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FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS
IN BPS-17 UNDER THE FEDERAL GOVERNMENT, 2001.

JOURNALISM

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE: Attempt FIVE questions in all, including question No.8 which is COMPULSORY. Select at least TWO questions from each of the SECTIONS I AND II. All questions carry EQUAL marks.

SECTION - I

1. "Communication is a process, a series of actions, always in motion and directed toward a particular goal". Elaborate.
2. Describe the functions of journalism as a challenging profession and devise guiding principles for today's journalist.
3. Looking into recent developments taking place in the world how do you perceive the role of newspapers in Pakistan.
4. Describe the potentials of television medium and make critical analysis how far we have been able to make its effective use for national development.

SECTION - II

5. In spite of having a clear criteria by which to judge news, the fact is that "the news is what we make of it". Discuss.
6. How does public relations differ from advertising? Does public relations offer advantages not available through advertising? Explain.
7. Write analytical notes on the following:
 - (a) Free flow of information
 - (b) Ethic of reporting; objectivity and conflict of interest.
 - (c) Scope of news magazines
 - (d) Editorials Cartoon

COMPULSORY QUESTION

8. Write only the correct answer in the Answer Book. Do not reproduce the questions.
 - (1) Communication is a:
 - (a) Theory (b) Strategy (c) Process (d) None of these
 - (2) Television is:
 - (a) Hot medium (b) Cool Medium (c) Both (a) and (b)
 - (d) None of (a) and (b).
 - (3) The audience for whom the message is specifically designed are called:
 - (a) The target audience (b) The actual audience
 - (c) The available audience (d) None of these
 - (4) Mathematical model of communication was developed by:
 - (a) Wilbur Schram (b) Charles E Osgood
 - (c) Claude Shannon and Warren Weaver (d) None of these
 - (5) Semantic problem in communication deals with:
 - (a) The effectiveness of the message
 - (b) The transmission of the message
 - (c) The selection of words. (d) None of these

JOURNALISM

- (6) In Rhetorical Communication Theory the major emphasis has been placed on:
(a) Communicator (b) Audience (c) Response (d) None of these
- (7) The phrase "the medium is the message and the message" was coined by:
(a) Malcolm Maclean (b) Marshall McLuhan
(c) Harold Lasswell (d) None of these
- (8) The author of the well known communication book "Men, Messages and Media: A look at Human Communication" is:
(a) Charles Wright (b) Herbert Brucver
(c) Wilbur Schram (d) None of these
- (9) Individuals working within media organization and who make decisions about what is to be communicated, are called:
(a) Regulators (b) Gatekeepers (c) Reporters (d) None of these
- (10) Readers of a specialised magazine are known as:
(a) Homogenous audience (b) Heterogenous audience
(c) Both of these (d) None of these.
- (11) The type of communication based on purchased time or space is called:
(a) Publicity (b) Advertising (c) Both of these
- (12) The structure of newspapers is determined by:
(a) Frequency of publication (b) Size
(c) Circulation (d) All of these (e) None of these.
- (13) The individual or organization that initiates the advertising process, is called:
(a) The advertiser (b) The advertising agency
(c) The director of advertising (d) None of these.
- (14) One of the major advantages of radio medium for advertising is:
(a) Editorial Support (b) Permanence
(c) Flexibility (d) None of these.
- (15) The largest newspaper of Pakistan is:
(a) Jang (b) Nawa-e-Waqt (c) The News (d) None of these.
- (16) World Service of Pakistan Television can be watched in:
(a) 30 countries (b) 40 countries (c) 50 countries (d) None of these.
- (17) Reuters is the news agency of:
(a) Holland (b) France (c) England (d) None of these.
- (18) UPI is the abbreviation of:
(a) United Press of India (b) United Press International
(c) United Press of Indonesia (d) None of these.
- (19) The founder editor of Nawa-e-Waqt was:
(a) Hameed Nizami (b) Majeed Nizami
(c) Arif Nizami (d) None of these.
- (20) The meeting of professionals having a series of prepared lectures, followed by questions and answers, is called:
(a) Seminar (b) Workshop (c) Symposium (d) None of these

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FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS
IN PBS-17, UNDER THE FEDERAL GOVERNMENT, 2002

JOURNALISM

TIME ALLOWED: THREE HOURS MAXIMUM MARKS: 100

NOTE: Attempt FIVE questions in all, including QUESTION NO. 8 which is COMPULSORY, by selecting at least TWO questions from each of the SECTIONS - I & II. All questions carry EQUAL marks.

