FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT, 2011

Roll Number

JOURNALISM

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

NOTE: **(i)** **First** attempt **PART-I (MCQs)** 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 MCQs) (COMPULSORY)

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

(i) Banner Advertising is a type of advertising related to:
(a) Outdoor Advertising (b) Interactive Advertising
(c) Corporate Advertising (d) None of these

(ii) The Public Relations Department which covers the activities of Provincial Government is:
(a) PID (b) DGPR (c) ISPR (d) None of these

(iii) Hamsafar is house journal of:
(a) Daewoo (b) Pakistan Railways (c) PIA (d) None of these

(iv) Sultan Lakhani is the Chief Editor of:
(a) Daily 'Dawn' (b) Daily 'The News' (c) Daily 'Nation' (d) None of these

(v) The book 'Process and Effects of Mass Communication' was written by:
(a) Denis McQuail (b) Wilber Schram (c) Joseph Ascart (d) None of these

(vi) News appearing before the occurrence of an event is termed as:
(a) Curtain Raiser (b) Press Communiqué (c) Obituary (d) None of these

(vii) CPNE is a representative body of:
(a) Newspaper employees (b) Newspaper editors (c) Newspaper owners (d) None of these

(viii) It is a compulsion for media organisations to publish _____ without changing or amending the text.
(a) Press release (b) Press note (c) Hand out (d) None of these

(ix) Elahi Bakhsh Soomro in the capacity of Federal Information Minister announced to repeal:
(a) PPO (b) EBDO (c) PCO (d) None of these

(x) A typical soundtrack which identifies a program is known as:
(a) Sound track (b) Music track (c) Signature tune (d) None of these

(xi) There is limited and delayed feedback in _____ Communication.
(a) Interpersonal (b) Media (c) Mass (d) None of these

(xii) Family Magazine belongs to:
(a) Jang Group of Publications (b) Nida-e-Millat Group of Publications
(c) Century Publications (d) None of these

(xiii) 'Obituary' news relates to:

(a) Deaths (b) Births (c) Weather (d) None of these

(xiv) The function of mass media which relates to the provision of news is termed as:

(a) Surveillance (b) Transmission (c) Correlation (d) None of these

(xv) The terms 'Media Determinism', 'Global Village' and 'Hot & Cool Media' were termed and conceptualised by:

(a) Harold Laswell (b) Walter Lipman (c) Marshal McLuhan (d) None of these

(xvi) The name of the first ever Urdu newspaper of the sub-continent which started using coloured photographs and cartoons was:

(a) Jam-e-Jehan Numa (b) Tehzeeb-ul-Akhlaq (c) Hamdard (d) None of these

(xvii) The advertising which praises the item to be sold with subjective opinions, superlatives or exaggerations is known as:

(a) Puffery (b) Dummy (c) Garbage-in (d) None of these

(xviii) A journalist who is not full time employee of one media organization is known as:

(a) Reporter (b) Stinger (c) Free lancer (d) None of these

(xix) Slander is:

(a) Written defamation (b) Verbal defamation (c) Both of these (d) None of these

(xx) The first editor of 'Dawn' newspaper was:

(a) Faiz Ahmad Faiz (b) Shorish Kashmiri (c) Altaf Hussain (d) None of these

PART-II

NOTE:**(i)** **PART-II** is to be attempted on separate Answer Book.
(ii) **Attempt ONLY FOUR questions from PART-II, selecting 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. Mass media's dominant educational function relates to informal education, comment and justify with the help of relevant examples. **(20)**

Q.3. "FM radio channels have revolutionised the broadcast landscape in Pakistan and have become one of the preferred source of entertainment for youngsters", give your arguments for or against this statement. **(20)**

Q.4. "Maulana Zafar Ali Khan's 'Zamindar' introduced many new trends in Urdu Journalism", explain in detai. **(20)**

Q.5. Discuss the role of private TV Channels in political and social mobilisation after their inception in and after 2002 in Pakistan. **(20)**

SECTION-II

Q.6. Critically evaluate socio-economic impact of mobile package advertisements on Pakistani youth. **(20)**

Q.7. Describe the major types of editorials. What functions does an editorial perform for its readers? **(20)**

Q.8. "Public Relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics", explain. **(20)**

Q.9. Media laws in Pakistan are a hindrance in the way of free media. Give your arguments for or against the comment keeping in view the current laws and ordinances relating to electronic media in Pakistan. **(20)**

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