

**SCHOOL OF MEDIA AND COMMUNICATION STUDIES**

**UNIVERSITY OF CENTRAL PUNJAB, LAHORE**

**Sample of M.Phil. (Research & Professional Track) Entry Test**

Total marks: 100

Objective Part: 70 Marks (Marks division: Subject base 50, English 10, Math/Analytical 10=70)

Subjective Part: 30

**1- Soft news cover**

1-Political issues    2-War reporting    3-Investigative    4-None of these

**2-PID stands for**

1-Pakistan institute development    2-Pakistan intelligence department  
3-Press Information department    4-None of these

**3-In June 2017, a renowned media scholar passed away. His name was**

1-Denis McQuail    2-Edward Said    3-Lasswell    4-Wilbur Schramm

**4-In April 2017, a renowned writer and former federal secretary passed away. His name was**

1-Wazir Agha    2-Ahmad Faraz    3-Bano Qudsia    4-Mukhtar Masood

**5- “The Washington Post” is newspaper of which country**

1-France    2-Canada    3-USA    4-Japan

**6-Watergate scandal is an example of**

1-Investigative Reporting    2-Civic Journalism    3-Development journalism    4-None of these

**7-Donald John Trump belongs to**

1-Democratic party    2-Labor party    3-Republican Party    4-Conservative party

**8-“Make America Great Again” was the slogan of election campaign of**

1-Donald Trump    2-Barack Obama    3-Hillary Clinton    4-All of them

**9-OB stands for**

1-Outside broadcast    2-Outdoor broadcast    3-Official beat    4-None of these

**10-The noise which interferes with the physical transmission of the message is known as**

1-Channel noise    2-Systematic noise    3-Semantic noise    4-Reflective noises

**11-Documentary is a broad category of visual expression that focuses on**

- 1-Fantasy      2-Drama                      3-To document reality                      4-Script

**12-Editorial is**

- 1-Live Reporting      2-Feature Story                      3-Opinion of writer      4-Opinion of newspaper

**13-A friend nodes in agreement at something you said, it is an example of**

- 1-Feedback                      2-Question and Answer session      3-Slang      4-Confusion

**14-Slander is**

- 1-Libel                      2-Verbal defamatory speech      3- Cartoon      4-Written accusation

**15- The term “Social responsibility” was first used by**

- 1-Hutchins Commission      2-American government      3-Indian Government      4-Pakistan Commission

**16-According to cultivation theory “Light Viewer” is**

- 1-Who does not watch TV                      2-Who watches TV for at least 8 hours in day  
3-Watches TV for 4 or less than 4 hours      4-None of these

**17-“Media not only tells us what to think but also helps us how to think” is the core idea of**

- 1-Agenda setting theory      2-Spiral of silence      3-Gatekeeping                      4-Cultivation theory

**18-Concept of “Extension of man” was given by**

- 1-Umera Ahmad      2-Marshal McLuhan      3-Edward Said                      4-Eric McLuhan

**19-Complete this Communication model “who says what, in which channel, to whom**

- 1-With what effects      2-With message                      3-With channel                      4-With people

**20-Idea of “Two step flow of communication” was given by**

- 1-Lazzerfel                      2-Denis Mcquail                      3-Karl Marx                      4-All of them

**21-Which theory has immediate effects and public is also passive**

- 1-Magic bullet theory      2-cultivation theory                      3-Agenda setting      4-Normative theory

**22-Idea that “Media develops our perception of reality” relates to which theory**

- 1-Agenda setting      2-Social learning theory      3-Cognitive dissonance                      4-Cultivation theory

**23-Which of the following is an example of new media?**

- 1-Social media                      2-Magazines issued in 19<sup>th</sup> century      3-Tabloid newspapers      4-Penny Press

**24-Role of a “Gatekeeper” in media is**

- 1-To collect news story                      2-select the news to share with public  
3-To control the transmission              4-give Live news

**25-Ability to understand and analyze mass communication messages is**

- 1-Feedback    2-Digital media              3-Media literacy              4-media awareness

**26-Which of the following is NOT a part of Shannon and Weaver mathematical model?**

- 1-Source              2-Receiver              3-Chanel              4-Transmitter              5-Computation

**27--Open ended questions include**

- 1-Options to select                      2- 3 options                      3-Only 1 option to select              4-None of these

**28-Survey is a form of**

- 1-Quantitative method                      2-experimental method  
3- Qualitative method                      4-All of these

**29-Who is considered the founding father of modern Public Relations**

- 1-Edward Bernay    2- Bernard Miège.                      3- Robert W. McChesney    4- Lev Manovich.

