



UNIVERSITY OF THE PUNJAB

Roll No.

First Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Introduction to Mass Communication
Course Code: BSCS-101

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Part-1 (Objective type paper) (10)

Encircle the correct answer. Each question carries one mark.

1. The model of communication that is expressed as "Who Says What in Which Channel To Whom With What Effect" was developed by
 - A) James Carey.
 - B) Marshall McLuhan.
 - C) Wilbur Schramm.
 - D) Harold Lasswell.
2. A friend nods in agreement at something you've said. This is an example of
 - A) Feedback in interpersonal communication.
 - B) Feedback in mass communication.
 - C) Noise in interpersonal communication.
 - D) Encoding in interpersonal communication.
3. It is imprecise to speak of "source" and "receiver" in communication because
 - A) There may be more than one of each.
 - B) There is much variation in what constitutes a source and receiver.
 - C) If the receiver isn't listening, the source can't be a source.
 - D) Communication is an ongoing, reciprocal process
4. Because it is imprecise to speak of "source" and "receiver" in communication, Osgood and Schramm replaced these concepts with _____ in their model of communication.
 - A) Interpreters
 - B) Encoders
 - C) Decoders
 - D) Participants
5. Television is sometimes called the early window because
 - A) it was the first electronic means of seeing other parts of the world.
 - B) children can witness, at an early age, the world outside their homes.
 - C) people, in order to enjoy the media content they consume, willingly accept as real what is put before them.
 - D) the shape of the television screen looks something like a window.
6. Mediated communication is the sharing of messages
 - A. with a large, widespread audience
 - B. on a face-to-face basis
 - C. for the purposes of entertainment
 - D. conveyed through an interposed device

P.T.O.

7. In media studies "converging" refers to the coming together of
 - A. Two or more people in public
 - B. Different professional ideas about media
 - C. Computer, telephone, and mass media technologies
 - D. Mass media and mass communication
8. Agenda setting theory is primarily used to explain this type of media message:
 - A. Political communication
 - B. Advertising images in magazines
 - C. Violence on television
 - D. Corporate ownership trends
9. All of the following are barriers to effective communication except:
 - A. Mixed signal from sender
 - B. One-way communication
 - C. Different interpretation of words
 - D. Feedback
10. All of the following are barriers to effective communication except:
 - A. Distortion of information
 - B. Improper timing.
 - C. Eliminate noise
 - D. Communication overloads



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MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part II (20)

1. List the strengths and weaknesses of the films as a medium of mass communication.
2. Write down the psychological barriers of communication.
3. Define feedback and briefly describe its importance.
4. What are different tools of print media? Define each of them briefly
5. What are the essentials of affective communication?

Part III (30)

1. Define 'Mass Communication'? What are the different elements of mass communication? Elaborate with examples.
2. Do you think newspapers are still an important medium of communication? List some important functions of the Newspaper?
3. How is mass communication helpful in the development of our society? Write in detail.

Part-II

- (1) فلم کی بحیثیت ذریعہ ابلاغ عام مثبت اور منفی پہلوؤں پر روشنی ڈالیں۔
- (2) ابلاغ کے سیکالوجیکل رکاوٹوں پر بحث کریں۔
- (3) فیڈبیک کو واضح کریں اور اس کی اہمیت بیان کریں۔
- (4) پرنٹ میڈیا کے ذرائع کون کون سے ہیں ہر ایک کو علیحدہ سے بیان کریں۔
- (5) موثر ابلاغ کے بنیادی نقاط کون سے ہیں؟

Part-III

- (1) ابلاغ عامہ کیا ہے؟ اس کے مختلف اجزاء کون کون سے ہیں؟ ہر ایک کو مثال کے ساتھ واضح کریں۔
- (2) کیا آپ کے خیال میں اخبارات ابلاغ کا اچھا ذریعہ ہیں؟ اخبارات کے فوائد سے آگاہ کریں۔
- (3) ابلاغ عامہ ہمارے معاشرے کی ترقی کے لیے کیسے اہم ہے؟ تفصیل سے لکھیں۔

UNIVERSITY OF THE PUNJAB

Roll No.



Second Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Contemporary World Media
Course Code: BSCS-102

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.
Multiple Choice Questions.

Note: Tick the Right Answer. Each question carries Two marks. (2x5=10)

- Q. No.1 AFP stands for:
(a) Agency of frontier Province (b) Agency France Presse
(c) Agency of Front Press (d) Agency De France
- Q. No.2 The biggest Media conglomerate is:
(a) Viacom (b) Walt Disney
(c) Comcast (d) General Electric
- Q. No.3 The news Media Outlet of time warner is:
(a) BBC (b) CNN
(c) AOL (d) C News
- Q. No.4 Pakistan's foremost news agency is:
(a) APP (b) AP
(c) PPP (d) AFP
- Q. No.5 The Walt Disney was founded in:
(a) 1932 (b) 1934
(c) 1832 (d) 1884

درج ذیل میں سے درست جواب کا انتخاب کیجیے۔

(1) اے ایف پی کن الفاظ کا مخفف ہے۔

الف: ایجنسی آف فرنٹیئر پروس ب: ایجنسی فرانس پریسی ج: ایجنسی فرنٹ پریس د: ایجنسی ڈی فرانس

(2) دنیا کی سب سے بڑی میڈیا اتھادی کمپنی کونسی ہے۔

الف: وائے کوم (VIACOM) ب: واک ڈسنی (WALTDISNEY) ج: کام کاسٹ (COMCAST) د: جنرل الیکٹرک (GeneralElectric)

(3) ٹائم وارنر (Time Warner) کی نیوز کمپنی کیا کہلاتی ہے:

الف: بی بی سی (BBC) ب: سی این این (CNN) ج: اے او ایل (AOL) د: سی نیوز (C-News)

(4) پاکستان کی سب سے اہم خبری ایجنسی کونسی ہے:

الف: اے پی پی (APP) ب: اے پی (AP) ج: پی پی پی (PPP) د: اے ایف پی (AFP)

(5) واک ڈسنی کس سن میں قائم ہوئی۔

الف: 1932 ب: 1934 ج: 1832 د: 1884



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TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Write down short brief notes on the following: (4x5=20)

- AFP
- Reuters
- Comcast
- VOA

LONG QUESTION

(15x2=30)

- What is a media conglomerate? Explain on any top 2 of media giants.
- What is Reuters. Explain its working and practices.
- What is AFP, Explain its functioning.

(4x5=20)

سوال نمبر 2 درج ذیل میں سے کسی دو موضوعات پر نوٹ لکھیں۔

الف: اے ایف پی (AFP)

ب: راؤٹرز (Reuters)

ج: کوم کاسٹ (COMCAST)

د: وی او اے (VOA)

(15x2=30)

سوال نمبر 3 مندرجہ ذیل میں سے دو سوالات کا جواب لکھیں۔

1 میڈیا کو گلوبل میڈیا کہا جاتا ہے؟ کسی بھی دو اہم پر نوٹ لکھیں۔

2 راؤٹرز کیا ہے؟ اسکے کام کرنے کے طریقے کو بیان کریں۔

3 اے ایف پی کیا ہے؟ اسکے کام کرنے کے طریقہ کار بیان کریں۔



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Mass Communication

TIME ALLOWED: 30 mins.

Course Code: BSCS-111/ MAS-12110 / MASS-111

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Part I

Objective

All the questions are compulsory. Four possible answers a, b, c and d to each multiple question are given. Cutting and over writing is not allowed. All the questions carry equal marks

(10*1)

1. The word 'communication' is derived from the Latin word 'communis', which means-

- a) To write
- b) To speak
- c) To share
- d) None of above

الف لفظ 'مواصلات' لاطینی لفظ 'کیونٹی' سے حاصل کیا جاتا ہے، جس کا مطلب ہے۔

الف) لکھنا

ب) بات کرنا

ج) اشتراک کرنا

د) کوئی بھی نہیں

2. When does the communication process end?

- a) When the message is sent
- b) When the recipient receives the message
- c) When the receiver decodes the message
- d) When the receiver has understood the message

2. رابطے کا عمل کب ختم ہو جاتا ہے؟

الف) جب پیغام بھیجا جاتا ہے

ب) جب وصول کنندہ پیغام وصول کرتا ہے

ج) جب وصول کنندہ پیغام کا فیصلہ کرتا ہے

د) جب ریسیور نے پیغام کو سمجھا ہے

3. There was a barrier to communication in Shannon Weaver's model of communication, that was-

- a) Psychological
- b) Personal
- c) Noise
- d) Language

3. Shannon Weaver کے ابلاغ کے ماڈل میں مواصلات کے لئے ایک رکاوٹ تھی۔

الف) نفسیات

ب) ذاتی

ج) شور

د) زبان

4. Communication is

- a) Unrepeatable
- b) Inevitable
- c) Irreversible
- d) All of above

4. مواصلات ہے

الف) Unrepeatable

ب) Inevitable

ج) Irreversible

د) تمام آپشنز درست ہیں

5. As per the chronological order, what comes first in the newspaper format?

- a) Column
- b) Headlines
- c) Sub-heads
- d) Mast-heads

5. تاریخی حکم کے مطابق، سب سے پہلے اخبار کی شکل میں کیا آتا ہے؟

الف) کالم (Column)

ب) ہیڈ لائنز (Headlines)

ج) سب ہیڈ (Sub Head)

د) ماسٹ ہیڈ (Mast Head)

(P.T.O.)

6. Which among the following is not the physical barrier of communication?

- a) Competing stimulus
- b) Subjective stress
- c) Personal expectation
- d) Ignorance of medium

6. مندرجہ ذیل میں سے مواصلات کی راہ میں کیا کاوٹ نہیں ہے؟

الف) Competing Stimulus

ب) Subjective Stress

ج) ذاتی توقع

د) Ignorance of Medium

7. Verbal mode of communication may have barrier in delivering the proper message such as

- a) thoughts
- b) perceptions
- c) emotions
- d) all the above

7. مواصلات کے زبانی (Verbal) موڈ میں مناسب پیغام فراہم کرنے میں رکاوٹ ہو سکتی ہے

الف) خیالات

ب) خیالات

ج) جذبات

د) تمام آپشنز درست ہیں

8. What can be the format for internal communication in the organization?

- a) memo writing
- b) report writing
- c) bulletins
- d) all the above

8. تنظیم میں اندرونی مواصلات (Internal Communication) کی شکل کیا ہو سکتی ہے؟

الف) میمولاکھنا

ب) رپورٹ لکھنا

ج) Bulletin

د) تمام آپشنز درست ہیں

9. Non-verbal communication include

- a) tone of voice
- b) body language
- c) posture
- d) all the above

9. (Non-Verbal) مواصلات میں شامل ہیں

الف) Tone of Voice

ب) Body Language

ج) Posture

د) تمام آپشنز درست ہیں

10. Agenda settings was first proposed by

- a) Maxwell McComb
- b) Donald Shaw
- c) Leon Festinger
- d) A and b

10. Agenda Setting سب سے پہلے پیش کی

الف) Maxwell McComb

ب) Donald Shaw

ج) Leon Festinger

د) اے اور بی آپشنز



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MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Short Questions

Marks 5*4

1. Define communication and state its types.
2. Write a note on the importance of Opinion leader.
3. What are the essentials of effective communication?
4. Highlight the basic functions of mass communication.
5. What is the importance of feedback in the process of communication?

Long Questions

Marks 10*3

1. Explain the process of communication and elaborate all the elements with relative examples.
2. Media sets agenda in the minds of people. Explain the idea with current situation of Pakistani media.
3. Barrier in the communication process hinders the way of understanding the message. Put some light on general communication barriers.

مختصر سوالات (5*4)

1. مواصلات کی وضاحت کریں اور اس کی قسمیں بیان کریں.
2. Opinion Leader کی اہمیت پر نوٹ لکھیں.
3. موثر مواصلات کی ضروریات کیا ہیں؟
4. ذرائع ابلاغیات کے بنیادی افعال کو نمایاں کریں.
5. مواصلات کے عمل میں رائے (Feedback) کی اہمیت کیا ہے؟

(10*3) تفصیل سے جواب دیں

1. مواصلات کے عمل کی وضاحت کریں اور تمام عناصر کو مثال کے ساتھ وضاحت کریں.
2. میڈیا لوگوں کے ذہن میں ایجنڈا کا تعین کرتا ہے۔ اس خیال کو پاکستانی کی موجودہ صورتحال کی روشنی میں واضح کریں.
3. مواصلات کے عمل میں رکاوٹ (Barriers) پیغام کو سمجھنے کے راستے کو روکتا ہے۔ عام مواصلاتی رکاوٹوں (Communication Barriers) پر کچھ روشنی ڈالیں.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: National and International Affairs
Course Code: BSCS-201/MAS-21412

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Part – I (10x1=10)

NOTE: CHOOSE THE CORRECT ANSWER/OPTION.

