



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2019

Paper: Mass Media in Pakistan

Course Code: BSCS-202 / MAS-22413 Part-I (Compulsory) Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

01. Reuters News Agency belongs to

- a) America
- b) Great Britain
- c) Germany
- d) China

02. The first Campus Radio in Pakistan was

- a) PUFM 104.6
- b) Voice of LCWU 96.6
- c) FM 104.6 Peshawar University KPK
- d) FM 88.6 Traffic Radio

03. The editor of Tehzib ul Akhlaq was?

- a) Zafar Ali Khan
- b) Abul Kalam Azad
- c) Hasrat Mohani
- d) Sir Syed Ahmed Khan

04. Mohammedan Social Reformer was the English name of

- a) Makhzan
- b) Tehzeeb ul Akhlaq
- c) Muhazzab
- d) None of these

05. The Comrade was started in

- a) January 1910
- b) January 1911
- c) January 1912
- d) None of these

P.T.O.

06. Dehli Urdu Akhbar was started by

- a) Sir Syed Ahmed Khan
- b) Molvi Muhammad Baqir
- c) Molana Muhammad Hussain Azaad
- d) None of these

07. The Pakistan Times appeared from Lahore on

- a) 4.January,1947
- b) 4.February,1947
- c) 14. August,1947
- d) None of these

08. Monthly Urdu-e-Muallaa was started by

- a) Abul Kalam Azad
- b) Zafar Ali Khan
- c) Hasrat Mohani
- d) None of these

09. Pakistan Television Corporation was established at Lahore in

- a) 1972
- b) 1964
- c) 1954
- d) None of these

10. Manshoor was initiated by

- a) Altaf Hussain
- b) Qaid-e-Azam
- c) Hameed Nizami
- d) None of these



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Paper: Mass Media in Pakistan

Course Code: BSCS-202 / MAS-22413 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Short Questions (4x5=20)

- Question No: 2.** Elaborate the Organizational Structure and Working of News Agencies.
- Question No: 3.** Identify and explain the different problems and issues faced by Press in Pakistan.
- Question No: 4.** Shortly discuss the role of Muslim Press during Freedom Movement in Sub Continent.
- Question No: 5.** Write down a note on PEMRA.

Long Questions (3x10=30)

- Question No: 6.** FM Radio has revived Radio in Pakistan. Do you agree? How? Give an argumentative answer.
- Question No: 7.** Discuss the Development and Future Prospects of Online Journalism in Pakistan.
- Question No: 8.** Growth of Cable TV in Pakistan has created Ethical and Cultural Issues. How? Write down a detailed answer.