**30-Screen play is**

- 1-Script              2-Play on screen                      3-Non Linear Editing                      4-None of these

**31-Public Relations works for**

- 1-Image building of himself                      2-Publicity of family  
3-Image building of organization                      4-Development journalism

**32-Reuter is news agency of**

- 1-UK                      2-France                      3-USA                      4-Pakistan

**33-Media buying department of an advertising agency does**

- 1-Purchase space and time from media                      2-Produces TV commercials  
3-Makes advertisements                      4-None of these

**34-APNS means**

- 1-All Punjab newspaper society                      2-All Pakistan newspaper society  
3-All Pakistan network society                      4-All Pakistan national society

**35-Lead is**

- 1-Body details of a story                      2-Beginning of news story    3-End of story                      4-Headlines of news

**36-McBride Commission deals with**

1-Newspapers            2-Electronic media    3-New world information order    4-Media ethics

**37-VOA stands for**

1-Voice of America    2-Video of America    3-Voice of Asia                            4-Video of Asia

**38- Title of Irshad Ahmed Haqani’s column**

1-Choraha                    2-Harf-e-Tamannah    3-Harf-e-Haq                            4-None of these

**39-Byline is**

1-Reporter’s name printed with story            2-Text written on lines

3-A railway track                                    4-None of these

**40-Intra-Personal communication is**

1-With family            2-With friends            3-With Media persons            4-With ourselves

**41- PEMRA was started in**

1-2000            2-2002                                    3-2007                                    4-2010

**42- The term “Yellow Journalism” was started from**

1-Subcontinent            2-America                            3-England                            4-China

**43- Name of Hamid Mir’s Talk show is**

1-Capital Talk            2-Aaj ki Baat    3-Naya Pakistan                            4-Aaps ki baat

**44-SAARC stands for**

1-South Asian Association for Regional Cooperation    2-South Association for Asian regional committee    3-Summit for Association Asian regional Center    4-None of these

**45-CNN refers to**

1-Cable News Network                                    2-Corporation News Network

3-Corporation Network News                                    4-None of these

**46-SMCR model was presented by**

1-David K Berlo                            2-Roger                            3-George Gerbner    4-None of these

**47-Hypothesis is**

1-An educated guess/assumption                                    2-A confirmed statement

3-A planned questionnaire                                    4-Research Questions

**48-Literate review includes**

- 1-Previous literature related to our area of study      2-All previous studies till last date  
3-All historical events      4- All of these

**49-A fixed time given for an advance story, before which the item cannot be printed is known as**

- 1-Slug      2-Embargo      3-Stop press      4-Stop

**50-The news what appears two or three days before an event is called**

- 1-Follow up      2-lead      3-curtain raiser      4-All of them

**51-Advertiser refers to**

- 1-Advertising agencies      2-Advertising professional  
3-Owner of a product      4-Marketing person involved in advertising

**52-Name calling is a technique used in**

- 1-Advertising      2-Propaganda      3-Film making      4-Journalism

**53-ISPR is public relation organization of**

- 1-Pakistan Army      2-Indian Army      3-Advertising Firms      4-None of these

**54-Javaid Chaudhary writes his column with the name of**

- 1-Hasb-e-Hall,      2-Zero Baat      3-Zero Point      4-Sedhi baat

**55-Current Interior minister of Pakistan is**

- 1-Chaudhary Nisar      2-Khawaja Asif      3-Danial Azia      4-None of these

**56- Development campaign usually are**

- 1-Persuasive      2-informative      3-Productive      4-all of them

**57-Raymond Davis recently wrote a book. Title of the book is**

- 1-The Contractor: How I Landed in a Pakistani Prison and Ignited a Diplomatic Crisis  
2-Helping hands in Pakistan      3- How I Landed in a Pakistani Prison and Ignited a Diplomatic Crisis  
4- None of these

**58-Author of “Pakistan Kyun Toota” is**

- 1-Safdar Mahmood      2-Ashfaq Ahmad      3-Mohsin Hamid      4-Manto

**59-Author of the book “In the Line of Fire: A Memoir” is**

- 1-Imran Khan      2-Dr. Abdul Qadeer Khan      3-Pervez Musharra      4-All of these

**60-TVC stands for**

1-TV Commercial    2-Television cable    3-Telecom Commercial    4-None of these

**61-Tehzeeb-ul-Ikhlaq was**

1-Book                    2-Journal                    3-Newspaper                    4-University name

**62-How many seats are there in National Assembly**

1-340                    2-341                    3-342                    4-343

**63- Syed Murad Ali Shah is Chief Minister of**

1-Sindh                    2-Gilgit-Baltistan                    3-India                    4-KPK