1. Who was the first President of the Constitution Assembly?
 - (a) Liaquat Ali Khan
 - (b) Quaid-e-Azam
 - (c) Moulvi Tameez-ud-Din
 - (d) Sardar Abdur Rab Nishtar
2. After how many years did Pakistan get her first constitution?
 - (a) 5 years
 - (b) 7 years
 - (c) 9 years
 - (d) 11 years
3. What document was firstly drafted to give pace to constitution making process?
 - (a) Representative Act
 - (b) Pakistan Act
 - (c) Independence Act
 - (d) Objective Resolution
4. When the Constituent Assembly passed the Objective Resolution?
 - (a) 14th February 1949
 - (b) 12th March 1949
 - (c) 9th June 1949
 - (d) 15th August 1949
5. SAG stands for -----
6. according to 1973 constitution who elects Prime Minister?
 - (a) Senate
 - (b) National Assembly
 - (c) President
 - (d) Provincial Assemblies
7. What is the other name of Mohammad Ali Bogra Formula?
 - (a) New Law of Pakistan
 - (b) Pakistan Report
 - (c) Third Report
 - (d) Constitutional Formula
8. ISAF stands for -----
9. Who was the Prime Minister of Pakistan during enforcement of first constitution?
 - (a) Mohammad Ali Bogra
 - (b) Khwaja Nazim Uddin
 - (c) Choudhry Mohammad Ali
 - (d) Ibrahim Ismail Chundrigar
10. What official name was given to Pakistan in 1956 constitution?
 - (a) United States of Pakistan
 - (b) Republic of Pakistan
 - (c) Islamic Pakistan
 - (d) Islamic Republic of Pakistan



UNIVERSITY OF THE PUNJAB

Third Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: National and International Affairs
Course Code: BSCS-201/MAS-21412

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Part- II (Short Questions) [4x5=20]

1- Write a short note on SARRC.

۱- سارک پر ایک مختصر نوٹ تحریر کریں۔

2- What are the basic elements of Pakistan foreign policy?

۲- پاکستان کی فارن پالیسی کے بنیادی نکات کون سے ہیں؟

3- Write down the Key points of Kashmir dispute.

۳- تازم کشمیر کے بنیادی نکات تحریر کریں۔

4- Write a note on Good governance.

۴- گڈ گورننس پر نوٹ تحریر کریں۔

Part- III (Long Questions) [10x3=30]

1- Write in detail about Pakistan and US relations. Especially in the changing environment of Trump administration.

۱- پاکستان کے امریکہ کے ساتھ تعلقات پر تفصیل سے بحث کریں۔ خاص طور پر ٹرمپ انتظامیہ کے دور میں پیدا ہونے والی صورت حال کو آپ کیسے دیکھتے ہیں؟

2- Write in detail about the nuclear program of Pakistan with special reference to Pakistan's position as a nuclear state in world.

۲- پاکستان کے جوہری پروگرام کے بارے میں تفصیل سے تحریر کریں۔ خاص طور پر پاکستان کے عالمی دنیا میں مقام پر بحث کریں۔

3- Define terrorism, its causes and implication for Pakistan.

۳- دہشت گردی کو بیان کریں۔ پاکستان میں اس کی وجوہات اور ممکنہ اثرات پر تفصیل سے لکھیں۔



UNIVERSITY OF THE PUNJAB

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Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Mass Communication
Course Code: BSCS-211/MAS-21110

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

MCQs

Total Marks (10)

Please select the best answer from given options:

1. Apple computer was invented by
A. Chomsky B. Bill Gates
C. Dr. Atta Ur Rahman D. Steve Jobs
2. PTV was established in
A. 1964 B. 1955
C. 1965 D. 1971
3. World Wide Web is born on
A. 1992 B. 1985
C. 1991 D. 1989
4. is a rental media products company that provides its products to other organizations.
A. PiD B. Rental media
C. DGPR D. syndicate
5. Noise produced because of cultural differences is called
A. soft noise B. environmental
C. mechanical D. semantic
6. In Laswell's model 'what' stands for
A. feedback B. receiver
C. message D. sender
7. Bab-e-sahafat is the title of
A. Maulna Muhammad Ali Joher B. Majeed Nizami
C. Maulana Zafar Ali Khan D. Hamid Mir
8. theory justifies government control over press.
A. Authoritarian press B. framing
C. Libertarian D. social responsibility
9. Idea of global village was coined by
A. Bill gates B. Murdock
C. Steve jobs D. Marshall McLuhan
10. First television transmission in the world was telecasted in
A. 1895 B. 1925
C. 1935 D. 1910

P.T.O. for Urdu

حصہ معروضی

(10)

سوال نمبر ۱۶۶ درست جواب پر (✓) کا نشان لگائیں۔

- ۱۔ ایپل کمپیوٹر کس نے ایجاد کیا؟
(الف) چومسکی (ب) بل گیش (ج) ڈاکٹر عطاء الرحمن (د) سیٹو جاب
- ۲۔ پی ٹی وی..... میں قائم ہوا؟
(الف) ۱۹۶۳ء (ب) ۱۹۵۵ء (ج) ۱۹۶۵ء (د) ۱۹۷۱ء
- ۳۔ ورلڈوائڈ ویب..... میں سامنے آیا؟
(الف) ۱۹۹۲ء (ب) ۱۹۸۵ء (ج) ۱۹۹۱ء (د) ۱۹۸۹ء
- ۴۔ رینٹل میڈیا پراڈکشن کمپنی نے جو اپنی پراڈکٹ دوسری آرگنائزیشن کو کرائے پر دی ہے؟
(الف) PID (ب) رینٹل میڈیا (ج) ڈی جی پی آر (د) سنڈکیٹ
- ۵۔ ثقافت کی وجہ سے پیدا ہونے والے شور کو..... کہتے ہیں؟
(الف) سافٹ شور (ب) ماحولیاتی شور (ج) میکاٹکی شور (د) مینٹک شور
- ۶۔ لیس ویل ماڈل میں کیا کا مطلب ہے؟
(الف) فیڈ بیک (ب) ریسور (ج) پیغام (د) سینڈم
- ۷۔ باپائے صحافت لقب..... ہے؟
(الف) مولانا محمد علی جوہر (ب) مجید نظامی (ج) مولانا ظفر علی خان (د) حامد میر
- ۸۔..... کا نظریہ حکومت کا پریس پر کنٹرول کی اجازت دیتا ہے؟
(الف) مطلق العنان میڈیا کا نظریہ (ب) فریمنگ (ج) آزادی صحافت (د) معاشرتی ذمہ داری
- ۹۔ گلوبل ویلج کا نظریہ..... نے پیش کیا؟
(الف) بل گیش (ب) مرڈوک (ج) سیٹو جابز (د) مارشل مکھن
- ۱۰۔ دنیا میں ٹی وی کی پہلی ٹرانسمیشن..... میں نشر کی گئی؟
(الف) ۱۸۹۵ء (ب) ۱۹۲۵ء (ج) ۱۹۳۵ء (د) ۱۹۱۰ء



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Roll No.

PAPER: Mass Communication
Course Code: BSCS-211/MAS-21110

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

SHORT QUESTIONS

- Q. # 1: Define Journalism? Please enlist its major types? (5)
- Q. # 2: Briefly describe the status of freedom of expression in Authoritarian Press System. (5)
- Q. # 3: Define news values? Enlist different news values and explain any two of them? (5)
- Q. # 4: Briefly discuss two step flow of communication? (5)

Detailed Answer.

- Q. # 1: Define mass communication. What are its different elements and how they differ from interpersonal communication? (10)
- Q. # 2: Analyze the role of Pakistani electronic media in the nations fight against terrorism? (10)
- Q. # 3: Define propaganda – what are its types. How can propaganda be controlled? (10)

حصہ انتہائی

مختصر جوابات تحریر کریں۔

- سوال نمبر ۱۔ صحافت کی تعریف کریں۔ اس کی مختلف اقسام کی فہرست بنائیں۔
- سوال نمبر ۲۔ آمرانہ نظریہ ابلاغ میں آزادی اظہار پر روشنی ڈالیں۔
- سوال نمبر ۳۔ خبری اقدار کی تعریف کریں۔ مختلف خبری اقدار کی فہرست بنائیں اور کسی دو کو بیان بھی کریں۔
- سوال نمبر ۴۔ مختصر آدو درجہ ابلاغ کی تھیوری بیان کریں۔

تفصیلی جوابات تحریر کریں۔

- سوال نمبر ۱۔ ماس کمیونیکیشن کی تعریف کریں۔ اس کے مختلف عناصر کون سے ہیں؟ یہ عناصر کس طرح انٹرنیشنل کمیونیکیشن سے مختلف ہیں؟

- سوال نمبر ۲۔ قوم کی دہشت گردی کے خلاف جنگ میں پاکستانی میڈیا کے کردار کا جائزہ لیں۔
- سوال نمبر ۳۔ پراپیگنڈا کی تعریف کریں۔ اس کی کتنی اقسام ہیں؟ اس پر قابو کیسے پایا جاسکتا ہے؟



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Mass Media in Pakistan
Course Code: BSCS-202 / MAS-22413

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Select only one and correct option. Cutting and over writing is not allowed. (1x10=10)

1. The editor of Al-Hilal was
A) Sir Syed Ahmad Khan B) Abul Kalam C) Zafar Ali Khan D) Moulana Shaukat Ali
2. The editor of Zamindar was
A) Zafar Ali Khan B) Muhammad Ali Johar C) Hasrat Mohani D) None of these
3. Pakistan Television started its transmission in
A) 1961 B) 1964 C) 1965 D) 1970
4. First press and publication ordinance was promulgated in Pakistan
A) 1960 B) 1963 C) 1967 D) 1969
5. Awaz is a Sister paper of
A) Khabreen B) Express C) Jang D) None of these
6. PEMRA was established during.....era
A) Benazir Bhutto B) Nawaz Sharief C) Gen. Mushraf D) None of these
7. The first FM radio of Pakistan
A) FM 100 B) FM101 C) FM 103 D) FM 104.6
8. Owner of Daily Express is
A) Meer Shakeel B) Meer Khalil C) Meer Waheed D) None of these
9. AFP is the news agency of
A) Pakistan B) Afghanistan C) America D) None of these
10. PID work for
A) Military B) Senate Committee C) Supreme court D) None of these



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Media in Pakistan
Course Code: BSCS-202 / MAS-22413

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.



Short question (4x5=20)

- Question #1: Briefly discuss the role of Al-Hilal during freedom movement.
- Question #2: Write a short note on the measures taken by Ayub Khan to control press in Pakistan.
- Question #3: Why FM radio has more reach and better quality?
- Question #4: What are the three major advantages of online journalism?
- Question #5: What were the main objectives of Tahzeeb ul Akhlaq ?

Long question (3x10=30)

- Question # 1: Write a detail note on the role and importance of Radio in Pakistan
- Question #2: Evaluate the role of cable television in the creation and maintenance of materialism in Pakistani society.
- Question #3: Write a note on the role of PEMRA to regulate the electronic media in Pakistan



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017

Examination: B.S. 4 Years Programme

PAPER: News Reporting & Writing

Course Code: BSCS-301

TIME ALLOWED: 30 mins.

