

UNIVERSITY OF BALOCHISTAN QUETTA
MA / MSc (ANNUAL) EXAMINATION 2015

- Attention:-
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Subject:-

Media & Journalism

Paper:- I (Prev)

Time Allowed :- 2 Hours

Functional English

Max : Marks 30

Note :- Attempt ALL Questions.

QNO 1 Write 400 to 500 words essay on any one of the following topics :(20)

1. If you had a chance, how would you improve education in your country? (Be practical). Do not suggest changes which the country cannot afford to carry out.
2. Describe the layout and facilities at your library.
3. Equal rights for women? What is your opinion?
4. Give an account of your first day at the University
5. Describe an important incident in your life and write how is affected you at the time and later on.
6. My best friend

Q NO 2: Make a précis of the following paragraph in not more than 80 words and assign a suitable title to it: (20)

Newspapers keep us in constant touch with the whole mankind. They make us citizen of the world. In olden days a man's world consisted of village and one or two neighboring villages. It was difficult for him to know what was going on in other parts of the country. But today, the press, assisted by, means of communication, brings us news from the farthest corner of the globe. It is also responsible for educating public opinion. The laws of the country are really shaped by the press. It leads the people to choose the right way for them. Infact, the public receives guidance from the newspapers. Thus their power in modern times is really very great. Once a wise man said, 'let me control the press, I shall govern the country.'

QNO3: You are unhappy about a plan to make your local airport bigger and increase the number of flights. You live near the air port. (10)

Write a letter to your local newspaper, In your letter

- Explain where you live
- Describe the problem
- Give reasons why you don't want this development

OR

Write a letter to your friend telling him about your studies at the University.

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Subject:-

MEDIA AND JOURNALISM.

Paper:- II (Prev:)

Time Allowed :- 3 Hours

Mass Media in Baluchistan.

Max : Marks : 100

Note :- Attempt ALL Questions. in All But Question No. 1- in section -I is compulsory and the time for Section-I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION -I (OBJECTIVE PORTION 20 MARKS)

Q Attempt any 20 of the following.

- 1- Which magazine was owned by Babu Abdul Kareem Shorish?
- 2- In which year One Unit was desolved?
- 3- Aziz electric press was started in 19_____
- 4- Name the newspaper in which an article titled Faryiad-e-Balochistan was published?
- 5- Who was the publisher of Gulistan?
- 6- AGG stands for what
- 7- In which year PTV Quetta station started its coloured transmission?
- 8- Which organisation was created by the Britishers for propaganda in Quetta during WWII .
- 9- What was printed by Albert Press to mark its 100 years celebrations?
- 10- Name the city from where printing machine was bought for Istaqlal.
- 11- What was the reason behind the closing of Victoria Press and Albert Press?
- 12- When did the Kalat State National Party was formed?
- 13- Which organisation had its own publicity van?
- 14- In which year the Turbat radio station was established?
- 15- Who owned the Civil and Military Press?
- 16- Name the magazine which wrote about the package deal?
- 17- Which organisation is responsible for providing government news to the newspapers?
- 18- Which publications copies were bought by Afghan Government?
- 19- Who formed Anjuman-e-Watan?
- 20- When and where the 2nd All Hind Baloch Conference was held?
- 21- DGPR stands for?
- 22- What was the periodicity of Elum?
- 23- Name the journalist who printed and distributed cards after his publication was closed?
- 24- Who is the Editor in Chief of Daily Inthekab Hub?
- 25- In which year Quetta Press Club was established?

SECTION –II(SUBJECTIVE PORTION 60- MARKS) TIME ALLOWED 2:20

Attempt any Four (04) questions.

- Q.2. What is Aal Ahwaal and how it takes place in traditional setup of Baluchistan by Shedding light on its historical background ?
- Q.3. The first phase of Journalism is considered to be for the elite class, what were those factors which establish the above statement to be true .
- Q.4. Write down in detail about the life and journalistic services of Yousaf Aziz Magsi .
- Q.5. What are the Problems faced by the English Journalism in Baluchistan and how to overcome those Problems ?
- Q.6. Keeping in view the area of the Province which medium is the best for disseminating information and why ?
- Q.7. Write down in detail about the Muslim League representative news papers and what were the factors which forced the Muslim League leadership to launch newspapers .
- Q.8. Write short notes on any two of the followings:-
- a) Formation of Daily Press .
 - b) Quetta Press Club .
 - c) Ulas Pashto

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Subject:-

MEDIA AND JOURNALISM.

