

Solved MCQs of Journalism Past Papers Since 2000

Journalism Paper - 2000

Solved MCQs

(1) A large size headline across the entire page is called:

- (a) Deck
- (b) Banner**
- (c) Lead

(2) A sheet containing facts and detailed information on any issue is known as:

- (a) Summary
- (b) Write up
- (c) Backgrounder**

(3) The key Narrator of a newscast or program is called:

- (a) Announcer
- (b) Editor
- (c) Anchor**

(4) Mohammedan Social Reformer was the English Name of:

- (a) Muhazzab
- (b) Makhzari
- (c) Tahzeeb ul Akhlaq**

(5) Daily Dawn Started in:

- (a) 1940
- (b) 1942**
- (c) 1944

(6) Zamindar was launched by:-

- (a) Maulana Zafar Ali Khan
- (b) Maulvi Serajuddin**
- (c) Munshi Mahboob Alam.

(7) The first Editor of Dawn was:

- (a) Desmond Young
- (b) Altaf Hussain
- (c) Pothan Joseph**

(8) The number of radio stations, which Pakistan got in 1947 were:

- (a) 5
- (b) 2
- (c) **3** (1- Lahore 2- Peshawar 3- Dahaka)

(9). Daily Jung first appeared from:

- (a) Calcutta
- (b) Karachi
- (c) **Delhi**

(10) Hamid Nizami was the founder editor of:

- (a) Inqilab
- (b) **Nawa-e-waqt**
- (c) Mashriq

(11) CPNE is the representative body of:

- (a) **Editors**
- (b) Newspaper owners
- (c) Working journalists

(12) Television made its advent in Pakistan in:

- (a) 1958
- (b) **1964**
- (c) 1970

(13) Leader is the name of:

- (a) Leading story on the front page.
- (b) Main Feature
- (c) **Opening Editorial**

(14) Continuation of a story on another page is called:

- (a) Carried
- (b) **Jump**
- (c) Bouncer

(15) S.M.C.R. is a well known:

- (a) Communication Theory
- (b) Communication Strategy

(c) Communication Model

(16) A story appearing with the name of the writer is called:

- (a) Credit line
- (b) By line**
- (c) Print line

(17) The largest mass medium in Pakistan is:

- (a) The Press
- (b) Radio
- (c) Television**

(18) Dr. Goebbles is known as father of:

- (a) Advertising
- (b) Public Relation
- (c) Propaganda**

(19) Radio Pakistan was converted to Pakistan Broadcasting Corporation in:

- (a) 1964
- (b) 1972**
- (c) 1976

(20) A.P.P. is the abbreviation of:

- (a) Allied papers of Pakistan
- (b) Association of Publications
- (c) Associated Press of Pakistan.**

Journalism Paper - 2001
Solved MCQs

(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
- (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) Marshal McLuhan**
 - c) Harold Lasswell
 - d) None of these
- (8) The author of the well known communication book “Men, Message and Media: A look at Human Communication” is**
- a) Charles Wright
 - b) Herbert Bruever
 - c) Wilbur Schram**
 - d) None of these
- (9) Individuals working within 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 specialized magazine are known as**
- a) Homogenous audience**
 - b) Heterogeneous audience
 - c) Both of these
 - d) None of these
- (11) The type of communication based on purchased times or space is called**
- a) Publicity
 - b) Advertising**
 - c) Both of these
 - d) None of these

(12) The structure of newspapers is determined by

- a) Frequency of publication
- b) Size
- c) Circulation**

(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 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

Journalism Paper - 2002

Solved MCQs

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

4) Hasrat Mohani published the newspaper:

- a) The Comrade
- b) Al-Hilal
- c) Urdu-I-Muallah**
- d) None of these

5) The Nawa-e-Waqt started its publication in:

- a) 1940**
- b) 1945
- c) 1947
- d) None of these

6) Irshad Ahmed Haqani writes his column under in:

- a) Harf-e-Haq
- b) Harf-e-Akhir
- c) Harf-e-Tamannah**
- d) None of these

7) Who was the first editor of the daily Jang?