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

- 1 A story appearing with the name of the writer is:
 - a) By line
 - b) Print line
 - c) Data line
- 2 A large size headline across the entire page is called:
 - a) Deck
 - b) Banner
 - c) Lead
- 3 Which official is called pilot of newspaper?
 - a) The Editor
 - b) The Reporter
 - c) The sub Editor
- 4 AFP is the news agency of:
 - a) England
 - b) America
 - c) France
- 5 The news which appears in newspaper two or three days before an important event is called:
 - a) Curtain raiser
 - b) Back grounder
 - c) Follow up
- 6 Who was founder of Daily Jang:
 - a) Mir Shakil ur Rehman
 - b) Mir Javaid ur Rehman
 - c) Mir Khalil ur Rehman
- 7 A brief introduction of a photograph is called:
 - a) Embargo
 - b) Caption
 - c) Credit line
- 8 APNS is the representative body of:
 - a) Editors
 - b) Owners of newspapers
 - c) Working Journalists
- 9 The first newspaper of the sub continent was:
 - a) Kohinoor
 - b) Hickery Gazette
 - c) Comrade
- 10 Daily Dawn started in:
 - a) 1940
 - b) 1942
 - c) 1944



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: News Reporting & Writing
Course Code: BSCS-301

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q. No.2 Answer the following short questions (5x4=20)

سوال نمبر-۲ مندرجہ ذیل سوالات کے مختصر جوابات دیں۔

- 1 What is the difference between credit line and head line?
کریڈٹ لائن اور ہیڈ لائن میں کیا فرق ہے؟ 1
- 2 What is meant by "Follow up"?
فالو اپ سے کیا مراد ہے؟ 2
- 3 What is the importance of 5 Ws and 1 H in a news?
خبریں میں 5Ws اور 1H کی کیا اہمیت ہے؟ 3
- 4 Write notes on any Two International New Agencies.
کوئی سی دو بین الاقوامی نیوز ایجنسیوں پر نوٹ لکھیے۔ 4

Q. No.3 Give Answers in Detail. (15x2=30)

مندرجہ ذیل سوالات کے مفصل جوابات دیں۔

- 1 What is the significance of news values in journalism.
صحافت میں خبری اقدار کیا اہمیت ہے؟ 1
- 2 Define Beat. Discuss Crime and Sports beats in detail.
بیٹ کی تعریف کریں۔ کرائم اور سپورٹس بیٹ پر بحث کریں۔ 2



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Broadcast Journalism
Course Code: BSCS-302

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Choose the right options from the following:

10 Marks

1. The microphone that receives sounds from all directions is called as;
 - a) Omnidirectional
 - b) Unidirectional
 - c) Bidirectional

2. PBC stands for
 - a) Punjab Broadcast Cooperation
 - b) Pakistan Broadcast Company
 - c) Pakistan Broadcast Cooperation
 - d) Pak – British Council

3. At present the headquarter office of PTV is at
 - a) Lahore
 - b) Karachi
 - c) Islamabad
 - d) Peshawar

4. The Pakistani film industry is known as
 - a) Hollywood
 - b) Bollywood
 - c) Lollywood

5. SOT stands for;
 - a) Sound on Tape
 - b) Sound off Tape
 - c) Sort out Things
 - d) Search on Time

6. The owner of Microsoft company is
 - a) Arfa Kareem
 - b) John Smith
 - c) Bill Gates
 - d) Steve Jobs

7. PTV's first transmission was on;
 - a) 13 November, 1976
 - b) 12 March, 1964
 - c) 28 January, 1966
 - d) 26 November, 1964

8. The name of the Oscar winning Pakistani documentary is
 - a) Burning Face
 - b) Pretty Face
 - c) Smiling Face
 - d) Saving Face

9. BOL film is directed by
 - a) Sarmad Khoosat
 - b) Saeed Noor
 - c) Shan
 - d) None of above

10. The reading of the script to check the errors is called
 - a) Composing
 - b) Editing
 - c) Proof reading
 - d) None of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Broadcast Journalism
Course Code: BSCS-302

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q2: Write short answers of the following

20 Marks

- 1) Define Documentary?
- 2) Difference between Terrestrial & Cable TV channel?
- 3) Name 2 news anchor of Pakistan?
- 4) Briefly discuss the effects of T.V dramas on youth?
- 5) Quote two merits and demerits of social media?
- 6) CNN stands for?
- 7) Briefly discuss 2 techniques of writing script for radio news
- 8) How many steps are there in a production of T.V program?
- 9) Name 2 current affair T.V shows?
- 10) Quote 2 advantages of TV over Radio?

Q3: Subjective (Attempt any 3 questions)

30 Marks

1. What is the role and importance of Radio in the current socio-political scenario of Pakistan?
2. Explain the duties of a News Producer also highlight the challenges in case of Breaking News?
3. What are the salient features of a TV news package/ report?
4. Make a comparison of T.V, Radio and Internet as a medium?
5. Explain how internet and social media revolutionized the world?



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Online Journalism
Course Code: BSCS-303

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.
OBJECTIVE TYPE

PART-I

(Objective Type)

Q 1. Please encircle the correct answer. (Each question carries TWO marks)

Q1. Traditional blogging in which users write brief text messages over the Web is called

- a) Micro blogging.
- b) Macro blogging
- c) T blogging
- d) Mojo Blogging

Q2. _____ a program that makes methodical searches of the World Wide Web to provide information about pages for search engines

- a) Ant
- b) Spider
- c) Web Net
- d) Search web

Q3. HTTP stands for

- a) Hypertext Transfer Protocol
- b) Hyper text Transfer Tab Protocol
- c) Hypertext Transfer Tablet
- d) All of these

Q4. A _____ is a "mobile journalist" who works out of a car, using laptop computers, digital cameras, and audio recorders to file

- a) Online Rep.
- b) Mojo
- c) Satellite reporter
- d) gadget reporter

Q5. The journalistic activities primarily conducted for disseminating information via internet is called

- a) Free Journalism
- b) Online Journalism
- c) Citizen Journalism
- d) None

P.T.O. for Urdu Version

PART-I

(Objective Type)

(Q 1. Please encircle the correct answer. (Each question carries TWO marks)

ممکنہ درست جواب پر دائرہ لگائیں (ہر سوال کے 2 نمبر ہیں)

1. روایتی بلاگنگ جس میں صارف مختصر پیغام بھیجتا ہے کیا کہلاتا ہے؟

(a) مائیکرو بلاگنگ

(b) میکرو بلاگنگ

(c) ٹی-بلاگنگ

(d) موجو بلاگنگ

2) پروگرام جس کی بابت **www** (ورلڈ ویب وائیڈ) سے متعلق تحقیق کا جائزہ لیا جاتا ہے وہ کون سے عوامل ہیں جن کی بدولت یہ صفحات ہمیں مہیا ہوتے ہیں؟

(b) سپائیڈر

(a) انٹ

(c) ویب نیٹ

(d) سیرچ ویب

3) ایچ ٹی ٹی پی کس کا مخفف ہے؟

(a) ہائیپر ٹیکسٹ ٹرانسفر پروٹوکول

(b) ہائیپر ٹیکسٹ ٹرانسفر ٹیب پروٹوکول

(c) ہائیپر ٹیکسٹ ٹرانسفر ٹیلیٹ

(d) یا یہ سب آپشنز

4) ایک موبائل صحافی جو گاڑی سے باہر لیپ ٹاپ، موبائل، کمپیوٹر اور ڈیجیٹل کیمرے اور آڈیو ریکارڈنگ کا استعمال کرتا ہے کیا کہلاتا ہے؟

(a) آن لائن ریپ

(b) موجو

(c) سیٹیلائٹ رپورٹر

(d) گیجٹ رپورٹر

5) وہ صحافتی سرگرمیاں جو بنیادی طور پر انٹرنیٹ کے ذریعے کی جاتیں کیا کہلاتی ہیں؟

(a) فری جرنلزم

(b) آن لائن جرنلزم

(c) سٹیزن جرنلزم

(d) ان میں سے کوئی نہیں



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Online Journalism
Course Code: BSCS-303

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

PART-II

(Short Questions)

Q2 - Give short answers of the following. (20)

- 1) What is the scope of online journalism?(04)
- 2) Describe the idea of Scanning and Surfing. (04)
- 3) What role does Blogs play in online journalism? (04)
- 4) Define the term Virtual Community. (04)
- 5) Highlight a few techniques of cyber costing. (04)

PART-III

(Subjective Type)

Q 3- Answer the following questions in detail. (10+10+10=30)

- 1) Define online journalism. Discuss in detail the challenges faced in online journalism? (10)
- 2) The online access has made the World a global village which cultural and political issues related to the access of information through internet still hinders the way what is your observation about it? (10)
- 3) What do you know about online reporting? Explain the idea of publishing and marketing online editions of newspapers/magazines. (10)

PART-II

(Short Questions)

سوالات کے مختصر جواب دیں (20)

- 1) آن لائن صحافت کے دائرہ کار کیا ہے؟
- 2) سکیٹنگ اور سرفنگ کے خیال کی وضاحت کریں۔
- 3) بلاگز آن لائن صحافت میں کیا کردار ادا کرتی ہے؟
- 4) اصطلاح مجازی کمیونٹی کی وضاحت کریں؟
- 5) سائبر لاگت کے چند تکنیکی پہلو نمایاں کریں ؟

PART-III

(Subjective Type)

سوالات کے تفصیلی جوابات دیں (30=10+10+10)

- 1) آن لائن صحافت کی وضاحت کریں۔ تفصیل سے آن لائن صحافت میں درپیش چیلنجز پر تبادلہ خیال کریں؟
- 2) آن لائن رسائی نے دنیا کو گلوبل ولیج بنا دیا ہے۔ انفارمیشن ٹیکنالوجی آج کے دور میں ثقافتی اور سیاسی معاملات پر کس طرح سے اثر انداز ہوتی ہے ؟
- 3) آپ آن لائن رپورٹنگ کے بارے میں کیا جانتے ہیں؟ اخبارات / رسائل کی آن لائن اشاعت کے حوالے سے اپنے خیالات بتائیں۔



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Theories of Communication-I
Course Code: BSCS-305

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q1: Questions with multiple choices.(Attempt all of the following) (10 marks)

1. Inter personal communication is known as
 - a. Communication with group
 - b. Communication with others
 - c. Communication with none
2. The Magic Bullet Theory of mass communication was evolved by:
 - a. Ball Rokeack
 - b. Josef Klapper
 - c. George Garbner
 - d. None of above
3. Ideas that explain or predict only limited aspects of the mass communication process are
 - a. Middle range theories
 - b. Middle range hypothesis
 - c. High range theories
 - d. Short range theories
4. Cognitive dissonance theory developed by
 - a. Harold Lasswell
 - b. Leon Festinger
 - c. Paul Lazarsfeld

P.T.O.

5. Social Learning theory given by
 - a. McComb and Donald show
 - b. Albert Bandura
 - c. Shoemaker
 - d. Leon Festinger

6. The ----- theory limits the government control over press
 - a. Authoritarian Theory
 - b. Libertarian Theory
 - c. Social Responsibility Theory
 - d. Media Development Theory

7. The ----- theory limits the government control over press
 - a. Authoritarian Theory
 - b. Libertarian Theory
 - c. Social Responsibility Theory
 - d. Media Development Theory

8. Gate-keeping theory was first introduced by
 - a. Kurt Lewin
 - b. Karl Marx
 - c. John Milton
 - d. Paul Lazerfeld

9. Selective Retention assumes that
 - a. People remember best messages related to their attitudes and beliefs
 - b. People remember already existing messages near to their attitudes and beliefs
 - c. People retention of messages level is very poor

10. Theory---- replace authoritarian theory is
 - a. Libertarian Theory
 - b. Social responsibility Theory
 - c. Soviet Communist Theory



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Theories of Communication-I
Course Code: BSCS-305

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q2: Questions with short answers. (Attempt all of the five) (20 marks)

1. What is theory and how it important for conducting research?
2. Differentiate between Liberal and Dominance perspective of normative theories.
3. Define Gate keeping theory?
4. Selective Exposure means
5. Effective message

Q3: Questions with brief answers. (Attempt any three) (30 marks)

1. Define role of opinion leader in two step flow of communication process?
2. Why message is important in communication? Explain various attributes of message?
3. What is your understanding about theory of cognitive dissonance?
4. Discuss the salient features of social learning theory?



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Subediting & Page Designing (Theory & Practice) TIME ALLOWED: 30 mins.
Course Code: BSCS-306 MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.No.1 Attempt all questions. Fill in the blanks with appropriate answers. (10)

- Q. No.1 Banner is a type of _____
(a) News story (b) Headline
(c) Caption (d) None of these
- Q. No.2 APP stand for _____
(a) Associated Press of Pakistan (b) Associate Press of Pakistan
(c) Alligned Press of Pakistan (d) None of these
- Q. No.3 A statement describing a situation in a photograph is called _____
(a) Headline (b) Caption
(c) By-Time (d) None of these
- Q. No.4 A By-Line story has name of the _____
(a) Editor (b) Printer
(c) Writer (d) Publisher
- Q. No.5 Vertical division of a newspaper's page is called _____
(a) Feature (b) Column
(c) Editorial (d) News

سوال نمبر 1

خالی جگہ پُر کریں۔

(1) بیئر _____ کی ایک قسم ہے۔

(الف) خبر (ب) سرخی (ج) کیپشن (د) ان میں سے کوئی نہیں

(2) APP سے مراد _____ ہے۔

(الف) ایسوسی ایٹڈ پریس آف (ب) ایسوسی ایٹڈ پریس آف (ج) ایسوسی ایٹڈ پریس آف (د) ان میں سے کوئی نہیں
پاکستان پاکستان پاکستان

(3) کسی تصویر کے بارے میں معلومات فراہم کرتا بیان _____ کہلاتا ہے۔

(الف) سرخی (ب) کیپشن (ج) بائی لائن (د) ان میں سے کوئی نہیں

(4) ایک ByLine خبر میں _____ کا نام شامل ہوتا ہے۔

(الف) ایڈیٹر (ب) پرنٹر (ج) رائٹر (د) پبلیشر

(5) کسی بھی اخباری صفحہ کی سیدھی (لمبائی کے رخ) پر تقسیم _____ کہلاتی ہے۔

(الف) نیچر (ب) کالم (ج) ادارہ (د) خبر



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Subediting & Page Designing (Theory & Practice) TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: BSCS-306 MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Write Short Notes on the following:

(20)

(a) Responsibilities of Sub Editor

سب ایڈیٹر کے فرائض

(b) Banner

بینر سرخی

(c) Layout and Makeup of a Newspaper.