Paper:- III(Prev):-

Time Allowed :- 2 Hours

FUNCTIONAL URDU

Max : Marks : 50

Note :- Attempt Five Questions. in All But Question No. 1st - in section -I & Q.NO.7th in section II. is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION -I (OBJECTIVE PORTION 10 MARKS)

Q.No.1 Short Questions :- (Attempt All)

- ۱- میر عبدالرحمن کرد کے ہفت روزہ کا نام کیا تھا؟ (نوائے بولان - نوائے وطن - نوائے وقت)
- ۲- اردو نجییت سرکاری زبان کی صوبے کی زبان ہے۔ (سندھ - پنجاب - بلوچستان -)
- ۳- ہفت روزہ استقلال کے بانی کون تھے۔ (محمد حسین نور خان - گل خان اچکزئی - خان عبدالصمد خان اچکزئی۔)
- ۴- اردو بلوچستان میں کس سن میں سرکاری طور نافذ کی گئی۔ (1972 - 1947 - 1938)
- ۵- بلوچستان کے ادو اہم صحافیوں کے نام لکھیں۔
- ۶- بلوچستان میں رابطہ کی زبان کونسی ہے؟
- ۷- صحافت وادی بولان میں کس ادارے نے شائع کی۔ (اسلامیہ پریس - بلوچ اکیڈمی - قلات پبلشرز)
- ۸- بلوچستان کے دو اہم اردو اخبارات کا نام لکھیں۔
- ۹- وکی اردو اخبار پہلا اخبار تھا۔ کیا یہ درست ہے؟
- ۱۰- بلوچستان میں رابطہ کی زبان اردو ہے۔ دودلا لکھ دیجئے۔
- ۱۱- میر یوسف عزیز گسی کی صحافت میں کیا اہمیت ہے در اہم نکات کیا ہے؟
- ۱۲- ہفت روزہ استقلال بلوچستان کا پہلا صحافتی نکتس تھا دوا اہم وجوہات بتائیے۔
- ۱۳- صحافتی زبان کی کتنی اقسام ہیں۔
- ۱۴- برصغیر میں تصویر کی صحافت کا آغاز کس اخبار سے ہوا۔
- ۱۵- صحافتی اصطلاح سے کیا مراد ہے؟

SECTION -II (SUBJECTIVE PORTION 40- MARKS) TIME ALLOWED 2:20

Attempt any Four (04) questions Q.NO.7 is Compulsory .

- سوال نمبر ۲۔ زبان کی ابلاغی اہمیت پر نوٹ لکھیں۔
- سوال نمبر ۳۔ روزمرہ اور کارور سے میں کیا فرق ہے؟ واضح کریں۔
- سوال نمبر ۴۔ ادبی زبان صحافتی زبان نہیں سمجھتی دلائل دیں۔
- سوال نمبر ۵۔ ترجمہ کرتے وقت کون سے اہم نکات کو مد نظر رکھنا ضروری ہے؟ تفصیلاً بیان کریں۔
- سوال نمبر ۶۔ بلوچستان سے شائع ہونے والے کسی اردو اخبار پر نوٹ لکھیں۔
- سوال نمبر ۷۔ درج ذیل انگریزی خبر کا اردو میں ترجمہ کریں۔

Civil Society Balochistan demands better facilities for disabled people

Quetta – Organizers of Civil Society of Balochistan have demanded that better facilities should be provided to the disabled people in Balochistan.

3rd December is observed as International day of persons with disability and Civil Society Balochistan vows to make it a starting point to lobby for rights of disabled people in Balochistan.

According to Data provided by National Database and Registration Authority (NADRA) there are only 3,533 disabled CNIC holders in Balochistan.

Disabled persons face different problems on daily basis such as entry in government buildings and educational institutes.

Civil society has condemned the slow process of proof of disability and demanded from government to remove all barriers and to provide an easy life for disabled people.

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Subject:- MEDIA AND JOURNALISM. Paper:- IV(Prev:)
Time Allowed :- 3 Hours THEORIES OF MASS COMMUNICATION. Max : Marks : 100

Note :- Attempt Five Questions. in All But Question No. 1- in section –I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION –I (OBJECTIVE PORTION 20 MARKS)

Q.No.1 Write a short note on following and also differentiate them .

- Interpersonal Communication
- Intrapersonal Communication
- Extra personal Communication
- Mass Communication

SECTION –II(SUBJECTIVE PORTION 80- MARKS) TIME ALLOWED 2:20

Attempt any Four (04) questions.

