



UNIVERSITY OF THE PUNJAB

First Semester 2018

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 11

1. Define physical barriers of communication
2. Write the importance of feed back
3. What is the role of opinion leader?
4. What is agenda setting?
5. What is new media?

Part 111

1. What are different functions of electronic media in Pakistan?
2. Write in detail the process of mass communication. What are its different tools, discuss in detail.
3. Discuss the role of social media in Pakistan

PART-II

- (1) ابلاغ کی طبعی رکاوٹوں کو بیان کریں۔
- (2) رد عمل کی اہمیت بیان کریں۔
- (3) ابلاغ میں رائے عامہ کے رہنما کا کردار کیا ہے؟
- (4) ایجنڈا سیٹنگ کیا ہے؟
- (5) نیو میڈیا کو بیان کریں۔

PART-III

- (1) الیکٹرانک میڈیا کے مختلف فنکشنز بیان کریں۔
- (2) ابلاغ عامہ کے عمل کو بیان کریں۔ اس کے مختلف ذرائع کون کون سے ہیں؟ تفصیل سے بیان کریں۔
- (3) سوشل میڈیا کے پاکستان میں کردار کو تفصیل سے بیان کریں۔



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TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE PAPER

1. In two-step flow theory, media influence passes from _____ to opinion followers.
 - a. the media
 - b. opinion leaders
 - c. powerful elites
 - d. opinion makers
2. Agenda-setting is a theory that argues that
 - a. Reality is a social construction.
 - b. Cultures attribute meaning to symbols which then control behavior.
 - c. Media do not tell us what to think, but what to think about.
 - d. children can learn violence through watching television
3. 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.
4. 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.
5. An example of _____ occurs when your newspaper gets wet and it is difficult to read page 1 because page 2 bleeds through.
 - a. Feedback in interpersonal communication
 - b. Feedback in mass communication
 - c. Noise in interpersonal communication
 - d. Noise in mass communication
6. People who belong to a bounded culture
 - a. Do not generally get along with people outside that culture.
 - b. Choose not to participate in the dominant culture.
 - c. Usually identify themselves as members of that culture.
 - d. Are generally looked down on in the United States.

P.T.O.

7. Network executives read the overnight ratings for a new television series. 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.
8. Mass communication traditionally tends to be
 - a. One-way.
 - b. Communication from one (or a few) to many.
 - c. Communication to an audience that is largely a passive recipient of messages with little or no opportunity for immediate feedback.
 - d. All of the above.
9. Which of the following is NOT part of the Shannon and Weaver Mathematical Theory?
 - a) Source
 - b) Computation
 - c) Channel
 - d) Receiver
10. Which of the following is NOT one of the primary functions of mass communication?
 - a) Surveillance
 - b) Cultural Transmission
 - c) Entertainment
 - d) Immunization



UNIVERSITY OF THE PUNJAB

Second Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Contemporary World Media
Course Code: BSCS-102 Part - II

TIME ALLOWED: 2 Hrs. & 45 Min.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Question # 2: Write down short notes on following.

(4x5=20)

سوال نمبر 2: درج ذیل پر مختصر نوٹ لکھیں۔

- i. Bloomberg.
- ii. Fox News
- iii. Reuters
- iv. CNN

i. بلوم برگ

ii. فوکس نیوز

iii. راڈٹرز

iv. سی این این

Question # 3: Long Questions.

(10x3=30)

سوال نمبر 3: درج ذیل پر نوٹ لکھیں۔

- i. What is a News agency? Write notes on any of the two major News agencies (except mentioned in question no. 2).
i. نیوز ایجنسی کیا ہوتی ہے؟ (سوال نمبر 2 میں دی گئی ایجنسیز کے علاوہ) کوئی سی دو بڑی نیوز ایجنسیز پر نوٹ لکھیں۔
- ii. Elaborate on Reuters with the reference to history.
ii. راڈٹرز کیا ہے؟ تاریخ کے تناظر میں لکھیں۔
- iii. What is a media Conglomerate? Define with reference to Walt Disney and General Electric.
iii. میڈیا کونگلو میرٹ کیا ہے؟ والٹ ڈزنی اور جنرل الیکٹرک کے تناظر میں بیان کریں۔



UNIVERSITY OF THE PUNJAB

Second Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Contemporary World Media
Course Code: BSCS-102 Part – I (Compulsory)

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question # 1: MCQ's

(2x5=10)

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

1. Which is the world's oldest news agency.
(a) Associated Press (b) Agency De France
(c) Agency of Front Press (d) Reuters
1. دنیا کی سب سے پرانی خبری ایجنسی کون سی ہے؟
(الف) ایسوسی ایٹڈ پریس (ب) ایجنسی ڈی فرانس (ج) ایجنسی آف فرنٹ پریس (د) رادوٹرز
2. CNN is the news media outlet of
(a) Comcast (b) Time Warner (c) AOL (d) General Electric
2. سی این این کس کی نیوز کمپنی ہے۔
(الف) کام کاسٹ (ب) ٹائم وارنر (ج) اے او ایل (د) جنرل الیکٹریک
3. The Voice of America (VOA) is an international multimedia broadcaster with service in more than _____ language.
(a) 10 (b) 20 (c) 30 (d) 40
3. وائس آف امریکہ کی نشریات _____ سے زائد زبانوں میں کی جاتی ہے۔
(الف) 10 (ب) 20 (ج) 30 (د) 40
4. APP stands for
(a) Associated Press of Pakistan (b) Agency Press Pakistan
(c) Agency Pronto Press (d) Applied Press Platform
4. اے پی پی مخفف ہے۔
(الف) ایسوسی ایٹڈ پریس آف پاکستان (ب) ایجنسی پریس پاکستان
(ج) ایجنسی پرونٹو پریس (د) ایپلائڈ پریس پلٹ فارم
5. Newsweek is a / an _____ weekly magazine
(a) American (b) Pakistani (c) British (d) Russian
5. نیوزویک ایک _____ ہفتہ وار میگزین ہے۔
(الف) امریکی (ب) پاکستانی (ج) برٹش (د) روسی
6. AFP stands for.
(a) Agency of frontier Province (b) Agency France Press
(c) Agency of Front Press (d) Agency De France
6. اے ایف پی کن الفاظ کا مخفف ہے؟
(الف) ایجنسی آف فرنٹیر پروونس (ب) ایجنسی فرانس پریس
(ج) ایجنسی آف فرنٹ پریس (د) ایجنسی ڈی فرانس

(PTO)

7. The biggest media conglomerate is.

(a) Viacom

(b) Walt Disney

(c) Comcast

(d) General Electric

.7 دنیا کی سب سے بڑی میڈیا اتھارٹی کونسی ہے؟

(ج) کام کاسٹ (د) جنرل الیکٹرک

(الف) وائے کوم (ب) والٹ ڈسنی

8. The Washington Post is:

(a) Daily Newspaper

(b) Weekly Newspaper

(c) Fortnightly Newspaper

.8 واشنگٹن پوسٹ ایک _____ اخبار ہے۔

(ج) پندرہ روزہ

(ب) ہفت روزہ

(الف) روزنامہ

9. Pakistan's foremost news agency is.

(a) APP

(b) AP

(c) PPP

(d) AFP

.9 پاکستان کی سب سے اہم خبری ایجنسی کونسی ہے؟

(ج) پی پی پی (د) ایف پی

(ب) ای پی

(الف) ای پی پی

10. The Walt Disney was founded in.

(a) 1932

(b) 1934

(c) 1832

(d) 1884

.10 والٹ ڈسنی کس سن میں قائم ہوئی؟

1884(د)

1832(ج)

1934(ب)

1932(الف)



UNIVERSITY OF THE PUNJAB

Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Communication

Course Code: BSCS-111/MAS-12110/MASS-111 Part - I (Compulsory)

TIME ALLOWED: 15 Min.

