

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

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- (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 detail. (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)