- a) Mir Javed-ur-Rehman
- b) Mir Shakeel-I-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 newspaper:

- 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) Butto

d) None of these

14) Which is the largest circulated newspaper of Pakistan?

a) The dawn

b) The Jang

c) The Nawa-e-Waqt

d) None of these

15) The Nation is the sister publication of:

a) The dawn

b) The Jang

c) The Nawa-e-Waqt

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-e-Azam

c) Altaf Hussain

d) None of these

18) Wax-Wyllie 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 Hickey

d) None of these

20) The Urdu edition of the Comrade was called:

- a) **Humdard**
- b) Jam-e-Jahan-Numa
- c) Akhbar-e-Jahan
- d) None of these

Journalism Paper - 2003
Solved MCQs

1. Back bench is the senior editorial executives of a Newspaper:

- a) Correct
- b) **Incorrect**

2. “Yellow Journalism is a newspaper/journal printed on cheap yellow papers

- a) Correct
- b) **Incorrect**

3. Accredited journalists are the Journalists having permission cards from the Home Department for press duties:

- a) **Correct**
- b) Incorrect

4. Drop line dropout is one and the same thing:

- a) **Correct**
- b) Incorrect

5. Civil and Military Gazette was first published from:

- a) Karachi
- b) **Lahore**
- c) Delhi
- d) None of these

6. First Editor of Dawn was

- a) **Pothan Joseph**
- b) Faiz Ahmad Faiz
- c) Quaid-e-Azam
- d) None of these

7. TV commercial lasting more than a second is called blind adds

- a) **Correct**
- b) Incorrect

8. Plagiarism is unauthorized use of another person's copyright material without acknowledgment:

- 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 (ATV) transmission of TV Channels are similar systems.

- a) Correct
- b) **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 Lasarsfield 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 (PERMA) was established in March, 2000

- a) Correct
- b) Incorrect** (1 March 2002)

17. The Author of “The Global City” is:

- a) Dr. Tahir Masood
- b) Javed Jabbar
- c) Ms. Shahwar Junaid
- d) None of these (Saskia Sassen)**

18. Which one is the largest cable network in Pakistan?

- a) Info Highway – CTV Network**
- b) World call (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**

Journalism Paper - 2004
Solved MCQs

(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 was 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

(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.R.C. 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 know as the 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

Journalism Paper - 2005
Solved MCQs

(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

(3) Any message given by other than the literal interpretation of words is called:

(a) Verbal Communication

(b) **Non Verbal 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 Klapper

(e) None of these

(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) APP 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 Newspapers is:

- (a) Mir Shakil ur Rehman
- (b) Mir Khalil 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-e-Azam

- (c) Mohtarma Fatima Jinnah
- (d) Mahmood Haroon
- (e) None of these

(20) Kuldip Nayer is a well known Indian:

- (a) Hockey Player
- (b) TV artist
- (c) Film star
- (d) Journalist**
- (e) None of these

Journalism Paper - 2006
Solved MCQs

1- What is ABC?

- (a) American Business Corporation
- (b) American Business Circle
- (c) Audit bureau of Circulation**
- (d) None of these

2- The First Urdu Newspaper was?

- (a) Jam-e-Jahan Numa**
- (b) Koh Noor
- (c) Riaz Noor
- (d) None of these

3- The first issue of the India Gazette published in?

- (a) November 1780**
- (b) August 1880
- (c) August 1947
- (d) None of these

4- What is embargo?

- (a) A ship, which often comes late
- (b) A ban on publication before a specific date**
- (c) A story, which has no end

5- Television programmes were started in Pakistan on:

- (a) 1964**
- (b) 1990
- (c) 1947

(d) None of these

6- Who was the first editor of daily Nawa-e-Waqt?