- Q. 2 Mass communication is a subset of human communication. Discuss
- Q. 3 Write a detail note on different elements involve in process of communication.
- Q. 4 Identify and discuss the major elements highlighted by Lasswell in his Model of Communication.
- Q. 5 What do you mean by Theory? Discuss in Detail Knowledge Gap Hypothesis.
- Q. 6 What are the characteristics of Opinion Leader? Discuss the role of Opinion Leader in Two Step Flow of Communication.
- Q. 7 Discuss the role of Media in light of Social Responsibility Theory.
- Q. 8 Write a detail note on Uses and Gratification Theory.
- Q. 9 Define Communication. Highlight the various Barriers in process of communication.
- Q. 10 Discuss in detail Cultivation Theory and Highlight the Criticism made on Cultivation Theory by Paul Hirsch.

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Subject:- MEDIA AND JOURNALISM . Paper:- V(Prev.)
Time Allowed :- 3 Hours Print media in Pakistan Max : Marks : 100

Note :- Attempt Five Questions. in All But Question No. 1- in section –I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION –I (OBJECTIVE PORTION 20 MARKS)

Q NO 1: Part A & B: Time: 40 Minutes : Attempt any 15 from Part A of Q NO 1?

1. What were the demands presented by Zia to USA.
2. What was the conflict between Nawaz Sharif and Jang group in 1997?
3. Name the first ever newspaper of Sub Continent?
4. Name the current law for the newspapers?
5. Abbreviate FM?
6. When Awami League was banned?
7. What was the problem with offset printing?
8. What was the aim to establish NPT?
9. Define Mob?
10. How entry of TV affected the readership of newspaper?
11. In 1953 Justice Munir and Justice Kayyani blame newspapers for what?
12. How many cases were registered against newspapers from 1947 to 1957?
13. Kohistan newspaper was started by _____ in _____ from _____.
14. In 1960 _____ were replaced by _____ that were influenced by western style.
15. Ayub Martial law took over two news agencies _____ and _____.
16. Government celebrated _____ in 1968?
17. Government inked agreement in 1966 known as _____.
18. Prominent Journalists like Abdullah Malik, Faiz Ahmed Faiz, and Chragh Hassan Hasrat remained associated with _____.
19. The economic problems of Pakistan were solved by _____ and _____ in 70's.
20. OPEC stands for.

Q NO 1: Part B : Briefly define the following. (Attempt all)

1. Basic democracy introduced by Ayub Khan.
2. Functions of PEMRA.
3. Hamood Rehman Commission Report

PART II (Subjective) Attempt any four Questions. Time:2:20 Hours

Q NO 2: Write detail note on services rendered by different Muslim journalists in Pakistan Movement.

Q NO 3: Discuss the importance of journalism ethics in the light of Press Council of Pakistan Ordinance 2002.

Q NO 4: Ayub and Zia era 's were important in historical perspective. Which one will you choose keeping in view nation building and development. Give strong arguments.

Q NO 5. Define the role of press after 2000.

Q NO 6. What is PEMRA, its role and functions? Discuss the salient features.

Q NO 7. Write a critical note on Zulfikar Ali Bhutto regime.

Q NO 8. Write an ideal code of ethics for journalists working in conflict zone.

Q NO 9. Write short note on following.

- A. Freedom of Information Act
- B. Role of press in Balochistan

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SUBJECT: Media & Journalism

PAPER: VI (REWRITING AND SUB EDITING)

MAX.MARKS:100

MAX: TIME ALLOWED: 03 HOURS

NOTE: Attempt FIVE questions including Question NO1 which is compulsory. Time for Question No .1 is only **40 Minutes**. After **40 Minutes**, the paper for said question should be handover to the supervisory staff. All Question carry equal marks.

SECTION -I (20 MARKS) Attempt 20 questions

Q.NO:1.

