



**CSS
JOURNALISM
&
MASS COMMUNICATION**

Solved MCQs



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Journalism & Mass Communication
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- 1. Find the odd one out of the following:**
(a) Cable TV (b) Television
(c) Radio (d) Newspaper
- 2. Find the odd one out of the following:**
(a) Perceptual variations (b) Lack of command
(c) Personal emotions (d) Biases
- 3. Find the odd one out of the following:**
(a) Audio communication
(b) Aural communication
(c) Verbal communication
(d) Visual communication
- 4. Find the odd one out of the following:**
(a) Informal communication
(b) Formal communication
(c) Grapevine (d) Gossip
- 5. Find the odd one out of the following:**
(a) Problem due to linguistic difference
(b) Semantics
(c) Barriers (d) Noise
- 6. Which is the probability technique used in survey research?**
(a) Cluster sampling
(b) Simple random sampling

- (c) Stratified random sampling
(d) All of the above
7. **The non-probability technique used in survey research is**
(a) Quota sample (b) Purposive sample
(c) Accidental sample (d) All of the above
8. **Multi-stage sampling is also known as**
(a) Stratified sampling (b) Purposive sampling
(c) Quota sampling (d) Cluster sampling
9. **Which sampling involves picking up of cases that are judged to be 'typical' of the population?**
(a) Purposive sampling (b) Quota sampling
(c) Accidental sampling (d) Cluster sampling
10. **To choose the news items for the newspaper and to correct the language, spelling and remove all the unimportant sentences are the functions of:**
(a) Reporter (b) Editor
(c) Writer (d) None of the above
11. **Independent variable and dependent variable are variables of which method available to a communication researcher?**
(a) Survey Method
(b) Content Analysis Method
(c) Historical Method
(d) Experimental Method
12. **To keep only the essential parts in the picture is called:**
(a) Cropping (b) Editing
(c) Edging (d) None of the above
13. **Which composing method is also called as cold type setting?**
(a) Machine setting (b) Phototype setting
(c) Hand setting (d) None of the above

14. **Headlines are generally given by:**
(a) Photographers (b) Reporters
(c) Editors (d) Page designers
15. **What should be avoided while writing the masthead?**
(a) Writing in small size
(b) Writing in a fixed place on the front page every day
(c) Writing in distinctive bold point
(d) All of the above
16. **Using of all elements in the population and taking a lottery to select the desired number of elements from the totality is:**
(a) Cluster Sampling
(b) Simple Random Sampling
(c) Stratified Random Sampling
(d) None of the above
17. **Points included in the coverage of any game are**
(a) Means of players
(b) Crucial moments of the game
(c) Final score
(d) All of the above
18. **Which of these news values are not highlighted in sports news story?**
(a) Progress in terms of statistics
(b) Human interest
(c) Prominence of the sports event
(d) None of the above
19. **Which media would be ideal to attract the attention of children to sell chocolates to them?**
(a) TV (advertisements) (b) Leaflets
(c) Radio (d) Newspapers

20. **What is the meaning of circulation in the parlance of the print media?**
(a) Number of editions
(b) Number of copies printed
(c) Number of copies sold (d) None of the above
21. **A Journalist need not be _____ while covering an event.**
(a) Inquisitive (b) Domineering
(c) Impartial (d) Meticulous
22. **Which one of the following do not provide entertainment to the targeted audience?**
(a) Leaflets
(b) Newspapers features
(c) TV programmes (d) Magazines
23. **What is average frequency?**
(a) Total exposures in a given time period
(b) Total Exposures
(c) Audience Reach
(d) None of the above
24. **What is the job of development reporter?**
(a) To inform readers, listeners and viewers about various plans
(b) To help in creating awareness about the developmental issues
(c) To create an atmosphere of understanding the objectives of the schemes
(d) All of the above
25. **What do you understand by GRPs?**
(a) The number of points earned by an advertising campaign
(b) The number of readers reading an advertisement
(c) The number of advertising insertions in one campaign