اخبار کا میک اپ

(d) Translation.

ترجمہ

Q. No.3 Describe the kinds of Headlines in detail

(10)

سرخیوں کی اقسام کو مفصل بیان کریں۔

Q. No.4 What are the responsibilities of a sub Editor?

(10)

ایک سب ایڈیٹر کے فرائض کیا ہیں؟ مفصل بیان کریں۔

Q. No.5 How computers are helpful in the editing Process of a newspaper?

(10)

ایک اخبار کی ادارت میں کمپیوٹرز کس طرح مددگار ثابت ہوتے ہیں؟



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Feature, Column & Editorial Writing (Theory & Practice) TIME ALLOWED: 30 mins.
Course Code: BSCS-307 MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

QNo1: Tick or Encircle the most suitable option for each question (10)

i One of the prerequisite of news is

(a) data (b) resource (c) accuracy (d) objectivity

ii service of a stringer in newspapers is based on

(a) regular (b) part-time (c) on request (d) occasionally

iii Sir Syed Ahmed launched Tahzib-ul-Akhlaq for

(a) educating (b) reforming (c) politicizing (d) revolting

iv the sustainability of any newspaper counts on

(a) editorial (b) reporting (c) administration (d) ads

v a good columnist is a

(a) journalist (b) teacher (c) doctor (d) any professional



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Feature, Column & Editorial Writing (Theory & Practice) TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: BSCS-307 MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part II

Q No2 Write short answers of following (5x4=20)

- (1) What characteristics a columnist needs to write a humor column?
- (2) Unlike the reporter, the editorialist is not restricted to events. Explain it.
- (3) How to write a profile feature article?
- (4) What characteristics do you need to launch yourself as a film journalist?

Part III

Marks 15 each

Q No3 What are the major types of editorials? Explain in details.

QNo4 Explain in details how a columnist plays his/her role to shape the opinion in society ?

Or

What kind of suggestions do you give to new comers in feature writings for newspapers?



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Research Methods-I
Course Code: BSCS-308

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

PART – II

(Short Questions)

Question No.2: Give Short Answers of the following. (4+4+4+4+4 Marks)

Q .1: Differentiate between 'Probability' and 'Non-Probability Sampling'?

Q .2: What is 'Hypothesis'? Give example.

Q .3: Explain 'Experiment Research' with an example?

Q .4: What is 'Dependent Variable' in research? Explain with example.

Q .5: Mention various 'areas of research in mass communication'?

PART – III

(Subjective Type Questions)

Question No.3: Define research and describe its various types? (10 Marks)

Question No.4: Explain four levels of measurement with relevant examples? (10 Marks)

Question No.5: Write short note on any TWO of the following; (5+5 Marks)

- A- Probability Sampling
- B- Ethics in Research
- C- Literature Review



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Research Methods-I

TIME ALLOWED: 30 mins.

Course Code: BSCS-308

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

PART – I
(Objective Type Questions)

Question No.1: Please tick the correct answer. (Each question carries TWO marks)

Q .1: Which of the following research type seeks to find practical solutions to problems?

- A. Basic research
- B. Applied research
- C. Descriptive research
- D. Analytical research

Q .2: A 'hypothesis' is;

- A. An experiment
- B. Result of a research process
- C. A type of research
- D. A tentative statement answering research question

Q .3: The first step in a research process is;

- A. Survey
- B. Research design
- C. Research question
- D. Hypothesis

Q .4: Which one of the following is a data collection method?

- A. Variable
- B. Sampling
- C. Experiment
- D. Hypothesis

Q .5: Which one of these sampling methods is a probability sampling?

- A. Quota
- B. Judgment
- C. Convenience
- D. Simple random



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Theories of Communication-II
Course Code: BSCS-309

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2: Questions with short answers. (Attempt all of the five) (20 marks)

1. What do you mean by the term "Effective message"?
2. What is meant by theory and how it is interrelated to research?
3. Differentiate between Liberal and Dominance perspective of normative theories.
4. Define Selective Exposure.
5. Describe Gate Keeping theory briefly.

Q3: Questions with brief answers. (Attempt any three) (30 marks)

1. What is your understanding about theory of cognitive dissonance?
2. What is the importance of message in communication? Describe its attributes.
3. Describe the salient features of social learning theory?
4. Discuss the role of opinion leader in two step flow of communication process?



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Theories of Communication-II
Course Code: BSCS-309

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1: Questions with multiple choices.(Attempt all of the following) (10 marks)

1. The ----- theory limits the government control over press
 - a. Authoritarian Theory
 - b. Libertarian Theory
 - c. Social Responsibility Theory
 - d. Media Development Theory
2. Communication with others is known as
 - a. Inter personal Communication
 - b. Intra personal Communication
 - c. Extra personal Communication
 - d. None of above
3. The Magic Bullet Theory of mass communication was evolved by:
 - a. Ball Rokeack
 - b. Josef Klapper
 - c. George Garbner
 - d. None of above
4. Ideas that explain or predict only limited aspects of the mass communication process are
 - a. Middle range theories
 - b. Middle range hypothesis
 - c. High range theories
 - d. Short range theories

(P.T.O.)

5. Albert Bandura gives the theory.
 - a. Gatekeeping
 - b. Social Learning
 - c. Uses and Gratification
 - d. Magic Bullet

6. Leon Festinger developed the following theory
 - a. Cognitive Dissonance
 - b. Social Cognitive
 - c. Social Learning
 - d. None of above

7. The ----- theory suggests the government control over press
 - a. Authoritarian Theory
 - b. Libertarian Theory
 - c. Social Responsibility Theory
 - d. Media Development Theory

8. introduced Gate-keeping theory
 - a. Kurt Lewin
 - b. Karl Marx
 - c. John Milton
 - d. Paul Lazerfeld

9. Selective Retention assumes that
 - a. People remember best messages related to their attitudes and beliefs
 - b. People remember already existing messages near to their attitudes and beliefs
 - c. People retention of messages level is very poor
 - d. None of above

10. ----- replace authoritarian theory is
 - a. Libertarian Theory
 - b. Social responsibility Theory
 - c. Soviet Communist Theory
 - d. None of above



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Introduction to Advertising & Public Relations TIME ALLOWED: 30 mins.
Course Code: BSCS-310 MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MCQs

Total Marks (10)

Please select the best answer from given options: each question carries two marks.

- ISPR stands for
 - Inter Services Public Relations
 - Internet Science Pakistan Research
 - Inter Sciences Partnership Remand
 - Inter Sciences Public Relations
- AIDA is an abbreviation for
 - attention, intention, decision, action
 - attention, interest, desire, action
 - action, implementation, decision, action
 - attention, intention, desire, action
- Promotional Mix has total elements.
 - Five
 - Six
 - Seven
 - Four
- First radio ad goes on air in
 - 1925
 - 1922
 - 1930
 - 1932
- Song in an advertisement is called
 - Jungle
 - OST
 - Melody
 - Jingle

ملٹی پل چوائس سوالات۔ ہر سوال کے دو نمبر ہیں۔ کل نمبر دس ہیں۔
بہترین جواب کا انتخاب کریں۔

۱۔ پہلا ریڈیو کا اشتہار میں آن ایئر ہوا۔

۱۔ 1925

۲۔ 1922

۳۔ 1930

۴۔ 1932

۱۔ آئی۔ ایس۔ پی۔ آر کا مطلب ہے۔

۲۔ انٹرنیٹ سائنس پاکستان ریسرچ

۳۔ انٹرنیشنل پبلک ریلیشنز

۱۔ انٹرنیشنل پبلک ریلیشنز

۳۔ انٹرنیشنل پبلک ریلیشنز

۵۔ اشتہار والے گانے کو جاتا ہے

۱۔ جنگل

۲۔ او۔ ایس۔ ٹی

۳۔ میلوڈی

۴۔ جینگل

۲۔ آئی۔ ڈی۔ اے کا مخفف ہے۔

۲۔ ایشن۔ ایشن۔ ڈیزائن۔ ایشن

۳۔ ایشن۔ ایشن۔ ڈیزائن۔ ایشن

۱۔ ایشن۔ ایشن۔ ڈی ایچ ایشن

۳۔ ایشن۔ ایشن۔ ڈیزائن۔ ایشن

۳۔ پروموشنل مکس کے عناصر ہوتے ہیں۔

۳۔ سات

۴۔ چار

۱۔ پانچ

۲۔ چھ



UNIVERSITY OF THE PUNJAB

*Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Advertising & Public Relations TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: BSCS-310 MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

QUESTIONS WITH BRIEF ANSWERS:

- Q1. Define advertising? How does advertising convince consumers? (10)
- Q2. Define copy writing? What are the essential elements of a typical print advertisement? (10)
- Q3. Define public relations? Please differentiate it from publicity, propoganda, marketing and advertising? (10)

Write the short answers to the following questions:

- Q1. What is advertising pyramid? Draw its diagram? (5)
- Q2. Briefly describe five economic functions of advertising? (5)
- Q3. Briefly describe five distinctive characteristics of an infomercial? (5)
- Q4. What are characteristics of a PRO? (5)

مندرجہ ذیل کا تفصیلی جواب تحریر کریں۔ ہر سوال کے دس نمبر ہیں۔

- سوال ۱۔ اشتہار سازی کی تعریف کریں۔ اشتہار سازی کس طرح سے خریدار کو قائل کرتی ہے؟
- سوال ۲۔ کاپی رائٹنگ کی تعریف کریں۔ ایک پرنٹ اشتہار کے کونسے عناصر ہوتے ہیں؟
- سوال ۳۔ تعلقات عامہ کی تعریف کریں۔ تعلقات عامہ کس طرح پبلسٹی، پراپیگنڈا، مارکیٹنگ اور اشتہار سازی سے مختلف ہے؟

مندرجہ ذیل کا مختصر جواب تحریر کریں۔ ہر سوال کے پانچ نمبر ہیں۔

- س ۱۔ اشتہاری تکون کیا ہے؟ تصویر بھی بنائیں۔
- س ۲۔ اشتہار سازی کے پانچ معاشی کام بیان کریں۔
- س ۳۔ انفو اشتہار کی انفرادی خصوصیات بیان کریں۔
- س ۴۔ پی۔ آر۔ او۔ کی خصوصیات کیا ہونی چاہیں؟



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Research Methods-II
Course Code: BSCS-401

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Short Answer

- 1
1. What are parametric test?
 2. Why we need referencing? Explain its importance
 3. Why inter coding reliability is considered important
 4. Name any four scale used in research
 5. What is importance of indepth interviews

۱۔ Parametric tests کونسے ہوتے ہیں؟

۲۔ ریفرنسنگ کی ضرورت کیوں ہوتی ہے۔ اسکی اہمیت بیان کریں

۳۔ Inter-coding reliability کیوں اہم ہوتی ہے؟

۴۔ تحقیق میں استعمال ہونے والے کوئی سے چار سکیل بیان کریں۔

۵۔ Indepth interviews کی کیا اہمیت ہے۔

Long Questions

1. Explain in detail how experimental method is conducted
2. Explain some techniques of data analysis
3. How we write our proposals? Explain its process

۱۔ Experimental Method کس طرح کیا جاتا ہے۔

۲۔ اعداد و شمار کے تجزیے کے کچھ طریقے بتائیں

۳۔ Research Proposal کیسے لکھتے ہیں۔ اس کا طریقہ کار بیان کریں۔



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Research Methods-II

Course Code: BSCS-401

TIME ALLOWED: 30 mins.

