# NATIONAL UNIVERSITY OF MODERN LANGUAGES <br> Faculty of Social Sciences <br> Media and Communication Studies Department 

| System ID |  |
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| Name |  |
| Father Name |  |

## Note: Attempt all questions.

## Section 1: English Verbal

Q1. Choose the most suitable answers for the following:
(25x1 Marks)

1-Dominant interests often benefit most from $\qquad$ of governmental interference in business since they are able to take care of themselves if left alone.
A- Authorization
B- centralization
C- improvisation
D-elimination

2-Her $\qquad$ should not be confused with miserliness; as long as I have known her, she has always been willing to assist those who are in need.
A- Stinginess
B- diffidence
C- thrift
D-intolerance

3- Newspapers report that the former executive has been trying to keep a low profile since his
$\qquad$ exit from the company.
A- Celebrated
B-mysterious
C- fortuitous
D- unseemly

4- We cannot predict whether he will go on a picnic or not. He is so $\qquad$ .
A- Deleterious
$B$ - offensive
C- feckless
D- capricious

5- Octopuses have not only large brains $\qquad$ also a well-developed nervous system.
A- But
B- and
C- are
D- and have

6-I hardly $\qquad$ meet him.
A- ever
B- never
C- had ever
D- had never

7- The research study is an eye-opener and $\qquad$ us with the problems of poor nations
A- Attempted to acquaint
B- Attempting to acquaint
C-Attempts at acquainting
D- Attempts to acquaint

8- They continued to work in the field $\qquad$

| A- Even though it rained heavily | B- Even though there is heavy rain |
| :--- | :--- |
| C-In spite the heavy rains | D- Although heavily rains |

9- Upon inquiry I found out that I Had---------------the car
A- Mistake
B- Mistaken
C- Mistook
D- Mistakenly

10- It was he who put a spoke in my wheel
A. tried to cause an accident

B-helped in the execution of the plan
C- thwarted in the execution of the plan
D-destroyed the plan
11- To put one's hand to plough $\qquad$
A. To take up agricultural farming
B-To take a difficult task
C -To get entangled into unnecessary things
D- Take interest in technical work

12- Use of force or threats to get someone to agree to something
A. Coercion
B-Conviction
C-Confession
D- Cajolement

13- One who cannot easily pleased
A. Cosmopolitan
B- Frightening
C-Fastidious
D- Feminist

14-The Chairman is ill and we'll have to ....... the meeting for a few days.
A- put on
B-put of
C- put away
D-put off

15- Her thinking leans--------------democracy
A- with
B- towards
C- for
D- None of these

16- He told me that he $\qquad$ watching the movie.

A- is finished B- was finished C-had finished D-not finished

17-----------------his principles he has to be very careful
A- With regard of
B- With regard on
C-With regard to
D- None of these

18- Sounding the same but spelt differently
A- Symphonious
B- Homophonous
C- Synonyms
D-None of the above

19- How do you account-----your absence from duty?
A- To
B-for
C- in
D- About

20- The debate was $\qquad$ the following week
A- adjourned with
B- adjourned for
C- adjourned into
D-adjourned of

21- If I had helped him, he $\qquad$ drowned.
A- will not be
B. would not be
C. will not have
D. would not have

22- He has many friends, but $\qquad$ are good ones.
A- a few
B. few
C. the few
D. the some

23-I assume $\qquad$ with me.
A. every one agreeing
B. that everyone agrees
C. every one to agree
D. that everyone to agree

24- There is quite tenuous evidence $\qquad$ it.
A- With
B- at
C- for
D- must

25- Do not stay in the grasslands after dark, as some animals become $\qquad$ when they see humans.
A- Provoked
B- alerted
C- aggressive
D- threatened

## Section 2: Analytical

Choose the correct answers for the following:
(25x1 Marks)

Nine individuals: Ahmed, Bilal, Danish, Faisal, Haroon, Liaquat, Maryam, Shiza and Zeeshan are to serve on three committees labeled $A, B$ and $C$.

