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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!

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FINAL TERM PAST PAPER SOLVED BY TEAM HADI VU CODE: MCM101

Question 1: From where do the newspapers generate their revenue?

- Columns & Articles
- Letters to the editor
- Advertisement & circulation money
- Government funds

Question 2: If an advertiser wants to place his product's ad on the desired page of a big newspaper, what would be the maximum cost difference as compared to an ordinary ad?

- 100%
- 200%
- 300%
- 400%

Question 3: Which of the following was made just to settle a bet?

- Photography
- Motion pictures
- Printing press
- Telephone

Question 4: Which of the following film released in 1975, started a new trend in film making and succeeded in bringing people back to the theatres?

- The Lost World
- E.T
- Star Wars
- Jaws

Question 5: Lumière Brothers short films were released in subcontinent in 1896. What was the entry ticket of theatre?

- Four rupees to five rupees
- Ten to twenty rupees
- Entry was free
- Four anaas to one rupee

Question 6: What kind of film "Jugnu" was?

- Romantic and musical
- Action and Suspense Thriller
- Comedy
- Science Fiction

Question 7: Which period refers to the shared film history of India and Pakistan?

- 1880 to 1957
- 1896 to 1947
- 1901 to 1947
- 1910 to 1955

Question 8: What is Naushad Ali known for in Indian Cinema?

- Film maker
- Lyricist
- Actor
- Music Director

Question 9: Which of the following statement about electromagnetic radiation is NOT correct?

- Radio waves are a form of electromagnetic radiation.(check it)
- Electromagnetic radiation require a medium of transport.
- Gamma rays are also a type of electromagnetic radiation.
- Radio waves consist of electromagnetic waves which are having frequencies within the RF range.

Question 10: Which of the following type of propaganda is falsely attributed?

- White Propaganda
- Grey Propaganda
- Black Propaganda
- Green Propaganda

Question 11: In 1894 British physicist Sir Oliver Lodge demonstrated the possibility of signaling using radio waves using a detecting device called:

- Filter
- Coherer
- Transmitter
- Amplifier

Question 12: In the developed world, how much time does the average household spends per day watching television?

- 3 hours
- 5 hours
- 7 hours
- 9 hours

Question 13: What was the name of the satellite through which first transatlantic television broadcast was made possible?

- SECAM
- Telstar
- Early bird
- Orbital

Question 14: Who was the first client of the first PR firm, the Publicity Bureau?

- Harvard University
- Stanford University
- Tobacco Industry
- Multinational Company

Question 15: Which of the following element makes TV news more authentic than any other media?

- Efficient reporters
- Footage of news
- Newscasters(check it)
- Detailed news

Question 16: American PR professionals Scott M. Cutlips and Allen H. Center defined Public Relations as a planned effort to influence opinion through:

- Attractive incentives of sales promotion.
- Good character and responsible performance.
- Authoritative attitude.
- Propaganda techniques.

Question 17: Press release is a fundamental tool of which of the following?

- Advertising
- Propaganda
- Public Relations
- Publicity

Question 18: What are the two most expensive time slots on radio for the sake of advertising?

- Day time and late night
- Morning and afternoon
- Day time and evening
- Morning and mid night

Question 19: What is the most common advertising strategy for brand switching?

- Highlighting product's features.
- Comparing product's price or quality.
- Making a jingles ad.
- All of the given options

Question 20: All are the social implications of the Internet except one of the following. Identify that option.

- Lack of gatekeepers
- Lack of communication
- Information overload
- Privacy concerns

Question 21: Who, according to Edward S. Herman and Robert W. Machesney (American University Professors), is actually responsible for globalization of media?

- America
- IMF
- SAARC
- Europe

Question 22: Globalization involves:

- A stretching of social, political, and economic activities across political frontiers.
- A growing magnitude of interconnectedness in almost every sphere of social existence.

- An accelerating pace of global interactions and processes associated with a deepening enmeshment of the local and the global
- All of the given options

Question 23: Media convergence is a product of all of the following elements Except:

- Russian revolution
- Corporate concentration
- Digitization
- Government deregulation

Question 24: Which of the following is available on mobile phones free of cost?

- Internet
- Radio
- Online newspaper
- Chatting

Question 25: Mass media is criticized for.....

- Concealing more than it reveals.
- Sensationalizing matters of routine life.
- Damaging cultural and family traditions.
- All of the given options

Question 26: in all the countries show a visible tilt toward the government.

