



UNIVERSITY OF THE PUNJAB

First Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

PART-II

(Short Questions)

Q No.2 Give short answers of the following. (Each question carries 5 marks)

1. Define any FIVE essentials of Communication 05 Marks
2. Define FIVE types of Communication. 05 Marks
3. Briefly discuss FIVE functions of mass media 05 Marks
4. Define any FIVE Barriers of communication 05 Marks

PART-III

(Subjective Type)

- Q1. Define Communication and process of Communication in detail. 15 Marks
- Q2. In your opinion, which of the media is more effective, Print Media, Broadcast Media or Social Media? Explain by giving examples and arguments. 15 Marks



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TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

**Encircle your desired answer of objective type questions with great care.
Cutting and overwriting in objective type questions must be avoided.**

PART-I

(Objective Type)

Q No.1 (A) Please encircle the correct answer. (Each question carries ONE mark)

1. Word Communication is derived from _____.
 - a. Latin
 - b. English
 - c. German
 - d. Non of these
2. Sharing of Information and ideas is called _____.
 - a. Communication
 - b. Journalism
 - c. Thinking
 - d. All of them
3. Ability of the media to determine what is important is called _____.
 - a. Cultivation
 - b. Propaganda
 - c. Agenda Setting
 - d. News
4. The coded idea of sender makes _____ of Communication.
 - a. Thought
 - b. Expression
 - c. Message
 - d. Communication
5. The response of receiver is known as _____.
 - a. Feed back
 - b. Expression
 - c. Communication
 - d. Experience

P.T.O.

6. All of these are considered electronic media except _____.
- a. Radio
 - b. TV
 - c. Books
 - d. Internet
7. Communication with self is known as _____.
- a. Interpersonal
 - b. Intrapersonal
 - c. Extra personal
 - d. Non of these.
8. Printing Press was invented by _____.
- a. Bill Gates
 - b. Steve Jobs
 - c. Newton
 - d. Gutenberg
9. A form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast is called _____.
- a. Print Journalism
 - b. Broadcast Journalism
 - c. Online Journalism
 - d. All of these
10. Traditional Theatre, puppet shows are examples of _____.
- a. Folk Media
 - b. Electronic Media
 - c. Static Media
 - d. Mass Media

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Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication
Course Code: BSCS-111/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Note: All questions are compulsory. Four possible answers a, b, c and d to each multiple question are given. The choice which you think is correct fill or tick with blue ink. Cutting or filling two or more options will result in zero mark.

Q. No. 1 (10*1)

1. Communication is a _____
a) Theory b) Strategy c) Process d) None of these
2. The largest mass medium in Pakistan is: _____
(a) The Press (b) Radio (c) Television (d) None of them
3. The term communication is derived from "Communis" which is a _____.
(a) Greek word (b) Latin word (c) French word (d) None of these.
4. One who gives message intended to reach a specific group of audience is known as _____.
(a) Receiver (b) Sender (c) Target Audience (d) None of these
5. Communication with self is known as _____.
a) Interpersonal b) Intrapersonal c) Extrapersonal d) None of these
6. The largest newspaper of Pakistan is
a) Jang b) Nawa-e-Waqt c) The News d) None of these
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8. The response of the receiver is known as _____.
(a) Expression (b) Communication (c) Feedback (d) Experience
9. Verbal or spoken communication involves _____.
(a) Staff meetings (b) Planned Conferences
(c) Mass meetings (d) All of them
10. Agenda Setting was first put forth by _____ in 1972.
A) Maxwell McCombs b) Donald Shaw c) Leon Festinger d) both a and b



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PAPER: Mass Communication

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BSCS-111/

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Short Questions

(Marks 5*4)

1. Differentiate between Encoding and Decoding with the help of examples.
2. Explain the language barriers in communication.
3. What is folk media?
4. What is framing in communication?
5. What is the importance of Opinion Leader? Elaborate with the help of suitable example.

Q3. Long Questions.

(10*3)

1. What do you know about the process of communication? Explain in detail.
2. Write down a detailed note on Agenda Setting theory.
3. What is the importance of TV as a tool of Mass Communication?

UNIVERSITY OF THE PUNJAB

Roll No.



Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication

TIME ALLOWED: 30 mins.

Course Code: BSCS-111/

MAX. MARKS: 10

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Roll No.

Second Semester 2015
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.

PART III

Tick the right option.(10 marks)

- A- HBO stands for
- 1) Home box office
 - 2) House box office
 - 3) Home box organization
- B- Walt Disney is
- 1) A cartoon series
 - 2) Media conglomerate
 - 3) Name of a news anchor
- C- APP stands for
- 1) Associated press of Pakistan
 - 2) Associated press of Paris
 - 3) All Pakistan press
- D- Bloomberg is a
- 1) Business TV channel
 - 2) Documentary TV channel
 - 3) Cartoon TV channel
- E- The Economist is
- 1) Daily newspaper
 - 2) Weekly newspaper
 - 3) Fortnightly newspaper



UNIVERSITY OF THE PUNJAB

Second Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Contemporary World Media
Course Code: BSCS-102

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

Attempt this Paper on Separate Answer Sheet provided.