- (d) All of the above
26. **What is Print Run?**
- (a) The number of copies sold by one particular retailer
 - (b) Print Run + Complementary Copies
 - (c) Print Run – Complementary Copies
 - (d) The number of copies produced under a print order
27. **In downward communication, messages**
- (a) Flow from the top to the bottom of the organization structure
 - (b) Are meant to be exchanged between the members of the top brass
 - (c) Flow from the bottom to the top of the organization structure
 - (d) None of the above
28. **An interview is a type of**
- (a) Mass communication
 - (b) Dyadic communication
 - (c) Multimedia communication
 - (d) None of the above
29. **Who developed the first paper for the mankind?**
- (a) The Mayans
 - (b) The Aryans
 - (c) The Sumerians
 - (d) The Chinese
30. **What are net sales in the parlance of book publishing?**
- (a) The number of books or magazines available for sales
 - (b) The number of books or magazines sold by one retailer or bookshop
 - (c) The number of books or magazines printed by a publisher at one time
 - (d) None of the above

- 31. Which of the following is not a part of seven C's of communication?**
- (a) Clarity (b) Courtesy
(c) Content (d) Consideration
- 32. The art of listening can help a person become a good communicator. How is that so?**
- (a) Patient listeners quite often win the hearts of speakers
(b) Good listeners can become good executives and leaders
(c) He would become more patient if he listens to the other person
(d) If he listens to the other person carefully, he would be able to send his message to others accordingly
- 33. Who was not a part of the team that developed the transistor?**
- (a) Julius Lilienfeld (b) William Shockley
(c) Walter Brattain (d) John Bardeen
- 34. Who invented the TV?**
- (a) Chester Carlson (b) C. Francis Jenkins
(c) Alexander Graham Bell (d) John Logie Baird
- 35. Which of the following is not a traditional media?**
- (a) Music (b) TV
(c) Painting (d) Literature
- 36. Which of the following is not a modern media?**
- (a) Sculpture (b) Cinema
(c) Radio (d) The Press
- 37. Which of the following is not a responsibility of the media?**
- (a) Passing remarks on the personal lives of film stars
(b) Dissemination of the news

- (c) Commenting on the contemporary socio-political scenario
- (d) All of the above
- 38. Which of the following statements is true for journals?**
- (a) They feature all types of news, views, and entertaining events
- (b) They are not prepared under the guidance of expert editors, writers and researchers but by journalists and freelance writers from the open market
- (c) They are not a part of the print media
- (d) They concentrate on industry-specific stream-specific or trade-specific issues, which are defined before hand
- 39. Cinema is a/an**
- (a) Audio media (b) Print media
- (c) Visual media (d) Audiovisual media
- 40. The MMS is a/an**
- (a) Audio media (b) Visual media
- (c) Audiovisual media (d) None of the above
- 41. The Conditional Access System (CAS) allows the viewers to**
- (a) Interact with TV channels through the set-up boxes
- (b) Cut down the costs of television viewing
- (c) Select TV channels of their choice
- (d) None of the above
- 42. Dyadic communication is the transfer of messages from a person**
- (a) To a mass audience
- (b) To another person and vice versa
- (c) To a group of persons
- (d) None of the above

- 43. Which of the following cannot be delivered to a mass audience through the currently used media vehicles?**
- (a) Products (b) Information
(c) Music (d) All of the above
- 44. Which of the following is true for informal communication?**
- (a) It disseminates information at high speed
(b) It enhances performances of people through the use of grapevine
(c) It promotes harmony and resolves many problems
(d) None of the above
- 45. Which of the following would not give us city information?**
- (a) Seminar (b) PA system
(c) TV (d) Radio
- 46. What is a media brief?**
- (a) A checklist for media planners to help them prepare a media plan for a client organization
(b) A type of media vehicle
(c) Expenditure done on a media campaign that has been executed
(d) None of the above
- 47. A media brief includes**
- (a) Seasonality/time of introduction of the product/service
(b) Board set of objectives
(c) Geography/location of the targeted markets
(d) All of the above
- 48. What is a house journal?**
- (a) It is a private in house magazine that is circulated among the members of a firm, industry, or trade, and it conveys the views of the management or other people working in that firm/industry/trade

- (b) It is a low-cost edition of a top-selling magazine that is sold to specific market niches at a lowcost
 - (c) It is magazine of a publishing group that is given free of cost to some readers
 - (d) None of the above
- 49. What is a media plan?**
- (a) A costing sheet for a media brief
 - (b) Another name for an advertising campaign
 - (c) A blueprint of execution schedule of an advertising campaign
 - (d) An annexure of a media brief
- 50. TRPs of TV serials are calculated on**
- (a) Daily basis
 - (b) Weekly basis
 - (c) For nightly basis
 - (d) Monthly basis
- 51. Reach and frequency of an advertisement is calculated by studying the targeted audience over a period of**
- (a) 4 months
 - (b) 6 weeks
 - (c) 4 weeks
 - (d) 3 months
- 52. What is the difference between the WAP and Bluetooth?**
- (a) The WAP is an analog technology whereas Bluetooth is digital technology
 - (b) The WAP is used by cellular phone users to surf through the Net whereas Bluetooth facilitates data exchange without wires and cables
 - (c) The WAP is a wireless technology whereas Bluetooth is a wire-based technology
 - (d) The WAP and Bluetooth are the same
- 53. When was colour TV introduced in Pakistan?**
- (a) In 1979
 - (b) In 1980
 - (c) In 1976
 - (d) In 1986

