

VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future

CORRECT ANSWER SOLVED BY HADI
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(Final Term Past Paper)

MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.



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Best of luck!



Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

Vladimir Lenin founded 'Iskra' in 1900 in Germany, which became a major tool for:

Answer (Please select your correct option)

- ☐ Educating common people
- ☐ Capitalist Propaganda
- ☐ Communist propaganda
- ☐ Economic propaganda



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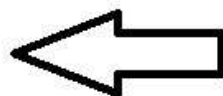
Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

In which of the following country, Access to Information Act allows citizens to demand records from federal bodies?

Answer (Please select your correct option)

- ☐ Canada
- ☐ Sweden
- ☐ Australia
- ☐ Tasmania



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Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

In the early 15th century some nobles refused to have printed books in their libraries because:

Answer (Please select your correct option)

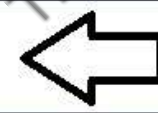
☐ They were unable to read the printed books.

☐ They do not want to dishonor their valuable hand copied manuscripts.

☐ They do not have enough space in their libraries.

☐ They can not afford the expensive printed books.

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Question No : 12 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following American President used portrait photography for the first time in his election campaign?

Answer (Please select your correct option)

- ☐ Roosevelt
- ☐ Abraham Lincon
- ☐ Nixon
- ☐ Clinton

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Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

What was the major benefit of George Eastman's introduction of Roll Film in 1888 and the simple Kodak box camera?

Answer (Please select your correct option)

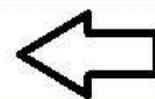
☐ It could produce a positive print in seconds.

☐ It provided everyone with the means of making photographs for themselves.

☐ It led to the creation of the portrait size photos.

☐ It led to the creation of colored photographs.

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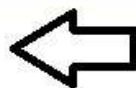
Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following process led to the accurate reproduction of photographs in books and newspapers?

Answer (Please select your correct option)

- ☐ Full tone Process
- ☐ Daguerreotype photography
- ☐ Halftone process
- ☐ Colored photography



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Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

What is believed to be one strong point, which led to German defeat in the WWII?

Answer (Please select your correct option)

- ☐ Sub standard weapons
- ☐ Decoding of messages
- ☐ Low morale of army
- ☐ Severe weather conditions



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Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

American PR professionals Scott M. Cutlips and Allen H. Center defined Public Relations as a planned effort to influence opinion through:

According to two American PR professionals Scott M. Cutlips and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication".

Answer (Please select your correct option)

☐ Attractive incentives of sales promotion.

☒ Good character and responsible performance.

☐ Authoritative attitude.

☐ Propaganda techniques.

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Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

For what purpose, Committee on Public Information was organized during World War I?

Answer (Please select your correct option)

- ☐ For publicity purposes.
- ☐ For the welfare of helpless families.
- ☐ For the reconstruction of residential areas.
- ☐ For giving information about lost people.

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Question No : 27 of 60

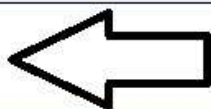
Marks: 1 (Budgeted Time 1 Min)

Which of the following refers to unsolicited bulk E-mail Advertising?

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".....TEAM HADI

Answer (Please select your correct option)

- ☐ Blog
- ☐ Spam
- ☐ Web
- ☐ Yellow pages



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Question No : 28 of 60

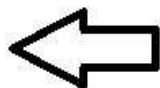
Marks: 1 (Budgeted Time 1 Min)

What is electronic equivalent of junk mail called?

Spam : The electronic equivalent of junk mail.....TEAM
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Answer (Please select your correct option)

- ☐ Spam
- ☐ World Wide Web
- ☐ Blog
- ☐ Internet



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Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

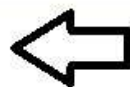
Which of the following is a written statement distributed to the media by Public Relation department?

☐ Editorial

☐ Press release

☐ Press conference

☐ Brochures



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Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

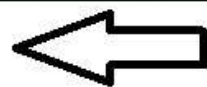
The frequencies of Gamma rays, X-rays, infrared and ultraviolet rays are:

By contrast, other types of electromagnetic radiation, with frequencies above the RF range are gamma rays, X-rays, and infrared, ultraviolet and visible light.

.....TEAM HADI

Answer (Please select your correct option)

- ☐ Below the RF range
- ☐ Equal to the RF range
- ☐ None of the given options
- ☐ Above the RF range



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Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

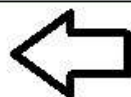
Which of the following cellular company's advertisements are always based on humour?

i think....

The system of transmission presented describes what happens during a local call. It varies slightly for other types of calls such as long distance or cellular. Long distance calls are not always connected directly through wires.

Answer (Please select your correct option)

- ☐ Ufone
- ☐ Telenor
- ☐ Warid
- ☐ Zong



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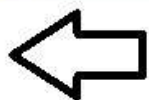
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Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

According to global media experts, the world's powerful TNCs wanted to take the control of the media. They are fulfilling their objective through:

Answer (Please select your correct option)

☐ Media Centralization☐ Media Independence☐ Media Convergence☐ Media war**MADE BY HADI**

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Question No : 46 of 60

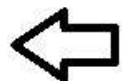
Marks: 1 (Budgeted Time 1 Min)

All of the following are leading News channels of Pakistan Except:

Dear student.... hum b abh news channel ki form introduced ho chuka haii, aur
express ,aaj ,geo already news channel hain, agr yeh mcq aaye ga tu aap HUM
channel laggaye gay TEAM HADI

Answer (Please select your correct option)

- ☐ Geo
- ☐ Aaj
- ☐ Express
- ☐ Hum



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Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

Few days ago, the film star Meera's marriage controversy was on peak. Some TV channels gave it an extraordinary coverage through their spicy stories. This act of TV channels can be discussed under the heading of:

Marriage controversy

In 2009, a Faisalabad-based businessman **Sheikh Attiq-ur-Rehman** claimed that he and Meera were married in 2007. Meera denied that marriage and filed a case against him for making a false claim.

Occupation: Actress

Born: Irtiza Rubab; 12 May 1977 (age 44)

[https://en.wikipedia.org/wiki/Meera_\(actress\)](https://en.wikipedia.org/wiki/Meera_(actress))

VU Wallo Ko Phuppo Meera
Baari Yaad AATI hai....Hud
hai wassy ... Kisi Dancer de
bachy..
#ForChill

Answer (Please select your correct option)

☐ Sensationalism☐ Objectivity☐ Fake news stories☐ Libel

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Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the examples of Intra personal communication EXCEPT:

Monologue

☐

Thinking

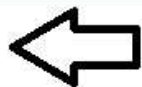
☐

Meditation

☐

Addressing

☐



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