Part I

Answer two questions. Each question carries 15 marks.

- Q.1- Critically evaluate role of Al-Jazeera. Is it only TV channel of Middle East?
Q.2- What is media conglomerate? Write about prominent media conglomerates of world.
Q.3- what is Reuters? Explain its objectives and policies.

Part II

Answer the following three questions.

- Q1. Write down brief note on two topics. 10 marks
- A) BBC
 - B) Times Warner
 - C) News Week
 - D) VOA
- Q2. Explain the difference between mission statement and vision statement? 5 marks
- Q3. Describe the significance of news agencies for any media organization. 5 marks

UNIVERSITY OF THE PUNJAB

Roll No.



Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication

TIME ALLOWED: 30 mins.

Course Code: BSCS-111/ / MASS-111

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Note: All questions are compulsory. Four possible answers a, b, c and d to each multiple question are given. The choice which you think is correct fill or tick with blue ink. Cutting or filling two or more options will result in zero mark.

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UNIVERSITY OF THE PUNJAB

Second Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Communication

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BSCS-111/MASS-111

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Short Questions

(Marks 5*4)

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(10*3)

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UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Part – II (5x4=20)

حصہ انشائیہ

Q. # 2: Write short answer.

(5x4=20)

سوال نمبر ۲ کے مختصر جوابات تحریر کریں۔

(A) When and why OIC was established?

(الف) او آئی سی کب اور کیوں (مقاصد) بنائی گئی تھی؟

(B) Write four important functions of SAARC.

(ب) سارک کے چار اہم فرائض (مقاصد) بیان کریں۔

(C) Point out four important deficiencies of Pakistani Government System.

(ج) پاکستانی حکومتی نظام میں چار (۴) اہم خرابیوں کی نشان دہی کریں۔

(D) What are the fundamental objectives of ASEAN?

(د) ASEAN کے قیام کے بنیادی مقاصد کیا ہیں؟

(E) What are the four fundamental reasons of political instability in Pakistan?

(ه) پاکستان میں سیاسی عدم استحکام کی بنیادی چار وجوہات کون سی ہیں؟

PART-III

Q. # 3: Write detail answer of the following.

(10x3=30)

سوال نمبر ۳ کے تفصیلی جوابات تحریر کریں۔

(1) Write a detail note on the effects of Unipolar world bi-polar on Muslim countries.

(۱) دنیا کے Bi-polar سے Uni-polar میں تبدیلی ہونے کے مسلمان ممالک پر اثرات کو تفصیل سے بیان کریں۔

(2) What is a foreign policy? Write a note on the factors which influence the foreign policy of Pakistan.

(۲) خارجہ پالیسی سے کیا مراد ہے؟ پاکستان کی خارجہ پالیسی پر اثر انداز ہونے والے عوامل کون کون سے ہیں؟

(3) Write a detailed note on the geo-political position and importance of Pakistan.

(۳) پاکستان کی سیاسی جغرافیائی حیثیت و اہمیت پر تفصیلی نوٹ لکھیں۔



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Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Part – I (10x1=10)

Q. # 1: Select the right answer.

- I. Constituent assembly passed objective resolution.
(a) Feb. 1949 (b) March 1948 (c) April 1949 (d) March 1949
- II. Ayub Khan imposed Martial Law.
(a) 1962 (b) 1958 (c) 1961 (d) 1963
- III. In _____ ammendment NWFP named as KPK.
(a) 17th (b) 18th (c) 19th (d) 20th
- IV. UN came into being.
(a) 1944 (b) 1945 (c) 1946 (d) 1948
- V. Fourth SAARC summit held in.
(a) India (b) Pakistan (c) Bhutan (d) Sri-Lanka
- VI. WTO's head Quarter is in.
(a) Geneva (b) Paris (c) New York (d) Veinna
- VII. First world war ended in.
(a) 1914 (b) 1920 (c) 1919 (d) 1921
- VIII. World war II ended domination of _____ empire.
(a) Russian (b) Germany (c) British (d) French
- IX. Quaid-i-Azam was appointed 1st governor general by.
(a) Referendum (b) Election (c) Queen (d) By himself
- X. Durand Line agreement was signed by Afghanistan and.
(a) Pakistan (b) India (c) Iran (d) Britishers

(P.T.O. for Urdu Version.)