- 54. What does the book review correspondent do?**
- (a) He interacts with the authors of various books but does not review books
 - (b) He only screens the books and picks up the one that would be reviewed by another person
 - (c) He organises the book review panel
 - (d) He reviews the books that are given to him for this purpose
- 55. Bar charts and histograms are often used to represent economic data. Which media are using them nowadays?**
- (a) Only magazines
 - (b) Only TV
 - (c) TV, newspapers, catalogues and brochures
 - (d) All types of media
- 56. What is junk mail?**
- (a) In the parlance of TV viewing, it refers to the receipt of phone calls by a VJ.
 - (b) In the parlance of radio broadcast, it refers to the receipt of phone calls by a Radio Jockey.
 - (c) In the parlance of postal services, it refers to the receipt of sales letters and mailers
 - (d) In the parlance of internet operations, it refers to the receipt of pornographic and other socially irrelevant messages in an e-mail box
- 57. Which media does not make the use of eyes and ears simultaneously?**
- (a) TV advertisements
 - (b) SMS
 - (c) MMS
 - (d) Cinema
- 58. Mass Communication**
- (a) Is more effective than dyadic communication so far as reach is concerned
 - (b) Is an impersonal tool for delivering information to the masses
 - (c) Does not need technology-based media vehicles

- (d) Is meant for delivering messages to the residents of a city
59. **We can use internet for**
- (a) Interacting with many net surfers through Internet Relay Chat (IRC)
 - (b) Sending and receiving e-mail
 - (c) Sending SMS messages to many people at the same time through PC to phone messaging tools
 - (d) All of the above
60. **Books are also mass communication tools, because**
- (a) They use state-of-the-art printing techniques and the presentations are better than those of the audio-visual method
 - (b) They entertain people
 - (c) They are subject-specific
 - (d) They disseminate information and data among millions
61. **Live telecasts are covered by TV channels with the help of**
- (a) Low-power transponders
 - (b) OB vans
 - (c) Mobile TV vans
 - (d) None of the above
62. **A journalist should not have which of the following traits?**
- (a) The wisdom to give the right direction to his journalistic pursuits
 - (b) A drive for developing relations with powerful people to grind his own axe
 - (c) An ability to contact those people who are not willing to talk to him
 - (d) A keen sense of judgment to find out the real cause of an accident

- 63. Who is a crime reporter?**
- (a) A journalist who writes news, views and articles about the crime scenario
 - (b) A person who keeps in touch with the CBI and gives vital facts to the press about its operations
 - (c) A person who gives information to the media about police operations
 - (d) A journalist who covers the news related to criminal courts
- 64. In an Internet network**
- (a) There cannot be more than three nodes connected to the main computer system
 - (b) Only one Internet connection is needed and other nodes of the network can use it
 - (c) Connectivity is given by an ISP.
 - (d) None of the above
- 65. Why is the repetition of a message necessary?**
- (a) The audience needs to be informed about the product, scenario or concept time and again, lest they should forget it altogether
 - (b) Costs come down as the messages are sent through the same vehicle
 - (c) Messages must be repeated, else the advertising firms and TV/radio stations would sit idle
 - (d) Repeated advertisements create an image of the media in the minds of the targeted audience
- 66. What is the full form of CATV?**
- (a) Conductor for Antenna Television
 - (b) Conduit for Antenna Television
 - (c) Community Access Television
 - (d) Community Action Televised View
- 67. Which one of the following messages can be sent to the mass audience at very low cost?**
- (a) The news of expansion of the ministry