- (a) Syed Baqir Rizvi
- (b) Arshad Mir
- (c) Hamid Nizami**
- (d) None of these

7- Radio is what type of channel?

- (a) Space consuming
- (b) Time consuming**
- (c) Space & time consuming
- (d) None of these

8- What is yellow journalism?

- (a) Exploitative sensational**
- (b) Classified telephone directory
- (c) A low priced novel
- (d) None of these

9- What is typography?

- (a) is a system of Government
- (b) a choice of type to ensure image clarity**
- (c) a branch of photography

10- What is editorial?

- (a) Piece of interview
- (b) A point of view of the news paper**
- (c) One-Sided approach of the Govt
- (d) None of these

11- Press and Publication Ordinance was introduced on:

- (a) 1965
- (b) 1995
- (c) 1963**
- (d) none of these

12- What is Dummy?

- (a) A dead body of an animal
- (b) Make up of newspaper**
- (c) Front page of the newspaper
- (d) None of these

13- What is lithography?

- (a) A method of printing**
- (b) A system of local bodies
- (c) Circulation of newspapers
- (d) None of these

14- What is by line?

- (a) A matter written with lines
- (b) A track of train
- (c) Reporter's name given with printed story**
- (d) none of these

15- Agenda setting is the main objective:

- (a) of media person
- (b) Media has no concern one
- (c) is the subject of mass communication**
- (d) None of these

16- PID?

- (a) Public intelligent department
- (b) Pakistan institution of development
- (c) Press information department**
- (d) None of these

17- Press and Publication ordinance?

- (a) was introduced by Liaqat Ali Khan
- (b) was presented by Muhammad Khan Junejo
- (c) was implemented in 1963 during the Field Marshal Muhammad Ayub Khan's Government**
- (d) None of these

18- Pakistan's per capita income?

- (a) \$ 800**
- (b) \$ 480
- (c) \$ 520

(d) None of these

19- What is considered as father of popular Journalism:

- (a) Lord North Cliff
- (b) Elahu Katz
- (c) E.M. Rogers**
- (d) None of these

20- News is the description of the event by a book writer:

- (a) True
- (b) False**

Journalism Paper - 2007
Solved MCQs

1) Calcutta General advertiser is popularly known as:

- a) Bengal jopurnal**
- b) Hicky`s Gazette
- c) Calcutta Courier
- d) Voice of Bengal

2) The first printed Urdu paper in the Sub-continent was:

- a) Delhi urdu Akhbar
- b) Sadiq-ul-Akhbar
- c) Jam-e-jahan Numa**
- d) Koh-I-Noor

3) The Pakistan Times was founded by:

- a) quaid-e-Azam Mohd Ali Jannah**
- b) Liaqat Ali khan
- c) Khawaja Nazim-uddin
- d) Mian Iftakhruddin

4) The term Artillery of the press was coined by :

- a) James reston**
- b) Qilbur Schramm
- c) MM clean
- d) Lazarsfeld

5) S M C R model of communication process was produced by:

- a) David K berlo**

- b) M M clean
- c) E M Roger
- d) C H Gerber

6) The modern version of old hero is .

- a) Famous personality
- b) Celebrity**
- c) V I P
- d) Powerful personality

7) libel is :

- a) Malicious defamatory joke
- b) Malicious defamatory written accusation**
- c) Slander
- d) Defamatory speech

8) Intra Personal Communication is:

- a) Communication between two persons
- b) Inner monologues-communications within self**
- c) Communication with more people
- d) Communication with masses

9) the originator of the phrase “press is the fourth estate” is:

- a) Edmund Burke**
- b) Lord Macaulay
- c) North Cliff
- d) Rudyard Kipling

10) The Magic Bullet theory of mass communication was evolved by:

- a) Ball Rokeach
- b) Klapper
- c) George Gerber
- d) None of these**

Q 9 (b) Identify the following in Pakistan’s Media perspective.