- Each candidate should serve on exactly one of the committees
- Every committee must have atleast one member
- Committee A should consist of exactly one member more than that of committee B
- Among Maryam, Shiza and Zeeshan none can serve on committee A
- Among Faisal, Harron and Liaquat none can serve on committee $B$
- Among Ahmed, Bilal and Danish none can serve on committee C

1- If $a>b, b>c$ and $d>a$ then ?
(A) $b<d$
(B) $a<c$
(C) $b>d$
(D) $c>d$
2. In case Danish and Zeeshan are the individuals serving on committee $B$, how many of the nine individuals should serve on committee C?
(A) 2
(B) 3
(C) 4
(D) 5
(E) 6
3. Of the nine individuals, the maximum number that can serve together on committee $C$ is
(A) 5
(B) 6
(C) 7
(D) 8
(E) 9
4. In case Ahmed is the only individual serving on committee $B$, which among the following should serve on committee A?
(A) Bilal and Danish
(B) Bilal and Faisal
(C) Bilal and Liaquat
(D) Faisal and Haroon
(E) Danish and Haroon
5. In case, any of the nine individuals serves on committee $C$, which among the following could not be the candidate to serve on committee $A$ ?
(A) Ahmed
(B) Bilal
(C) Danish
(D) Liaquat
(E) Shiza
6. In case, Bilal, Danish and Maryam are the only individuals serving on committee $B$, the total membership of committee $C$ should be
(A) 5
(B) 4
(C) 3
(D) 2
(E) 1

The Fairfield Foreign Film Festival plans to show six foreign films one each from Belgium, Canada, Denmark, England, France and Germany. The festival will open on Thursday and will close three days later on a Sunday. The each film will be shown once during the festival and the order in which the films will be shown must confirm to the following conditions.

At least one film will be shown each day.
No more than three films will be shown on any two consecutive days.
The Belgian film must be shown on Saturday.
The Canadian film must be shown on same day as another film.
The French film must be shown on a day before the German film is shown.
The Danish film must be shown on a day after the English film is shown.
7. If only one film is shown on Thursday, it could be the entry from which of the following country?
a. Belgium
b. Canada
c. Denmark
d. France
e. Germany

## 8. If the Belgian and French film are shown on the same day which of the following must be true?

a. The film from Denmark will be shown on Thursday.
b. The film from Denmark will be shown on Friday.
c. The film from Germany will be shown on Thursday.
d. The film from Canada will be shown on Sunday.
e. The film from England will be shown on Sunday.
9. If the director of the festival decides to show two films on Thursday and two on Sunday. How many film would be eligible to be shown on Friday?
a. 1
b. 2
c. 3
d. 4
e. 5
10.If the English and German films are shown on the same day which of the following must be true?
a. The film from England will be shown on Thursday.
b. The film from France will be shown on Friday.
c. The film from Canada will be shown on Saturday.
d. The film from Germany will be shown on Saturday.
e. The film from Canada will be shown on Sunday.
11. If the film from England is shown on Saturday which of the following films cannot be shown on the same day as another film?
a. Belgian
b. Canadian
c. English
d. French
e. German

A four person congressional committee is to be formed consisting of two senators and two representatives. The senators are to be chosen from $\mathrm{W}, \mathrm{X}, \mathrm{Y}$ and Z ; the representative are to be chosen from $P, Q, R$ and $S$. The committee will be chosen by the vice president subject to the following conditions.
$S$ will not serve on the committee unless $X$ does.
$Y$ will not serve on the committee with $Q$.
The vice president has decided that Y or Z must be included but neither Y nor Z is willing to serve with the other.
12. Which of the following could be the fourth members of the committee that already consists of $R, W$ and $Y$ ?
a. $P$
b. Q
c. S
d. $X$
e. Z
13. If neither $P$ nor $R$ is assigned to the committee which of the following two senators must be on the committee?
a. $W$ and $Y$
b. X and Z
c. W and Z
d. $X$ and $Z$
e. $Y$ and $Z$

Seven dignitaries - F, G, H, I, N, O, and P- are to be seated together at a diplomatic ceremony. They will be seated in a row of a seven chairs, numbered, from 1 to 7 , from front to back. Any seating is acceptable as long as all seven dignitaries are seated; one in each chair and the seating conforms to the following rules. F must sit in the chair immediately behind O's chair G cannot sit in the chair immediately in front of N's chair and G cannot sit in the chair immediately behind N's chair. There must be exactly two chairs between the chairs of Hand $P$ There must at least one chair between the chairs of I and P. N must sit in chair 3.
14. Which of the following seating arrangements from chair 1 through chair 7 , conforms to the rules?
A) F, I, N, P, G, O,H
B) G, P, N, I, H, O, F
C) I, G, N, P, O, F, H
D) I, H, N, P, O, F, G
15. If $F$ sits in chair 6 and $H$ sits in chair 7 , which of the following dignitaries must sit in chair 2 ?
A) G
B) I
C) N
D) 0
E) P
16. If the seating arrangement from chair 1 through chair 7 , is $G, I, N, H, O, F, P$, which of the following pairs of dignitaries can exchange seats without violating the rules?
A) F and G
B) G and H
C) G and I
D) $H$ and $P$
E) I and P
17. If $O$ sits in chair $I$ and $H$ sits in chair 7 then the number of chairs between $F^{\prime} s$ chair and $I$ 's chair must be
A) Zero
B) One
C) Two
D) Three
E) Four

Every day from Monday through Thursday, Wanda attends one of four different fitness classes: aerobics, kickboxing, pilates, and yoga. The kickboxing class is on Wednesday. The aerobics class is sometime before the yoga class.