- (b) Information about the screening of a new movie in city theatres
 - (c) An advertisement of potato chips
 - (d) A schedule of the polio campaign
- 68. Which of the following is not a mass communication exercise?**
- (a) A salesman talks to his client over telephone and asks for payment
 - (b) A van moves about in a village and a PA system aboard the van tells the villagers about the risks of acquiring AIDS
 - (c) A radio announcer gives news in brief at 10:00 a.m. on the FM channel
 - (d) An Internet website uses multimedia presentation techniques to promote its products
- 69. Identify the true statement**
- (a) Journalist must be allowed to visit such areas as are deemed sensitive from the viewpoint of a nation's defence
 - (b) Communication between a person and a group is called dyadic communication
 - (c) Radio is an audio media
 - (d) TV is a visual media
- 70. Which of the following is not an advantage of TV?**
- (a) The audience remain glued to TV and hence, they do not do much physical work
 - (b) The audience remain glued to TV and hence, they learn a lot about products / services / concepts / news that are telecast on the same
 - (c) Live coverage is done by many TV channels
 - (d) Information given by it is current and upto date

71. Identify the true statement

- (a) Leaflets and small documents can be printed in a mini offset press
- (b) Newspapers use poor quality newsprint because they are not to import high-quality newsprint
- (c) A hoarding is an audio-visual media
- (d) All of the above

72. Identify the true statements

- (a) Journals are general magazines with no industry-specific sets of information
- (b) Mark Tully never worked for the BBC
- (c) In a star network, all the nodes are connected to a common centre of node
- (d) James Murdoch belongs to the Zee-Turner group

73. Special correspondents are invariably

- (a) Not keen to dabble into the fields of regional, national, and global politics
- (b) Told to write on economy, industry and the basic sciences
- (c) Highly educated journalists
- (d) Well connected in the highest echelons of (political) power

74. Identify the true statement

- (a) The full form of CNN is California Network and News
- (b) The National Herald once belonged to the TOI group
- (c) A faulty telephone line is a barrier to communication
- (d) Semantics is the technique of forming new words and phrases

75. The term Press normally does not include

- (a) Newspapers
- (b) Journals

- (c) Magazines (d) Internet webistes
76. **Silence is also a form of**
(a) Communication (b) Dissent
(c) Protest (d) Rebellion
77. **Sun is a tabloid being published from**
(a) Gothenburg (b) London
(c) San Francisco (d) Karachi
78. **A science correspondent should have an academic background in**
(a) The social sciences
(b) Journalism and feature writing
(c) An engineering stream
(d) The basic sciences
79. **A group discussion is a form of**
(a) Mass communication
(b) Dyadic communication
(c) Multiadic communication
(d) None of the above
80. **In order to deliver the message to the right set of audiences**
(a) The duration of the message is increased in one particular advertisement
(b) The number of insertions per week (in a media vehicle) is increased
(c) Market segmentation is done
(d) Market testing is done
81. **What is Internet Addiction Disorder?**
(a) It is the change in the behavior of an Internet user due to consistent use of Internet based services; such a user becomes secluded, depressed and easily angry
(b) It is a state of discontent that arises due to faulty transmission of e-mail messages

- (c) It is the change in the psyche of children because of their addiction to the Net
- (d) None of the above
- 82. In which year, the first commercial company for the manufacture of radio equipment, The Wireless Telegraph & Signal Company Ltd. (England) was set up?**
- (a) 1899 (b) 1897
(c) 1889 (d) 1885
- 83. WHA was an experimental station located in the University of**
- (a) Oxford (b) J.N.U
(c) Harvard (d) Wisconsin
- 84. Which of the following does not fall in the category of higher frequencies?**
- (a) Gigahertz (1,000,000,000 cycles per second)
(b) Kilohertz (100 cycles per second)
(c) Sinzahertz (50,000 cycles per second)
(d) Megahertz (1,000,000 cycles per second)
- 85. Which of the following is true for the communication model of Schramm?**
- (a) Decoding has been replaced
(b) Context of stimuli has been used
(c) Noise and feedback has been added
(d) Encoding has been replaced
- 86. Which of the following is based on the fact that powerful media are modified by group relations?**
- (a) The reception model
(b) The publicity model
(c) The transmission model
(d) The expressive model
- 87. Interpersonal communication is**
- (a) Communication with public
(b) Communication with crowd