حصہ معروضی

سوال نمبر ۱ کے درست جوابات کا انتخاب کریں۔

- ۱۔ قرارداد مقاصد قانون ساز اسمبلی سے منظور ہوئی۔
 (الف) فروری ۱۹۴۹ء (ب) مارچ ۱۹۴۸ء (ج) اپریل ۱۹۴۹ء (د) مارچ ۱۹۴۹ء
- ۲۔ ایوب خان نے مارشل لاء نافذ کیا۔
 (الف) ۱۹۶۲ء (ب) ۱۹۵۸ء (ج) ۱۹۶۱ء (د) ۱۹۶۳ء
- ۳۔ ترمیم کے تحت این ڈبلیو ایف پی کا نام کے پی کے رکھا گیا۔
 ۷ اویں (ب) ۱۸ اویں (ج) ۱۹ اویں (د) ۲۰ اویں
- ۴۔ اقوام متحدہ کا قیام عمل میں آیا۔
 (الف) ۱۹۴۴ء (ب) ۱۹۴۵ء (ج) ۱۹۴۶ء (د) ۱۹۴۸ء
- ۵۔ چوتھی سارک کانفرنس منعقد ہوئی۔
 (الف) انڈیا (ب) پاکستان (ج) بھوٹان (د) سری لنکا
- ۶۔ WTO کا ہیڈ کوارٹر واقع ہے۔
 (الف) جنیوا (ب) پیرس (ج) نیویارک (د) ویانا
- ۷۔ پہلی جنگ عظیم ختم ہوئی۔
 (الف) ۱۹۱۳ء (ب) ۱۹۲۰ء (ج) ۱۹۱۹ء (د) ۱۹۲۱ء
- ۸۔ دوسری جنگ عظیم نے سلطنت کو ختم کر دیا۔
 (الف) روسی (ب) جرمن (ج) برطانوی (د) فرانسیسی
- ۹۔ قائد اعظم پہلے گورنر جنرل تعینات ہوئے۔
 (الف) ریفرنڈم سے (ب) الیکشن سے (ج) ملکہ برطانیہ کے حکم سے (د) خود سے
- ۱۰۔ ڈیورنڈ لائن کے معاہدہ پر دستخط کیے افغانستان اور نے۔
 (الف) پاکستان (ب) انڈیا (ج) ایران (د) برطانوی راج



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Communication
Course Code: BSCS-211/

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

- Q1. Define mass communication. What are its different elements and how they differ from interpersonal communication? (10)
- Q2. Analyze the role of Pakistani electronic media in the promotion of Pakistani culture? (10)
- Q3. Define concept of agenda setting? Who set the agenda for media? (10)
- Short Questions**
- Q1. Define journalism? Please enlist its major types? (5)
- Q2. Describe concept of development communication? (5)
- Q3. Define news values? Enlist different news values and explain any two of them? (5)
- Q4. Briefly discuss two step flow of communication? (5)

حصہ انشائیہ

سوال نمبر ۲ کے مختصر جوابات تحریر کریں۔ ہر سوال کے 5 نمبر ہیں۔

- (i) جرنلزم کی تعریف کریں۔ اس کی اہم اقسام کی لسٹ بنائیں۔
- (ii) ترقیاتی صحافت کا تصور کیا ہے؟
- (iii) نیوز ویلیوز (خبری اقدار) کی تعریف کریں۔ کسی دو کی وضاحت کریں۔
- (iv) ٹومپ فلور آف کمیونیکیشن کا تصور کیا ہے؟

تفصیلاً جوابات تحریر کریں۔ ہر سوال نمبر 10 نمبر ہیں۔

- (1) ماس کمیونیکیشن کی تعریف کریں۔ اس کے مختلف عناصر کون سے ہیں؟ اور وہ کس طرح انٹرنیٹ پر سٹیل کمیونیکیشن سے مختلف ہوتے ہیں؟
- (2) پاکستانی ثقافت کے فروغ میں پاکستانی الیکٹرونک میڈیا کے کردار کا تجزیہ کریں۔
- (3) ایجنڈا سیٹنگ کا تصور کیا ہے؟ میڈیا کا ایجنڈا کون مقرر کر سکتا ہے؟



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TIME ALLOWED: 30 mins.

Course Code: BSCS-211/.....