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct item.

(10x1=10)

- i. The hindrance in the process of communication:
 - a) Decoding
 - b) Encoding
 - c) Noise
 - d) Both a, b
- ii. Talking to oneself is an example of:
 - a) Extra personal
 - b) Intra personal
 - c) Interpersonal
 - d) Mass Communication
- iii. Medium by which communication is carried out is called:
 - a) Source
 - b) Message
 - c) Channel
 - d) Receiver
- iv. When two people are talking to each other it is:
 - a) Extra personal
 - b) Interpersonal
 - c) Intra personal
 - d) Group communication
- v. Agenda setting explains:
 - a) Public agenda
 - b) Policy agenda
 - c) Media agenda
 - d) All a, b, c
- vi. Communication process carried out without using words is called:
 - a) Verbal
 - b) Non verbal
 - c) Systematic
 - d) Automatic
- vii. Agenda setting was proposed by:
 - a) Maxwell McComb
 - b) Peterson
 - c) Tichnor
 - d) Donohue
- viii. Placing the content as per the specific agenda is called:
 - a) Framing
 - b) Formatting
 - c) Designing
 - d) None
- ix. Language difference and the difficulty in understanding unfamiliar accents is called:
 - a) Physical Barrier
 - b) Psychological barrier
 - c) Language barrier
 - d) None
- x. The word Communication is derived from:
 - a) Greek
 - b) Latin
 - c) Britain
 - d) French



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Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mass Communication

TIME ALLOWED: 2 Hrs. & 45 Min.

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

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Write short Answers:

(5x4=20)

سوال نمبر ۲: مختصر جوابات دیں:

- i. Define the term communication, also explain the types?
(i) ابلاغ کی تعریف کریں اور اقسام لکھیں؟
- ii. Draw the process of communication?
(ii) ابلاغ کا طریقہ کار خاکہ کی صورت میں بنائیں۔
- iii. How is mass media playing its role in opinion formation?
(iii) ماس میڈیا کا رائے عامہ میں کردار بیان کریں۔
- iv. Differentiate between encoding and decoding?
(iv) Encoding اور Decoding میں فرق بتائیں۔
- v. State any two essentials of effective communication?
(v) مؤثر ابلاغ کی کوئی دو لوازمات بیان کریں۔

Q.3. Write Long Questions:

(3x10=30)

- i. Write a detailed note on Agenda Setting role of Mass Media. Elaborate your argument with the help of suitable examples.
(i) ماس میڈیا میں ایجنڈا سیٹنگ کے کردار کو تفصیل سے بیان کریں۔ نیز دلائل کی روشنی میں وضاحت کریں۔
- ii. Infotainment is a special form of communication used by media. Put some light in this in the context of Pakistani media content.
(ii) انفوٹینمنٹ ابلاغ کا ایک خاص انداز ہے۔ پاکستانی میڈیا کے مواد کی روشنی میں وضاحت کریں۔
- iii. Opinion leader has important place in the society. Highlight their role stating the socio political situation of Pakistan.
(iii) Opinion Leader کا معاشرے میں ایک اہم کردار ہے۔ اس ضمن میں پاکستان کے سماجی اور سیاسی حالات کے پس منظر میں وضاحت کریں۔



UNIVERSITY OF THE PUNJAB

Third Semester 2018
Examination: B.S. 4 Years Programme

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

Subjective Questions

- Q1. Define mass communication. What are its different elements and how they differ from interpersonal communication? (10)
- Q2. Discuss the two step flow of communication? How that concept is different from powerful media effect theory? (10)
- Q3. Define news values? Enlist different news values and explain them in detail with the help of examples? (10)

Short Questions

- Q1. Define agenda setting? How media agenda is set? (5)
- Q2. Describe the development media concept? (5)
- Q3. Define white propaganda? Please also discuss its utility? (5)
- Q4. Briefly discuss concept of yellow journalism? (5)

تفصیلی جوابات تحریر کریں۔

- سوال نمبر 1) ابلاغ عام کی تعریف کیجئے۔ ابلاغ عام کے مختلف عناصر کون سے ہیں اور ابلاغ عام انٹرنیٹ کیونٹیکیشن سے کس طرح مختلف ہے؟
- سوال نمبر 2) ابلاغ کے ٹوسٹیپ فلواؤف کیونٹیکیشن کے تصور کی تعریف کریں۔ یہ تصور کس طرح سے ابلاغ کے طاقتور اثرات کی تھیوری سے مختلف ہے؟
- سوال نمبر 3) خبری اقدار کی تعریف کریں؟ مختلف خبری اقدار کو مثالوں کی مدد سے واضح کریں؟

پراپیگنڈا کی تعریف کریں؟ اس کی بنیادی اقسام کونسی ہیں؟ پراپیگنڈا کرنے کے مختلف طریقوں کو بیان کریں؟

مختصر سوالات

- 1) ایجنڈا سیٹنگ کی تعریف کیجئے۔ میڈیا کا ایجنڈا کس طرح طے کیا جاتا ہے؟
- 2) ابلاغ کے ترقیاتی تصور کو بیان کریں؟
- 3) سفید پراپیگنڈا کی تعریف کریں؟ اس کے فوائد بیان کریں؟
- 4) زرد صحافت کے تصور کو بیان کریں؟



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Third Semester 2018
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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. Hutchins Commission issued the report in
A. 1947
B. 1957
C. 1940
D. 1965
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. PEMRA stands for
A. Pakistan Electronic Media Relationship Authority
B. Pakistan Electronic Media Regulatory Authority
C. Private Electronic Media Regulatory Authority
D. Pakistan Emerging Media Regulatory Authority
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. publishes book on public opinion.
A. Steve Jobs
B. Walter Lipmann
C. Pulitzer
D. Irving Janis
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

براہ مہربانی بہترین جواب کا انتخاب کیجئے۔

(1) چیئرمین کمیشن نے ----- میں رپورٹ جاری کی۔

(الف) 1947 (ب) 1957

(پ) 1940 (ج) 1965

(2) پاکستان ٹیلی وژن کا قیام ----- میں عمل میں آیا۔

(الف) 1964 (ب) 1955

(پ) 1965 (ج) 1971

(3) ورلڈ وائڈ ویب ----- میں قائم ہوئی۔

(الف) 1992 (ب) 1985

(پ) 1991 (ج) 1989

(4) میٹر ----- کا مخفف ہے۔

(الف) پاکستان الیکٹرونک میڈیا ریلیشن شپ اتھارٹی (ب) پاکستان الیکٹرونک میڈیا ریگولیٹری اتھارٹی

(پ) پرائیویٹ الیکٹرونک میڈیا ریگولیٹری اتھارٹی پی۔آئی۔ڈی (ج) پاکستان ایمرجنگ میڈیا ریگولیٹری اتھارٹی

(5) ثقافتی اختلافات کے باعث پیدا ہونے والا شور ----- کہلاتا ہے۔

(الف) سافٹ نواز (ب) ماحول

(پ) مکینیکل (ج) سیمانٹک

(6) لیز ویل کے ماڈل میں 'کیا' کا مطلب ہے -----

(الف) فیڈ بیک (ب) ریسیور

(پ) مسیج (ج) سینڈر

(7) بابائے صحافت ----- کا خطاب ہے۔

(الف) مولانا محمد علی جوہر (ب) مجید نظامی

(پ) مولانا ظفر علی خان (ج) حامد میر

(8) ----- نظریہ صحافت پر حکومتی کنٹرول کی توثیق کرتا ہے۔

(الف) آمرانہ نظریہ پریس (ب) فریٹنگ

(پ) آزادانہ نظریہ پریس (ج) سماجی ذمہ داری نظریہ پریس

(9) گلوبل ویلج کا نظریہ ----- نے دیا۔

(الف) بل گیس 1895 (ب) مردک

(پ) سٹیو جابز (ج) مارشل میک لوہان

(10) دنیا کی پہلی ٹی وی ٹرانسمیشن ----- کو نشر ہوئی

(الف) 1895 (ب) 1925

(پ) 1935 (ج) 1910



UNIVERSITY OF THE PUNJAB

Third Semester 2018
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

Q2. Give short answers of the followings:

5x4

- What is Federation?
- Write down any three tools of foreign policy.
- Security council
- CPEC
- 8th Amendment of 1973 constitution
- Reasons of political instability of Pakistan.