18- Which one of the following could be the order in which the four classes take place, from Monday through Thursday?
A) aerobics, kickboxing, yoga, pilates
B) aerobics, pilates, kickboxing, yoga
C)pilates, aerobics, yoga, kickboxing
D) pilates, yoga, kickboxing, aerobics
E) yoga, aerobics, kickboxing, pilates

19- If the yoga class is on Tuesday, which one of the following must be true?
A) The aerobics class is on Wednesday.
B) The aerobics class is on Thursday.
C)The pilates class is on Monday.
D)The pilates class is on Thursday.

20- If the pilates class is on Monday, which one of the following CANNOT be true?
A) The aerobics class is sometime before the kickboxing class.
B) The pilates class is sometime before the yoga class.
C)The kickboxing class is sometime after the pilates class.
D)The kickboxing class is sometime after the yoga class.

21- Find the number of triangles in the given figure.

A. 8
B. 10
C. $\quad 12$
D. 14

22- Find the minimum number of straight lines required to make the given figure.

A. 16
B. 17
C. $\quad 18$
D. 19

23- If $A B<, B<A$ and $C<B$ Then, which from the following is true?
(A) $\mathrm{C}<\mathrm{A}$
(B) $A=C$
(C) $B=C$
(D) $\mathrm{A}<\mathrm{C}$
(E) None of these

Michael attends Saddle Rock School on the 9:00-3:00 session, except on Thursdays when he is dismissed at noon so the teachers can conduct special help classes and parent conferences. Michael takes a piano lesson at home on Mondays from 3:30-4:30. On Tuesdays he goes to a karate class from 4:00-6:00. His art class meets from 4:00-6:00 on Wednesdays. He remains in school after dismissal on Fridays to participate in a ninety minute club program

24-. The most convenient afternoon for Michael to do library research is
(A) Tuesday
(B) Wednesday
(C) Thursday
(D) Friday
(E) Monday
25. Keeping the same 3:30-4:30 schedule, Michael can conveniently change his piano lesson to which of the following days?
(A) Monday
(B) Tuesday
(C) Wednesday
(D) Thursday

## Section 3- Quantitative

## Encircle the correct answers

(25x1 Marks)
1- When walking, a certain person takes 16 complete steps in 10 seconds. At this rate, how many complete steps does the person take in 72 seconds?
(A) 45
(B) 78
(C) 86
(E) 115

2- Which is the natural number nearest to 11720 and completely divisible by 58
A)11712
B)11718
C)11714
D)11716

3- The first five multiples of 17 are
A) $0,1,17,34,51$
B) $17,34,51,68,85$
C) $38,57,76,95,114$
D) None of the above

4- A, B, C subscribe Rs. 50,000 for a business. A subscribes Rs. 4000 more than $B$ and $B$ Rs. 5000 more than C. Out of a total profit of Rs. 35, 000 A receives
A)Rs. 12, 700
B)Rs. 13,700
C)Rs. 14, 700
D)Rs. 15, 700

5- An accurate clock shows 8 o clock in the morning. Through how many degrees will the hour hand rotate when the clock shows 2 o clock in the afternoon?
A)110 degree
B)120 degree
C)180 degree
D)360 degree

6 - The number $1242^{*} 2$ is completely divisible by 3 . What is the smallest number in place of *?
A. 3
B)0
C) 2
D)1

7- What smallest number should be added to 8444 such that the sum is completely divisible by seven
A) 6
B) 4
C) 3
D)5

8 - If $30 \%$ of all men are voters and $42 \%$ of the population are men, wha percent of the population are men voters?
A)17.4 \%
B) $25.20 \%$
C) $12.60 \%$
D) None of these

9- A cyclist travels for 10 hour, the first half at 21 KPH and the rest at 24 KPH . Find the distance travelled?
A) 124 Km
B) 224 Km
C) 324 km
D) 424 Km

10- Which of the following number is a prime number
A)None of these
B) 377
D)469
E)176

11- Change 0.05 to a percent
A) $15 \%$
B) $5 \%$
C) $25 \%$
D) None of the above

12- Seller sells custom picture frames. His monthly fixed costs are $\$ 350$. It costs $\$ 10$ to make each frame. Seller sells his picture frames for $\$ 35$ each. How many picture frames must seller sell in order to break even.
A) 13 frames
B) 14 frames
C) 15 frames
D)16 frames

