UNIVERSITY OF THE PUNJAB
First Semester 2015
Examination: B.S. 4 Years Programme

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

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

Attempt this Paper on Separate Answer Sheet provided.

PART-II
(Short Questions)

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

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

PART-III
(Subj ective Type)

Q1. Define Communication and process of Communication in detail. 15 Marks

Q2. In your opinion, which of the media is more effective, Print Media, Broadcast Media or Social Media? Explain by giving examples and arguments. 15 Marks
UNIVERSITY OF THE PUNJAB
First Semester 2015
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

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

PART-I
(Objective Type)

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

1. Word Communication is derived from ____________.
   a. Latin
   b. English
   c. German
   d. None of these

2. Sharing of information and ideas is called ____________.
   a. Communication
   b. Journalism
   c. Thinking
   d. All of them

3. Ability of the media to determine what is important is called ____________.
   a. Cultivation
   b. Propaganda
   c. Agenda Setting
   d. News

4. The coded idea of sender makes ____________ of Communication.
   a. Thought
   b. Expression
   c. Message
   d. Communication

5. The response of receiver is known as ____________.
   a. Feedback
   b. Expression
   c. Communication
   d. Experience

P.T.O.
6. All of these are considered electronic media except ________________.
   a. Radio
   b. TV
   c. Books
   d. Internet

7. Communication with self is known as ________________.
   a. Interpersonal
   b. Intrapersonal
   c. Extra personal
   d. None of these.

8. Printing Press was invented by ________________.
   a. Bill Gates
   b. Steve Jobs
   c. Newton
   d. Gutenberg

9. A form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast is called ________________.
   a. Print Journalism
   b. Broadcast Journalism
   c. Online Journalism
   d. All of these

10. Traditional Theatre, puppet shows are examples of ________________.
    a. Folk Media
    b. Electronic Media
    c. Static Media
    d. Mass Media
UNIVERSITY OF THE PUNJAB
Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication
Course Code: BSCS-111/112

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

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

Q. No. 1 (10*1)
1. Communication is a __________
   a) Theory  b) Strategy  c) Process  d) None of these

2. The largest mass medium in Pakistan is: __________
   (a) The Press  (b) Radio  (c) Television  (d) None of them

3. The term communication is derived from “Communis” which is a ________
   (a) Greek word  (b) Latin word  (c) French word  (d) None of these.

4. One who gives message intended to reach a specific group of audience is known as ________
   (a) Receiver  (b) Sender  (c) Target Audience  (d) None of these

5. Communication with self is known as ________
   a) Interpersonal  b) Intrapersonal  c) Extrapersonal  d) None of these

6. The largest newspaper of Pakistan is ________
   a) Jang  b) Nawa-e-Waqi  c) The News  d) None of these

7. All of these are considered electronic media except ________
   (a) TV  (b) Radio  (c) Books  (d) Internet

8. The response of the receiver is known as ________
   (a) Expression  (b) Communication  (c) Feedback  (d) Experience

9. Verbal or spoken communication involves ________
   (a) Staff meetings  (b) Planned Conferences  (c) Mass meetings  (d) All of them

10. Agenda Setting was first put forth by ________ in 1972.
    A) Maxwell McCombs  b) Donald Shaw  c) Leon Festinger  d) both a and b
Q2. Short Questions (Marks 5*4)

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

Q3. Long Questions. (10*3)

1. What do you know about the process of communication? Explain in detail.
2. Write down a detailed note on Agenda Setting theory.
3. What is the importance of TV as a tool of Mass Communication?
UNIVERSITY OF THE PUNJAB
Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication
Course Code: BSCS-111/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

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

Q. No. 1  (10*1)

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   a) Theory  b) Strategy  c) Process  d) None of these

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Q3. Long Questions.

1. What do you know about the process of communication? Explain in detail.

2. Write down a detailed note on Agenda Setting theory.

3. What is the importance of TVs as a tool of Mass Communication?
PART III

Tick the right option (10 marks)

A- HBO stands for
1) Home box office
2) House box office
3) Home box organization

B- Walt Disney is
1) A cartoon series
2) Media conglomerate
3) Name of a news anchor

C- APP stands for
1) Associated press of Pakistan
2) Associated press of Paris
3) All Pakistan press

D- Bloomberg is a
1) Business TV channel
2) Documentary TV channel
3) Cartoon TV channel

E- The Economist is
1) Daily newspaper
2) Weekly newspaper
3) Fortnightly newspaper
UNIVERSITY OF THE PUNJAB
Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Contemporary World Media
Course Code: BSCS-102

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

Attempt this Paper on Separate Answer Sheet provided.