- 11) A P N S (All Pakistan Newspapers Association)
- 12) A P N E C (All Pakistan Newspapers Employees Confederation)
- 13) C P N E (Council of Pakistan Newspaper Editors)
- 14) P B C (Pakistan Broadcasting Corporation)

- 15) A B C (Audit Bureau of Circulation)
- 16) P I D (Press Information Department)
- 17) P F U J (Pakistan Federal Union of Journalists)
- 18) A P P (Associated Press Of Pakistan)
- 19) P E M R A (Pakistan Electronic Media Regulatory Authority)
- 20) R P P O (Registration of Press and Publications Ordinance)

Journalism Paper - 2008
Solved MCQs

i. What is “Lithography”?

- a. **A method of Printing**
- b. A system of local bodies
- c. Circulation of Newspapers
- d. None of these.

ii. What is “Dummy”?

- a. Dead body of an animal
- b. **Make-up of newspaper**
- c. Front Page of Newspaper
- d. None of these

iii. What is by line?

- a. A railway track
- b. Text written on lines
- c. **Reporter’s name printed with story**
- d. None of these

iv. Intra-Personal Communication is:

- a. Communication with personal friend
- b. With Public
- c. **With self**
- d. With family

v. What is ABC?

- a. American Business Circle
- b. American Business Corporation
- c. **Audit Bureau of Circulation**
- d. None of these

vi. Who was the first Editor of daily “Nwa-e-Waqt”?

- a. Majeed Nizami

- b. Mujeeb Nizami
- c. Hameed Nizami**
- d. None of these

vii. When Television Transmission was started in Pakistan?

- a. 1970
- b. 1964**
- c. 1990
- d. 1962

viii. The Subject allotted to a newspaper reporter is called:

- a. Creed
- b. Beat**
- c. Embargo
- d. Feature

ix. A journalist who is not attached with any newspaper is called:

- a. Retainer
- b. Correspondent
- c. Free Lancer**
- d. Stinger

x. Identification Mark written on the top of news story page is called:

- a. Credit Line
- b. Slug Line**
- c. Embargo
- d. Tip

xi. Dr. Gobbles is known as father of:

- a. Advertising
- b. Public Relation
- c. Propaganda**
- d. None of these

xii. The communication based on purchased time or space is called:

- a. Publicity
- b. Advertising**
- c. Propaganda
- d. None of these

xiii. UPI is the abbreviation of:

- a. United Press of Indonesia
- b. United Press of India
- c. United Press International**
- d. None of these

xiv. The news that appears two or three days before an event is called:

- a. Follow up
- b. Lead story
- c. Curtain raiser**
- d. None of these

xv. Press and Publication Ordinance was introduced in:

- a. 1963**
- b. 1965
- c. 1995
- d. None of these

xvi. Communication without words:

- a. Visual communication
- b. Non-Verbal communication**
- c. Mass communication
- d. None of these

xvii. Tabloid newspaper is of small size with:

- a. 3 columns
- b. 4 columns
- c. 5 columns**
- d. None of these

xviii. The reading of the script to check the errors is called:

- a. Composing
- b. Proof-reading**
- c. Editing
- d. None of these

xix. A brief introduction of a photograph is called:

- a. Embargo
- b. Credit line

c. Caption

d. None of these

xx. OB stands for:

a. Open Box

b. Outdoor Broadcast

c. Official Beat

d. None of these

Journalism Paper - 2009
Solved MCQs

1) What is Scope?

(a) Common report

(b) Beat news

(c) **Exclusive Story**

(d) None of these

2) What is Superhead?

(a) Multi common story

(b) Headline of the paper

(C) Sub- heading

(d) None of these

3) Stringer is called to

(a) whole time employee

(b) part-time correspondent paid a column rate

(c) Sub-editor (d) None of these

4) Extra – personal communication is?