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Part

Q.1 Select the appropriate option. Cutting and overwriting is not allowed. (10x1=10)

- 1 Discrete variable is also called..... 1
a. Categorical variable
b. Discontinuous variable
c. Both A & B
d. None of the above
Discrete Variable کو کہتے ہیں۔
الف: Categorical variable
ب: Discontinuous Variable
ج: A یا B
د: کوئی بھی نہیں
- 2 Field testing of the questionnaire shows that: 2
a. Respondent are willing to co-operate
b. Respondents are not willing to co-operate
c. Respondents do not like any participation
d. All of the given options
سوالنامے کی فییلڈ ٹیسٹنگ بتاتی ہے۔
الف: مدعا تعاون کے لیے تیار ہیں۔
ب: مدعا تعاون کے لیے تیار نہیں ہیں۔
ج: مدعا حصہ نہیں لینا چاہیے
د: اوپر دی گئی سب وجوہات
- 3 The longitudinal approach of research deals with _____ 3
a. Horizontal researches
b. Long-term researches
c. Short-term researches
d. None of the above
تحقیق کی Longitudinal approach کام کرتی ہے
الف: Horizontal Research
ب: Long-term research
ج: Short-term research
د: کوئی بھی نہیں
- 4 The data of research is _____ 4
a. Qualitative only
b. Quantitative only
c. Both (a) and (b)
d. Neither (a) and (b)
تحقیق کے اعداد و شمار
الف) معیاری تحقیق
ب) معیاری تحقیق
ج: نہ a نہ b
د: a اور b
- 5 Sampling is advantageous as it _____ 5
a. Helps in capital-saving
b. Saves time
c. Increases accuracy
d. Both (a) and (b)
سپہلنگ فائدہ مند ہوتی ہے کیونکہ یہ
الف: سرمایہ کی بچت میں مدد کرتی ہے۔
ب: وقت بچاتی ہے۔
ج: درستگی میں اضافہ کرتی ہے۔
د: a اور b دونوں
- 6 _____ refers to inferring about the whole population based on the observations made on a small part. 6
a. Deductive inference
b. Inductive inference
c. Pseudo-inference
d. Objective inference
چھوٹے حصے کے مشاہدے سے پاپولیشن کے بارے میں اخذ کرنے میں مدد کرتی ہے۔
الف- Deductive inference
ب- Inductive inference
ج- Pseudo-Inference
د- Objective inference

P.T.O.

7 The qualitative research strategy places a value on:

- Using numbers, measurements and statistical techniques
- Generating theories through inductive research about social meanings
- Conducting research that is of a very high quality
- All of the above

8 If a study is "reliable", this means that:

- It was conducted by a reputable researcher who can be trusted
- The measures devised for concepts are stable on different occasions
- The findings can be generalized to other social settings
- The methods are stated clearly enough for the research to

9 Which of the following should you think about when preparing your research?

- Your sample frame and sampling strategy
- The ethical issues that might arise
- Negotiating access to the setting
- All of the above

10 Which of the following should be included in a research proposal?

- Academic status and experience
- The difficulties you encountered
- Research methods and reasons for choosing them
- All of the above.

7 معیاری تحقیق زور ڈالتی ہے۔

- الف: اعداد و شمار، پیمائش
- ب: سماجی معنوں کی روشنی میں نئے نظریے کی پیشکش
- ج: اعلیٰ معیار کی تحقیق کرنا
- د: اوپر دیے گئے سب

8 کوئی بھی تحقیق قابل بھروسہ ہو تو اس کا مطلب

- الف: قابل بھروسہ محقق
- ب: concept کے نتیجے مختلف جگہوں پر یکساں ہے
- ج: نتائج کو دوسری سماجی ماحول پر لاگو کیا جاسکتا ہے۔
- د: اپنائے گئے طریقہ کار تحقیق کو دہرانے کے لیے کافی ہونگے

9 اپنی تحقیق پر کام کرتے ہوئے کس کے بارے میں سوچنا چاہیے۔

الف: Sample frame اور Sample strategy

- ب: پیش آنے والے اخلاقی مسائل
- ج: ماحول تک گفت و شنید کی رسائی
- د: اوپر دیے گئے سب

10 ریسرچ پروپوزل میں کیا ہونا چاہیے۔

- الف: تعلیمی سٹیٹس اور تجربہ
- ب: درپیش مشکلات
- ج: تحقیقی طریقے کار اور ان کی وجوہات
- د: اوپر دیے گئے سب



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Developments Communication/ Journalism
Course Code: BSCS-402

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this paper on the same sheets. You have only 10 minutes to solve this part. Every question carries 2 marks. There are no marks for cutting or overwriting.

PART I

Q.No. 1. Encircle or Tick the most suitable option (2x5=10)

1) In Asia, one of the fastest rates of industrialization occurred in the late 20th century across four countries which are known as:

- i) The Asian Tigers
- ii) The Asian Devils
- iii) The Asian Lions
- iv) The Asian Gorillas

2.) ----- paradigm/s rest on the premise of (limitless) economic growth.

- i) Neo traditional
- ii) Neo marxist and neo classical
- iii) Technological
- iv) Global

3.) Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to ----- but is overlooked by more powerful broadcast groups.

- i) International audience
- ii) local audience
- iii) journalists
- iv) none of the given options

4. In the field of development, (WID) approach refers to -----.

- i) Women integrated development
- ii) Western independent development
- iii) Women in development
- iv) None of the given options

5) United Nations mandated ___ as the principal organization to be responsible for communication.

- i) UNESCO
- ii) UNICEF
- iii) WTO
- iv) WHO



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Developments Communication/ Journalism TIME ALLOWED: 2 hrs. & 30 mins.
Course Code: BSCS-402 MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

PART II

Q.No. 2 Give short answers (100 words) of any FOUR of the following. (4x5=20)

- i) Identify and list some techniques to reduce resistance /hurdles in the way of development communication process.
- ii) What is difference between Development journalism and development communication?
- iii) Describe the concepts: i) Integrated development and ii) sustainable development?
- iv) Media buying and Communication Channels selection step in DC campaign is the key step. Discuss.
- v) What is the role of social media in development communication?

Part III

Q.No 3. Briefly answer following questions (around 200-250 words each) (15x2=30)

- i) Role of opinion leaders is very important in development communication. Discuss taking the example of Polio Vaccination in Pakistan.
- ii) What are major challenges of development communication in Pakistan?



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Media Ethics & Laws
Course Code: BSCS-403

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Write short answers. Attempt any TWO (20)

- 1) What are the main functions of Press Council of Pakistan? What is the role of Inquiry Commission in it? (10)
- 2) Briefly explain the main sources of ethics in Pakistan? (10)
- 3) Briefly explain any two external pressures on media? (10)

Q3. Answer the following questions. Attempt any TWO Questions. (30)

- 1) How do you think Islamic code of ethics can be applied to the concept of freedom of media? (15)
- 2) Do you think electronic news media of today is playing a responsible role? Give an argumentative answer. (15).
- 3) Do you think that freedom of expression is most essential in functioning of democracy? Give an argumentative answer(15)



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Media Ethics & Laws
Course Code: BSCS-403

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1: Chose the correct option (10)

- 1) The Newspaper Editors Council of Pakistan was formed on May 22, 1993.
 - i. May 22, 1992
 - ii. May 22, 1993
 - iii. May 22, 1994
 - iv. May 22, 1995

- 2) To provide access to all forms of information is in
 - i. PEMRA Ordinance 2002
 - ii. Press Council Ordinance 2002
 - iii. Freedom of information ordinance introduced in 2002
 - iv. Defamation Ordinance

- 3) Prevention of Electronic Crimes Bill (PECB) was passed in
 - i. 2014
 - ii. 2015
 - iii. 2016
 - iv. 2017

- 4) Any false oral statement that amounts to defamation is
 - a) Libel
 - b) Slander
 - c) Both
 - d) None of the above

- 5) One core principle of journalism is that Journalists should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. It means that he is
 - i. Fair and accountable
 - ii. Independent
 - iii. Accountable
 - iv. Truthful and accurate

P.T.O.

6) Registration of Printing Presses and Publications Ordinance that was promulgated in

- i. 1986
- ii. 1987
- iii. 1988
- iv. 1989

7) In the Copyright Ordinance, 1962 changes were brought about in the year

- i. 1990
- ii. 1991
- iii. 1992
- iv. 1993

8) Law that enabled private citizens, groups, and corporations to establish and operate radio stations and TV channels through the electronic media regulatory Authority, came in the year

- i. 1995
- ii. 1996
- iii. 1997
- iv. 1998

9) The amendment in the USA to prohibit the making of any law on the free exercise of religion in the US constitution is

- i. First amendment
- ii. Second Amendment
- iii. Third amendment
- iv. Fourth amendment

10) Society of Professional Journalists declares these ----- principles as the foundation of ethical journalism

- i. three
- ii. four
- iii. five
- iv. six



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Radio News Reporting and Production
Course Code: BSCS-406

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer the two questions. Each question carries 15 marks

- 1- Write in detail the production process of radio talk-shows?
- 2- What do you mean by recorded and live radio programs? Is there any difference between production of live and recorded programs?
- 3- Describe the role of role of Radio Pakistan towards awareness of rural population, especially farmers?

Answer four questions in brief. 20 marks

- 1- What is meant by target audience and their demographics?
- 2- What is your understanding about in-door and out -door productions?
- 3- What is the importance of editing in any production?
- 4- Describe the qualities of a radio script.
- 5- What do you know about the organizational structure of radio station

دو سوالات کے جوابات دیں۔ ہر سوال 15 نمبر کا حامل ہے۔

① ریڈیو ٹاک شوں کی پروڈکشن کے مراحل کو تفصیلاً بیان کریں۔

② ریکارڈ شدہ اور لہرہ راست پروگراموں کا کیا مطلب ہوتا ہے؟ کیا ان دونوں قسم کے پروگراموں کی پروڈکشن کے مراحل میں کوئی فرق ہوتا ہے؟

③ دیہی عوام، خاص طور پر کمسنوں کی آہلی فو ایجم کرنے کے حوالے سے ریڈیو پاکستان کی کارکردگی کا کیا بیان کریں۔

چار سوالات کے مختصر جوابات دیں۔

① ٹارگٹ اوڈینس اور ایڈیٹنگ پروگرامنگس کا کیا مطلب ہوتا ہے؟

② ان - ڈور اور اوٹ - ڈور پروڈکشن کے بارے میں کیا جاننے ہیں؟

③ کسی بھی پروگرام کی پروڈکشن میں ایڈیٹنگ کی کیا اہمیت ہوتی ہے۔

④ کسی ریڈیو اسٹیشن میں کیا خصوصیات ہونی چاہئیں؟

⑤ کسی ریڈیو اسٹیشن کا تنظیمی ڈھانچہ بیان کریں۔



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Radio News Reporting and Production
Course Code: BSCS-406

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MCQs

- 1- Editing is part of
Pre-production
Post-production
Production
- 2- FM stands for
Frequency modulation
Frequency mode
Frequency module
- 3- Documentary is
Dramatic production
Non-dramatic production
Both a and b
- 4- Producer is called
Captain of the ship
Captain of the team
Captain of the staff members
- 5- Fade out means
Decrease the audio
Increase the audio
Both

(P.T.O. for Urdu Version)

MCQs

① اینٹ ٹیسٹ حصہ ہوتی ہے

پری پروڈکشن کا
پوسٹ پروڈکشن کا
پروڈکشن کا

② FM الف ایچ ایم کا مطلب ہوتا ہے

فی کلو ٹنسی موڈ پولیشن
فی کلو ٹنسی موڈ
فی کلو ٹنسی موڈ پول

③ دستاویزی پروگرام ان میں سے کہا جاتا ہے

④ ڈرامائی پروڈکشن
⑤ اینڈر رائٹ پروڈکشن
دولوں (a) اور (b)

④ پروڈکشن کو کہا جاتا ہے

کیٹین آف وی شیپ
کیٹین آف وی شیپ
کیٹین آف وی اسٹاف ممبرز

⑤ فنڈ ریسٹ کا مطلب ہوتا ہے

آواز کو سم کرنا
آواز کو بڑھانا
دولوں



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: TV News Reporting and Production
Course Code: BSCS-407

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer the following short Questions:

20

1. Differentiate between TV documentary and News Package..
2. Define Rundown.
3. Differentiate between News Paper writing and TV news writing.
4. Elaborate the steps involve in a news package/ Special Report.

Answer the following questions:

30

1. Explain in detail the preparation of TV news bulletin.
2. Describe the responsibilities of a TV news reporter.
3. What are the basics of news film shooting and editing?