- (c) Communication with one's own mind
(d) Communication between two individuals
- 88. Which of the following enhances performance of people through the use of grapevine?**
- (a) Informal communication
(b) Intrapersonal communication
(c) Formal information (d) None of the above
- 89. Which of the following is a noise factor?**
- (a) Five senses
(b) Perceptual variations
(c) External element that hinders the process of communication
(d) All of the above
- 90. Which of the following is incorrect order?**
- (a) Sender → information → message coding → sender's background
(b) Information → sender → sender's background → message coding
(c) Message coding v sender's background → sender → information
(d) None of the above
- 91. Identify the true statement**
- (a) The full form of CNN is California Network and News
(b) A faulty telephone line is a barrier to communication
(c) The National Herald once belonged to the TOI group
(d) Semantics is the technique of forming new words and phrases
- 92. Who called his mass communication theory as "cultivation of dominant image patterns"?**
- (a) George Gerbner (b) Donald L. Shaw
(c) Maxwell McCombs (d) None of the above

93. **Who classified his theories on the basis of world's national media system?**
(a) Melvin DeFleur (b) George Gerbner
(c) Sandra Ball Rokeach (d) Siebert and others
94. **Communication needs a**
(a) Receiver (b) Channel
(c) Sender (d) All of the above
95. **Communication helps in**
(a) Integration (b) Persuasion
(c) Entertainment (d) All of above
96. **Intrapersonal communication is**
(a) Where more than two persons are involved
(b) Person-to-person contact
(c) Talking to oneself
(d) None of the above
97. **Which of the communication has an emotional appeal?**
(a) Group communication
(b) Intrapersonal communication
(c) Interpersonal communication
(d) None of the above
98. **Audience and feedback are the two main components of**
(a) Interpersonal communication
(b) Mass communication
(c) Intrapersonal communication
(d) None of the above
99. **Speaker-Speech-Audience are the elements of whose model of communication?**
(a) Harold Lasswell (b) Claude Shannon
(c) Wilbur Schramm (d) Aristotle
100. **Who introduced the concept of noise in model of communication?**
(a) George Gerbner

- (b) Claude Shannon and Warren Weaver
(c) Wilbur Schramm
(d) Charles E. Osgood
- 101. Which model refers to Gatekeeper's Concept?**
(a) Bruce Westley and MacLean's
(b) George Gerbner's
(c) Shannon and Weaver's
(d) Theodore Newcomb's
- 102. In the parlance of audio-visual media, what do you understand by the term reach?**
(a) The product of frequency and the average household size
(b) The number of people/households watching a soap during a given six-month period
(c) The number of people/households exposed to an advertising campaign during time frame
(d) None of the above
- 103. A seller of an electronic device gives a small booklet to his customers at the time of sale of that device. What is the name of this booklet?**
(a) Technical Booklet (b) User's Manual
(c) Catalogue (d) Brochure
- 104. Which stage of Interpersonal Communication lowers our social guard a little?**
(a) The Phatic Stage
(b) The Intermediate Stage
(c) The Intimate Stage (d) The Personal Stage
- 105. What is the name of that continent which first published the newspaper in the world?**
(a) Australia (b) Asia
(c) Europe (d) Africa
- 106. On March 11, 1702, the first daily newspaper appeared in London called**
(a) Sun (b) Daily Courant

- (c) Mirror (d) Morning Post
107. **Who is the eighteenth century's most important journalist?**
(a) Anne Green (b) John Milton
(c) Abraham Lincoln (d) Daniel Defoe
108. **Who started the Father and Spectator?**
(a) James Ford (b) John Milton
(c) Steele and Addison (d) Henry Ford
109. **The age of satellite communication began in the year**
(a) 1962 (b) 1964
(c) 1966 (d) 1974
110. **Aurobindo was the editor of**
(a) Harijan (b) Pioneer
(c) Vande Mataram (d) Chronicle
111. **Which of the following is/ are called as fourth estate?**
(a) Print media (b) Visual media
(c) Electronic media (d) All of the above
112. **Which of the following ranks first in the total publications in Pakistan?**
(a) Fortnightlies (b) Monthlies
(c) Dailies (d) Weeklies
113. **Highest number of newspapers published in Pakistan are in**
(a) Urdu (b) Punjabi
(c) Sindhi (d) English
114. **Wireless telegraphy was developed by**
(a) Heinrich Hertz (b) James Watt
(c) Thomas Alva Edison (d) Guglielmo Marconi
115. **Who gave the following definition of mass communication who says what in which channel to whom with what effect?**
(a) Socrates (b) Harold D. Lasswell