SECTION - I

1. Urdu journalism is divided into three periods i.e. before the creation of Pakistan, from 1947 to 1980 and from 1980 up to the present times. What, in your opinion, are the differences among these periods?
2. Can the journalism of Maulana Zafar Ali Khan, Maulana Abu-al-Kalam Azad or Maulana Muhammad Ali Johar succeed in today's world? If not, then give solid reasons in this respect.
3. In the west, the electronic media has not succeeded in taking the position of the print media. Explain.
4. It is said that if the Taliban had the media with them, they would never have been defeated. Do you think so? Give a comprehensive answer.

SECTION - II

5. Is it correct that you cannot sell even gold without advertising?
6. An able public relations officer can keep an organization from sinking. Explain.
7. Write short notes on the followings:
 - (a) Press Council.
 - (b) CNN
 - (c) Press Ethics
 - (d) APNS.

COMPULSORY QUESTION

8. Give only appropriate response in the answer book. Do not reproduce the question.
 - (A) Choose the correct option from the given choices.

1	What is meant by editorial note:	
	(a) Small editorial	(b) Editor's notes
	(c) Additional editorial	(d) None of these.
2	The news which appears in the papers two or three days before an important event is called:	
	(a) Curtain Raiser	(b) Background
	(c) Follow up.	(d) None of these.
3	Who is the most important person in the T.V.NEWS:	
	(a) NEWS caster	(b) Camera-man
	(c) PEON	(d) None of these.

JOURNALISM

4	Hasrat Mohani published the news paper:	(a) The Comrade	(b) Al-Hijal
		(c) Urdu-i-Muallah	(d) None of these.
5	The Nawa-i-Waqat started its publication in:	(a) 1940	(b) 1945
		(c) 1947	(d) None of these.
6	Irsbad Ahmed Haqani writes his column under:	(a) Harf-i-Haq	(b) Harf-i-Akhar
		(c) Harf-i-Tamannah	(d) None of these.
7	Who was the first editor of the daily Jang?	(a) Mir Javed-ur-Rehman	(b) Mir Shakeel-ur-Rehman
		(c) Mir Khalil-ur-Rehman	(d) None of these.
8	Which of the private Pakistani T. V. Channel has the greatest number of viewers?	(a) P.T.V.	(b) S.T.N.
		(c) GEO	(d) None of these.
9	Which official is called the pilot of the news paper:	(a) The editor	(b) The news editor
		(c) The reporter.	(d) None of these.
10	Communication is a:	(a) Theory	(b) Strategy
		(c) Process	(d) None of these.
11	The head office of "The Khabrain" is in:	(a) Karachi	(b) Islamabad.
		(c) Lahore.	(d) None of these.
12	APNS represents:	(a) Editors	(b) Reporters
		(c) News paper owners	(d) None of these.
13	P. T. V. started its transmission in the regime of:	(a) Ayub Khan	(b) Yahya Khan
		(c) Bhutto	(d) None of these.
14	Which is the largest circulated newspaper of Pakistan?	(a) The Dawn	(b) The Jang
		(c) The Nawa-i-Waqat	(d) None of these.
15	The Nation is the sister publication of:	(a) The Dawn	(b) The Jang
		(c) The Nawa-i-Waqat	(d) None of these.
16	AFP is the news Agency of:	(a) England	(b) America
		(c) France	(d) None of these.
17	Who was the founder of the Dawn?	(a) Haroon brothers	(b) Quaid-i-Azam
		(c) Altaf Hussain	(d) None of these.
18	Wax-wylie wrote:	(a) Exploring Journalism	(b) Mass Communication
		(c) Radio and T.V. Writing	(d) None of these.
19	Who was the founder of yellow journalism.	(a) William Hurst	(b) William John
		(c) William Hieky	(d) None of these.
20	The Urdu edition of the Comrade was called:	(a) Humdard	(b) Jan-i-Jahan-Numah
		(c) Akhar-Jahan	(d) None of these.

