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Contact: +92-302-890-0580 / Shahid Hussain: Contact: 03009800135

Journalism Mcqs Paper

Journalism Mcqs Paper

1. Banner Advertisement is a type of advertising related to:
 - a. **Outdoor Advertising**
 - b. Interactive Advertising
 - c. Corporate Advertising
 - d. None of these
2. The Public Relations department which covers the activities of Provincial Government is:
 - a. PID
 - b. DGPR
 - c. ISPR
 - d. **None of these**
3. Hamsafar is house journal of:
 - a. **Daewoo**
 - b. Pakistan Railways
 - c. PIA
 - d. None of these
4. Sultan Lakhani is the Chief Editor of:
 - a. Daily Dawn
 - b. Daily The News
 - c. Daily Nation
 - d. **None of these**
5. The book "Process and Effects of Mass Communication" was written by:
 - a. Denis McQuail
 - b. **Wilber Schram**
 - c. Joseph Ascart
 - d. None of these
6. News appearing before the occurrence of an events is termed as:
 - a. **Curtain Raiser**
 - b. Press Communique
 - c. Obituary
 - d. None of these

7. CPNE is a representative body of:

- a. Newspaper employees
- b. Newspaper editors**
- c. Newspaper owners
- d. None of these

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

- a. Press release
- b. Press note**
- c. Hand out
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9. Elahi Bakhsh Soomro is the capacity of Federal Information Minister announced to repeal:

- a. PPO**
- b. EBDO
- c. PCO
- d. None of these

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

- a. Sound track
- b. Music track
- c. Signature tune**
- d. None of these

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

- a. Interpersonal
- b. Media
- c. Mass
- d. None of these**

12. Family Magazine belongs to:

- a. Jang Group of Publications
- b. Nida-e-Millat Group of Publications**
- c. Century Publications
- d. None of these

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- a. Deaths**
- b. Births

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

- a. Surveillance
- b. Transmission
- c. Correlation**
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15. The term “Media Determinism”, “Global Village” and “Hot and Cool Media” were coined and conceptualised by:

- a. Harold Laswell
- b. Walter Lipman
- c. Marshall McLuhan**
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16. The name of the first ever Urdu newspaper of the sub-continent which started using coloured photographs and cartoons was:

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

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

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

19. Slander is:

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

20. the first editor of “Dawn” was:

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

Journalism MCQs For PCCS & CSS Exams

(17) The largest mass medium in Pakistan is:

- (b) Radio

(6) In Rhetorical Communication Theory the major emphasis has been placed on

- a) Communicator

(16) World Service of Pakistan Television can be watched in

40 countries

(20) The meeting of professionals having a series of prepared lectures, followed by questions and answers, is called

- a) Seminar

19) Who was the founder of yellow journalism:

- a) William Hearst

(12) P.P.O. was amended in:

- (c) 1964

(16) The head quarter of CNN is situated in:

- (c) Atlanta

(17) The name of the international organization working for two-way flow of communication is:

- (c) Amnesty International

(20) The Orient Press of India was a news agency belonging to the:

(a) Muslims

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

(10) The famous communication Model SMCR was devised by:

(e) None of these

2- The First Urdu Newspaper was?

(a) Jam-e-Jahan Numa

15- Agenda setting is the main objective:

(d) None of these (Media)

17- Press and Publication ordinance?

(c) was implemented in 1963 during the Field Marshal Muhammad Ayub Khan's Government

19- What is considered as father of popular Journalism:

(c) E.M. Rogers

1) Calcutta General advertiser is popularly known as:

b) Hicky's Gazette

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

c) Jam-e-jahan Numa

3) The Pakistan Times was founded by:

a) quaid-e-Azam Mohd Ali Jannah

xiii. UPI is the abbreviation of:

b. United Press International

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

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

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

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

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

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

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

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

(5) Daily Dawn Started in:

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

(6) Zamindar was launched by:-

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

(7) The first Editor of Dawn was:

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

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

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

(9). Daily Jung first appeared from:

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

(10) Hamid Nizami was the founder editor of:

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

(11) CPNE is the representative body of:

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

(12) Television made its advent in Pakistan in:

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

(13) Leader is the name of:

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

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

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

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

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

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

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

(17) The largest mass medium in Pakistan is:

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

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

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

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

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

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

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

PPSC JOURNALISM MCQS

PAPER-2007

1) Calcutta General advertiser is popularly known as:

- a) Bengal jopurnal

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

- c) Jam-e-jahan Numa

3) The Pakistan Times was founded by:

a) quaid-e-Azam Mohd Ali Jannah

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

c) MM clean

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

Schramm

6) The modern version of old hero is .

a) Famous personality

7) libel is :

b) Malicious defamatory written accusation

8) Intra Personal Communication is:

b) Inner monologues-communications within self

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

a) Edmund Burke

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

a) Ball Rokeach

b) Klapper

c) George Gerber

d) None of these

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

11) A P N S (All Pakistan Newspapers Association)

12) A P N E C (All Pakistan Newspapers Employees Confederation)

13) C P N E (Council of Pakistan Newspaper Editors)

14) P B C (Pakistan Broadcasting Corporation)

15) A B C (Audit Bureau of Circulation)

16) P I D (Press Information Department)

17) P F U J (Pakistan Federal Union of Journalists)

18) A P P (Associated Press Of Pakistan)

- 19) P E M R A (Pakistan Electronic Media Regulatory Authority)
20) R P P O (Registration of Press and Publications Ordinance)

PPSC JOURNALISM MCQS

PAPER-2006

1- What is ABC?