Part I

Answer two questions. Each question carries 15 marks.

Q.1- Critically evaluate role of Al-Jazeera. Is it only TV channel of Middle East?

Q.2- What is media conglomerate? Write about prominent media conglomerates of world.

Q.3- what is Reuters? Explain its objectives and policies.

Part II

Answer the following three questions.

Q1. Write down brief note on two topics. 10 marks

A) BBC  
B) Times Warner  
C) News Week  
D) VOA

Q2. Explain the difference between mission statement and vision statement? 5 marks

Q3. Describe the significance of news agencies for any media organization. 5 marks
UNIVERSITY OF THE PUNJAB

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

PAPER: Mass Communication
Course Code: BSCS-111/MASS-111

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

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

Q. No. 1

1. Communication is a ____________
   a) Theory    b) Strategy   c) Process   d) None of these

2. The largest mass medium in Pakistan is: ____________
   (a) The Press     (b) Radio     (c) Television   (d) None of them

3. The term communication is derived from “Communis” which is a ____________
   (a) Greek word     (b) Latin word   (c) French word   (d) None of these.

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5. Communication with self is known as ____________
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2. Explain the language barriers in communication.

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5. What is the importance of Opinion Leader? Elaborate with the help of suitable example.

Q3. Long Questions (10*3)

1. What do you know about the process of communication? Explain in detail.

2. Write down a detailed note on Agenda Setting theory.

3. What is the importance of TV as a tool of Mass Communication?
UNIVERSITY OF THE PUNJAB
Third Semester 2015
Examination: B.S. 4 Years Programme
PAPER: National and International Affairs
Course Code: BSCS-201/
TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Part – II (5x4=20)

Q. # 2: Write short answer.

(A) When and why OIC was established?

(B) Write four important functions of SAARC.

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

(D) What are the fundamental objectives of ASEAN?

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

PART-III

Q. # 3: Write detail answer of the following. (10x3=30)

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

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

(3) Write a detailed note on the geo-political position and importance of Pakistan.
Q. #1: Select the right answer.

I. Constituent assembly passed objective resolution.
   (a) Feb. 1949   (b) March 1948   (c) April 1949   (d) March 1949

II. Ayub Khan imposed Martial Law.
    (a) 1962       (b) 1958       (c) 1961       (d) 1963

III. In _______ amendment NWFP named as KPK.
     (a) 17th      (b) 18th      (c) 19th      (d) 20th

IV. UN came into being.
    (a) 1944       (b) 1945       (c) 1946       (d) 1948

V. Fourth SAARC summit held in.
   (a) India   (b) Pakistan   (c) Bhutan   (d) Sri-Lanka

VI. WTO's head Quarter is in.
    (a) Geneva   (b) Paris       (c) New York   (d) Vcinna

VII. First world war ended in.
     (a) 1914      (b) 1920      (c) 1919      (d) 1921

VIII. World war II ended domination of ______ empire.
      (a) Russian   (b) Germany      (c) British     (d) French

IX. Quaid-i-Azam was appointed 1st governor general by.
    (a) Referendum   (b) Election   (c) Queen     (d) By himself

X. Durand Line agreement was signed by Afghanistan and.
    (a) Pakistan   (b) India      (c) Iran      (d) Britishers

(P.T.O. for Urdu Version.)
الچیز ضروری:

1. قرارداد کمیشن عمومی ملی کشورت نسیم کرده که با دو نظر:
   (ب) مارچ 1988
   (ج) مارچ 1989
(الف) فوری 1989

2. اپریل 1990:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

3. اپریل 1990:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

4. اپریل 1990:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

5. چپی سارکار نزدیک متصل می‌شود
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

6. کیت بینگرام کشورت نسیم کرده که با دو نظر:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

7. ترکیب عضو کشورت نسیم کرده که با دو نظر:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

8. کم‌ترین نظر کشورت نسیم کرده که با دو نظر:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

9. کم‌ترین نظر کشورت نسیم کرده که با دو نظر:
   (ب) مارچ 1990
   (ج) مارچ 1990
(الف) مارچ 1990

10. کم‌ترین نظر کشورت نسیم کرده که با دو نظر:
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    (ج) مارچ 1990
(الف) مارچ 1990
UNIVERSITY OF THE PUNJAB

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

PAPER: Mass Communication
Course Code: BSCS-211/ [Code]

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q1. Define mass communication. What are its different elements and how they differ from interpersonal communication? (10)

Q2. Analyze the role of Pakistani electronic media in the promotion of Pakistani culture? (10)

Q3. Define concept of agenda setting? Who set the agenda for media? (10)