FEDERAL PUBLIC SERVICE COMMISSION

**COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS
IN PBS-17, UNDER THE FEDERAL GOVERNMENT, 2003**

JOURNALISM

TIME ALLOWED: THREE HOURS **MAXIMUM MARKS: 100**

NOTE: Attempt FIVE questions in all, including Question No. 8 which is **COMPULSORY**. Select at least TWO questions from each SECTION. All questions carry EQUAL marks. Write clearly.

SECTION - I

1. What is meant by cognitive theory of Communication and cognitive dissonance? Suggest measures to overcome physical and psychological barriers causing cognitive dissonance.
2. The history of Pakistan movement and of journalism in the subcontinent is inextricably woven with each other. Elaborate the role played by any two distinguished Muslim journalists in the freedom movement.
3. Explain the concept of 'Embedded Journalism'. Do you think it had compromised news objectivity and freedom of press?
4. Cable TV has made possible transmission of foreign satellite TV channels content at mass level in Pakistan. Suggest measures to check delinquency, violence, vulgarity, indecency and hate crimes of their content.

SECTION - II

5. What are the functions of a public relation consultancy? How could a P.R. man be aided by using the services of such consultancy?
6. Editorial is the voice of a newspaper. In the light of this statement, evaluate any three editorials of an English/Urdu national daily of your choice.
7. Write short notes on the following:
 - (a) Opening up of electronic media to the private sector in Pakistan.
 - (b) Significance of folk and traditional media in creating mass awareness about development activities in rural areas.
 - (c) Importance of research and creativity in advertising.
 - (d) Difference between structure of a news story for radio and a newspaper.

COMPULSORY QUESTION

8. Write only the correct answer in the Answer Book. Do not reproduce the question.
 - (1) Back bench is the senior editorial executives of a Newspaper:

(a) Correct	(b) Incorrect
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 - (2) Yellow Journalism is a newspaper/journal printed on cheap yellow papers:

(a) Correct	(b) Incorrect
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 - (3) Accredited journalists are the Journalists having permission cards from the Home Department for press duties:

(a) Correct	(b) Incorrect
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 - (4) Drop line and dropout is one and the same thing:

(a) Correct	(b) Incorrect
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 - (5) Civil and Military Gazette was first published from:

(a) Karachi	(b) Lahore
(c) Delhi	(d) None of these

JOURNALISM

- (6) First Editor of DAWN was:
 (a) Pothan Joseph (b) Faiz Ahmad Faiz
 (c) Quaid-i-Azam (d) None of these
- (7) TV commercial lasting more than a second is called blink ads:
 (a) Correct (b) Incorrect
- (8) Plagiarism is unauthorised use of another person's copyright material without acknowledgement:
 (a) Correct (b) Incorrect
- (9) The right to freedom of speech and expression of citizens is enshrined in the Constitution of Pakistan under Article:
 (a) 15 (b) 19
 (c) 81 (d) None of these
- (10) Master Antenna TV (MATV) & Cable Antenna TV (CATV) for transmission of TV channels are similar systems:
 (a) Correct (d) Incorrect
- (11) Slug Line are the words to identify news copy/story:
 (a) Correct (b) Incorrect
- (12) The functional approach of mass media operates, "through a nexus of mediating factors".
 (a) Correct (b) Incorrect
- (13) The "hypodermic needle or Bullet theory of communication" was introduced in 1960:
 (a) Correct (b) Incorrect
- (14) The concept of TWO-Step Flow of information was presented by Lazarsfeld in 1940s:
 (a) Correct (b) Incorrect
- (15) Scoop is a major news story shared by newspapers:
 (a) Correct (b) Incorrect
- (16) Pakistan Electronic Media Regulatory Authority (PEMRA) was established in March, 2000:
 (a) Correct (b) Incorrect
- (17) The Author of 'The Global City' is:
 (a) Dr. Tahir Masood (b) Javed Jabbar
 (c) Ms. Shahwar Junaid (d) None of these
- (18) Which one is the largest cable network in Pakistan?
 (a) Info Highway CTV Network
 (b) Worldcall (Media Majie CTV Network)
 (c) National Broadband CTV Network (NBC)
 (d) None of these.
- (19) FM Radio means Frequency Modulation Radio:
 (a) Correct (b) Incorrect
- (20) The 'Causes and Effects Theory' of mass communication was developed by Joseph Klapper:
 (a) Correct (b) Incorrect

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FEDERAL PUBLIC SERVICE COMMISSION

**COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS
IN BPS-17, UNDER THE FEDERAL GOVERNMENT, 2004**

JOURNALISM

TIME ALLOWED: THREE HOURS _____ **MAXIMUM MARKS: 100**

NOTE: Attempt **FIVE** questions in all, including **QUESTION NO.9** which is **COMPULSORY**.
Select **Two** question from each **SECTION**. All questions carry **EQUAL** marks.

