FEDERAL PUBLIC SERVICE COMMISSION

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

JOURNALISM

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 -1 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 -11 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:	SOLIDILI COM	ERAL PUBLIC SERVICE COMMISSION								
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(a) Muhazzeb (b) Makhzan (c) Tahzeeb-ul-Akhlaq (d) None of these	•	nmary (b) Write up (c) Backgrounder (d) None of these and Social Reformer was the English Name of:								
(4) Daily Dawn started in:	. 1	started in:	(4)							
(a) 1940 (b) 1942 (c) 1944 (e) Nonc of these (5) The number of radio stations which Pakistan got in 1947 was:	Ī		(5)							
(a) 5 (b) 2 (c) 3 (d) None of these		· · · · · · · · · · · · · · · · · · ·	(0)							

					25	
•		,			80	
					6	5
						(%)
RNALI	SM:					0
					٠.	183.
(0	6) CPNE is the representative body of:				•	
	(a) Editors (b)	News	paper owners			
	(c) Working Journalist (d)		of these			
(7) Leader is the name of:					
	(a) Leading story on the front page	(b)	Main Feature	;	. ((
40	(c) Opening editorial	(d)	None of these	3		
(8	S.M.C.R. is a well known:					
	(a) Communication Theory	(b)	Communicati		tegy	
(0	(c) Communication Model	(d)	None of these	•		
()	A Story appearing with the name of the wri (a) Credit line (b) By line					
(10)	(a) Credit line (b) By line Dr. Goebbles is known as father of:	(c)	Print line	(d)	None of these	
\	(a) Advertising (b) Public Relation	on (a)	D 1		\ <u>`</u> \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
(11)	Radio Pakistan was converted into Pakistan	Dii (C) Broade	Propaganda	(d)	None of these	
	(a) 1964 (b) 1972	(c)	asung Corpora 1976			
(12)	P.P.O. was amended in:	(0)	1970	(d)/	None of these	
	(a) 1962 (b) 1963	(c)	1964	(d)	None of these	
(13)	The cultivation theory was put forward by:	(-)	1701	rev	None of these	
	(a) Denis McQuail (b) Joseph	(c)	George Gerbn	er/(d)	None of these	
(14)	The author of the famous book Covering Isl	am is:			THORIC OF THOSE	
	(a) Noam Chomsky	(b)	Edward Said	<i>'</i> .		
(15)	(c) Pamela Shoemaker	(d)	None of these		•	
(13)	The concept of Development Support comp	unicati	on was presente	ed by:		
	(a) Joseph Ascroft (c) Quebral	(b) (S	Erskine Child			
(16)	(c) Quebral The head quarter of CNN is situated in:	(q)	None of these			
(10)						
(17)		(c)	Atlanta	(d)	None of these	
(~,)	The name of the international organization (a) Transparency International	AOLKIUS	TOP TWO-Way III TUNESCO	ow of c	ommunication is:	
•	(c) Amnesty International	(b) -(d)	None of these			
(18)	A full service advertising agency has:	(9)	None of these			
	(a) Two departments	(b)	Three departm	ente		
	(c) Four departments	(d)	None of these	•		
(19)	The public relations department of the Feder	ral Gove	rnment is knov	vn as:		
	(a) DGPR	(b)	PID			e de la selectión de la select
(20)	(c) DPR	(d)	None of these			•
(20)	The Orient Press of India was a news agency					7 (1) 2- 14 2- 14
	(a) Muslims	(b)	Hindus			V 985
	(c) British	(d)	None of there			

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