(a) With family

(b) self

(C) With more than two persons

(d) None of these

5) Newspaper's master head is called:

(a) Headline

(b) flag

(c) Sub-heading

(d) embargo

6) FOLIO is the name of:

- (a) Follow up
- (b) Page number**
- (C) Date line
- (d) Cut

7) 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

8) Acknowledgment if the source of a picture or a story is called?

- (a) Credit line
- (b) Byline
- (c) Courtesy**
- d) Reference

9) Continuation of a story on another page is called?

- (a) Reference
- (b) Follow-up
- (C) Jump**
- (d) None of these

10) PEMRA Ordinance was implemented in:

- (a) 1997
- (b) 2002**
- (c) 1998
- (d) 2004

11) The term “Global Village” was coined by:

- (a) George Gerbener
- (b) Marshal McLuhan**
- (C) Wilber Schramm
- (d) Pamela Shoemaker

12) Press Note can issue?

- (a) Editor
- (b) Government official**
- (c) Reporter

(d) Sub-editor

13) Registration of Press and Publication Ordinance was introduced in:

- (a) 1963
- (b) 1971
- (C) 1973
- (d) 1988**

14) The founder of daily 'Pakistan Times' Was:

- (a) Mian Iftikhar-ud-din
- (b) Faiz Ahmed Faiz
- (c) Quaid-I-Azam**
- (d) None of these

15) The term 'Deck' is used for:

- (a) Headline
- (b) Part of a headline**
- (C) Box
- (d) None of these

16) The term yellow journalism was started from

- a) Pakistan
- b) India
- c) Germany
- d) USA**

17) The inventor of the printing press was:

- a) Marshal McLuhan
- b) Ts'ai Lun
- c) Johannes Gutenberg**
- d) Non of these

18) Pakistan's first official news agency was

- a) UPI
- b) IPA
- c) APP**
- d) NNI

19) Nasim hijazi was Editor of the daily

- a) Shaheen

b) **Kohistan**

c) Imroze

d) Mashriq

20) CNE stands for

a) **Council of newspaper editor**

b) Chief News Editor

c) Committee of Newspaper Employees

d) Non of these

Journalism Paper - 2010

Solved MCQs

1. What is a by line?

a. A railway track

b. Text written on line

c. **Reporter's name printed with story**

d. None

2. Intra-personal communication is:

a. Communication with personal friend

b. With people

c. **With self**

d. With family

3. What is ABC?

a. American business circle

b. American business corporation

c. **Audit Bureau of circulation**

d. None

4. Who was the first editor of daily Nawai e waqt?

a. Majeed nizami

b. Mujeeb nizami

c. **Hameed nizami**

d. none

5. When television transmission was started in Pakistan?

a. 1970

b. **1964**

c. 1990

d. 1962

6.The assignment allotted to a newspaper reporter is called:

- a.Creed
- b.Beat**
- c.Embargo
- d.Feature

7.A journalist who is not attached with any newspaper is called:

- a.Retained
- b.Correspondent
- c.Free lancer**
- d.Stinger

8.Identification marks written on the top of news story page is called:

- a.Credit line
- b.Slugline**
- c.Embargo
- d.tip

9.The communication based on purchased time of space is called:

- a.Publicity
- b.Advertising**
- c.Propaganda
- d.None

10.Press and Publication Ordinance was introduced in:

- a.1963**
- b.1965
- c.1995
- d.none

11.Tabloid newspaper is of small size with:

- a.3 columns**
- b.4 columns
- c.5 columns
- d.None

12.A brief introduction of a photograph is called:

- a.Embargo

- b.Outdoor broadcast
- c.**Caption**
- d.None

13.Newspaper's masthead is called:

- a.Headline
- b.**Flag**
- c.Sub-heading
- d.Embargo

14.Who was the first editor of daily 'Jang'?