(20)

سوال نمبر ۲ مندرجہ ذیل سوالات کے جوابات دیں۔

(1) ٹی وی ڈاکو منٹری اور نیوز پیج کے درمیان کیا فرق ہے؟

(2) رن ڈاؤن سے کیا مراد ہے؟

(3) اخبار کے لیے لکھنے اور ٹی وی نیوز رائیٹنگ کے مابین فرق واضح کریں۔

(4) نیوز پیج سٹیبل رپورٹ بنانے کے دوران کونسے مراحل پر عمل کرنا پڑتا ہے۔

(30)

سوال نمبر ۳ مندرجہ ذیل سوالات کے جوابات دیں۔

(1) ٹی وی نیوز بلیٹن بنانے کے مراحل تفصیل سے بیان کریں۔

(2) ٹی وی نیوز رپورٹر کی ذمہ داریاں بیان کریں

(3) نیوز کے لیے فلم کو شوٹ کرنے اور ایڈٹ کے اصول کیا ہیں؟



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: TV News Reporting and Production
Course Code: BSCS-407

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Choose the correct option:

2 × 5 = 10

- Voxpops are taken from:
a) General Masses b) Experts
c) Media Professional d) Non of the above
- SOT Stands for:
a) Sources of tape b) Silence of tape
c) Sound of tape d) Sound on tape
- The part of a new story a news caster reads before camera is called:
a) OC b) VC
c) VO d) by line
- In three point lighting light which beats the shadow is _____
a. Fill light b. Key Light c. Back light d. none of them
- News which relates to Human interest are called _____
a. Soft News b. Hard News c. Investigative News d. none of them

(10)

سوال نمبر 1 درج ذیل میں سے صحیح جواب کا انتخاب کریں۔

(1) واکس پاپس ان لوگوں سے لیے جاتے ہیں۔

(2) الف: عوام الناس ب: ماہرین ج: میڈیا پروفیشنلز د: ان میں سے کوئی نہیں
SOT ان الفاظ کا مخفف ہے۔

(3) الف: Source of tape ب: Silence of tape ج: Sound of tape د: Sound on tape
کیرے کے سامنے نیوز کاسٹر جو خبر پڑھتا ہے وہ حصہ _____ کہلاتا ہے۔

(4) الف: OC ب: VC ج: VO د: By live
Three Point Lighting میں سائے کو ختم کرنے کے لیے یہ لائٹ استعمال ہوتی ہے۔

(5) الف: فل لائٹ ب: لائٹ ج: بیک لائٹ د: ان میں سے کوئی نہیں
انسانی دلچسپی human interest سے متعلق خبریں _____ کہلاتی ہیں۔

الف: سافٹ نیوز ب: ہارڈ نیوز ج: انویسٹی گیٹو د: ان میں سے کوئی نہیں



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Advertising-I
Course Code: BSCS-408

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MULTIPLE CHOICE QUESTIONS.

Total Marks 10

- I. Promotional Mix has total elements.
a. Five
b. Six
c. Seven
d. Four
- II. Situation analysis is also called.....
a. SWOT
b. Consumer analysis
c. SAFA
d. Marketing window
- III. IMC stand for.....
a. International Marketing Committee
b. Intelligent Marketing communication
c. International Marketing Communication
d. Integrated Marketing Communication
- IV. First radio ad goes on air in
a. 1925
b. 1922
c. 1930
d. 1932
- V. Song in an advertisement is called
a. Jungle
b. OST
c. Melody
d. Jingle
- VI. Marketing segmentation essentially deals with
a. International Marketing
b. Consumers
c. Communication
d. Media
- VII. Buy two get one is an example of
a. Direct selling
b. Advertising
c. Sales Promotion
d. Promotion
- VIII. Direct Marketing is also known as
a. Data base Marketing
b. Key marketing
c. Consumer Marketing
d. Essential Marketing
- IX. Peoples meter is used for the purpose of
a. Counting consumers
b. Channel selection
c. Media Planning
d. Rating
- X. PSA stands for
a. Public service advertising
b. Public seminar for advertising
c. Public seeking advertising
d. Pakistan service advertising

P.T.O. for Urdu Version



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Advertising-I
Course Code: BSCS-408

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

QUESTIONS WITH BRIEF ANSWERS:

- Q1. Define copy writing? What are the essential elements of a typical print advertisement? Briefly discuss five functions of slogan? (10)
- Q2. Describe organizational structure of an advertising agency in detail? (10)
- Q3. Define advertising appeals? What are its categories? Discuss them with two examples for each category? (10)

Write the short answers to the following questions:

- Q1. What is AIDA? Draw its diagram? (4)
- Q2. Briefly describe five economic functions of advertising? (4)
- Q3. Briefly describe characteristics of an effective public service advertisement? (4)
- Q4. What are the elements of a marketing mix? (4)
- Q5. Write five characteristics of an effective advertising copy? (4)

مندرجہ ذیل کا تفصیلی جواب تحریر کریں۔ ہر سوال کے دس نمبر ہیں۔

سوال ۱۔ کاپی رائٹنگ کی تعریف کریں۔ ایک پرنٹ اشتہار کے کونسے عناصر ہوتے ہیں؟ سلوگن کے پانچ کام بیان کریں؟

سوال ۲۔ اشتہاری ایجنسی کے تنظیمی ڈھانچے کو تفصیلاً بیان کریں؟

سوال ۳۔ اشتہاری اپیلز کی تعریف کریں؟ اس کی بنیادی اقسام کونسی ہیں۔ ہر اقسام کی کم از کم دو مثالوں کی مدد سے وضاحت کریں۔

مندرجہ ذیل کا مختصر جواب تحریر کریں۔ ہر سوال کے چار نمبر ہیں۔

س ۱۔ اے۔ آئی۔ ڈی۔ اے۔ کیا ہے؟ تصویر بھی بنائیں۔

س ۲۔ اشتہار سازی کے پانچ معاشی کام بیان کریں۔

س ۳۔ پرائرٹپلک سروس اشتہار کی خصوصیات بیان کریں۔

س ۴۔ مارکیٹنگ مکس کے عناصر کونسے ہیں؟

س ۵۔ اثر انگیز اشتہاری کاپی کی پانچ خصوصیات لکھیں۔



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Public Relations-I
Course Code: BSCS-409

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MCQs

Total Marks (10)

Please select the best answer from given options: each question carries two marks

1. ISPR stands for
A. Inter Services Public Relations
B. Internet Science Pakistan Research
C. Inter Sciences Partnership Remand
D. Inter Sciences Public Relations
2. AIDA is an abbreviation for
A. attention, intention, decision, action
B. attention, interest, desire, action
C. action, implementation, decision, action
D. attention, intention, desire, action
3. PSA stands for
A. public service assessment
B. public service advertising
C. public simulated advertising
D. public scanned advertising
4. is also called data base marketing.
A. agenda setting
B. consumer marketing
C. direct marketing
D. indirect marketing
5. Use of famous personalities in communication is called
A. fame appeal
B. celebrity appeal
C. empathy appeal
D. artist appeal

P.T.O. for Urdu Version

ملٹی پل چوائس سوالات۔ ہر سوال کے دو نمبر ہیں۔ کل نمبر دس ہیں۔
بہترین جواب کا انتخاب کریں۔

- ۱۔ آئی۔ ایس۔ پی۔ آر کا مطلب _____ ہے۔
۱۔ انٹرنیشنل پبلک ریلیشنز
۲۔ انٹرنیشنل سائنس پاکستان ریسرچ
۳۔ انٹرنیشنل پارٹنرشپ ریماڈ
۴۔ انٹرنیشنل پبلک ریلیشنز

- ۲۔ اے۔ آئی۔ ڈی۔ اے کا _____ مخفف ہے۔
۱۔ اینٹن۔ اینٹن۔ ڈی۔ ای۔ این۔ ایکشن
۲۔ اینٹن۔ اینٹن۔ ڈی۔ ای۔ این۔ ایکشن
۳۔ اینٹن۔ انٹرسٹ۔ ڈی۔ ای۔ این۔ ایکشن
۴۔ اینٹن۔ اینٹن۔ ڈی۔ ای۔ این۔ ایکشن

- ۳۔ پی۔ ایس۔ اے کا مطلب _____ ہے۔
۱۔ پبلک سروس اسیسمنٹ
۲۔ پبلک سروس سائڈ اور ٹارگٹنگ
۳۔ پبلک سولیفڈ ایڈورٹائزنگ
۴۔ پبلک سیکنڈ ایڈورٹائزنگ

- ۴۔ _____ کو ڈیٹا بیس مارکنگ بھی کہا جاتا ہے۔
۱۔ ایجنڈا ایٹنگ
۲۔ کنزرویٹو مارکنگ
۳۔ ڈائریکٹ مارکنگ
۴۔ ڈائریکٹ مارکنگ

- ۵۔ ابلاغ میں مشہور شخصیات کے انتخاب کو _____ کہا جاتا ہے۔
۱۔ فیم ایبل
۲۔ سلیپر ٹی ایبل
۳۔ ایکٹیو ایبل
۴۔ آرٹ ایبل



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: PAPER: Public Relations-I
Course Code: BSCS-409

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Subjective Questions

- Q1. Define public for public relations? What is the difference between various communication tools used for internal and external public? How can information technology help in enhancing effectiveness of PR with both publics? (10)
- Q2. Define public relations? Please differentiate it from publicity, propaganda, marketing and advertising? (10)
- Q2. Define public for public relations? What is the difference between various communication tools used for internal and external public? How can information technology help in enhancing effectiveness of PR with both publics? (10)
- Q3. Discuss the various steps in an effective PR strategy? How can research help in this process? (10)

Short Questions

- Q1. What is press kit? (5)
- Q2. Enlist 7 Cs in PR? (5)
- Q3. What are characteristics of a PRO? (5)
- Q4. How press note is different from hand out? (5)

P.T.O. for Urdu Version

انشائیہ حصہ

مندرجہ ذیل کا تفصیلی جواب تحریر کریں۔ ہر سوال کے دس نمبر ہیں۔

سوال ۱۔ تعلقات عامہ کی پبلک کی تعریف کریں؟ انٹرنل اور ایکسٹرنل پبلک کے استعمال کے لئے کونسے ابلاغی طریقہ کار استعمال کئے جا سکتے ہیں؟ دونوں پبلکس میں انفارمیشن ٹیکنالوجی کس طرح کارگر ثابت ہو سکتی ہے؟
کی تعریف کریں۔ تعلقات عامہ کس طرح پبلسٹی، پراپیگنڈا، مارکیٹنگ اور اشتہار سازی سے مختلف ہے؟

سوال ۲۔ تعلقات عامہ کے متوازی اور غیر متوازی ماڈل کا موازنہ کریں۔ کونسا ماڈل جدید انفارمیشن ٹیکنالوجی کے دور میں زیادہ کارگر ہے؟

سوال ۳۔ آزمودہ تعلقات عامہ کی مہم کے کیا مراحل ہیں؟ ان مراحل میں تحقیق کی کیا اہمیت ہے؟

مندرجہ ذیل کا مختصر جواب تحریر کریں۔ ہر سوال کے پانچ نمبر ہیں۔

س ۱۔ پریس کٹ کیا ہے؟

س ۲۔ پی۔ آر۔ کے سات سی کونسے ہیں؟

س ۳۔ پی۔ آر۔ او۔ کی خصوصیات کیا ہونی چاہیں؟

س ۴۔ پریس ریلیز کا ہیڈ آؤٹ سے کیا فر ہے؟



Attempt this Paper on this Question Sheet only.

1-Which article of the constitution of Pakistan ensures free and compulsory education to children between the age of five and 16 ?

- (a) Article 8-28 (b) Article 52-B (c) Article 25-A (d) Article 62

2-What is the literacy rate between 15 and 24 years age in Pakistan ?

- (a) 50% (b) 60% (c) 40% (d) 35%

3-How many Pakistanis have a command over English ?

- (a) 5million (b)10million (c)18million (d)20million

4-Universities in Pakistan produce -----graduates everywhere

- (a) 240,500 (b) 445,000 (c) 667,430 (d) 230,000

5- What per cent of the world's students are being taught in a language that is not their mother tongue?

- (a) 30% (b)40% (c) 50% (d)20%

6- Between 2009 and 2012, about----- education-related attacks took place in Pakistan.

- (a) 1,000 (b) 200 (c) 500 (d) 700

7-About----- primary schools can be upgraded if the money being spent on Danish Schools is diverted to mainstream education sector

- (a) 660 (b) 1030 (c) 1560 (d) 800

8- What percent of children in schools do not have the facility of toilets?

- (a) 15% (b) 21% (c) 25 (d) 20%

9-When educational institutions in Pakistan were nationalized ?

