CEPI PAKISTAN
COMPETITIVE EXAMS PREPARATORY INSTITUTE

FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2025 FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT

Roll Number

JOURNALISM & MASS COMMNICATION

TIME ALLOWED: THREE HOURS	**(PART-I MCQs) MAXIMUM MARKS: 20**
PART-I (MCQs) : MAXIMUM 30 MINUTES	**(PART-II) MAXIMUM MARKS: 80**

NOTE: (i) First attempt **PART-I (MCQs)** on separate **OMR Answer Sheet** which shall be taken back after **30 minutes.**
(ii) Overwriting/cutting of the options/answers will not be given credit.
(iii) There is **no negative** marking. All MCQs must be attempted.

PART-I (MCQs)(COMPULSORY)

Q.1. (i) Select the best option/answer and fill in the appropriate Box ■ on the **OMR Answer Sheet.(20x1=20)**
(ii) Answers given anywhere else, other than OMR Answer Sheet, will not be considered.

1. **A communication theory, "Spiral of Silence" deals with the process of opinion formation", was presented by:**
   (A) Elizbeth Noall Neumann (B) Micheal Shannon (C) Phillips (D) None of these
2. **_____ is issued by the Government to make important announcement on important issue, generally published without editing.**
   (A) Press Release (B) Hand out (C) Press Note (D) None of these
3. **Ethics are _____ for Media professionals that how communicators should behave in different situations.** (A) Guidelines (B) Laws (C) Rules (D) None of these
4. **A communication theory, which tells people, " What to think about" not " What to think" is called:**
   (A) Index theory (B) Agenda-setting theory (C) Social Responsibility theory (D) None of these
5. **_____ has been defined as the process by which the world become a single place where the people of the world are familiar with each other. It is a wider concept of common economy, trade and emergence of world society.**
   (A) Socialization (B) Globalization (C) Modernization (D) None of these
6. **"Scoop" means:**
   (A) Hard News (B) Exclusive News (C) Soft News (D) None of these
7. **Feature is a story that:**
   (A) Inform and entertain (B) Literary article (C) Educate and advertise (D) None of these
8. **MENA is a news agency of:**
   (A) China (B) Saudia Arabia (C) Iran (D) None of these
9. **_____ is a planned effort to win the understanding, acceptance and support of public:**
   (A) Propaganda (B) Publicity (C) Public Relations (D) None of these
10. **About media violence, _____ emphasized that "Violent media contents stimulate aggressive behavior in children".**
    (A) Gerbner & Bandura (B) Micheal and LassWell (C) David Phillip & Johnson (D) None of these
11. **_____ believes that the press has the right to criticize the government, it also has the obligation to inform the citizen properly:**
    (A) Public theory (B) Social responsibility theory (C) Social theory (D) None of these
12. **Editorial is that article of newspaper which:**
    (A) Publish with the name of editor (B) Publish without the name of its writer
    (C) Publish with the name of subject expert (D) None of these
13. **Prompter is a device for:**
    (A) News gathering (B) News editing (C) News reading (D) None of these
14. **Reference makes the news more:**
    (A) Attractive (B) Authentic (C) Interesting (D) None of these
15. **_____ believes that " Voters are motivated less by the mass media than by people they know personally and respect them".**
    (A) Social theory (B) Two-step flow theory (C) Cultivation theory (D) None of these
16. **_____ is a Large scale technical development in communication system used to disseminate information based on:**
    (A) Information system (B) Social Media (C) Media technology (D) None of these
17. **PEMRA was established in:**
    (A) 2001 (B) 2002 (C) 2003 (D) None of these

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18. **Who plays the main role of gatekeeping:**
(A) Editors (B) Media owners (C) Reporters (D) None of these

19. **_____ is known as the "The Father of Propaganda theory":**
(A) George Shannon (B) Joseph Goebbels (C) Micheal Brown (D) None of these

20. **_____ supports development at a community level:**
(A) DSC (B) Public communication (C) Social communication (D) None of these

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PART – II

NOTE: (i) **Part-II** is to be attempted on the separate **Answer Book.**
(ii) Attempt **ONLY FOUR** questions from **PART-II**. **ALL** questions carry **EQUAL** marks.
(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.
(iv) Write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.
(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
(vi) Extra attempt of any question or any part of the question will not be considered.

Q. No. 2. Discuss the importance of Media-Government relationship in Democracy. How Government can use media organizations to promote its programs and policies? Support your answer with current relevant examples. **(20)**

Q. No. 3. Briefly narrate the historical evolution of Media Laws and Ethics in Pakistan. **(20)**

Q. No. 4. What is New Social Media.? Narrate its importance in Internet Age. Also suggest some ethical guidelines to make it compatible with developed world. **(20)**

Q. No. 5. What is the current situation of Freedom of Expression in Pakistan in 2025? Also discuss various threats and challenges faced by Journalists. **(20)**

Q. No. 6. What is Social Change? Narrate with examples of private television dramas in creating social and cultural changes in Pakistan. **(20)**

Q. No. 7. Discus the role of Development Support Communication in Educational uplift and fighting against illiteracy in Pakistan. Provide suitable examples from National Context. **(20)**

Q. No. 8. Write notes on any TWO of the following: **(10 each)** **(20)**

(a) Media, as an agent of Social Change

(b) Globalization and Media

(c) Gerbner's model of Communication

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