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
(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

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

NOTE:

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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