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 Version)

حصہ معروضی

- سوال نمبر ۱۱۱ درست جواب پر (۷) کا نشان لگائیں۔
- (10)
- ۱۔ اپیل کمپیوٹر..... نے ایجاد کیا۔
(الف) چومسکی (ب) بل گیس (ج) ڈاکٹر عطاء الرحمن (د) سٹیو جاب
 - ۲۔ PTV..... میں قائم ہوا؟
(الف) ۱۹۶۳ء (ب) ۱۹۵۵ء (ج) ۱۹۶۵ء (د) ۱۹۷۱ء
 - ۳۔ ورلڈوائڈ ویب کا..... میں آغاز ہوا؟
(الف) ۱۹۹۲ء (ب) ۱۹۸۵ء (ج) ۱۹۹۱ء (د) ۱۹۸۹ء
 - ۴۔..... ریئل سٹیڈیا پراڈکٹ کو دوسری کمپنیوں تک پہنچانے کا نام ہے۔
(الف) پی آئی ڈی (ب) ریئل میڈیا (ج) ڈی۔ جی۔ پی۔ آر (د) سنڈیکیٹ
 - ۵۔ ثقافتی فرق کی وجہ سے پیدا شدہ شور کو..... کہتے ہیں۔
(الف) سوفٹ شور (ب) ماحولیاتی (ج) میکاکی (د) سیمٹک
 - ۶۔ لیس ویل کے ماڈل میں what (کیا) کا مطلب..... ہے۔
(الف) فیڈ بیک (ب) ریسیور (ج) پیغام (د) سینڈر
 - ۷۔ بابائے صحافت لقب ہے۔
(الف) مولانا محمد علی جوہر (ب) مجید نظامی (ج) مولانا ظفر علی خان (د) حامد میر
 - ۸۔..... کا نظریہ حمایت کرتا ہے کہ حکومت پریس پر کنٹرول کرے۔
(الف) آمرانہ نظریہ (ب) فریٹنگ (ج) برل نظریہ (د) معاشرتی ذمہ داری کا نظریہ
 - ۹۔ گلوبل ویلج کا نظریہ پیش کیا۔
(الف) بل ٹیس (ب) مرڈوک (ج) سٹیو جاب (د) مارشل مک لہن
 - ۱۰۔..... میں دنیا کی پہلی ٹی وی ٹرانسمیشن کا آغاز ہوا؟
(الف) ۱۸۹۵ء (ب) ۱۹۲۵ء (ج) ۱۹۱۰ء (د) ۱۹۳۵ء



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Media in Pakistan

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BSCS-202 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

PART-II

(Short Questions)

Q No.2 Give short answers of any FIVE of the following. (Each question carries 4 marks) (20)

- Q1- Write down the names of at least one newspaper issued by Maulana Muhammad Ali Johar, Maulana Zafar Ali Khan, Sir Syed Ahmad Khan and Maulana Hasrat Mohani?
- Q2- List down your favorite TV Drama Channels of Pakistan and why do you like him?
- Q3- Give FOUR reasons of decline of film industry of Pakistan?
- Q4- Write down the names of any FOUR newspaper columnists of Pakistan along with the permanent title of their columns?
- Q5- Briefly discuss the future of online journalism in Pakistan?
- Q6- Highlight few Major problems faced by the press in Pakistan?

PART-III

(Subjective Type)

- Q3- Describe the reasons of popularity of FM radio channels in Pakistan. (10)
- Q4- Write a detailed note on Role of the Press in Pakistan Independence Movement. (10)
- Q5. Comprehensively discuss government-Press relations during different regimes in Pakistan?

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note:- Please attempt all questions from all THREE PARTS.

PART-I

(Objective Type)

Objective Type paper will be taken back after '30' minutes. Encircle your desired answer of objective type questions with great care. Cutting and overwriting must be avoided.

Q No.1 Please encircle the correct answer. (Each question carries ONE mark) (10)

Q1- Founder of "Daily Nawa-e-Waqt" newspaper was

- a. Majeed Nizami
- b. Rameeza Nizami
- c. Hameed Nizami
- d. Ahmad Kamal Nizami

Q2- "Delhi Urdu Akhbar" was started by

- a. Maulvi Muhammad Baqar
- b. Hasrat Mohani
- c. Sir Syed Ahmad Khan
- d. None of them

Q3- The Public Relations of Federal Government of Pakistan is dealt by

- a. DGPR
- b. ISPR
- c. PID
- d. None of above

Q4- APP is the official news agency of

- a. USA
- b. Pakistan
- c. China
- d. UK

P.T.O.

Q5- 'Akhbar-e-Jahan' magazine is the sister publication of

- a. The dawn
- b. The Jang
- c. The Nawa-i-Waqt
- d. None of these

Q6- "Zamindar" Newspaper was issued in

- a. 1903
- b. 1908
- c. 1904
- d. 1913

Q7- At first, 'Jang' newspaper was published from

- a. Karachi
- b. Islamabad
- c. Lahore
- d. Delhi

Q8- PEMRA Ordinance was imposed on

- a. 2000
- b. 2001
- c. 2002
- d. 2004

Q9- Which of the following newspaper was issued on the wish of Quaid-e-Azam

- a. Jang
- b. The News
- c. Dawn
- d. Zamindar

Q10- At the time of Independence Pakistan was having how many radio stations?

- a. 01
- b. 02
- c. 03
- d. None