- (c) Aristotle (d) Harold J. Laskie
116. **Who presented the 'Mathematical' model of communication?**
(a) Weaver and Charles Hugg
(b) David Becham and D.J. Reed
(c) Teg Blues and Tom Morrison
(d) Shannon and Weaver
117. **Aristotlean model of communication does not have**
(a) Feedback (b) Listeners
(c) Speaker (d) Speech
118. **Who wrote Mass Media and National Development?**
(a) Everett Rogers (b) Johannes Gutenberg
(c) Daniel Lerner (d) Wilbur Schramm
119. **World's first newspaper Acta Diurna belonged to which country?**
(a) Germany (b) Rome
(c) USA (d) France
120. **When was the moving transmission of TV started in Pakistan?**
(a) 1985 (b) 1988
(c) 1990 (d) 1993
121. **Which kind of the discussions give an insight into a person's interactive skills in a group, etc?**
(a) Group discussion (b) Public discussion
(c) Personal discussion (d) None of the above
122. **Which is most effective communication model that identifies the source message, content, channel, audience, etc.?**
(a) Harold Lasswell's model
(b) Schramm's Interactive model
(c) Brown's Holographic model
(d) None of the above

- 123. Which of the following is a later adaptor of new camp model and addressed itself particularly to various formal media related to mass communication?**
- (a) Westley and MacLean's model
 - (b) Theodore model
 - (c) George model
 - (d) None of the above
- 124. A model which sees communication essentially as a process of transmission.**
- (a) Weaver's model
 - (b) Gerbner's model
 - (c) Theodore model
 - (d) None of the above
- 125. When was the normative theory of mass communication introduced first?**
- (a) In 1950
 - (b) In 1956
 - (c) In 1963
 - (d) In 1957
- 126. Who added development media theory and democratic media theory in 1980?**
- (a) Harold Lasswell
 - (b) Wilbur Schramm
 - (c) Marshall McLuhan
 - (d) Denis McQuail
- 127. In which parts the mass media is divided?**
- (a) Savvy and media
 - (b) Open and closed media
 - (c) Print and electronic media
 - (d) None of the above
- 128. According to whom mass exists only in the minds of elite?**
- (a) Micheal Charlton
 - (b) Raymond Williams
 - (c) James Lull
 - (d) None of the above
- 129. Select the wrong statement regarding newspaper circulation.**
- (a) Small: upto 25,000 copies
 - (b) Medium: between 25,001 and 75,000 copies
 - (c) Big: more than 75,000 copies

- (d) None of the above
130. **Which country publishes maximum number of dailies in the world?**
(a) Japan (b) UK
(c) USA (d) Pakistan
131. **In how many parts the theories of communication can be divided?**
(a) One (b) Three
(c) Four (d) Five
132. **Which of the following is the function of the 'Mass Media'?**
(a) Advertising (b) Entertainment
(c) Information (d) All of the above
133. **Who differentiated between 'hot and cold' messages?**
(a) Wilbur Schramm (b) Val Gielgud
(c) Marshall McLuhan (d) Raymond Williams
134. **In the early eighteenth century which of the following presented all the preconditions for the rapid growth of a newspaper growth?**
(a) African colonies (b) English colonies
(c) Japanese colonies (d) American colonies
135. **Which of the following was given inscriptions on walls of temples and in copper plates and through victory coins and writings on rocks?**
(a) Anything (b) Clothes
(c) Money (d) News
136. **Robert Coles and Samuel Picke were the most prominent publishers of**
(a) Boston Newsletter (b) Coranto
(c) Diurnal (d) The Times
137. **What is called the fourth stage of the newsbook?**
(a) Coranto (b) Mercury
(c) Gazette (d) Diurnal

- 138. Selective retention in communication implies**
(a) Retain only what one would like to
(b) Retain the message in full
(c) Retain only visuals
(d) Retain only verbal messages
- 139. Identify the correct sequence of the following media in order of their evolution.**
(a) Radio, Television, Newspaper, Cinema
(b) Newspaper, Radio, Cinema, Television
(c) Newspaper, Cinema, Radio, Television
(d) Radio, Cinema, Newspaper, Television
- 140. In the second model of communication of Wilbur Schramm, the encoder was also the**
(a) Decoder (b) Transmitter
(c) Source (d) Signal
- 141. The concept of print-on-demand (POD) is associated with**
(a) Newspapers (b) Magazines
(c) House Journals (d) Books
- 142. The largest media house in the world is**
(a) Sony (b) Disney
(c) AOL Time Warner (d) Viacom CBS
- 143. The Annual Guillermo Cano World Press Freedom Prize by UNESCO in 2011 was given to**
(a) Razl Rivero, Cuba
(b) Ahmad Zeidabadi, Iran
(c) May Chidiac, Lebanon
(d) Amira Hass, Israel
- 144. Journalist James Gordon Bennett was associated with**
(a) New York Herald (b) The Times
(c) New York Times (d) The Pakistan Times

