

(ix) Continuation of a story on another page is called:
(a) Reference (b) Follow up
(c) Jump (d) None of these

(x) PEMRA Ordinance was implemented in:
(a) 1997 (b) 2002
(c) 1998 (d) 2004

(xi) The term 'Global Village' was coined by:
(a) George Gerbener (b) Marshal Mcluhan
(c) Wilber Schramm (d) Pamela Shoemaker

(xii) 'Press Note' can issue:
(a) Editor (b) Government official
(c) Reporter (d) Sub-editor

(xiii) Registration of Press and Publication Ordinance was introduced in:
(a) 1963 (b) 1971
(c) 1973 (d) 1988

(xiv) The founder of daily 'Pakistan Times' was:
(a) Mian Iftikhar-ud-Din (b) Faiz Ahmad Faiz
(c) Quaid-i-Azam (d) None of these

(xv) The term 'Deck' is used for:
(a) Headline (b) Part of a headline
(c) Box (d) None of these

(xvi) The term 'Yellow Journalism' was started from:
(a) Pakistan (b) India
(c) Germany (d) U.S.A.

(xvii) The inventor of the printing press was:
(a) Marshal Mcluhan (b) Ts'ai Lun
(c) Johannes Gutenberg (d) None of these

(xviii) Pakistan's first official news agency was:
(a) UPI (b) IPA
(c) APP (d) NNI

(xix) Nasim Hijazi was Editor of the daily:
(a) Shaheen (b) Kohistan
(c) Imroze (d) Mashriq

(xx) C.N.E. stands for:
(a) Council of Newspapers Editor (b) Chief News Editor
(c) Committee of Newspaper Employees (d) None of these

PART – II

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

SECTION-I

Q.2. Discuss the concept and barriers of communications. Are these barriers also existing in this modern information age? **(20)**

Q.3. 'News' have in depth influence in any society. Discuss the effects of different news on Pakistan society? **(20)**

Q.4. Zimindar played very effective role against British imperialism. Discuss in detail. **(20)**

Q.5. Evaluate critically the performance of private T.V. channels in Pakistan. **(20)**

SECTION-II

Q.6. How 'Print Media' is so important in Pakistani society after the development of 'Electronic Media'? Argue in detail. **(20)**

Q.7. 'Advertising is spinal cord of any media organization'. Discuss all aspects. **(20)**

Q.8. What is difference between 'Public Relations Officer' and 'Personal Assistant'? Mention the role and responsibilities of a good P.R.O. **(20)**

Q.9. Describe an ideal 'Press Code of Ethics' for Pakistani journalists. **(20)**

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