



**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BPS-17 UNDER
THE FEDERAL GOVERNMENT, 2009**

Roll No.

JOURNALISM

TIME ALLOWED:	(PART-I) 30 MINUTES	MAXIMUM MARKS:20
	(PART-II) 2 HOURS & 30 MINUTES	MAXIMUM MARKS:80

- 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 'Scoop'?
- (a) Common report (b) Beat news
(c) Exclusive story (d) None of these
- (ii) What is 'Superhead'?
- (a) Multi common story (b) Headline of the paper
(c) Sub-heading (d) None of these
- (iii) 'Stringer' is called to:
- (a) Whole time employee (b) Part-time correspondent paid a column rate
(c) Sub-editor (d) None of these
- (iv) Extra-Personal Communication is:
- (a) with family (b) self
(c) with more than two persons (d) None of these
- (v) Newspaper's masterhead is called:
- (a) Headline (b) Flag
(c) Sub-Heading (d) Embargo
- (vi) 'Folio' is the name of:
- (a) Follow up (b) Page number
(c) Date line (d) Cut
- (vii) Who was the first Editor of the daily 'Jhang'?
- (a) Mir Shakeel-ur-Rehman (b) Altaf Hussain
(c) Mir Khalil-ur-Rehman (d) Nasim Hijazi
- (viii) Acknowledgement of the source of a picture or a story is called:
- (a) Credit line (b) Byline
(c) Courtesy (d) Reference
- (ix) Continuation of a story on another page is called:
- (a) Reference (b) Follow up
(c) Jump (d) None of these
- (x) PEMRA Ordinance was implemented in:
- (a) 1997 (b) 2002
(c) 1998 (d) 2004
- (xi) The term 'Global Village' was coined by:
- (a) George Gerbener (b) Marshal McLuhan
(c) Wilber Schramm (d) Pamela Shoemaker
- (xii) 'Press Note' can issue:
- (a) Editor (b) Government official
(c) Reporter (d) Sub-editor

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- (xiii) Registration of Press and Publication Ordinance was introduced in:
(a) 1963 (b) 1971
(c) 1973 (d) 1988
- (xiv) The founder of daily 'Pakistan Times' was:
(a) Mian Iftikhar-ud-Din (b) Faiz Ahmad Faiz
(c) Quaid-i-Azam (d) None of these
- (xv) The term 'Deck' is used for:
(a) Headline (b) Part of a headline
(c) Box (d) None of these
- (xvi) The term 'Yellow Journalism' was started from:
(a) Pakistan (b) India
(c) Germany (d) U.S.A.
- (xvii) The inventor of the printing press was:
(a) Marshal McLuhan (b) Ts'ai Lun
(c) Johannes Gutenberg (d) None of these
- (xviii) Pakistan's first official news agency was:
(a) UPI (b) IPA
(c) APP (d) NNI
- (xix) Nasim Hijazi was Editor of the daily:
(a) Shaheen (b) Kohistan
(c) Imroze (d) Mashriq
- (xx) C.N.E. stands for:
(a) Council of Newspapers Editor (b) Chief News Editor
(c) Committee of Newspaper Employees (d) None of these

PART – II

NOTE:	<p>(i) PART-II is to be attempted on the separate Answer Book.</p> <p>(ii) Attempt ONLY FOUR questions from PART-II, selecting at least TWO questions from EACH SECTION. All questions carry EQUAL 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.** Discuss the concept and barriers of communications. Are these barriers also existing in this modern information age? (20)
- Q.3.** 'News' have in depth influence in any society. Discuss the effects of different news on Pakistan society? (20)
- Q.4.** Zimindar played very effective role against British imperialism. Discuss in detail. (20)
- Q.5.** Evaluate critically the performance of private T.V. channels in Pakistan. (20)

SECTION-II

- Q.6.** How 'Print Media' is so important in Pakistani society after the development of 'Electronic Media'? Argue in detail. (20)
- Q.7.** 'Advertising is spinal cord of any media organization'. Discuss all aspects. (20)
- Q.8.** What is difference between 'Public Relations Officer' and 'Personal Assistant'? Mention the role and responsibilities of a good P.R.O. (20)
- Q.9.** Describe an ideal 'Press Code of Ethics' for Pakistani journalists. (20)