- Privately owned media
- Local media
- Print media
- Government controlled media

Question 27: Media is often blamed for...

- Telling people half-truth
- Exaggeration

- Sensationalism
- All of the given options

Question 28: An example of a media outlet that has become a global brand name is:

- Google
- CNN
- Reader's Digest
- All of the given options

Question 29: "She" is an example of...

- Children magazine
- Women magazine
- Men's magazine
- Political magazine

Question 30: A Polaroid Land camera has the ability to:

- Produce a positive print in seconds
- Take the photograph of moving objects
- Produce an image better than the original
- Take the photograph inside the water

Question 31: is a device for peep-show viewing using photographs that flipped in sequence.

- Kinetoscope
- Cinématographe
- Telescope
- HDTV

Question 32: Propaganda can be spread through:

- Lobbying
- Advertising
- Missionary activity
- All of the given options

Question 33: 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
- Persuasion
- Agreement
- Cooperation

Question 34: Which of the following statement is NOT correct with reference to the similarities between Public Relations and publicity?

- Public relations and publicity are synonyms to each other
- Publicity is just one technique of public relations
- Publicity is used in PR to spread of information to gain public awareness
- None of the given options

Question 35: Which of the following radio trend has been introduced by FM radio?

- Playing music on request
- News Bulletin
- Advertisements
- Live calls

Question 36: The announcements about weather, and trains flights schedule on radio depicts which of the following purpose of Radio?

- Entertainment
- Information
- Education
- Propaganda

Question 37: Which of the following cellular company's advertisements are always based on humour?

- Ufone (check it)
- Telenor
- Warid
- Zong

Question 38: Prices of Web-based advertising space are dependent on all of the following Except:

- Relevance of the surrounding web content
- Traffic that the website receives
- Market value of the product advertised
- None of the given options

Question 39: Why did PTV programs were broadcasted live in its early days?

- As there was no recording facility
- As it was less time consuming
- As it was the demand of the performers
- As the programs were finalized at eleventh hour(not confirm)

Question 40: Who among the following has sung most of the national songs during the indo-pak war of 1965?

- Nayyara Noor
- Iqbal Bano
- Mala
- Noor Jahan

Question 41: Which of the following feature of TV has given it an edge over newspapers in the coverage of news?

- Breaking news
- Live broadcast
- Footage of the event
- All of the given options

Question 42: Which of the following advertising objective is achieved by comparing the product price or quality with the competitor's product?

- Trail
- Continuity
- Brand switching
- None of the given options

Question 43: In the commercial of English toothpaste, they compare its price with a popular tooth paste and claim that their product is providing same quality but with a low price. Which of the following objectives, its advertisement is striving for?

- Trail
- Continuity
- Brand switching
- None of the given options

Question 44: TV should exhibit cultural values in its programs. Which of the following are part of the culture?

- Dressing style
- Speaking style
- Living style
- All of the given options

Question 45: Which of the following term refers to a model that explains the relationship between media and social reality?

- Media theory
- Media imperialism
- Media war
- Convergence of Media

Question 46: As per authoritarian theory, the media will be controlled by:

- State
- Religious scholars
- Media professionals
- None of the given options

Question 47: Which of the following media theory can not be applied in a democratic society?

- Authoritarian Theory
- Social Responsibility Theory
- Libertarian Theory

- All of the given options

Question 48: Which of the following feature of online journalism make it different from traditional journalism?

- Coverage of National news
- Adding videos with the news content
- Adding photographs along with the news
- Adding columns of renowned columnists

Question 49: Which of the following can be a possible solution in order to combat global media?

- Establishing alternate media
- Promoting centralization of media
- Discouraging local media
- All of the given options

Question 50: Which of the following two mass communication tools are expected to merge in the near future?

- Television and internet
- Radio and Newspaper
- Newspaper and internet
- Radio and TV

Question 51: All of the following are leading English Newspapers of Pakistan Except:

- The News
- Dawn
- Nation
- Express

Question 52: Which of the following refers to unsolicited bulk E-mail Advertising?

- Blog
- Spam
- Web
- Yellow pages

Question 53: All of the following are leading News channels of Pakistan Except:

- Geo
- Aaj
- Express
- Hum(But Hum channel also work in news reporting)

Question 54: Kinetoscope, a device for peep-show viewing using photographs that flipped in sequence, was developed by:

- Thomas Edison and his staff
- Lumière brothers
- Ardeshir Irani's Alam Ara
- None of the above

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