- a.Mir Shakeel ur Rehman
- b.Altaf Hussain
- c.**Mir Khalil ur Rehman**
- d.Nasim hijazi

15.The term global village was coined by:

- a.George Gerbener
- b.**Marshal Mcluhan**
- c.Wibler Schramm
- d.Pamela Shoemaker

16.The inventor of printing press was:

- a.Marshal Mcluhan
- b.Ts'ai Lun
- c.**Johannes gutenberg**
- d.None

17.Pakistan's first official news agency was:

- a.UPI
- b.IPA
- c.**APP**
- d.NNI

18.PEMRA ordinance was implemented in:

- a.1997
- b.**2002**
- c.1998
- d.2004

19. Press note can be issued by:

- a. Editor
- b. Government official**
- c. Reporter
- d. Sub-editor

20. Stringer is called to:

- a. Whole time employee
- b. Part-time correspondent paid a column rate**
- c. Sub-editor
- d. None

Journalism Paper - 2011
Solved MCQs

1. Banner Advertisement is a type of advertising related to:

- a. Outdoor Advertising
- b. Interactive Advertising**
- c. Corporate Advertising
- d. None of these

2. The Public Relations department which covers the activities of Provincial Government is:

- a. PID
- b. DGPR
- c. ISPR
- d. None of these**

3. Hamsafar is house journal of:

- a. Daewoo
- b. Pakistan Railways
- c. PIA**
- d. None of these

4. Sultan Lakhani is the Chief Editor of:

- a. Daily Dawn
- b. Daily The News
- c. Daily Nation
- d. None of these**

5. The book "Process and Effects of Mass Communication" was written by:

- a. Denis McQuail
- b. Wilber Schram**
- c. Joseph Ascart
- d. None of these

6. News appearing before the occurrence of an events is termed as:

- a. Curtain Raiser**
- b. Press Communique
- c. Obituary

d. None of these

7. CPNE is a representative body of:

a. Newspaper employees

b. Newspaper editors

c. Newspaper owners

d. None of these

8. It is a compulsion for media organisations to _____ without changing or amending the text.

a. Press release

b. Press note

c. Hand out

d. None of these

9. Elahi Bakhsh Soomro is the capacity of Federal Information Minister announced to repeal:

a. PPO

b. EBDO

c. PCO

d. None of these

10. A typical soundtrack which identifies a program is known as:

a. Sound track

b. Music track

c. Signature tune

d. None of these

11. There is limited and delayed feedback in _____ communication.

a. Interpersonal

b. Media

c. Mass

d. None of these

12. Family Magazine belongs to:

a. Jang Group of Publications

b. Nida-e-Millat Group of Publications

c. Century Publications

d. None of these (Nawa-e-Waqt)

13. Obituary newa relates to:

a. Deaths

b. Births

c. Weather

d. None of these

14. The function of mass media which relates to the provision of news is termed as:

a. Surveillance

b. Transmisiion

c. Correlation

d. None of these

15. The term "Media Determinism", "Global Village: and "Hot and Cool Media" were terms and conceptualised by:

- a. Harold Laswell
- b. Walter Lipman
- c. Marshal McLuhan**
- d. None of these

16. The name of the First ever Urdu newspaper of the sub-continent which started using coloured photographs and cartoons was:

- a. Jam-eJehan Numa
- b. Tehzeeb-ul-Akhlaq
- c. Hamdard
- d. None of these**

17. the advertising which praises the item to be sold with subjective opinions, superlatives or exaggerations is known as:

- a. Puffery**
- b. Dummy
- c. Garbage-in
- d. None of these

18. A journalist who is not full time employee of one media organisation is known as:

- a. Reporter
- b. Stinger
- c. Free lancer**
- d. None of these

19. Slander is:

- a. Written defamation
- b. Verbal defamation
- c. Both of these
- d. None of these**

20. the first editor of "Dawn" was:

- a. Faiz Ahmad Faiz
- b. Shorish Kashmiri
- c. Altaf Hussain
- d. None of these**