145. **In theoretical assessment, communication is equated with**
(a) Language (b) Invention
(c) Diffusion (d) Culture
146. **'Black Box' effect theory is related to**
(a) Advertising (b) Public Relations
(c) Communication
(d) Printing Technology
147. **The Tribune was first established at**
(a) Karachi (b) Rawalpindi
(c) Peshawar (d) Lahore
148. **A set of standards for determining the structure of a true newspaper was formulated for the first time by**
(a) Benjamin Harris (b) Otto Groth
(c) Thomas Emmel (d) Nathaniel Butler
149. **One of the long-term and indirect influences of mass communication is**
(a) Traditionalisation (b) Socialization
(c) Contemporisation (d) Routinisation
150. **Length of communication is a barrier to**
(a) Reception (b) Understanding
(c) Acceptance (d) Transmission
151. **Lasswell's model of communication was further improved by**
(a) Wilbur Schramm (b) Elihu Katz
(c) Braddock (d) David Berlo
152. **It is expected that news breeds**
(a) Entertainment (b) Expectation
(c) Learning (d) News
153. **Knowledge tends to create more knowledge is the thesis behind**
(a) The circular model (b) The helical model
(c) The telephone model

- (d) The spiral of silence model
- 154. Libertarianism was born during**
(a) The Age of Conflict (b) the Age of Reason
(c) The Age of Darkness
(d) The Age of Industrialisation
- 155. Identify the chronological order of the following:**
(a) Photography, telegraphy, telephone, film
(b) Photography, film, telegraphy, telephone
(c) Photography, telegraphy, film, telephone
(d) Telegraphy, photography, telephone, film
- 156. The first person to use the term 'gatekeeper' in communication was**
(a) Kurt Lewin (b) C.D. MacDougale
(c) Ralph Webb (d) J.E. Walsh
- 157. The concept of positivism is found in**
(a) Transnational communication
(b) Developmental communication
(c) Intercultural communication
(d) Organizational communication
- 158. The history of authoritarian theory can be traced to**
(a) Aristotle (b) Stuart Mill
(c) Adam Smith (d) Plato
- 159. Sky News is owned by**
(a) L.N. Mittal (b) Ted Turner
(c) Rupert Murdoch (d) John Kelly
- 160. Identify the correct sequence of the contributions of the following communication scholars**
(a) Wilbur Schramm, Harold Lasswell, Shannon and Weaver, E.M. Rogers
(b) Shannon and Weaver, E.M. Rogers, Wilbur Schramm and Harold Lasswell
(c) Harold Lasswell, E.M. Rogers, Wilbur Schramm, Shannon and Weaver

- (d) Harold Lasswell, Shannon and Weaver, Wilbur Schramm, E.M. Rogers
161. **In the context of communication, congruity refers to**
- (a) Truth (b) Agreement
(c) False (d) Imbalance
162. **The model which helps to locate the attribution and construction of meaning with the receiver**
- (a) Expressive (b) Ritual
(c) Publicity (d) Reception
163. **The well-known sequence 'Odessa Steps' appears in**
- (a) Mother
(b) War and Peace
(c) Battleship Potemkin
(d) Diary of a Country Priest
164. **Find the correct order of communication models in their chronological years**
- (a) FEX Dance-Lasswell-Osgood and Schramm-Shannon and Weaver
(b) Shannon and Weaver-Lasswell-Osgood and Schramm-FEX Dance
(c) Shannon and Weaver-Osgood and Schramm-Lasswell FEX Dance
(d) Lasswell-Shannon and Weaver-Osgood and Schramm-FEX Dance
165. **The element that distorts or disrupts a message being sent from a sender to a receiver is**
- (a) Cognitive (b) Medium
(c) Noise (d) Resonance
166. **The process of controlling the flow of information is**
- (a) Media event (b) Media strategy
(c) Frequenting (d) Gate keeping