(c) Audit bureau of Circulation

2- The First Urdu Newspaper was?

(a) Jam-e-Jahan Numa

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

(a) November 1780

4- What is embargo?

(b) A ban on publication before a specific date

5- Television programmes were started in Pakistan on:

(a) 1964

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

Mir

(c) Hamid Nizami

7- Radio is what type of channel?

(b) Time consuming

8- What is yellow journalism?

(a) Exploitative sensational

9- What is typography?

(b) a choice of type to ensure image clarity

10- What is editorial?

(b) A point of view of the news paper

11- Press and Publication Ordinance was introduced on:

(c) 1963

12- What is Dummy?

(b) Make up of newspaper

13- What is lithography?

(a) A method of printing

14- What is by line?

(c) Reporter's name given with printed story

15- Agenda setting is the main objective:

(c) is the subject of mass communication

16- PID?

(c) Press information department

17- Press and Publication ordinance?

(c) was implemented in 1963 during the Field Marshal Muhammad Ayub Khan's Government

18- Pakistan's per capita income?

(a) \$ 800

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

- (a) True
- (b) False

MCQS Of Journalism For PMS

31. Pakistan's first official news agency was: APP

32 Nasim Hijazi was Editor of the daily:kohistan

33 C.P.N.E. stands for:COUNCIL OF PAKISTAN NEWSPAPERS EDITORS)

34) What is meant by editorial note: Editor's notes

35) The news which appears in the papers two or three days before an important event is called: Curtain Raiser

36) Who is the most important person in the T.V. NEWS:None of these

37) Hasrat Mohani published the newspaper:Urdu-I-Muallah

38) The Nawa-e-Waqt started its publication in:1940

39) Irshad Ahmed Haqani writes his column under in: Harf-e-Tamannah

40) Who was the first editor of the daily Jang?Mir Khalil-ur-Rehman

41) Which of the private Pakistani T.V. Channel has the greatest number of viewers?GEO

42) Which official is called the pilot of the newspaper:The editor

43) Communication is a Process

44) The head office of "The Khabrain" is in:Lahore

45) APNS represents News paper owners

PPSC and SPSC Journalism MCQS

PPSC And SPSC Journalism MCQS

- 46) P.T.V. started its transmission in the regime of: Ayub Khan
- 47) Which is the largest circulated newspaper of Pakistan? The Jang
- 48) The TNation is the sister publication of: The Nawa-e-Waqt
- 49) AFP is the news agency of France
- 50) Who was the founder of the Dawn? Quaid-e-Azam
- 51) Wax-Wyllie wrote Radio and T.V. Writing
- 52) Who was the founder of yellow journalism? William Hurst
- 53) The Urdu edition of the Comrade was called: Humdard
- (54) A large size headline across the entire page is called: Banner
- (55) A sheet containing facts and detailed information on any issue is known as: Backgrounder
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- (58) The number of radio stations which Pakistan got in 1947 was: 3
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- (60) S.M.R.C. is a well-known: Communication Model

Posted by [Muneer Hayat](#) on 12 May 2014, 7:29 am

Journalism Mcqs For PPSC PMS Exam 2014

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Journalism Mcqs Paper For Public Service Commission Exam

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ii. What is “Dummy”?

- a. Dead body of an animal
 - b. Make-up of newspaper**
 - c. Front Page of Newspaper
 - d. None of these
- iii. What is by line?

- a. A railway track
- b. Text written on lines

c. Reporter's name printed with story

d. None of these

iv. Intra-Personal Communication is:

a. Communication with personal friend

b. With Public

c. With self

d. With family

v. What is ABC?

a. American Business Circle

b. American Business Corporation

c. Audit Bureau of Circulation(A government institution which issues certificates after audited statistic on circulations of publication)

d. None of these

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

a. Majeed Nizami(is Current editor)

b. Mujeeb Nizami

c. Hameed Nizami

d. None of these

vii. When Television Transmission was started in Pakistan?

a. 1970

b. 1964

c. 1990

d. 1962

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

a. Creed

b. Beat

c. Embargo

d. Feature

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

a. Retainer

b. Correspondent

c. Free Lancer

d. Stinger(its part time correspondent of newspaper but freelancer is a person who is not a member of any newspaper but providing services to several newspapers at same time and being paid)

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

a. Credit Line

b. Slug Line(Some1 please give me its justifications?)

c. Embargo

d. Tip

xi. Dr. Gobbles is known as father of:

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

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

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

xiii. UPI is the abbreviation of:

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

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

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

xv. Press and Publication Ordinance was introduced in:

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

xvi. Communication without words:

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

xvii. Tabloid newspaper is of small size with:

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

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

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

xix. A brief introduction of a photograph is called:

- a. Embargo
 - b. Credit line
 - c. Caption**
 - d. None of these
- xx. OB stands for:

- a. Open Box
- b. Outdoor Broadcast**
- c. Official Beat
- d. None of these

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