

# Journalism Mcqs Paper

Posted by [Muneer Hayat](#) on 19 April 2014, 5:31 am

## Journalism Mcqs Paper

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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
- d. None of these

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

13. Obituary newa relates to:

- a. Deaths**
- b. Births

- c. Weather
- d. None of these

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

- a. Surveillance
- b. Transmission
- c. Correlation**
- d. None of these

15. The term “Media Determinism”, “Global Village” and “Hot and Cool Media” were terms and conceptualised by:

- a. Harold Laswell
- b. Walter Lipman
- c. Marshall McLuhan**
- d. None of these

16. The name of the first ever Urdu newspaper of the sub-continent which started using coloured photographs and cartoons was:

- a. Jam-e-Jehan Numa
- b. Tehzeeb-ul-Akhlaq
- c. Hamdard
- d. None of these

17. The advertising which praises the item to be sold with subjective opinions, superlatives or exaggerations is known as:

- 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

Posted by [Muneer Hayat](#) on 2 May 2013, 4:19 am

## 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 head line 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

Posted by [Muneer Hayat](#) on 11 April 2013, 1:45 am

## 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

Posted by [Muneer Hayat](#) on 11 April 2013, 1:44 am

# 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

19- What is considered as father of popular Journalism:

(c) E.M. Rogers

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

- (a) True
- (b) False

## MCQS of Journalism for PMS

Posted by [Muneer Hayat](#) on 11 April 2013, 1:41 am

## 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

Posted by [Muneer Hayat](#) On 11 April 2013, 1:40 am

## 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
- (56) Muhammadan Social Reformer was the English name of: Tahzeeb-ul-Akhlaq
- (57) Daily DAWN was started in : 1942
- (58) The number of radio stations which Pakistan got in 1947 was: 3
- (59) CPNE is the representative body of : Editors
- (60) S.M.R.C. is a well-known: Communication Model

## Journalism Mcqs for PPSC PMS Exam 2014

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

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Journalism Mcqs for PPSC PMS Exam 2014

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

## Journalism Mcqs Paper for Public Service Commission Exam

Posted by [Muneer Hayat](#) on 24 May 2014, 5:32 am

## Journalism Mcqs Paper For Public Service Commission Exam

Journalism Mcqs Paper for Public Service Commission Exam

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

***For More Information or missing any content please contact without hesitation.***

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***F.B***

***<https://www.facebook.com/muneer.h.awan>***