- 167. The leading financial publication Wall Street Journal has been acquired by**
- (a) Bill Gates (b) Rupert Murdoch
(c) Ted Turner (d) Knight-Ridder
- 168. In the semiotic theory of communication, any organizing system of signs is referred to as a/an**
- (a) Code (b) Signal
(c) Symbol (d) Icon
- 169. Communication is the word of**
- (a) Latin (b) English
(c) Arabic (d) French
- 170. Communication always requires elements**
- (a) 2 (b) 3
(c) 6 (d) 10
- 171. Electronic Mass Media include**
- (a) Book (b) Magazine
(c) Newspaper (d) Television
- 172. Communication is a**
- (a) Theory (b) Process
(c) Strategy (d) All of these
- 173. SMCR is a well-known**
- (a) Communication model
(b) Communication theory
(c) Communication process
(d) Communication strategy
- 174. Which is a type of an impediment to mass communication**
- (a) Channel noise (b) Obstinate noise
(c) Symbiotic noise (d) None of these
- 175. Lasswell's model of communication was presented in:**
- (a) 1947 (b) 1944
(c) 1946 (d) 1948

176. **Shannan and Weaver model of communication was presented in:**
(a) 1939 (b) 1949
(c) 1959 (d) 1950
177. **New combs AMX model of communication was presented in:**
(a) 1952 (b) 1943
(c) 1953 (d) 1963
178. **The Osgood and Schramm circular model was presented in:**
(a) 1952 (b) 1953
(c) 1954 (d) 1964
179. **Schramm's model of communication was presented in:**
(a) 1924 (b) 1951
(c) 1944 (d) 1954
180. **Gerbners model of communication was presented in:**
(a) 1916 (b) 1926
(c) 1946 (d) 1956
181. **Wesley and Macleans model of communication was presented in:**
(a) 1947 (b) 1956
(c) 1952 (d) 1957
182. **Jakobson's model was presented in:**
(a) 1948 (b) 1938
(c) 1958 (d) 1968
183. **Riley and Riley model of communication was presented in:**
(a) 1929 (b) 1939
(c) 1949 (d) 1959
184. **Berlo's SMCR model of communication was presented in:**
(a) 1959 (b) 1962

- (c) 1955 (d) 1960
185. **Becker's Mosaic model of communication was presented in:**
 (a) 1938 (b) 1958
 (c) 1948 (d) 1968
186. **Andersch Stats and Bostrom model of communication was presented in:**
 (a) 1939 (b) 1949
 (c) 1959 (d) 1969
187. **The largest mass medium in Pakistan is**
 (a) Newspaper (b) Press
 (c) Radio (d) Television
188. **Television is a**
 (a) Hot Medium (b) Cool Medium
 (c) Both a and b (d) None of these

Answers

1	D	2	B	3	D	4	B	5	B
6	D	7	D	8	D	9	A	10	B
11	D	12	A	13	B	14	C	15	A
16	B	17	D	18	D	19	A	20	C
21	B	22	A	23	B	24	D	25	C
26	D	27	A	28	B	29	D	30	C
31	C	32	D	33	A	34	D	35	B
36	A	37	A	38	D	39	D	40	C
41	C	42	B	43	A	44	B	45	A
46	A	47	D	48	A	49	C	50	B
51	C	52	B	53	C	54	D	55	C
56	D	57	B	58	B	59	D	60	D
61	B	62	B	63	A	64	B	65	A
66	C	67	A	68	A	69	B	70	A

71	A	72	C	73	D	74	C	75	D
76	A	77	B	78	D	79	C	80	B
81	A	82	B	83	D	84	C	85	C
86	C	87	C	88	A	89	C	90	B
91	B	92	A	93	D	94	D	95	D
96	C	97	C	98	B	99	D	100	B
101	A	102	C	103	B	104	D	105	C
106	B	107	D	108	C	109	A	110	C
111	D	112	D	113	A	114	C	115	B
116	D	117	A	118	C	119	B	120	B
121	A	122	A	123	A	124	B	125	C
126	D	127	C	128	B	129	D	130	A
131	B	132	D	133	C	134	D	135	D
136	C	137	B	138	A	139	C	140	A
141	D	142	C	143	B	144	A	145	A
146	C	147	D	148	A	149	D	150	A
151	D	152	D	153	B	154	B	155	D
156	A	157	C	158	D	159	C	160	D
161	B	162	D	163	B	164	D	165	C
166	D	167	B	168	A	169	A	170	C
171	D	172	A	173	A	174	A	175	D
176	B	177	C	178	C	179	D	180	D
181	D	182	C	183	D	184	D	185	D
186	D	187	C	188	B				
