



FEDERAL PUBLIC SERVICE COMMISSION

**COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BPS-17 UNDER
THE FEDERAL GOVERNMENT, 2000**

<u>Roll Number</u>

JOURNALISM

TIME ALLOWED THREE HOURS

SECTION - I

1. What are the implications of information explosion for the countries like Pakistan?
2. "Journalism is playing a very significant role in the present day-Societies". Please comment.
3. What role did the militant Muslim-press play in the subcontinent?
4. Evaluate the role of electronic media in Pakistan.

SECTION - II

5. What are the social implications of advertising?
6. Discuss the state of press freedom in Pakistan.
7. Write notes on the following:
 - (a) The scientific Society Magazine.
 - (b) Manshoor
 - (c) A.P.N.S.
 - (d) Global Village.

COMPULSORY QUESTION

8. Write only the correct answers in the. Answer Book. Don't reproduce the questions.

(1) A large size headline across the entire page is called:

(a) Deck (b) Banner (c) Lead

(2) A sheet containing facts and detailed information on any issue is known as:

(a) Summary (b) Write up (c) Backgrounder

(3) The key Narrator of a newscast or program is called:

(a) Announcer (b) Editor- (c) Anchor.-

(4) Mohammedan Social Reformer was the English Name of:

(a) Muhazzab (b) Makhzari (c) Tahzeeb ul Akhlaq

(5) Daily Dawn Started in:

(a) 1940 (b) 1942 (c) 1944

(6) Zamindar was launched by:-

(a) Maulana Zafar Ali Khan (b) Maulvi Serajuddin

(c) Munshi Mahboob Alam.

(7) The first Editor of Dawn was:

(a) Desmond Young (b) Altaf Hussain (c) Pothan Joseph

(8) The number of radio stations, which Pakistan got in 1947 were:

(a) 5 (b) 2 (c) 3

(9). Daily Jung first appeared from:

(a) Calcutta (b) Karachi (c) Delhi

(10) Hamid Nizami was the founder editor of:

(a) Inqilab (b) Nawa-e-waqt (c) Mashriq

- (11) CPNE is the representative body of:
(a) Editors (b) Newspaper owners - (c) Working journalists -
- (12) Television made its advent in Pakistan in:
(a) 1958 (b) 1964 (c) 1970
- (13) Leader is the name of:
(a) Leading story on the front page.
(b) Main Feature (c) Opening Editorial
- (14) Continuation of a story on another page is called:
(a) Carried - (b) Jump (c) Bouncer
- (15) S.M.C.R. is a well known:
(a) Communication Theory - -
(b) Communication Strategy
(c) Communication Model
- (16) A story appearing with the name of the writer is called:
(a) Credit line (b) By line (c) Print line
- (17) The largest mass medium in Pakistan is:
(a) The Press (b) Radio (c) Television
- (18) Dr. Goebbles is known as father of:
(a) Advertising (b) Public Relation (c) Propaganda
- (19) Radio Pakistan was converted to Pakistan Broadcasting Corporation in:
(a) 1964 (b) 1972 (c) 1976
- (20) A.P.P. is the abbreviation of:
(a) Allied papers of Pakistan
(b) Association of Publications
(c) Associated Press of Pakistan.