



**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION FOR**  
**RECRUITMENT TO POSTS IN BPS-17 UNDER**  
**THE FEDERAL GOVERNMENT, 2007**

**Roll Number**

**JOURNALISM**

**TIME ALLOWED:**

**(PART-I).....2 Hours & 30 Minutes.....MAXIMUM MARKS:80**

**(PART-II).....30 MINUTES.....MAXIMUM MARKS:20**

**NOTE:**

**(i) Attempt ONLY FIVE questions in all, including QUESTION NO.9 Which is COMPULSORY. Select TWO questions from each SECTION. All questions carry EQUALL marks.**

**(ii) Extra attempt of any question or any part of the attempted question will not be Considered.**

**(iii) Candidate must draw two straight lines(=====) at the end to Separate each question attempted in Answer Book.**

**SECTION –I**

Q.1 what are the essentials of effective communication? Support your answer with argukents?

Q.2 give your evaluation of the role of print journalism in Pakistan?

Q.3 survey the development of electronic media in Pakistan?

Q.4. “the mass media in Pakistan are confronting many problems” Please comment.

**SECTION --- II**

Q.5. differentiate news “components” from “news values”

Q.6. describe the need and significance of editorial.

Q.7. what is your opinion about the present status of Public Relations Practice in Pakistan

Q8 Survey the development of Advertising in Pakistan

### COMPULSORY QUESTION

Q. 9 write only the correct answer in the Answer book. Do not reproduce the question.

1) Calcutta General advertiser is popularly known as:

- a) Bengal jopurnal
- b) Hicky`s Gazette
- c) Calcutta Courier
- d) Voice of Bengal

2) The first printed Urdu paper in the Sub-continent was:

- a) Delhi urdu Akhbar b) Sadiq-ul-Akhbar c) Jam-e-jahan Numa d) Koh-I-Noor

3) The Pakistan Times was founded by:

- a) quaid-e-Azam Mohd Ali Jannah b) Liaqat Ali khan c) Khawaja Nazim-uddin d) Mian Iftakhruddin

4) The term Artillery of the press was coined by :

- a) James reston
- b) Qilbur Schramm
- c) MM clean
- d) Lazarsfeld

5) S M C R model of communication process was produced by:

- a) David K berlo
- b) M M clean
- c) E M Roger
- d) C H Gerber

6) the modern version of old hero is .

- a) Famous personality
- b) Celebrity
- c) V I P
- d) Powerful personality

7) libel is :

- a) Malicious defamatory joke
- b) Malicious defamatory written accusation
- c) Slander
- d) Defamatory speech

8) intra Personal Communication is

- a) Communication between two persons
- b) Inner monologues-communications within self
- c) Communication with more perople
- d) Communication with masses



9) the originator of the phrase “press is the fourth estate” is:

- a) Edmund Burke
- b) Lord Macaulay
- c) North Cliff
- d) Rudyard Kipling

10) The Magic Bullet theory of mass communication was evolved by

- a) Ball Rokeach
- b) Klapper
- c) George Gerber
- d) None of these

Q 9 (b) Identify the following in Pakistan`s Media perspective.

- 11) A P N S
- 12) A P N E C
- 13) C P N E
- 14) P B C
- 15) A B C
- 16) P I D
- 17) P F U J
- 18) A P P
- 19) P E M R A
- 20) R P P O