SECTION -I

1. What do you mean by a communication theory and how it is constructed?
2. "SMCR (Berlo's model) is an obsolete model in 21st century". Write your frank comments?
3. "News is drama and story telling" Discuss.
4. "Concept of responsibility precludes objectivity". Do you agree? Write your argumentative answer.

SECTION -II

5. Give a comparative analysis of writing styles of Maulana Zafar Ali Khan and Maulana Abul Kalam Azad.
6. "Public relation and advertising is not everybody's cup of tea". Discuss.
7. Write short notes on any two column writers(Urdu/English) of your choice. Also give the reason(s) of your selection?
8. Write a critical note on the present status of magazine journalism in Pakistan. Evaluate the personality of any magazine, you like the most.

COMPULSORY QUESTION

9. Write only the correct answer in the Answer Book. Do not reproduce the question.
 - (1) A large size headline across the entire page is called:
(a) Deck (b) Banner (c) Lead (d) None of these
 - (2) A sheet containing facts and detailed information on any issue is known as:
(a) Summary (b) Write up (c) Backgrounder (d) None of these
 - (3) Muhammadan Social Reformer was the English Name of:
(a) Muhazzab (b) Makhzan (c) Tahzeeb-ul-Akhlaq (d) None of these
 - (4) Daily Dawn started in:
(a) 1940 (b) 1942 (c) 1944 (d) None of these
 - (5) The number of radio stations which Pakistan got in 1947 was:
(a) 5 (b) 2 (c) 3 (d) None of these

JOURNALISM:

- (6) CPNE is the representative body of:
(a) Editors (b) Newspaper owners
(c) Working Journalist (d) None of these
- (7) Leader is the name of:
(a) Leading story on the front page (b) Main Feature
(c) Opening editorial (d) None of these
- (8) S.M.C.R. is a well known:
(a) Communication Theory (b) Communication Strategy
(c) Communication Model (d) None of these
- (9) A Story appearing with the name of the writer is called:
(a) Credit line (b) By line (c) Print line (d) None of these
- (10) Dr. Goebbles is known as father of:
(a) Advertising (b) Public Relation (c) Propaganda (d) None of these
- (11) Radio Pakistan was converted into Pakistan Broadcasting Corporation in:
(a) 1964 (b) 1972 (c) 1976 (d) None of these
- (12) P.P.O. was amended in:
(a) 1962 (b) 1963 (c) 1964 (d) None of these
- (13) The cultivation theory was put forward by:
(a) Denis McQuail (b) Joseph (c) George Gerbner (d) None of these
- (14) The author of the famous book Covering Islam is:
(a) Noam Chomsky (b) Edward Said
(c) Pamela Shoemaker (d) None of these
- (15) The concept of Development Support communication was presented by:
(a) Joseph Ascroft (b) Erskine Childer
(c) Quebral (d) None of these
- (16) The head quarter of CNN is situated in:
(a) New York (b) Washington (c) Atlanta (d) None of these
- (17) The name of the international organization working for two-way flow of communication is:
(a) Transparency International (b) UNESCO
(c) Amnesty International (d) None of these
- (18) A full service advertising agency has:
(a) Two departments (b) Three departments
(c) Four departments (d) None of these
- (19) The public relations department of the Federal Government is known as:
(a) DGPR (b) PID
(c) DPR (d) None of these
- (20) The Orient Press of India was a news agency belonging to the:
(a) Muslims (b) Hindus
(c) British (d) None of these

FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BPS-17, UNDER THE FEDERAL GOVERNMENT, 2005



JOURNALISM

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE: Attempt FIVE questions in all, including QUESTION NO.9, which is COMPULSORY. Select Two questions from each SECTION. All questions carry EQUAL marks.