### English Part

**1-Antonyms of Prosperity is**

Rich                    Hardship                    Clever                    Careful

**2-Find the Correct spelling**

1-Abundant                    2-Abadunt                    3-Abidant                    4-Abudiant

**3-Opposite of Pardon is**

1-Reward                    2-Punish                    3-to destroy                    4-Appreciate

**4-The word “Beautiful” is**

1- Verb                    2-Adverb                    3-Action verb                    4- Adjective

**5-This man is poor .....honest.**

1-But                    2-And                    3-Meanwhile                    4-At the same time

**6-A group of sheep is called**

1-Company                    2-Swarm                    3-Troop                    4-Flock

**7-Do not shout .....me**

1-Upon                    2-At                    3-On                    4-Over

**8-He is married .....Amina.**

1-With                    2-By                    3-For                    4-To

**9-He broke.....in the middle of his speech as he was not feeling well.**

1-Of                    2-Off                    3-With                    4-By

**10-He agreed .....my proposal.**

1-With

2-On

3-By

4-For

**Analytical and Quantitative**

**Q1: On a Tuesday, an accountant has exactly seven bills—numbered 1 through 7—to pay by Thursday of the same week. The accountant will pay each bill only once according to the following rules:**

Either three or four of the seven bills must be paid on Wednesday, the rest on Thursday.

Bill 1 cannot be on the same day as bill 5.

Bill 2 must be paid on Thursday.

Bill 4 must be paid on the same day as bill 7.

If bill 6 is paid on Wednesday, bill 7 must be paid on Thursday.

**1. If exactly four bills are paid on Wednesday, then those four bills could be**

A. 1, 3, 4 and 6

B. 1, 3, 5 and 6

C. 2, 4, 5 and 7

D. 3, 4, 5 and 7

E. 3, 4, 6 and 7

**2. Which one of the following is a complete and accurate list of the bills any one of which could be among the bills paid on Wednesday?**

A. 3, 5, and 6

B. 1, 3, 4, 6 and 7

C. 1, 3, 4, 5, 6 and 7

D. 2, 3, 4, 5, 6 and 7

E. 1, 2, 3, 4, 5, 6 and 7

**3. If bill 2 and bill 6 are paid on different days from each other, which one of the following must be true?**

- A. Exactly three bills are paid on Wednesday.
- B. Exactly three bills are paid on Thursday.
- C. Bill 1 is paid on the same day as bill 4.
- D. Bill 2 is paid on the same day as bill 3.
- E. Bill 5 is paid on the same day as bill 7.

**4- If bill 6 is paid on Wednesday, which of the following bills must be also paid on Wednesday?**

- A. 1
- B. 3
- C. 4
- D. 5
- E. 7

**5-If bill 4 is paid on Thursday, which one of the following is a pair of bills that could also be paid on Thursday?**

- A. 1 and 5
- B. 1 and 7
- C. 3 and 5
- D. 3 and 6
- E. 6 and 7

**6-Which one of the following statements must be true?**

- A. If bill 2 is paid on Thursday, bill 3 is paid on Wednesday.
- B. If bill 4 is paid on Thursday, bill 1 is paid on Wednesday.
- C. If bill 4 is paid on Thursday, bill 3 is paid on Wednesday.
- D. If bill 6 is paid on Thursday, bill 4 is also paid on Thursday.



**7-Divide  $340 \div 50 =$**

6.4

6.7

6.8

6.9

**8-What comes next in this sequence? 1,2,4,7,11**

1-16

2-17

3-18

4-19

**9-If 25 toys cost 500, what would be the cost of 75?**

1500

2-2000

3-2500

4-3000

**10-A student gets 60, 50 and 90 marks out of 100 in English, Physics and Economics respectively. He needs 72% to get a scholarship. How many marks does he need to get in his final paper "Maths" to obtain overall 72% mark?**

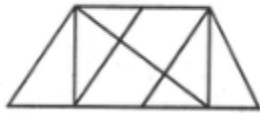
1-81

2-82-

3-88

4-89

Find the number of triangles in the given figure.



8-

10-

12-

14

### **Subjective Part**

**Q1-**Private TV channels are considered as a source of disseminating free information without any Government control. By keeping in mind, the role of private channels, discuss in details the dynamics, procedure and level of Reporting by private TV channels. (15)

**Q2-**By keeping in mind, the “Spiral of Silence” theory discuss the role of Private TV channels and Social media in developing public opinion. Do you think that this theory is still active or dead? Give arguments. (15)