Q3. Answer any Two of the following in detail.

15x2

- Discuss in detail the U-Turn US policy towards Pakistan.
- Write down the Salient features of 1962 Constitution.
- UNO is justified to save the world from 3rd World War since 1945. Give arguments.

مختصر جوابات تحریر کریں۔

- 1- فہرہ دلش کیا ہے
- 2- بارن پالی کے وقت سے بین بقا رہا کرے
- 3- سیکورٹی کونسل
- 4- CPEC
- 5- 1973 کے ایٹن کی العودیں رژیم
- 6- پاکستان میں سیاسی انتشار کی وجوہات

مذہب زہل میں سے کسی در کے جوابات تحریر کریں۔

- 1- اوریکہ پاکستان کی وفا یو ٹرن پالیسی ڈسکس کریں
- 2- 1962 کے ایٹن کے اہم نکات تحریر کریں
- 3- UNO اس بارے میں حقا بجانب کے اس نے 1945 سے اب تک
دیا کو ستری جنب عقم سے بجا ہے۔ دلیل جواب دہں۔



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TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Tick or circle the right answer :

OBJECTIVE

1x10

1. Indus Water Treaty was signed in :
 - a) 1947
 - b) 1956
 - c) 1960
 - d) 1965
2. In 1973 constitution, amendment would be made by majority of:
 - a) 1/3
 - b) 2/3
 - c) 3/4
 - d) 2/4
3. The provisions of 1962 Consitution are:
 - a) 234
 - b) 245
 - c) 250
 - d) 280
4. OIC is founded in:
 - a) 1968
 - b) 1969
 - c) 1970
 - d) 1971
5. The colour of UNO flag is :
 - a) Blue
 - b) Green
 - c) White
 - d) None of them
6. Tootal Members of SAARC organization are:
 - a) 8
 - b) 9
 - c) 10
 - d) 12
7. The largest economic organisation is:
 - a) GATT
 - b) EU
 - c) ECO
 - d) WTO
8. The rule or reign by an external sovereign power is called:
 - a) Colonialism
 - b) Imperialism
 - c) Realism
 - d) All of above
9. The political party system of pakistan is:
 - a) One party system
 - b) Two party system
 - c) Multi-party system
 - d) All of them
10. On 9/11,2001, how many airplanes were hijacked for attacks in USA |
 - a) 2
 - b) 3
 - c) 4
 - d) 5



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Mass Media in Pakistan
Course Code: BSCS-202 / MAS-22413 Part – I (Compulsory)

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question #: 1

(10x1=10)

- 1) Thehzeeb ul Akhlaq is associated with
A) Sir Syed Ahmad Khan B) Abul Kalam C) Zafar Ali khan D) none of these
- 2) The editor of Al-Hilal was
B) Sir Syed Ahmad Khan B) Abul Kalam C) Zafar Ali khan D) Moulana Shaukat Ali
- 3) Radio Pakistan started its transmission in
C) 1950 B) 1955 C) 1960 D) none of these
- 4) Pakistan Television started its transmission in
A) 1961 B) 1964 C) 1965 D) 1970
- 5) First press and publication ordinance was promulgated in Pakistan
A) 1960 B) 1963 C) 1967 D) 1969
- 6) PEMRA was established in
A) 2000 B) 2001 C) 2002 D) None of these
- 7) The first FM radio of Pakistan
A) FM 100 B) FM101 C) FM 103 D) FM 104.6
- 8) GNN established in
A) 2000 B) 2001 C) 2002 D) None of these
- 9) VOA is an
A) Afghan Radio B) Asian Radio C) All India Radio
- 10) DGPR work for
A) Pakistan Navy B) Paramilitary forces C) Federal government D) None of



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018
Examination: B.S. 4 Years

Roll No.

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

TIME ALLOWED: 2 Hrs. & 45 Min.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Short question (4x5=20)

- Question #1: Why FM radio stations are more popular than MW and SW radio stations in Pakistan?
- Question #2: Briefly discuss the importance of Al-Hilal during freedom movement.
- Question #3: What is the future of online journalism in Pakistan?
- Question # 4: Write a short note on the measures taken by Gen. Mushraf for the development electronic media in Pakistan.
- Question # 5: Write a note on the effectivity of PEMRA to stop unethical advertisements on TV channels of Pakistan?

Long question (3x10=30)

- Question # 1: Write a detail note on the growth and future of online Urdu newspapers in Pakistan.
- Question # 2: Evaluate the role of TV dramas in the creation and maintenance of western culture in Pakistani society.
- Question #3: Write a detail note on the role of Muslim press during freedom movement?



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2018
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

Q. No. 1 Choose the correct option.

- 1 The subject allocated to a newspaper reporter is called:
a). Beat b). Creed c). Embargo
- 2 CPNE is the representative body of:
a). Newspaper owners b). Editors c). Working Journalists
- 3 ABC stands for:
a). Audit Bureau of Circulation
b). Audit Bureau of Corporation
c). Audit Bureau of Commission
- 4 The largest mass media in Pakistan is:
a). Radio b). Newspaper c). Television
- 5 Leader is the name of :
a). leading Story of the first page
b). Opening editorial
c). Main feature
- 6 A statement which illustrates the picture is called:
a). Deek b). Banner c). Caption
- 7 UPI is the abbreviation of:
a). United Press International
b). United Press Indonesia
c). United Press India
- 8 News starts from important facts to Less important is written in :
a). Direct pyramid b). Inverted pyramid c). Horizontal Lines
- 9 The name plate of newspaper on editorial page is called:
a). Flag b). Banner c). Mast head
- 10 Who is considered father of yellow journalism.
a). William Hickey b). William John c). None of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
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 (5 x 4 = 20)

سوال نمبر ۲ مندرجہ ذیل سوالات کے مختصر جوابات دیں۔

1 What is "Curtain Raiser"?

کرٹن ریزر سے کیا مراد ہے؟ 1

2 Explain the term "Press Briefing"

اصطلاح پریس بریفنگ کی وضاحت کریں۔ 2

3 What is the difference between slug line and date line?

سگ لائن اور ڈیٹ لائن کے درمیان فرق واضح کریں۔ 3

4 What is meant by scoop?

سکوپ سے کیا مراد ہے؟ 4

Q. No. 3 Give Answers in Detail.

(15 x 2=30)

مندرجہ ذیل سوالات کے مفصل جوابات دیں۔

1 Which Universal formula is used for making news?

خبر بنانے کے لئے کون سا بین الاقوامی فارمولا استعمال کیا جاتا ہے؟ 1

2 Discuss the duties of a reporter in detail.

ایک رپورٹر کے فرائض تفصیل سے بیان کریں۔ 2



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 d) None

2. The first FM radio station was
a) FM 93 b) FM 100
c) FM 101 d) FM 103

3. AM stands for
a) After music b) Active modulation
c) Amplitude modulation d) Amplifier mode

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

5. Privatization of Pakistani Media started in the era of ?
a) Yahya Khan b) Zulfikar Bhutto
c) Zia ul haq d) Pervaiz Musharraf

6. Comedy Drama are also called _____.
a) Sitcom b) Soap Opera
c) Docu-Drama d) none of them

7. Who brings the concept of Islamization in the movie industry of Pakistan?
a) Yahya Khan b) Zulfikar Bhutto
c) Zia ul Haq d) Pervaiz Musharraf

8. Documentary is defined as Creative treatment of _____ ?
a) Fiction b) Drama
c) Actuality d) none of them

9. While writing News for radio _____ should be avoided.
a) Long Sentences b) Difficult words
c) Extra detail d) All of them.

