

**JOURNALISM**

**FEDERAL PUBLIC SERVICE COMMISSION  
COMPETITIVE EXAMINATION FOR  
RECRUITMENT TO POSTS IN BPS-17 UNDER  
THE FEDERAL GOVERNMENT, 2010**

Roll No.

**JOURNALISM**

<b>TIME ALLOWED:</b>	<b>(PART-I) 30 MINUTES</b>	<b>MAXIMUM MARKS:20</b>
	<b>(PART-II) 2 HOURS &amp; 30 MINUTES</b>	<b>MAXIMUM MARKS:80</b>

- 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 by line?  
 (a) A railway track (b) Text written on line  
 (c) Reporter's name printed with story (d) None of these
- (ii) Intra-Personal Communication is:  
 (a) Communication with personal friend (b) With people  
 (c) With Self (d) With Family
- (iii) What is ABC?  
 (a) American Business Circle (b) American Business Corporation  
 (c) Audit Bureau of Circulation (d) None of these
- (iv) Who was the first Editor of daily 'Nawa-e-Waqt'?  
 (a) Majeed Nizami (b) Mujeeb Nizami  
 (c) Hameed Nizami (d) None of these
- (v) When Television Transmission was started in Pakistan?  
 (a) 1970 (b) 1964  
 (c) 1990 (d) 1962
- (vi) The assignment allotted to a newspaper reporter is called:  
 (a) Creed (b) Beat  
 (c) Embargo (d) Feature
- (vii) A journalist who is not attached with any newspaper is called:  
 (a) Retainer (b) Correspondent  
 (c) Free Lancer (d) Stinger
- (viii) Identification Marks written on the top of news story page is called:  
 (a) Credit line (b) Slug Line  
 (c) Embargo (d) Tip
- (ix) The Communication based on purchased time or space is called:  
 (a) Publicity (b) Advertising  
 (c) Propaganda (d) None of these
- (x) Press and Publication Ordinance was introduced in:  
 (a) 1963 (b) 1965  
 (c) 1995 (d) None of these
- (xi) Tabloid newspaper is of small size with:  
 (a) 3 columns (b) 4 columns  
 (c) 5 columns (d) None of these
- (xii) A brief introduction of a photograph is called:  
 (a) Embargo (b) Outdoor Broadcast  
 (c) Caption (d) None of these

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- (xiii) Newspaper's masthead is called:  
(a) Headline (b) Flag  
(c) Sub-Heading (d) Embargo
- (xiv) Who was the first Editor of the daily 'Jang'?  
(a) Mir Shakeel-ur-Rehman (b) Altaf Hussain  
(c) Mir Khalil-ur-Rehman (d) Nasim Hijazi
- (xv) The term 'Global Village' was coined by:  
(a) George Gerbener (b) Marshal Meluhan  
(c) Wilber Schramm (d) Pamela Shoemaker
- (xvi) The inventor of the printing press was:  
(a) Marshal Meluhan (b) Ts'ai Lun  
(c) Johannes Gutenberg (d) None of these
- (xvii) Pakistan's first official news agency was:  
(a) UPI (b) IPA  
(c) APP (d) NNI
- (xviii) PEMRA Ordinance was implemented in:  
(a) 1997 (b) 2002  
(c) 1998 (d) 2004
- (xix) 'Press Note can be issued by:  
(a) Editor (b) Government official  
(c) Reporter (d) Sub-editor
- (xx) 'Stringer' is called to:  
(a) Whole time employee (b) Part-time correspondent paid a column rate  
(c) Sub-editor (d) None of these

## **PART – II**

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

- Q.2.** Mass Communication is considered important in modern age. Discuss the concept and process of communication. **(20)**
- Q.3.** Considering that Media are given greater importance, describe the freedom of media. **(20)**
- Q.4.** Describe news 'which is the real soul of journalism' with examples? **(20)**
- Q.5.** Critically examine the role of Muslim press during the Pakistan Movement. **(20)**

### **SECTION-II**

- Q.6.** What role does magazine journalism play in Pakistan, and what are the functions and scopes of magazines in our society? **(20)**
- Q.7.** How does 'Advertising' influence society? Discuss the latest trends and practices in society and the principles of successful advertising? **(20)**
- Q.8.** In modern society what role does public relations and Public Relation Officer play in any organization? **(20)**
- Q.9.** In a globalized world, discuss and evaluate the concepts of 'Free Press' and "Responsibility" in developing and developed societies. **(20)**

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