- (a) 1977 (b) 1973 (c) 1978 (d) 1980

10-There are as many as -----public schools across Punjab

- (a) 52,231 (b) 41,234 (c) 43,987 (d) 49,694

P.T.O. for Urdu Version

سوال نمبر 1 درست جواب پر (س) کا نشان لگائیں

1- محکمہ ایجوکیشن کے تحت بہرے، گونگے اور اندھے اسکولوں کے انسپیکٹوریٹ کا قیام اس سنہ میں آیا؟

(الف) 1973 (ب) 1962 (ج) 1956 (د) 1988

2- پنجاب میں کل کتنے خصوصی تعلیمی مراکز ہیں؟

(الف) 135 (ب) 75 (ج) 317 (د) 400

3- معذور افراد کے لیے سرکاری ملازموں میں کتنے فیصد کوٹہ مختص کیا گیا ہے؟

(الف) 4 فیصد (ب) 5 فیصد (ج) 3 فیصد (د) 10 فیصد

4- بورڈ آف اسکینڈری ایجوکیشن کے تحت پہلا امتحان کس سن میں لیا گیا؟

(الف) 1949 (ب) 1956 (ج) 1955 (د) 1960

5- ویسٹ پاکستان بیکسٹ بک بورڈ کا قیام کس سن میں آیا؟

(الف) 1971 (ب) 1970 (ج) 1962 (د) 1967

6- پنجاب دانش اسکول اور سنٹر آف ایکسیلنس اٹھارٹی ایکٹ کس سن میں عمل میں لایا گیا؟

(الف) 2017 (ب) 2008 (ج) 2009 (د) 2010

7- پنجاب میں 100 فیصد خواندگی کے حصول کا ٹارگٹ کونسا سال مقرر کیا گیا ہے؟

(الف) 2050 (ب) 2040 (ج) 2060 (د) 2030

8- کل کتنی تعداد میں طالب علم غیر رسمی تعلیمی اداروں میں پڑھائی کر رہے ہیں؟

(الف) ایک ملین (ب) چھ لاکھ (ج) چار لاکھ (د) آٹھ لاکھ

9- ٹیوٹا اور مائیکروسوفٹ کے باہمی تعاون سے کل کتنے طالب علموں کو آئی ٹی کی تربیت دی جا رہی ہے؟

(الف) 25000 (ب) 50000 (ج) 20000 (د) 30000

10- تعلیمی اداروں میں طالبات کی تعداد کل زیر تعلیم افراد کی تعداد کا کتنا فیصد ہے؟

(الف) 54 فیصد (ب) 50 فیصد (ج) 40 فیصد (د) 43 فیصد



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Specialized Journalism
Course Code: BSCS-414 (ii) Education)

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Please write short answers to the following questions? (4+4+4+4+4)

- 1- The assessment of students' learning levels does not paint any encouraging situation across the province. Point out the reasons.
- 2- Punjab has the majority of unrecognised higher education institutions in the country. What is the reason behind operating illegal educational institutions?
- 3- Can Pakistan's brain drain be reversed? Give some suggestions to stop brain drain?
- 4- Education reporting is a boring job. Do you agree?
- 5- What are the essences of good news?

Please write detailed answers to the following questions? (10+10+10)

- 1-Write a detail note on standards and ethics for Education Reporters in Pakistan
- 2- What are the roles and responsibilities of the media in disseminating educational information?
- 3- With rapid changes in technology, do you not think there is a dire need of re-imagining education journalism in Pakistan?

سوال نمبر 2- درج ذیل سوالات کے مختصر جوابات تحریر کریں۔ (4+4+4+4+4)

1- ہائر ایجوکیشن کمیشن کی صوبائی سطح پر منتقلی کا عمل نا اہل اور کاہل افسران کی وجہ سے مناسب طریقے سے انجام نہیں پاسکا۔ کیا آپ اس سے اتفاق کرتے ہیں؟

2- آپ کے خیال میں اسمارٹ بورڈز ایل سی ڈیز اسکولوں میں سیکھنے کے عمل کو تیز کرنے میں معاون ثابت ہوں گی؟

3- دانش اسکول معیاری تعلیم کے حصول کی جانب ایک انقلابی قدم ہے۔ کیا آپ اس سے اتفاق کرتے ہیں؟

4- ایجوکیشن روپورٹنگ کی چند اہم خصوصیات پر ایک مختصر سائٹ لکھیں

5- بریکنگ نیوز اسٹوری کیا ہوتی ہے؟ مختصر بیان کریں

(10+10+10)

تفصیلی جوابات تحریر کریں

1- پاکستان میں پیشہ وارانہ تعلیم اور میڈیا ٹیکنالوجی پر ایک مفصل نوٹ تحریر کریں؟

2- صحافیوں کو تعلیم کے شعبے میں روپورٹنگ کے ذریعے ملک میں اہم تعلیمی خدشات کے بارے میں علم اور اعداد و شمار کے متعلق آگاہی ہوتی ہے لیکن اس کے باوجود تعلیمی شعبہ میڈیا میں نظر انداز کیا جاتا ہے۔ مفصل لکھیں؟

3- وہ کونسے اہم عوامل ہیں جو صحافیوں کو نیوز ویلیو کی تشریح کرنے میں مددگار ہوتے ہیں؟



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Media Management and Marketing
Course Code: BSCS-413

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1. MCQS (10)

1. Considering non personal communication channels, radio and television are considered as
 - a) Broadcast media
 - b) Display media
 - c) Online media
 - d) Print media
2. Pride appeal is which type of appeal
 - a) Rational
 - b) Informative
 - c) Emotional
 - d) Non informative
3. Which of these is direct advertising media
 - a) Catalogues
 - b) Magazines
 - c) Newspaper
 - d) Radio
4. Televisions program were started in Pakistan
 - a) 1964
 - b) 1947
 - c) 1990
 - d) None of these
5. Press and Publication Ordinance was introduced on
 - a) 1961
 - b) 1962
 - c) 1963
 - d) 1964
6. The daily DAWN was founded by
 - a) Quaid e Azam
 - b) Liaqat Ali khan
 - c) Ayub Khan
 - d) Mohtarma Fatimah Jinnah
7. What is ABC
 - a) Audit bearue of circulation
 - b) American business circle
 - c) American business corporation
 - d) None of these
8. The largest masss medium in Pakistan is
 - a) Tv
 - b) Radio
 - c) Newspaper
 - d) Internet
9. When radio Pakistan started FM transmission
 - a) July 1988
 - b) August 1988
 - c) September 1988
 - d) October 1988
10. CPNE is the representatives of
 - a) Editors
 - b) Anchors
 - c) Reporters
 - d) Writers



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Media Management and Marketing
Course Code: BSCS-413

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Short answers (20)

1. What is paid Circulation?
2. Define media conglomerates.
3. TV plays a constructive role do you agree?
4. What is meant by private ownership?

Q3. Long answers (30)

1. Mass media supports the stability and operation of society. Discuss
2. Explain some types of media personnel.
3. explain some techniques of marketing products



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester 2016

Examination: B.S. 4 Years Programme

PAPER: Specialized Journalism

TIME ALLOWED: 30 mins.

Course Code: BSCS-414 (v) Gender & Media

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MCQs

1. What is gender?
 - a) Another word for sex
 - b) The social construction/ societal manifestation of sex
 - c) Popular culture's word for sex
 - d) The biological basis of male or female
2. A hierarchical system in which cultural, political, and economic structures are dominated by males is a _____.
 - a) Pluralist model
 - b) Patriarchy
 - c) Gendered division of labour
 - d) Elite model
3. Overall, there is a _____ bias in language.
 - a) Female
 - b) Own group
 - c) Male
 - d) Racial
4. Gender roles refer to _____.
 - a) Chromosomal and hormonal differences that cause inevitable differences in the behavior of men and women.
 - b) The rights, responsibilities, expectations, and relationships of women and men.
 - c) The subordination of women based on the assumption of superiority of men.
 - d) None of the above.
5. WID approach believes in
 - a) Gender mainstreaming
 - b) Gender segregation
 - c) Incorporating women in development activities
 - d) None of these

P.T.O.

6. Which of the following terms refers to individuals' beliefs and actions that are rooted in anti- female prejudice and stereotypic beliefs?

- a) Institutionalized sexism
- b) Gender segregation
- c) Individual sexism
- d) Gender socialization

7. Linguistic sexism is a problem studied primarily by analysts using a _____ perspective.

- a) functionalist
- b) Feminist
- c) Conflict
- d) Integrationist

8. The _____ perspective combines the exploitation of women by capitalism with patriarchy in the home in its analysis of gender inequality.

- a) Radical feminist
- b) Democratic feminist
- c) Liberal feminist
- d) Socialist feminist

9. Marriage to more than one wife is called

- a) polyandry
- b) polygyny
- c) matrilineality
- d) matrifocality

10. In general, there are more intensified prescriptions about whom?

- a) Female
- b) Male
- c) Both male and female
- d) Children



UNIVERSITY OF THE PUNJAB

Eighth Semester 2016

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Specialized Journalism

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BSCS-414 (v) Gender & Media

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

2. Write Short answers of the following questions. All carry equal marks.

(5*4=20)

1. Distinguish between the terms of gender. Sex and androgyny.
2. What is meant by masculinity and femininity?
3. Elaborate the idea of gender stereotyping.
4. How television is playing a role in raising the profile of women in society.
5. What are the main postulates of muted group theory?

3. Briefly answer the following questions. All carry equal marks. (10*3=30)

1. How media is portraying and presenting the images of females in sports and fashion?
2. What is the main idea of Feminism? Elaborate different waves of Feminism.
3. Write down a note on any one of the following.
 - a) Queer theory.
 - b) Gender depiction in films.



Attempt this Paper on this Question Sheet only.

MULTIPLE CHOICE QUESTIONS

10

Q.1: Tick the relevant answers:

1. Who proposed the creation of SAARC?

- (a) Indian Prime Minister P. V. Narsimha Rao
- (b) Afghan President Nur Muhammad Taraki
- (c) President of Pakistan, Gen Zia-ul- Haq
- (d) President Ziaur Rahman of Bangladesh

2. When did Afghanistan join SAARC?

- (a) 1992
- (b) 1998
- (c) 2007
- (d) 2013

3. In which city of South Asia is SAARC Secretariat based?

- (a) Islamabad
- (b) New Delhi
- (c) Khatmandu
- (d) Colombo

4. Which country is the new UN Secretary-General Antonio Guterris from?

- (a) France
- (b) Portugal
- (c) Nigeria
- (d) Morocco

5. How many countries were members of SAARC, originally?

- (a) 5
- (b) 6
- (c) 7
- (d) 8

P.T.O.

6. Which is the oldest Urdu language daily newspaper of Pakistan (areas Pakistan consists of)?

- (a) Jang
- (b) Nawa-i-Waqt
- (c) Express
- (d) Khabrain

7. When did military action start in former East Pakistan during Gen Yahya's regime?

- (a) November 1970
- (b) March 1971
- (c) January 1972
- (d) None of these dates/months

8. Where was All India Muslim League formed in 1906?

- (a) Karachi
- (b) Lahore
- (c) Quetta
- (d) Dhaka

9. When was the first PTV station inaugurated in Lahore?

- (a) June 1962
- (b) August 1963
- (c) November 1964
- (d) February 1965

10. How is Pakistan's state radio organization known as?

- (a) Radio Pakistan
- (b) Pakistan Broadcasting Corporation
- (c) Pakistan Broadcasting Service
- (d) All Pakistan Radio



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Specialized Journalism

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BSCS-414 (viii) Media in SAARC Countries

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

PART-2 (A) Answer the following short questions:

20

- Q.1: Name any four SAARC countries including two that have a common border with Pakistan.
- Q.2: Which sea connects Pakistan with one of the three oceans? Name that ocean as well.
- Q.3: Is Terrorism not a localized problem for Pakistan? Give reasons for your 'yes' or 'no'.
- Q.4: Which of the two has greater credibility for our public: electronic or print media, and why?
- Q.5: 'South Asian TV channels are generally adding to noise pollution.' In what sense?
- Q.6: Which of the two offers better journalism and/or production – PTV and Cable Networks?
- Q.7: Compare the layout of Pakistan's Urdu newspapers with that of English language dailies.
- Q.8: Define 'liberalism', 'privatization' or 'globalization, and its impact on SAARC media.
- Q.9: In the west, circulation of newspapers has gone down. What do you expect in South Asia?
- Q.10: Is PR & Advertising, and not Electronic Media, now more popular in Pakistan. But why?

PART-2 (B)

Attempt answers to any three of the following questions:

30

- Q.1: Write short notes on of Pakistan's immediate SAARC neighbours so as to bring out the salient features of its physical and human geography, political history, economic conditions and the situation of media.
- Q.2: Put together a review of your favourite South Asian newspaper, magazine, or film or TV play, focusing on the aspects shown against each category:
- Newspaper/magazine: Editorial content, layout, priorities (e.g. politics, economy sports, arts, etc)
- Film: Theme/s, storyline/plot, characterization, screenplay, cinematography, sounds, acting skills
- Q.3: 'Gender bias in the SAARC countries has not only adversely affected the image of womenfolk on screen but also led to reduced chances of their employment in the electronic media in positions of financial and editorial authority.' Do you agree, and why?
- Q.4: Narrate the story of the first twelve to thirteen years of commercialization of media in Pakistan. Has it increased meaningful freedom for our TV channels and print media?