Journalism Paper - 2011
Solved MCQs

1. Banner Advertisement is a type of advertising related to:

- a. Outdoor Advertising
- b. Interactive Advertising
- c. Corporate Advertising**
- d. None of these

2. The Public Relations department which covers the activities of Provincial Government is:

- a. PID
- b. DGPR

c. ISPR

d. None of these

3. Hamsafar is house journal of:

a. Daewoo

b. Pakistan Railways

c. PIA

d. None of these

4. Sultan Lakhani is the Chief Editor of:

a. Daily Dawn

b. Daily The News

c. Daily Nation

d. None of these (*He is Editor-in-Chief of the Daily Express & Express News Channel (Pvt. Ltd.)*)

5. The book "Process and Effects of Mass Communication" was written by:

a. Denis McQuail

b. Wilber Schram

c. Joseph Ascart

d. None of these

6. News appearing before the occurrence of an events is termed as:

a. Curtain Raiser

b. Press Communique

c. Obituary

d. None of these

7. CPNE is a representative body of:

a. Newspaper employees

b. Newspaper editors

c. Newspaper owners

d. None of these

8. It is a compulsion for media organizations to _____ without changing or amending the text.

a. Press release

b. Press note

c. Hand out

d. None of these

9. Elahi Bakhsh Soomro in the capacity of Federal Information Minister announced to repeal:

a. PPO

b. EBDO

c. PCO

d. None of these

10. A typical soundtrack which identifies a program is known as:

a. Sound track

b. Music track

c. Signature tune

d. None of these

11. There is limited and delayed feedback in _____ communication.

a. Interpersonal

b. Media

c. Mass

d. None of these

12. Family Magazine belongs to:

a. Jang Group of Publications

b. Nida-e-Millat Group of Publications

c. Century Publications

d. None of these

Nwai e wakt Group of Newspapers.

13. Obituary newa relates to:

a. Deaths

b. Births

c. Weather

d. None of these

14. The fiction of mass media which relates to the provision of news is termed as:

a. Surveillance

b. Transmisiion (*The relation of mass media and news is TRANSMISSION, surveillance is done by reciever such as tv and correlation at sending end*)

[B]c. Correlation

d. None of these

15. The term "Media Determinism", "Global Village: and "Hot and Cool Media" were termedes and conceptualised by:

a. Harold Laswell

b. Walter Lipman

c. Marshal Mcluhan

d. None of these

16. The name of the First ever Urdu newspaper of the sub-continent which started using coloured photographs and cartoons was:

a. Jam-eJehan Numa

b. Tehzeeb-ul-Akhlaq

c. Hamdard

d. None of these

17. the advertising which praises the item to be sold with subjective opinions, superlatives or exaggerations is known as:

a. Puffery

b. Dummy

c. Garbage-in

d. None of these

18. A journalist who is not full time employee of one media organization is known as:

a. Reporter

b. Stinger

c. Freelancer

d. None of these

19. Slander is:

a. Written defamation

b. Verbal defamation (*Slander is verbal defamation, according to definition of law. And libel may be both verbal or written. And case of slander doesn't stand well in courts; but libel is a serious suit.*)

c. Both of these

d. None of these

20. The first editor of "Dawn" was:

a. Faiz Ahmad Faiz

b. Shorish Kashmiri

c. Altaf Hussain

d. None of these (*Poethan Joseph*)

Journalism Paper 2012 (Solved MCQS)

1) A freelancer is also called

(**stringer**, reporter, correspondent,)

2) Inverted pyramid style is preferably used in which media ?

(electronic, print, **both**)

3) Material meant for press/media organizations is

(**press release**, news release, press statement, all of the above)

4) Subject assigned to reporter

(**beat**..)