10. In any News Channel, news Bulletin is on-aired from _____ department?
a) Master Control Room b) Production Control room
c) Monitoring Room d) none of them



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
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) What is the term PTC stands for in a TV news report?
- 2) CNN & BBC stands for?
- 3) Briefly discuss 2 major roles of PEMRA.
- 4) Write two significant points of research for a credible current affairs show?
- 5) Quote two important roles of Radio in community development?
- 6) Quote 2 advantages of TV over Radio?
- 7) Difference between Terrestrial & Cable TV channel?
- 8) Name 2 news anchors of Pakistan?
- 9) Quote 2 merits and demerits of social media?
- 10) Discuss 3 duties of radio producer in detail?

Q3: Subjective (Attempt any 3 questions)

30 Marks

1. What is the role and importance of Development Journalism to uplift socio-economic status of rural population?
2. What are the best practices for a Reporter to be neutral and maintain his/her credibility while reporting?
3. Explain how internet and social media revolutionized the world?
4. Discuss in details principles for writing good script for Radio Program
5. What are the salient features of a TV news package/ report?



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2018

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

Q. 1 MCQs.

1. Comprehensive and organized collection about individual prospect of customer including psychographic, geographic and demographic data is called:
a). Premium database b). Customer database
c). Event database. d). Rebate database
 2. Companies that practice online marketing into their traditional operations are classified as:
a). Premium companies b). Direct companies
c). Click only companies d). Click and mortar companies.
 3. It is stealing ideas or creation of others:
a). Plagiarism b). Intellectual property rights
c). Piracy d). All of above.
 4. Traditional blogging in which user writes brief text messages over the web is called:
a). Micro blogging b). Macro blogging
c). T blogging d). Mojo blogging
 5. Computer web pages are written in type of language which is:
a). Hypertext b). Multimedia
c). Hyperlinks d). Assembly
- ۱ کسی بھی شخص / فرد کی جنم افیائی، سماجی، اور ابادیاتی معلومات کی ایک مکمل اور ترتیب شدہ معلومات کو کہا جاتا ہے۔
a). Premium database b). Customer database
c). Event database. d). Rebate database
- ۲ وہ کمپنیاں جو کہ آن لائن مارکیٹنگ کو اپنے روزمرہ معمولات میں شامل کرتی ہیں وہ:
a). Premium companies b). Direct companies
c). Click only companies d). Click and mortar companies.
- ۳ کسی کی تحقیق کے کام کو نقل / چوری کرنا:
a). Plagiarism b). Intellectual property rights
c). Piracy d). All of above.
- ۴ روایتی بلاگنگ جس میں استعمال کرنے والا مختصر الفاظ میں پیغام انٹرنیٹ پر دیتا ہے۔
a). Micro blogging b). Macro blogging
c). T blogging d). Mojo blogging
- ۵ کمپیوٹر webpages پر لکھے جانے والی زبان
a). Hypertext b). Multimedia
c). Hyperlinks d). Assembly



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
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

Q. No. 2 Short Answer

1. Evaluate the role of journalism in this era of information
2. Describe the idea of scanning.
3. What do we understand by the term Blog
4. Explain the idea of publishing
5. Write some techniques of cyber costing

Q. No. 3 Long Answer

1. What is the impact of political issues information present in the internet on our Pakistani people?
2. How reporting online has changed the life of people?
3. What do we understand by the term virtual community?

سوال نمبر ۲ درج ذیل کا مختصر جواب دیں۔

1. معلومات کے اس جدید دور میں جو نلزم کے کردار کا جائزہ لیجئے۔
2. سکیڈنگ کے خیال کو بیان کریں۔
3. "Blog" بلاگ لفظ سے ہم کیا اخذ کرتے ہیں۔
4. پبلسٹک کے خیال کی وضاحت کریں۔
5. "Cyber Costing" کی کچھ طریقوں پر روشنی ڈالیں۔

سوال نمبر ۳ درج ذیل کے تفصیلی جواب تحریر کریں۔

1. پاکستانی عوام پر انٹرنیٹ میں موجود سیاسی حالات کی معلومات کا کیا اثر ہے؟
2. آن لائن رپورٹنگ نے لوگوں کی زندگی میں کیا تبدیلی لائی ہے؟
3. "Virtual Community" سے ہم کیا مراد لیتے ہیں؟



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

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

1. Siebert, Peterson and Schramm are the attributors of the----- theory.
 - a. Knowledge gap hypothesis
 - b. Normative theory
 - c. Uses and gratification theory
 - d. None of above
2. Communication with yourself is known as
 - a. Inter personal Communication
 - b. Intra personal Communication
 - c. Extra personal Communication
 - 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. Albert Bandura gives the theory.
 - a. Gatekeeping
 - b. Social Learning
 - c. Uses and Gratification
 - d. Magic Bullet

P.T.O.

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

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

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

8. 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

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

10. The Magic Bullet Theory of mass communication is known as:
 - a. Cultivation
 - b. Limited effect theory
 - c. Hypodermic needle
 - d. None of above



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
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 do you mean by the term "Effective message"?
2. What is meant by theory and how it is interrelated to research?
3. Describe briefly the magic bullet theory.
4. Define retention.
5. Describe cognitive dissonance theory briefly.

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

1. What do you understand by the term normative theory? Differentiate between authoritarian and libertarian theory of press.
2. What is the importance of message in communication? Describe its attributes.
3. Describe the gate keeping theory in detail.
4. What is the difference between modeling and imitation? Describe in the light of social learning theory.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years

Roll No.

PAPER: Subediting & Page Designing (Theory & Practice)
Course Code: BSCS-306 Part – II

TIME ALLOWED: 2 Hrs. & 45 Min.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Questions with Short Answers.

(5x4=20)

- i. What are 5Ws and 1H?
- ii. What is the importance of translation in subediting and newsroom?
- iii. What is newsroom.? Mention its important Desks.
- iv. What are qualities of a subeditor?

Q.3. Questions with Brief Answers.

(6x5=30)

- i. What are the main sources of stories for Newsroom?
- ii. Highlight the use of computer in subediting and page designing.
- iii. A Subeditor is considered very important in a newspaper. Discuss.
- iv. Discuss type of make-up?
- v. Identify various types of headlines?



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Subediting & Page Designing (Theory & Practice)
Course Code: BSCS-306 Part - I (Compulsory)

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCO carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question #: 1

(10x1=10)

1) How many basic questions related "W" are there for any type of reporting?

- a) 6 b) 4 c) 7 d) 5

2) Full form of AP is:

- a) Associated Press of Pakistan, b) Assembled Press, c) Adopted Press, d) Arranged Press

3) The time limit given for filing a story is:

- a) End Time, b) Dateline, c) Deadline, d) Print line

4) 'Off-the-record' means:

- a) Not for publication b) Not in record c) Secretly recorded d) Open to all

5) A freelance journalist is:

- a) Trainee Reporter
b) Journalist who writes in different newspaper
c) District correspondent
d) Who contribute on volunteer basis free of cost

6) Obituary news relates to:

- a. Deaths
b. Births
c. Weather
d. Crime Scenes

7. News appearing before the occurrence of an event is termed as:

- a. Curtain Raiser
b. Press Communique
c. Obituary
d. None of these

8. A brief description of a picture in words is called:

- (a) Byline
(b) Obituary
(c) Caption
(d) Picture details

9. Front page Bold Title of a newspaper with other details is called:

- (a) Banner
(b) Anchor
(c) Masthead
(d) Caption

10. Maximum information regarding 5Ws and 1H given in first paragraph is called.

- (a) Soft Intro
(b) Lead
(c) Banner
(d) Hard Intro



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

**PAPER: Feature, Column & Editorial Writing
(Theory & Practice)**

**TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50**

Course Code: BSCS-307 Part – II

Attempt this Paper on Separate Answer Sheet provided.