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Radio Program Production
Course Code: BSCS-417

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Part (1)

Multiple Choice Questions

Choose the Right Answer (10)

- 1) Breaking News Requires
 - Factual Reporting
 - Interpretative Reporting
 - Investigative Reporting
- 2) In Pakistan's Radio Community, PBC Stands for
 - Pakistan Business Council
 - Pakistan Bar Council
 - Pakistan Broadcasting Corporation
- 3) Adobe Audition software is mainly used for
 - Audio Production
 - Audio Editing
 - Audio Listening
- 4) The British Broadcasting Corporation (BBC) was set up in
 - United States
 - England
 - Germany
- 5) ----- is an organization of journalists established to supply news reports to Media Organizations
 - News Room
 - News Agency
 - News Studio
- 6) A Sound Proof Room is essential for good quality
 - Audio Recording
 - Audio Editing
 - Audio Selection
- 7) The best format for saving an audio file is
 - Wave
 - JPEG
 - MP4
- 8) Prominent Radio Program "Dada Pota Show" was created by
 - Rizwan Razi
 - Taric Aziz
 - Mustansar Hussain Tarar
- 9) The ability to recognize news possibilities of an item of information is called
 - Nose for News
 - News Reporting
 - News gathering
- 10) Community Radio Transmission is transmitted by
 - Short Wave (SW)
 - Medium Wave (MW)
 - Frequency Modulation (FM)



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Radio Program Production
Course Code: BSCS-417

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part (2)

Give Short Answers of following questions

- Q 1: What are the latest trends of FM Radios in Private Sector of Pakistan. (5)
Q 2: Write a brief note on different steps involved in audio editing. (5)
Q 3: Write a Short Note on Responsibilities of a Radio Producer. (5)
Q 4: How can you prepare a Radio Documentary on "Orange Train Project"? (5)

Part (3)

Give brief answers of following questions

- Q 1: Write a Note on Program Planning and Budgeting in a private sector Radio. (15)
Q 2: What are the important points to be kept in mind while planning a weekly Radio program for working women. (15)

درج ذیل سوالات کے جوابات کو الگ سے دی گئی جوابی شیٹ پر تحریر کریں

(حصہ دوم)

درج ذیل سوالات کے مختصر جوابات تحریر کریں

- سوال نمبر 1: پاکستان کے نجی شعبے میں چلنے والے ایف ایم ریڈیوز میں پانے جانے والے نئے رجحانات کیا ہیں؟
سوال نمبر 2: ریڈیو پروگرام کے لینے آڈیو فائل کی ایڈیٹنگ کے مختلف مراحل پر روشنی ڈالیں۔
سوال نمبر 3: ریڈیو پروڈیوسر کی ذمہ داریوں کے حوالے سے ایک مختصر نوٹ لکھیں۔
سوال نمبر 4: آپ اورنج ٹرین منصوبے کے حوالے سے ایک ریڈیو ڈاکومنٹری کیسے بنائیں گے؟

(حصہ سوم)

درج ذیل سوالات کے مختصر لیکن جامع جوابات لکھیں

- سوال نمبر 1: نجی شعبے میں چلنے والے ریڈیو کے لینے پروگرام پلاننگ اور اس کے بجٹ کے حوالے سے ایک نوٹ تحریر کریں۔
سوال نمبر 2: ورکنگ ویمن کے لینے ہفتہ وار ریڈیو پروگرام شروع کرنے کے لینے منصوبہ بندی کرتے ہوئے کن کن امور کا پیش نظر رکھا جانا ضروری ہے۔



Attempt this Paper on this Question Sheet only.

Tick the right answer (2*5=10)

1. Reflector is used for
 - 1) Reducing brightness
 - 2) Increasing brightness
 - 3) Both
2. Editing is done in the phase/stage
 - 1) Pre-production
 - 2) Production
 - 3) Post production
3. The term standard digital television refers to
 - 1) A standard for digital broadcasting that allows six channels to fit in the frequency space occupied by one analog signal.
 - 2) A standard for high quality digital broadcasting that features a high resolution picture, wide screen format, and enhanced sound.
 - 3) A digital TV broadcast that gives a highly improved signal compared to traditional analog ones.
 - 4) A set-top box that converts digital signals into analog signals that all sets can play.
4. The major function of Television is to provide:
 - 1) Entertainment
 - 2) Information
 - 3) Education
 - 4) All the three
5. PEMRA stands for
 - 1) Electronic Media Regulatory Authority
 - 2) Electronic Medium Regulatory Authority
 - 3) Electronic Medium Regulation Authority
 - 4) None



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: T V Program Production
Course Code: BSCS-418

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer the two questions. Each carries 15 marks.

Q1. If you are supposed to produce a TV programmer on 23rd March which aspects would you consider from the pre-production till the post production.

Q2. TV production is a hard task comprising of several stages which are the three main stages? Elaborate your answer with relevant examples.

Q3. T.V shows are developed on the themes which can provide the chance to win more rating. Comment on the idea considering the genres of 'Morning Shows' and 'Current Affair Shows'.

Answer the four questions briefly. Not more than eight sentences. (20)

1. What is meant by middle long shot and extreme long shot?
2. Elaborate the idea of three point lighting?
3. What is documentary?
4. What are the important aspects of designing the budget of production?
5. What is meant by Ariel shot?



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Advertising-II
Course Code: BSCS-419

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

1. Which of the following is the medium of choice for special interest advertising?
(a) Newspapers (b) Yellow pages (c) Magazines (d) The Internet
1. مندرجہ ذیل میں سے کونسا میڈیم سپیشل انٹرسٹ ایڈوائزنگ کے لیے استعمال ہوتا ہے۔
(الف) اخبارات (ب) یلو صفحات (ج) میگزین (د) انٹرنیٹ
2. An example of a traditional advertising objective is
(a) Advocacy (b) Spreading news (c) Promoting the public interest (d) None of these
2. روایتی ایڈوائزنگ کے مقاصد میں سے ایک۔
(الف) مشاورت (ب) خبر کو پھیلانا (ج) لوگوں کی دلچسپی کو بڑھانا (د) ان میں سے کوئی نہیں
3. Ads directed from one business to other businesses are known as
(a) Retail ads (b) Trade ads (c) Consumer ads (d) Display ads
3. اشتہارات جو ایک بزنس سے دوسرے بزنس کی طرف کے کر جاتے ہیں کیا کہلاتے ہیں۔
(الف) ریٹیل ایڈ (ب) تجارتی اشتہار (ج) صارف اشتہار (د) ڈسپلے ایڈ
4. Which of the following would be a duty of the creative department of a full service agency?
(a) Overseeing and maintaining quality (b) Hiring and directing freelance illustrators and graphic designers. (c) Copy research (d) All of these
4. فل سروس ایجنسی کی مندرجہ ذیل میں سے کونسی ڈیوٹی ہوتی ہے۔
(الف) کوالٹی کا معیار قائم رکھنا (ب) گرافک ڈیزائنرز کو کاپی ریسرچ (ج) کاپی ریسرچ (د) مندرجہ ذیل سارے
5. Which of the following terms best fits the activity of marketing communications?
(a) Making products available (b) Convenience of location (c) High level of regulation (d) Communication between stakeholders.
5. مندرجہ ذیل میں سے کونسی مشق مارکنگ ابلاغ کے لیے سب سے بہتر ہے۔
(الف) چیزوں کی فراہمی کو یقینی بنانا (ب) جگہ کی آسانی (ج) قوانین کو قابل عمل بنانا (د) متعلقہ افراد کے درمیان ابلاغ
6. This is a hierarchy of effects or sequential model used to explain how advertising works.
(a) ADD (b) AIDA (c) PESTLE (d) SWOT

P.T.O.

6. مندرجہ ذیل میں سے کونسا ماڈل ایڈوائزنگ کے عمل کو بیان کر رہا ہے۔

SWOT (د) PESTLE (ج) AIDA (ب) ADD (الف)

7. AIDA stands for awareness, _____, desire and _____.

- (a) Interest; action (b) Intensity; appeal (c) Involvement; action (d) Involvement; appeal

7. AIDA کا مطلب سمجھ بوجھ۔۔۔ خواہش۔۔۔ اور

(الف) شوق، عمل (ب) شدت، رغبت (ج) ملوث ہونا، عمل (د) ملوث ہونا، رغبت

8. This is the sharing of meaning created through the transmission of information:

- (a) Communication (b) Noise (c) Transfer (d) Understanding

8. مندرجہ ذیل میں سے کونسا عمل معنی کا تبادلہ ہے جو کہ معلومات کے تبادلے سے وجود میں آتا ہے۔

(الف) ابلاغ (ب) شور (ج) تبادلہ (د) سمجھنا

9. Organizations plan, design, implement, and evaluate their marketing communication activities. These activities involvement the delivery of messages either to or with target audiences, through various communication tools and media. This is known as.

- (a) Campaigns (b) Personal selling (c) Public relations (d) publicity

9. تنظیمیں مارکنگ کے ابلاغ کی منصوبہ بندی، بنانا، لاگو کرنا اور اس کو جانچتی ہیں۔ یہ سارے کام متعلقہ لوگوں تک پیغام کو پہنچانے کے لیے استعمال ہوتے ہیں جس کے لیے میڈیا کا استعمال کیا جاتا ہے اس کو ہم

(الف) مہم (ب) پرنسپل سیل انگ (ج) پبلک ریلیشنز (د) پبلسٹی

10. Marketing communications is used to achieve one of two principal goals. The first concerns the development of brand values. What is the other goal?

- (a) Increasing sales (b) Informing about products (c) Changing the behavior of target audiences. (d) Channeling communication tools

10. مارکنگ ابلاغ دو طرح کے مقاصد کو حاصل کرنے کے لیے کیا جاتا ہے۔ اُن میں سے ایک برینڈ کی اہمیت کو زیادہ کرنا اور دوسرا

(الف) سیل کو بڑھانا (ب) چیزوں کے بارے میں معلومات (ج) متعلقہ لوگوں کو روپیہ بدلنا (د) ابلاغ کے ذرائع کا استعمال



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Advertising-II
Course Code: BSCS-419

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer the following question 10+10+10

1. How the effectiveness of advertising media can be measured?
2. What is advertising campaign? What are its advantages?
3. Describe various aspects of advertisement programme.

Short questions 20

1. Explain Outdoor Advertising.
2. Write Note on Advertising Appeal.
3. Give any two Advantages of On-line Advertising
4. Describe elements of Marketing Communication Mix in brief
5. Describe any two tools of Evaluating Sales Promotions.

ایڈوٹائزنگ کے لئے استعمال کیے گئے میڈیا کا موثر ہونا کس طرح ناپا جا سکتا ہے۔ (1)

ایڈوٹائزنگ مہم کیا ہے۔ اس کے کیا فوائد ہیں۔ (2)

ایڈوٹائزمنٹ پروگرام کے مختلف پہلو بیان کریں۔ (3)

مختصر سوال (4)

اوٹ ڈور ایڈوٹائزنگ بیان کریں۔ (1)

ایڈوٹائزنگ اپیل پر نوٹ تحریر کریں۔ (2)

ان لائن ایڈوٹائزنگ کے دو فوائد بیان کریں۔ (3)

مارکنگ کمیونیکیشن کیس کے اجزاء لکھیں۔ (4)

سیلز پروموشن کو پرکھنے کے کوئی دو ذرائع کونسے ہیں۔ (5)



Attempt this Paper on this Question Sheet only.

Part – 1 MCQS.

Encircle or tick the correct answer: (10)

1) Public Relations is a bridge between an organization and its:

- (a) Owner (b) Publics (c) Government

2) Public Relations is the art to promote favourable:

- (a) Policy (b) Partnership (c) Public Opinion

3) Public Relations is the management:

- (a) Production (b) Function (c) Programme

4) Good public relations builds up the image of :

- (a) Persons (b) Organizations (c) Corporations

5) Public Relations does not mean to befool:

- (a) Institutions (b) Politicians (c) Public

6) Propaganda is an important tool of:

- (a) Publicity (b) Advertising (c) Public Relations

7) Experts regard media an important agent of:

- (a) State (b) Change (c) Public

8) Advertising is one of the overt:

- (a) Campaigns (b) Fields (c) Strategies

9) Publicity consists of obtaining:

- (a) Good Coverage (b) Positive Image (c) Free Space or Time

10) Public relations is not a passive:

- (a) Press (b) Policy (c) Activity



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Public Relations-II
Course Code: BSCS-421

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

PART – 2 (Write short note of up to 150 words)

4x5=20

- 1) Importance of Public Relations
- 2) Definition and types of publics
- 3) Use of public relations in crisis situation
- 4) Significance of Political PR
- 5) Difference between press release and press conference

PART – 3 (Write answers in around 300 words)

10x3=30

- 1) How do you differentiate publicity, propaganda, and advertising from public relations?
- 2) What are the duties of Public Relations Officer?
- 3) Write a note on the importance of an internal PR office for an organization.