5) PBC stands for

(**Pakistan broadcasting corporation**)

6)IRNA stands for

(Islamic Republic News Agency)

7)Hickey gazette launched in

(29jan 1780, 29 jan 1792, 29 jan 1760, etc)

8)SMCR model introduced in

(1960)

9)Name of Dawn publishers

(Herald)

10)Contribution by editorial staff is called

(editorial, article, column,

11)What is the type of advertising where product is delivered at your mailing address

(direct response, personal advertising, **direct mail advertising**, none of the above)

12)Father of printing press

(Johann Gutenberg)

13)Media is plural of ?

(Medium)

14)Audience in mass communication is?

(homogeneous,**heterogeneous**,exogenous or none of these)

15)Who presented SCMR model of communication?

Wilber Schram

16)The calender of events of journalism is called ?

calender

17)The publication at intervals ,weekly or monthly is called

(Periodicals)

18)A specific part of population ?

(sample)

19)Semantics is associated with ?

(Selection of words)

20)These was mcq about some theory type.I chose **prediction** for that.

[Write comment \(3 Comments\)](#)

Journalism syllabus

Total Marks: 100

Course Outline

Note: Candidate will be asked to attempt total FIVE questions including one compulsory (objective type) question. They will attempt at least two questions from each Section. Short note within the question (without choice) can also be given.

SECTION-A

1. Concept and process of communication: Source, Message, Channel, Destination. Encoding, Decoding, Noise, Feedback Oral vs. Written Communication, Two steps flow of Communication, Role of Opinion Leader.

2. Information and Journalism—Functions: Scanning the Horizon and reporting back.

- News function
- Educational Function
- Opinion for motives
- Entertainment function

3. Pakistan Press, An overview of the evolution of the Muslim Press in South Asia before 1947 and development of the Pakistan Press since 1947, its social economic aspect; Trends and Characteristics: Problems and Prospects.

4. Mass Media Components, functions and effects, Mass Media in Pakistan: Size and dispersion: Role in national development, Prospects and problems.

SECTION-B

1. News: Principles and techniques of News writing. Editorial Definition, ingredients, Types and functions of writing of Editorials.
2. Public Relations: Definition, Purpose and scope, Ethics, PR in Pakistan Duties of PRO: PR Procedures and Processes.
3. Magazine Journalism: Mag-Journalism in Pakistan. Types, Functioning Purpose its social aspects and scope.
4. Press Release, Press Note, and Press Communication: Definitions and Basic ingredients, Writing of Press Release, Press Note and Press Communiqué.
5. Advertising: Definition, functions, types and purpose. Its social and economic aspects, principles of successful advertising.
6. Press Laws: Press Laws in Pakistan (gradual developments) and the Right to know concepts of press freedom and responsibility, Ethics of Journalism.

Note: This subject CANNOT be opted in combination with Agriculture, Forestry, Political Science and Sociology.

Suggested Books

	Title	Author
1	Advertising Operations and Management	Beinton
2	Contemporary Public Relations	Garkan Gene & Scott
3	Communication in Power	Herbert Brucver

4	Exploring Journalism	Wosley and Campbell
5	Editor and Editorial Writing	A Gayle Waldrop
6	Handbook of Public Relations	Stephenson, Howard
7	Journalism in Pakistan	Dr. Abdus Salam Khurshid
8	Mass Communication	Wilbur Schram
9	Newspaper Organization and Management	Rucker
10	Practical Newspaper Reporting	Geofrey Haris & David Spark
11	Process and Effects of Mass Communication	Wilbur Schram
12	Radio & T.V. Writing	Max Wylie
13	Iblagh-e-Aama (Urdu)	Mehdi Hassan
14	Sahafat Pakistan-o-Hind Mein (Urdu)	Dr. Abdus Salam Khurshid
15	Fun-e-Idarat (Urdu)	Dr. Maskin Ali Hijazi
16	Fun-e-Sahafat (Urdu)	Dr. Abdus Salam Khurshid
17	Fun-e-Idaria Naweesi (Urdu)	Dr. Maskin Ali Hijazi