Q No 2 Write short answer of following (5x4=20)

- (1) Importance of editorial in newspapers
- (2) Columns as tool of social change in Pakistan
- (3) Objectivity in news stories
- (4) Importance of feature writing in newspapers

Marks 10 each

Q No 3 Define the term "Review" in detail. Also discuss the concept of film critique in detail.

Q No 4 What is difference between editorial and column? Which type of writing in your opinion is more important, interesting and elaborate it.

Q No 5

Describe the characteristics of a "Personality Feature" with special emphasis on quotes and paraphrasing.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

**PAPER: Feature, Column & Editorial Writing
(Theory & Practice)**

TIME ALLOWED: 15 Mints.

Course Code: BSCS-307 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.No.1: Tick or Encircle the most suitable option for each question (10)

- i. A large size headlines across the entire page is called:
a) Deck b) Banner
c) Lead d) None of these
- ii. A sheet containing facts and detailed information on any issue is known as:
a) Summary b) Write up
c) Backgrounder d) None of these
- iii. A journalist who is not attached with any newspaper is called:
a) Retainer b) Correspondent
c) Free Lancer d) Stinger
- iv. Tabloid newspaper is of small size with:
a) 3 columns b) 4 columns
c) 5 columns d) None of these
- v. The news that appears two or three days before an event is called:
a) Follow-up b) Lead
c) Curtain raiser d) All of them
- vi. Service of a stringer in newspapers is based on:
a) Regular b) Part-time
c) On request d) Occasionally
- vii. Sir Syed Ahmed launched Tahzib-ul-Akhlaq for:
a) Educating b) Reforming
c) Politicizing d) Revolting
- viii. The name of editorial writer is published on:
a) Front page b) Inside Newspaper
c) Back page d) No where
- ix. Can an editor contribute his point of view in:
a) Letters to the Editor b) Column
c) Features d) None
- x. Is value of human interest mandatory to be mentioned in?
a) Feature b) Column
c) Letters to the editor d) A & B



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Research Methods-I
Course Code: BSCS-308 Part – II

TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

(Short Questions)

Question No. 2: Give short answers of the following. (4+4+4+4+4= 20 Marks)

Q 2.1: Differentiate between 'qualitative and quantitative research'?

Q2.2: Differentiate between 'independent and dependent variable'?

Q2.3: Differentiate between 'probability and non-probability sampling'?

Q2.4: Differentiate between 'basic and applied research'?

Q2.5: Differentiate between 'concept and construct'?

(Subjective Type Questions)

Question No. 3: Explain 'four levels of measurement' in research with relevant examples? (10 Marks)

Question No. 4: Explain various steps of a research process? (10 Marks)

Question No. 5: Explain 'literature review' and mention importance of literature review in research? (10 Marks)



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Research Methods-I

TIME ALLOWED: 15 Mints.

Course Code: BSCS-308 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question No. 1: Please tick the correct answer from the given options. (1x10=10)

- i. What is the purpose of doing research?
 - a) To identify problem
 - b) To find the solution
 - c) Both A and B
 - d) None of these
- ii. Which of the following is Non-Probability Samplings?
 - a) Snowball Sampling
 - b) Random Sampling
 - c) Cluster Sampling
 - d) Stratified Sampling
- iii. We review the relevant literature to know;
 - a) What is already known about the topic
 - b) What concepts and theories have been applied to the topic
 - c) Who are the key contributors to the topic
 - d) All of the above
- iv. "Controlled Group" is a term used in _____
 - a) Survey Research
 - b) Historical Research
 - c) Experimental Research
 - d) Descriptive Research
- v. Which of the following is not a data-collection method?
 - a) Research Question
 - b) Interview
 - c) Telephone Survey
 - d) Non-Participant Observation
- vi. _____ is a group or class of subjects, variables, concepts or phenomena.
 - a) Population
 - b) Sample
 - c) Universe
 - d) Census
- vii. _____ is a research strategy for understanding people's attitudes and behaviour.
 - a) Focus Group
 - b) Content Analysis
 - c) Field Observation
 - d) Case Studies
- viii. _____ is the smallest element of a content analysis but also one of the most important.
 - a) Unit of analysis
 - b) Variable
 - c) Hypothesis
 - d) None of these
- ix. A _____ can take many values, including fractions and can be meaningfully broken into smaller subsections.
 - a) Continuous Variables
 - b) Discrete Variable
 - c) Predictor
 - d) None of above
- x. The most community used scale in mass media research is the _____.
 - a) Guttman Scale
 - b) Thurstone Scale
 - c) Likert Scale
 - d) Semantic differential scale



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Theories of Communication-II

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BSCS-309 Part – II

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 is meant by theory and how it is interrelated to research?
2. Define the term "Diffusion of Innovation".
3. What are media centered theories?
4. Describe briefly the magic bullet theory.
5. Describe the term retention.

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

1. Mediated realities are created by media. Discuss this in detail. Also differentiate between Social realities and Mediated Realities.
2. Describe the salient features of Knowledge Gap Hypothesis.
3. Spiral of Silence theory explains the phenomena of the formation of the public opinion. Comment and discuss its basic concepts and critique.
4. Discuss the Heavy viewers; Light viewers and Moderate viewers in the light of Cultivation theory also describe its core assumptions with the help of examples.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Theories of Communication-II
Course Code: BSCS-309 Part – I (Compulsory)

TIME ALLOWED: 15 Mints.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCO carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

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

1. are the nets we cast to understand social world.
 - a. Models
 - b. Mass Media
 - c. Paradigm
 - d. Theories
2. The attributors of the Agenda setting theory are
 - a. Maxwell McCombs and Donald L. Shaw
 - b. Sibert, Peterson and Schram
 - c. Lazerfeld and Stanton
 - d. None of above
3. Elizabeth Noelle Neuman developed the following theory.
 - a. Cultivation Theory
 - b. Social Learning
 - c. Spiral of Silence
 - d. None of above
4. George Gerbener gives the theory.
 - a. Gatekeeping
 - b. Social Learning
 - c. Uses and Gratification
 - d. Cultivation
5. is the major models on which scholars of a particular discipline have consensus on a certain time
 - a. Paradigm
 - b. Theory
 - c. Hypothesis
 - d. None of above
6. The theory suggests the opinion formation process.
 - a. Agenda Setting Theory
 - b. Cultivation Theory
 - c. Spiral of Silence Theory
 - d. Media Development Theory

(P.T.O.)

7. depends on social norms and shapes the mass media institutions-based on social philosophy
- a. Normative Theory
 - b. Operational Theory
 - c. Everyday Theory
 - d. Cultural Theory
8. 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
9. ----- accepts the innovation when a new innovation places it.
- a. Early Majority
 - b. Late Majority
 - c. Laggards
 - d. None of above
10. The Magic Bullet Theory of mass communication is known as:
- a. Cultivation
 - b. Limited effect theory
 - c. Hypodermic needle
 - d. None of above



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Introduction to Advertising & Public Relations
Course Code: BSCS-310 Part - II

TIME ALLOWED: 2 Hrs. & 45 Min.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Question # 2: Short Questions.

(4x5=20)

سوال نمبر 2: درج ذیل سوالات کے مختصر جوابات تحریر کریں۔

i. What is press Kit?

i. پریس کٹ کیا ہے؟

ii. Enlist 7 Cs in PR?

ii. پی۔ آر۔ کے سات سی کون سے ہیں؟

iii. How press note is different from hand out?

iii. پریس نوٹ کا ہینڈ آؤٹ سے کیا فرق ہے؟

iv. Write five characteristics of an effective advertising copy?

iv. اثراگیز اشتہاری کاپی کی پانچ خصوصیات لکھیں۔

Question # 3: Questions with Brief Answers.