Short Questions
Q1. Define journalism? Please enlist its major types? (5)
Q2. Describe concept of development communication? (5)
Q3. Define news values? Enlist different news values and explain any two of them? (5)
Q4. Briefly discuss two step flow of communication? (5)

صرائحتي

سوال شمارہ 1

(i)
(ii)
(iii)
(iv)
UNIVERSITY OF THE PUNJAB
Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mass Communication
Course Code: BSCS-211/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

MCQs Total Marks (10)
Please select the best answer from given options:

1. Apple computer was invented by ............
   A. Chomskysy
   B. Bill Gates
   C. Dr. Atta Ur Rahman
   D. Steve Jobs

2. PTV was established in ............
   A. 1964
   B. 1955
   C. 1965
   D. 1971

3. World Wide Web is born on ............
   A. 1992
   B. 1985
   C. 1991
   D. 1989

4. ............ is a rental media products company that provides its products to other organizations.
   A. PID
   B. Rental media
   C. DGPR
   D. syndicate

5. Noise produced because of cultural differences is called ............
   A. soft noise
   B. environmental
   C. mechanical
   D. semantic

6. In Laswell's model 'what' stands for ............
   A. feedback
   B. receiver
   C. message
   D. sender

7. Bab-e-sahafat is the title of ............
   A. Maulana Muhammad Ali Joher
   B. Majeed Nizami
   C. Maulana Zafar Ali Khan
   D. Hamid Mir

8. ............ theory justifies government control over press.
   A. Authoritarian press
   B. framing
   C. Libertarian
   D. social responsibility

9. Idea of global village was coined by ............
   A. Bill gates
   B. Murdock
   C. Steve jobs
   D. Marshall McLuhan

10. First television transmission in the world was telecasted in ............
    A. 1895
    B. 1925
    C. 1935
    D. 1910

(P.T.O. for Urdu Version)
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UNIVERSITY OF THE PUNJAB
Fourth Semester 2015
Examination: B.S. 4 Years Programme

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

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

Attempt this Paper on Separate Answer Sheet provided.

PART-II
(Short Questions)

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

Q1- Write down the names of at least one newspaper issued by Maulana Muhammad Ali Johar,
Maulana Zafar Ali Khan, Sir Syed Ahmad Khan and Maulana Hasrat Mohani?

Q2- List down your favorite TV Drama Channels of Pakistan and why do you like him?

Q3- Give FOUR reasons of decline of film industry of Pakistan?

Q4- Write down the names of any FOUR newspaper columnists of Pakistan along with the
permanent title of their columns?

Q5- Briefly discuss the future of online journalism in Pakistan?

Q6- Highlight few Major problems faced by the press in Pakistan?

PART-III
(Subjective Type)

Q3- Describe the reasons of popularity of FM radio channels in Pakistan. (10)

Q4- Write a detailed note on Role of the Press in Pakistan Independence Movement. (10)

Q5. Comprehensively discuss government-Press relations during different regimes in
Pakistan? (10)
UNIVERSITY OF THE PUNJAB
Fourth Semester 2015
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

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

PART-I
(Objective Type)

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

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

Q1- Founder of “Daily Nawa-e-Waqt” newspaper was
   a. Majeed Nizami
   b. Rameeza Nizami
   c. Hameed Nizami
   d. Ahmad Kamal Nizami

Q2- “Delhi Urdu Akhbar” was started by
   a. Maulvi Muhammad Baqar
   b. Hasrat Mohani
   c. Sir Syed Ahmad Khan
   d. None of them

Q3- The Public Relations of Federal Government of Pakistan is dealt by
   a. DGPR
   b. ISPR
   c. PID
   d. None of above

Q4- APP is the official news agency of
   a. USA
   b. Pakistan
   c. China
   d. UK

P.T.O.
Q5- 'Akhbar-e-Jahan' magazine is the sister publication of
   a. The dawn
   b. The Jang
   c. The Nawa-i-Waqt
   d. None of these

Q6- "Zamindar" Newspaper was issued in
   a. 1903
   b. 1908
   c. 1904
   d. 1913

Q7- At first, 'Jang' newspaper was published from
   a. Karachi
   b. Islamabad
   c. Lahore
   d. Delhi

Q8- PEMRA Ordinance was imposed on
   a. 2000
   b. 2001
   c. 2002
   d. 2004

Q9- Which of the following newspaper was issued on the wish of Quaid-e-Azam
   a. Jang
   b. The News
   c. Dawn
   d. Zamindar

Q10- At the time of Independence Pakistan was having how many radio stations?
   a. 01
   b. 02
   c. 03
   d. None