SECTION - I

1. How do you define communication? With the help of different models describe the process of communication.
2. Looking into latest developments taking place in the field of journalism determine the role of a journalist in the 21st Century.
3. "Press is a vital necessity in the progress and welfare of a nation because it is through the press that a nation can be guided and its opinion moulded." In the light of this statement of Quaid-i-Azam, look into the obligations and responsibilities of the press in today's Pakistan.
4. In spite of being highly potential and popular medium, Television in Pakistan has failed to play a key role in national development and to promote our values and culture. Make critical analysis.

SECTION - II

5. Describe the criteria and parameters of selecting and structuring the news.
6. An effective public relations effort is the result of a four-step process:
(a) information gathering (b) planning
(c) communication (d) evaluation
Discuss.
7. How do you define advertising? Describe the functions and discuss the scope and prospects of advertising as a profession in Pakistan.
8. Write analytical notes on the following:
(a) Magazine journalism — its scope and social aspects.
(b) Code of ethics for print media.

COMPULSORY QUESTION

9. Write only the correct answer in the Answer Book. Do not reproduce the question.
 - (1) The way in which the message travels to the receiver is called:
(a) Encoding (b) Decoding
(c) Channel (d) Source (e) None of these
 - (2) Intrapersonal communication involves:
(a) An individual thinking or talking to himself.
(b) An individual talking to another individual.
(c) An individual talking to a group.
(d) An individual communicating to a large number of people.
(e) None of these
 - (3) Any message given by other than the literal interpretation of words is called:
(a) Verbal communication (b) Nonverbal communication
(c) Audio communication (d) Visual communication (e) None of these
 - (4) A person (or group) who has control over what information is disseminated to the audience, is known as:
(a) Reporter (b) Regulator
(c) Gatekeeper (d) Newscaster (e) None of these
 - (5) The concept of "Global Village" was first introduced by:
(a) Marshal McLUHAN (b) Wilbur Schramm
(c) Charles Wright (d) Joseph Klapner (e) None of these

JOURNALISM

- (6) Broadcast media may be classified by:
(a) Type of signal output (b) Target audience
(c) Programming format and source (d) All the three (e) None of these
- (7) To be considered a daily, a newspaper has to appear at least:
(a) Four times a week (b) Five times a week
(c) Six times a week (d) Seven times a week (e) None of these
- (8) The news of important public events appearing in the front sections of a newspaper, are called:
(a) Hard news (b) Soft news
(c) Investigative news (d) Feature news (e) None of these
- (9) The major function of Television is to provide:
(a) Entertainment (b) Information
(c) Education (d) All the three (e) None of these
- (10) The famous communication Model SMCRE was devised by:
(a) Roger (b) Lasswell
(c) Osgood (d) Schramm (e) None of these
- (11) Radio is a:
(a) Cool medium (b) Hot medium
(c) Both (a) and (b) (d) None of these
- (12) The author of well known communication book "Process and Effects of Mass Communication" is:
(a) David Berlo (b) Marshal McLUHAN
(c) Wilbur Schramm (d) Herbert Brucver (e) None of these
- (13) The founding fathers of the mathematical or electronic theory of communication are:
(a) Roger and Berlo (b) Shannon and Weaver
(c) McQuail and Windahl (d) Blumer and Katz (e) None of these
- (14) ABC is the abbreviation of:
(a) Asian Broadcasting Council (b) American Broadcasting Corporation
(c) American Bureau of Circulation (d) Audit Bureau of Circulation
(e) None of these
- (15) APF is the news agency of:
(a) America (b) Asia
(c) Pakistan (d) India (e) None of these
- (16) The largest English newspaper of Pakistan is:
(a) Dawn (b) The News
(c) The Nation (d) Daily Times (e) None of these
- (17) The founder of Jang-Group of News papers is:
(a) Mir Shakil ur Rehman (b) Mir Khalif ur Rehman
(c) Mir Javed ur Rehman (d) Mir Ibrahim ur Rehman (e) None of these
- (18) The editor of daily Nawa-e-Waqt is:
(a) Majeed Nizami (b) Hamid Nizami
(c) Arif Nizami (d) Fahd Hussain (e) None of these
- (19) The daily Dawn was founded by:
(a) Agha Khan (b) Quaid-i-Azam
(c) Mohtrama Fatima Jinnah (d) Mahmood Haroon (e) None of these
- (20) Kuldip Nayar is a well known Indian:
(a) Hockey player (b) TV artist
(c) Film star (d) Journalist (e) None of these