(3x10=30)

سوال نمبر 3: درج ذیل سوالات کے تفصیلی جوابات تحریر کریں۔

i. Define public service advertising? How public service advertising is different from other types of advertising? Please also comment on the status and standard of public service advertising in Pakistan? Please elaborate your answer with examples?

i. پبلک سروس اشتہار سازی کی تعریف کریں۔ پبلک سروس اشتہار سازی کس طرح دوسری اقسام کی اشتہار سازی سے مختلف ہوتی ہے؟ پاکستان میں پبلک سروس اشتہار سازی کا معیار کیسا ہے؟ مثالوں سے واضح کریں۔

ii. Define copy writing? What are the essential elements of a typical print advertisement?

ii. کاپی رائٹنگ کی تعریف کریں۔ ایک پرنٹ اشتہار کے کون سے عناصر ہوتے ہیں؟

iii. Define public relations? Please differentiate it from publicity, propaganda, marketing and advertising?

iii. تعلقات عامہ کی تعریف کریں۔ تعلقات عامہ کس طرح پبلسٹی، پراپیگنڈا، مارکیٹنگ اور اشتہار سازی سے مختلف ہے؟



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018
Examination: B.S. 4 Years

Roll No.

PAPER: Introduction to Advertising & Public Relations
Course Code: BSCS-310 Part – I (Compulsory)

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question # 1: MCQ's

(1x10=10)

سوال نمبر 1: درست جواب کا انتخاب کریں۔

i. PID stands for

- (a) Press Institute Development (b) Pakistan Information Department
(c) Press Initiative for Development (d) Press Information Department

i. پی۔ آئی۔ ڈی۔ کا مطلب ہے۔

(ب) پاکستان انفارمیشن ڈیپارٹمنٹ

(الف) پریس انسٹی ٹیوٹ ڈیولپمنٹ

(د) پریس انفارمیشن ڈیپارٹمنٹ

(ج) پریس انیشیٹیو فار ڈیولپمنٹ

ii. 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

ii. اے۔ آئی۔ ڈی۔ اے کا مطلب مخفف ہے۔

(ب) اٹنشن۔ انٹینشن، ڈیزائر، ایکشن

(الف) اٹنشن۔ انٹینشن۔ ڈیسیرن، ایکشن

(د) ایکشن، اٹنشن، ڈیسیرن

(ج) اٹنشن۔ انٹینشن۔ ڈیزائر، ایکشن

iii. Marketing Mix has total elements.

- (a) Five (b) Six (c) Seven (d) Four

iii. مارکیٹنگ مکس کے عناصر ہوتے ہیں۔

(د) چار

(ج) سات

(ب) چھ

(الف) پانچ

iv. First radio ad gone on air in

- (a) 1925 (b) 1922 (c) 1930 (d) 1932

iv. پہلا ریڈیو کا اشتہار میں آن ایئر ہوا۔

(د) 1932

(ج) 1930

(ب) 1922

(الف) 1925

v. Song in an advertisement is called

- (a) Jungle (b) OST (c) Melody (d) Jingle

v. اشتہار والے گانے کو کہا جاتا ہے۔

(د) جینگل

(ج) او۔ ایس۔ ٹی

(ب) میلوڈی

(الف) جینگل

P.T.O.

vi. Only government can issue

- (a) Press release (b) Press notes (c) Publicity news (d) Press kits

----- کو صرف حکومت ہی جاری کر سکتی ہے؟

vi.

(الف) پریس ریلیز (ب) پریس نوٹ (ج) پبلسٹی نیوز (د) پریس کنٹس

vii. PSA stands for

- (a) Public service assessment (b) Public service advertising
(c) Public simulated advertising (d) Public scanned advertising

پی۔ ایس۔ اے مخفف ہے۔

vii.

(الف) پبلک سروس ایسیمنٹ (ب) پبلک سروس ایڈورٹائزنگ

(ج) پبلک سیمولینڈ ایڈورٹائزنگ (د) پبلک سکیمنڈ ایڈورٹائزنگ

viii. The approach in advertising that can create the unique image of brand is called

- (a) Persuasion (b) Positioning (c) Simulation (d) Personal selling

اپروچ ان ایڈورٹائزنگ جو کہ کسی برانڈ کا منفرد امیج بنا سکے، کہلاتا ہے۔-----؟

viii.

(الف) پرسوائیشن (ب) پوزیشننگ (ج) سیمولیشن (د) پرسنل سیلنگ

ix. is also called data base marketing.

- (a) Agenda setting (b) Consumer marketing
(c) Direct marketing (d) Indirect marketing

----- ڈیٹا بیس مارکیٹنگ بھی کہلاتا ہے۔

ix.

(الف) ایجنڈا سیٹنگ (ب) کنزیومر مارکیٹنگ

(ج) ڈائریکٹ مارکیٹنگ (د) ان ڈائریکٹ مارکیٹنگ

x. Use of famous personalities in advertising is called

- (a) Fame appeal (b) Celebrity appeal (c) Empathy appeal (d) Artist appeal

ایڈورٹائزنگ میں معروف شخصیات کا استعمال ----- کہلاتا ہے؟

x.

(الف) فیم اپیل (ب) سیلیبریٹی اپیل (ج) امپیتھی اپیل (د) آرٹسٹ اپیل



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
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.

1. Interview with a detailed standardized schedule is called:
a) Clinical interview
b) Group interview
c) Structural interview
d) Direct interview
1- تفصیلی معیاری شیڈول کے ساتھ Interview کو کہتے ہیں:
(الف) Clinical interview
(ب) Group interview
(ج) Structural interview
(د) Direct interview
2. Response rate refers to:
a) How variable participants' responses are
b) The proportion of people who take part in study
c) How big population is
d) None of these
2- جواب کی شرح سے مراد ہے -
(الف) شراکت داروں کے جوابات کیسے ہیں
(ب) تحقیق میں حصہ لینے والوں کا تناسب
(ج) کتنی بڑی آبادی ہے
(د) ان میں سے کوئی نہیں
3. The criterion variable is the:
a) Correlation coefficient
b) Dependent variable
c) Independent variable
d) None of these
3- criterion variable ہے -
(الف) Correlation coefficient
(ب) Dependent variable
(ج) Independent variable
(د) ان میں سے کوئی نہیں
4. What sort of data are zip codes?
a) Nominal
b) Ratio
c) Interval
d) Ordinal
4- زپ کوڈ کس قسم کے اعداد و شمار ہیں
(الف) Nominal
(ب) Ratio
(ج) Interval
(د) Ordinal
5. Assigning numerals or other symbols to the categories or response is called:
a) Editing
b) Coding
c) Transcription
d) Tabulation
5- زمرہ جات یا جواب کے لیے نمبروں دیگر یا علامات و مقرر کرنے کے عمل کو کہتے ہیں:
(الف) Editing
(ب) Coding
(ج) Transcription
(د) Tabulation
6. An example of probability sampling is:
a) Quota sampling
b) Snow ball sampling
c) Purposive sampling
d) Lottery sampling
6- probability sampling کی مثال ہے:
(الف) Quota sampling
(ب) Snow ball sampling
(ج) Purposive sampling
(د) Lottery sampling

(P.T.O.)