- 1) What is **lead**?
- 2) **Folio** stand for.....?
- 3) What **Cutline** means?
- 4) What is meant by **BEAT**?
- 5) Define **Accuracy** in NEWS story?
- 6) Difference between **Photography & Photojournalism**?
- 7) Who is **Sub -Editor** of news?
- 8) Define **inverted headline**?
- 9) Define **X-format** of layout?
- 10) Who is a **photojournalist**?
- 11) Define newspaper **layout**?
- 12) **PUFG** stands for?
- 13) What is **Box NEWS**?
- 14) What are **Sources** of NEWS?
- 15) **CPNE** stand for?
- 16) What is **Banner**?
- 17) Define **Beeper**?
- 18) What is **by-line**?
- 19) Define **Dead line**
- 20) What is **Flag**?
- 21) What is meant *by* **Jump**?
- 22) Define filler?
- 23) What is **Grouping** in photo editing?
- 24) **5Ws & 1 H** stands for what?
- 25) Name any **NEWS agency** of Pakistan?
- 26) What is **Press Conference**?
- 27) What is **objectivity** in NEWS story?
- 28) Write down **2 qualities** of subeditor?
- 29) What is **Horizontal makeup**?
- 30) What is **Cropping** in photo editing?

SECTION II

NOTE: Attempt any **four** questions from this section .All questions carry equal marks.

- Q.NO:2** Describe in detail the types of Headlines.
- Q.NO:3** Define inverted pyramid, also explain the characteristics and structure of inverted pyramid.
- Q.NO:4** What is news layout, explain the types of layout.
- Q.NO:5** Define headline and give the importance of headline usage.
- Q.NO:6** Who is sub editor; explain at least 5 qualities and duties of sub editor.
- Q.NO:7** Describe in detail the general rules of writing NEWS story.
- Q.NO:8** Draft an inverted news story by following the given facts and figures.

Bomb blast in bus on MA Jinnah road Quetta, 10 died and 35 seriously injured, injured shifted in civil hospital, CM condemned the blast, and announced 10 lac for dead and 5 lacs for seriously injured patients.

OR

Write a news story of 150 words on price hike on Eid-ul-fitar event.

- Q.NO:9** Write a note on any two of the following
- a) 5Ws & 1H. b) Quotation headline
- c) Scaling and sizing c) symmetrical layout

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MASS MEDIA

Subject: **Reporting V11 (Previous)**

Time Allowed: Three hours Maximum Marks 100

Attempt any five questions. Question No.1 is compulsory and time allocated to solve it is 40 minutes, after expiry of time paper be handed over to examiner.

SECTION A (20 MARKS)

Attempt any 20 questions, all questions carry equal marks:

1. DPRB stands for.
2. Who heads reporting department.
3. What do you understand by term QPC.
4. Should a reporter edit his/her copy.
5. CPEC stands for.
6. Who issues a Press release.
7. What is a byline.
8. What do you understand by the term scoop of the year.
9. What is angling
10. Source is a backbone for a reporter, do you agree.
11. What is a beat.
12. Reporter should always be neutral while preparing his report, do you agree.
13. QCCI& B stands for,
14. What is exclusive news.
15. Who addresses a Press conference.
16. Name any three news agencies of Pakistan.
17. What is dateline.
18. What does it mean by term hunting for news.
19. Name any two leading English newspapers published from Balochistan.
20. What is an interview.

21. Who issues a hand out.
22. What is difference between soft and hard news.
23. PPI stands for.
24. Define deadline.
25. Should a reporter indulge in mudslinging.
26. APP stands for.
27. What is electronic mail.
28. Is invitation source of news for a reporter.
29. INGO stands for.
30. CBM stands for.

SECTION B

ATTEMPT ANY FOUR QUESTION FROM SECTION B

All question carry equal marks (20 marks each)

(Time allowed 2.20 hours)

- Q.No.2. Describe importance of source, types of sources in detail ?.
- Q.No.3. What are the qualities of a good reporter, discuss in detail ?.
- Q. No.4. What 10 questions you would ask from the Home Minister of Balochistan during an interview.
- Q.No. 5. What is a Press conference, its importance, types of Press conferences.
- Q.No.6. Prepare a curtain raiser on advent of Holy Month of Ramazan in Quetta.
- Q.No. 7. Prepare a news report by following the given points:
(Famous Bolan Pass was blocked for six hours, road accident between a truck and a passenger bus, injured were rushed to Mach hospital, seriously injured were air lifted to Quetta, 35 persons were injured in the accident, 10 were in critical state, Chief Minister Dr. Abdul Malik Baloch condoles with the bereaved family members, orders best treatment for the injured, 15 killed in mishap, truck driver escapes from the spot, bus driver injured, people of the area fully participate in rescue operation, touching scenes were evident).
- Q.No.8. Write short notes on any two of the following:
(a) Sources in a diplomatic beat in Quetta (b) Describe reporting section (C) Importance of 5 Ws' and H (d) Ethics of reporting.