7. In a _____ observation researcher stands apart and does not participate
- Structural
 - Unstructured
 - Indirect
 - Non participant

7. ایک _____ مشاہدے میں محقق الگ کھڑا رہتا ہے اور اس میں حصہ نہیں لیتا
- Structural (الف)
 - Unstructured (ب)
 - Indirect (ج)
 - Non participant (د)

8. If we want to measure why people use certain media or media tools, we would conduct the following research:
- Modeling analysis
 - Framing research
 - Cultivation analysis
 - Uses and gratifications research

8. اگر ہم اندازہ کرنا چاہتے ہیں کہ لوگ کیوں بعض میڈیا یا میڈیا کے اوزار استعمال کرتے ہیں تو ہم مندرجہ ذیل تحقیق کریں گے:
- Modeling analysis (الف)
 - Framing research (ب)
 - Cultivation analysis (ج)
 - Uses and gratifications research (د)

9. The strongest evidence for causality comes from which of the following research methods?
- Experimental
 - Causal-comparative
 - Correlational
 - Ethnography

9. مندرجہ ذیل تحقیق کے طریقوں میں سے causality کے لئے سب سے مضبوط ثبوت کون سا طریقہ دیتا ہے؟
- Experimental (الف)
 - Causal-comparative (ب)
 - Correlational (ج)
 - Ethnography (د)

10. In research, something that does not "vary" is called a _____
- Variable
 - Method
 - Constant
 - Control group

10. تحقیق میں جو چیز تبدیل نہیں ہوتی اسے کہتے ہیں _____
- Variable (الف)
 - طریقہ (ب)
 - Constant (ج)
 - Control group (د)



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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 answers. All questions carry equal marks. (4+4+4+4+4=20)

1. Define ordinal and interval level of measurements.
2. Define internal validity and external validity.
3. Write down four types of hypothesis.
4. What is the difference between model and paradigm?
5. Write down only names of four different methodologies in qualitative approach of social research.

Ordinal & Interval level of measurements کی تعریف کریں 1

External validity اور Internal validity کی تعریف کریں 2

فرضیے کی چار اقسام ہیں: ہائپوٹھیسز، ہائپوٹھیسز، ہائپوٹھیسز، ہائپوٹھیسز 3

Model اور Paradigm میں کیا فرق ہے؟ 4

Social Research میں qualitative approach کی چار Methods کے نام لکھیں 5

Long questions.

All questions carry equal marks (10+10+10=30)

1. What are the various similarities and differences in qualitative and quantitative methodology?
2. Write a detailed note on focus group and also describe different problems involved in group discussion.
3. Write down different types of sampling techniques in detail with examples.

qualitative & quantitative methodology میں مماثلت اور امتیازات کو تفصیل سے بیان کریں 1

Focus group پر ایک تفصیل سے نوٹ لکھیں اور group discussion میں مختلف مسائل پر روشنی ڈالیں 2

Sampling technique کی مختلف اقسام کو تفصیل سے مثالوں کے ساتھ بیان کریں 3



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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 (Short Questions)

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

- i) Social media role has increased in development communication. Discuss with referent to Pakistan.
- ii) What is difference between DC and DSC?
- iii) What are some stages of developing a communication plan?
- iv) What is the significance of media control/management in DC?
- v) Highlight the concept of diffusion of innovations.

PART III

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

- i) Draw a comparison between political journalism and development journalism in the case of Pakistan.
- ii) What are major hurdles in development communication in Pakistan.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
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 this Question Sheet only.

PART I (Objective Type)

NOTE: Attempt this Objective Type Paper on this question sheet. You have only only 10 minutes to solve this part. Every Question carries 2 marks. No marks will be awarded for cutting overwriting.

1) The roots of the modern western concept of development can be traced back from:

- i) Ancient Greece history
- ii) Ancient Egypt history
- iii) Ancient Roman history
- iv) Ancient Islamic history

2) When did David Berlo presented his SMCR model?

- i) 1980
- ii) 1965
- iii) 1960
- iv) 1970

3) In the new view of development, communication is:

- i) An important catalyst for change
- ii) An important cause of change
- iii) The only catalyst of change
- iv) Not important in bringing change

4) Development communication refers to the combination of actions by:

- i) Government
- ii) Donors
- iii) Civil Society
- iv) All of the given options

5) The United Nations pledged in 1990 to halve the number of people suffering from hunger by --

- i) 2001
- ii) 2000
- iii) 2015
- iv) 2007



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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

All questions are compulsory. Attempt this Paper on Separate Answer Sheet provided.

SECTION 2

Q. 2 Answer the followings:

- 1) Freedom of the media is essential for democracy to meet its objectives. Give an argumentative answer. (10)
- 2) Briefly discuss the main features of Press Council Ordinance (10)
- 3) Do you think that Defamation Laws of Pakistan serve to curb freedom of the press? Briefly discuss some of the defenses in an action for defamation (15).
- 4) Do you think media is free in Pakistan? Give an argumentative answer. (15)



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
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.

SECTION 1

Q1: Chose the correct option (10)

1) Remedies for defamation are

- a) Render an apology, if acceptable to the plaintiff. This apology must be published in the same manner and with the same prominence as the defamatory statement had been made.
- b) Pay above 50,00000 as compensatory damages
- c) All of the above

2) Prevention of Electronic Crimes Bill (PECB) was passed by the Senate in the year

- a) 2014
- b) 2015
- c) 2016
- d) 2017

3) CPNE was formed in

- a) 1991
- b) 1992
- c) 1993
- d) 1994

4) Supreme Court ordered the creation of a Media Commission to conduct research into nine terms of reference in the year

- a) 2011
- b) 2012
- c) 2013
- d) 2014

(P.T.O.)

- 5) Defamation is covered
- a) Under section 497 PPC
 - a) Under section 498 PPC
 - b) Under section 499 PPC
 - c) None of the above
- 6) Copy Right Ordinance 1962 was amended in the year
- a) 2000
 - b) 2001
 - c) 2002
 - d) 2003
- 7) PEMRA stands for-----
- 8) The Hutchins Commission was formed in
- a) USA
 - b) UK
 - c) Switzerland
 - d) France
- 9) In 2001
- a) The Press Council of Pakistan Ordinance was promulgated
 - b) PEMRA Ordinance was promulgated
 - c) CPNE was formed
 - d) none of the above
- 10) Press and Publication Ordinance was promulgated by
- a) President Ayub Khan
 - b) President Zia ul Haq
 - c) President Parvez Mushrraf



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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.

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

Answer two questions. Each question carries 15 marks.

1- ریڈیو خبروں کی مختلف خصوصیات بیان کریں

Q. 1 Discuss distinctive features of radio news.

2- ریڈیو خبروں کے حصول کے مختلف ذرائع بیان کریں

Q.2 Discuss various sources of radio news gathering.

3- ایک ریڈیو خبر نامہ کیسے پیش کیا جاتا ہے۔ بیان کریں

Q.3 How a radio news bulletin is produced. Discuss.

دو سوالات کے جوابات دیں۔ ہر سوال 10 نمبر کا ہے۔

Answer two questions. Each question carries 10 marks.

1- ریڈیو انٹرویو کرنے کا فن بیان کریں

Q.1 Elaborate the art of interviewing for radio.

2- ریڈیو نیوز کمنٹری کی اہمیت بیان کریں

Q.2 Discuss the significance of radio news commentary.

3- ریڈیو نیوز ریڈر کی خصوصیات بیان کریں

Q. 3 Describe the characteristics of radio news reader.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

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.

1. In 1947 Pakistan possessed three radio stations at Dhaka, Lahore and(Karachi, Peshawar, Quetta)
2. Radio Pakistan was converted into Pakistan Broadcasting Corporation (PBC) on December 20,------(1972, 1973, 1974).
3. Pakistan Broadcasting Corporation (PBC) has three Central Production Units at Islamabad, Lahore and(Quetta, Karachi, Peshawar)
4. PBC launched-----Channel on August 28, 2008 (News & Current Affairs, Sports, Music)
5. English Music Channel of PBC in Islamabad is called -----94. (Planet, FM, Warsa)

1. 1947 میں پاکستان میں تین ریڈیو سٹیشن، ڈھاکہ، لاہور اور----- میں موجود تھے۔
(کراچی، پشاور، کوئٹہ)

2. ریڈیو پاکستان کو 20 دسمبر----- میں پاکستان براڈکاسٹنگ کارپوریشن میں تبدیل کر دیا گیا۔
(1972, 1973, 1974)

3. پاکستان براڈکاسٹنگ کارپوریشن (پی۔بی۔سی) کے تین سنٹرل پروڈکشن یونٹس اسلام آباد، لاہور اور----- میں ہیں۔

(کوئٹہ، کراچی، پشاور)

4. پی۔بی۔سی نے----- کا اجرا 28 اگست 2008 کو کیا۔
(نیوز اینڈ کرنٹ ایئرز، سپورٹس، میوزک)

5. اسلام آباد میں پی۔بی۔سی کا میوزک چینل----- 94 کہلاتا ہے۔
(پلانیٹ، ایف ایم، ورث)



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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.

Q.2 Answer the following short questions briefly (5 x 4 = 20)

- Write down the duties of a news producer
- How a news room operates? Explain.
- Elaborate the importance of Visuals.
- What are the steps involved in the production of TV News Bulletin?

Q.3 Answer the followings questions (10 x 3 = 30)

- Write down the sources of a news story.
- What do you know about News Graphics? Explain.
- What is the difference between a news package and a documentary?

(5x4=20)

مندرجہ ذیل سوالات کے مختصر جوابات دیں:

سوال نمبر ۲:

- ایک نیوز پروڈیوسر کے فرائض کیا ہیں؟
- ایک نیوز روم کس طرح کام کرتا ہے؟ واضح کریں۔
- ویڈیوز Visuals کیا اہمیت رکھتے ہیں؟
- ایک ٹی وی نیوز بیٹن بنانے میں کون کون سے مراحل شامل ہوتے ہیں۔

(10x3=30)

سوال نمبر ۳:

- ایک خبر کے ذرائع کون کون سے ہوتے ہیں؟ تفصیل سے لکھیں۔
- نیوز گرافکس کے بارے میں آپ کیا جانتے ہیں؟ مفصل جواب دیں۔
- ایک نیوز پیکیج اور ڈاکو منٹری میں کیا فرق ہے؟ تفصیل سے واضح کریں۔



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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 DETAILED ANSWERS:

Q3. Define advertising appeals? What are its broader categories? Discuss them with minimum three examples for each category? (10)

Q2. What are the essential steps for an advertising campaign? Discuss them in detail? (10)

Q3. Please discuss the role of advertising in cultural change in modern societies? Elaborate your answer with minimum three examples for each category? (10)

Write the short answers to the following questions:

Q1. What is hierarchy of needs? (4)

Q2. Briefly describe five economic functions of advertising? (4)

Q3. Draw a comparison difference between ATL and BTL? (4)

Q4. What are the elements of a marketing mix? (4)

Q5. Write five advantages of social media marketing? (4)

مندرجہ ذیل کا تفصیلی جواب تحریر کریں۔ ہر سوال کے دس نمبر ہیں۔
سوال ۱۔ اشتہاری ایبلز کی تعریف کریں؟ اس کی بنیادی اقسام کونسی ہیں۔ ہر اقسام کی کم از کم تین مثالوں کی مدد سے وضاحت کریں۔
سوال ۲۔ کسی اشتہاری مہم کے ضروری مراحل کون سے ہوتے ہیں۔ ان کو تفصیلاً بیان کریں؟
سوال ۳۔ جدید دور میں اشتہار سازی کی صنعت کا ثقافتی تبدیلی میں کیا کردار ہے؟ تفصیلاً بیان کریں؟

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

س ۱۔ ضرورت کی درجہ بندی کا ماڈل کیا ہے؟

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

س ۳۔ اے۔ ٹی۔ ایل۔ اور بی۔ ٹی۔ ایل میں موازنہ کریں؟

س ۴۔ مارکیٹنگ مکس کے عناصر کون سے ہیں؟

س ۵۔ سوشل میڈیا مارکیٹنگ کے پانچ فوائد بیان کریں؟



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
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. 360 degree marketing has total elements.
a. Five
b. Six
c. Seven
d. Four
- II. is used for social media marketing.
a. TV
b. Radio
c. Face Book
d. Interpersonal Communication
- III. IMC stand for.....
a. International Marketing Committee
b. Intelligent Marketing communication
c. International Marketing Communication
d. Integrated Marketing Communication
- IV. First TV ad goes on air in
a. 1945
b. 1922
c. 1935
d. 1955
- 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. Price Discount 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. T. R. P. 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

PTO for Urdu Version



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
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

- Q2. Define public relations? Please differentiate it from publicity, propaganda, marketing and advertising? Please support your answer with examples? (10)
- Q2. What are the different steps in an effective public relations campaign? Discuss in detail?
- Q3. Please discuss the role of opinion leaders in public relations campaigns. Please elaborate your answer with examples. (10)

Short Questions

- Q1. What is VNR? (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)

انشائیہ حصہ

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

سوال ۱۔ تعلقات عامہ کی تعریف کریں۔ تعلقات عامہ کس طرح پبلسٹی، پراپیگنڈا، مارکیٹنگ اور اشتہار سازی سے مختلف ہے؟ اپنے جواب کو مثالوں کی مدد سے واضح کریں۔

سوال ۲۔ ایک پبلسٹی پروگرام عامہ کی مہم کے کیا مراحل ہوتے ہیں؟ تفصیلاً بیان کریں۔

سوال ۳۔ تعلقات عامہ کی مہم میں رائے عامہ کے راہنما کا کیا کردار ہے۔ اپنے جواب کی مثالوں سے وضاحت کریں۔

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

س ۱۔ وی۔ این۔ آر۔ کیا ہے؟

س ۲۔ پی۔ آر۔ کے ساتھ سی کون سے ہیں؟

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

س ۴۔ پریس نوٹ کا پینڈ آؤٹ سے کیا فرق ہے؟



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
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 one mark

- PID performs PR for
A. National Assembly
B. Punjab Government
C. Federal Government
D. Pakistan senate
- is called father of public relations.
A. Edward said
B. Edward Burnays
C. Noam Chamsky
D. Harold Lasswell
- PSA stands for
A. public service assessment
B. public service advertising
C. public simulated advertising
D. public scanned advertising
- Use of famous personalities in communication is called
A. fame appeal
B. celebrity appeal
C. empathy appeal
D. artist appeal
- is also called data base marketing.
A. agenda setting
B. consumer marketing
C. direct marketing
D. indirect marketing

BSCS-409 Public Relations - I

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

۱۔ پی۔ آئی۔ ڈی۔ کے لیے پبلک ریلیشنز کرتی ہے۔

۱۔ نیشنل اسمبلی

۲۔ پنجاب حکومت

۳۔ وفاقی حکومت

۴۔ پاکستان سینیٹ

۲۔ پبلک ریلیشنز کا باپا

۱۔ ایڈورڈ سعید

۲۔ ایڈورڈ برنیز

۳۔ نوم چومسکی

۴۔ ہیرلڈ لاسول

۳۔ پی۔ ایس۔ اے کا مطلب

۱۔ پبلک سروس اسٹیمنٹ

۲۔ پبلک سروس ایڈورٹائزنگ

۳۔ پبلک سولویڈ ایڈورٹائزنگ

۴۔ پبلک سینیڈ ایڈورٹائزنگ

۴۔ ابلاغ میں مشہور شخصیات کے انتخاب کو

۱۔ فیم ایپل

۲۔ سلیمیریٹی ایپل

۳۔ آکٹو ایپل

۴۔ آرٹ ایپل

۵۔ کوڈ ٹائیس مارکنگ بھی کہا جاتا ہے۔

۱۔ ایجنڈا سیٹنگ

۲۔ کنزیومر مارکنگ

۳۔ ڈائریکٹ مارکنگ

۴۔ ڈائریکٹ مارکنگ