13- What is the sum of even numbers between 9 and 53 ?
A)672
B) 682
C) 662
D) 702

14- Which of the following number is divisible by 3 but not by 9 ?
A)4122
B)3141
C) 3222
D)5271

15- The answer of $2002 \times 2002$ is
A)4004004
B) 4002004
C) 4006004
D) 4008004

16- Bus travels at a constant rate of 20 meters per second. How many kilometers does it travel in 10 minutes? ( $1 \mathrm{~km}=1000 \mathrm{~m}$ )
A) 10 Km
B) 11 Km
C) 12 Km
D) 13 Km

17- If $3(p+5 q)=24$, then what is the value of $q$, when $p=3$ ?
A) 1
B)3
C) 6
D) 8
18. Two workers: A and B can work together in 8 hours, and worker B can work in 12 hours alone. How long worker B will take for same work, while working alone at the same rate?
(A) 10
(B) 14
(C) 20
(D) 24
(E) None of these
19. For Mr. A there are 5 trains to go from Karachi to Lahore, and 3 trains to come back to Karachi. In how ways Mr. A complete the trip?
(A) 8
(B) 10
(C) 12
(D) 15
20. A gardener brought 5 rabbits, after 2 months rabbits became 10, and after 4 months they became 20. If the growth continues on the same ratio, what would be the amount of rabbits after 1 year?
(A) 300
(B) 425
(C) 535
(D) 635
(E) 750
21. How much interest will Rs. 10,000 earn in 8 months at an annual rate of $6 \%$
(A) 400
(B) 420
(C) 425
(D) 450
(E) 470
22. $15 \%$ of a number is 168 . Find the number?
(A) 900
(B) 960
(C) 1020
(D) 1120
23. Find average of the numbers: $4,11,0,13$, and 12
(A) 4
(B) 6
(C) 8
(D) 10
(E) 12

24- What is the least number which when dividd by $8,2,15$ and 20 leaves in each case a remainder of 5 ?
A-125
B-112
C- 117
D-132

25- A man was 26 years old when his daughter was born. Now, he is three times as old as his daughter. How old is the daughter now?
A- 13 years
B-22 years
C-15 Years
D- 12 Years

## Section 4: Subject Based MCQs

(25x1 Marks)
1- DAGMAR Model of advertising was developed by
A. W. Stanton
B. P.drucker
C. K.davis
D. R.colley

2- "Everybody is doing", a theme promoted through an advertisement is known as
A) Bandwagon
B) Name Calling
C) Transfer
D)Card-stacking

3- Byline Means
A) Text accompanying a photograph
B) Name of the author
C) Place and date
D)Edition of the news paper

4- Deductive approach is mostly used in
A) Qualitative research
B) Quantitative Research
C) Both A \& B D) None of the above

5- The $\qquad$ is the one that the researcher manipulates during experiments.
A) dependent variable
B) Independent Variable
C) Mediating Variable
D)Intervening Variable

6- The process of creating a definition(s) for a concept that can be observed and measured is called
A) Conceptualization
B) Operationalization
C) Data Analysis
D) Interpretation

7- Which one of the following is known as the father of communication studies?
A) Sir Henry W. Seelay
B) Sir Schuyler Skaats Wheeler
C)Sir Alexander P. Ashbourne
D) Sir Wilbur Schramm

8 - $\qquad$ described the Information theory.
A: Larry Laudan
B: Paul Lazarsfled
C: Shannon and Weaver
D: Denis McQuail

9- Which among the following is not included in Normative theories?
A: Democratic Participant theory B: Libertarian C: Authoritarian D: Agenda-setting 10- The level of probability of accepting a true null hypothesis is called $\qquad$
A. Degree of freedom
B. Level of significance
C. Level of confidence
D. None

11- When the listener responds even before the speaker has finished talking, which barrier to effective listening does that refer to?
A. Becoming emotional
B. Jumping to conclusions
C. Wrong focus
D. Becoming distracted

12-Who gave the agenda setting theory of media?
A: Dr Max Mc Combs
B: Dr Donald Shaw
C: Both A \& B
D: None

13- According to Denis McQuail, media is significant because
A: they are a power source
B: they are ticket to fame
C: they create benchmarks
D: all the above

14----------------- is a testable statement

| A)Objective | B)Research Question | C)Hypothesis Problem Statement |
| :--- | :--- | :--- | :--- |

15- Survey is used to examine one or a few characteristics of many subjects while a $\qquad$ ---is used to examine many characteristics of a single subject
A)
B)Case Study
C)Interview
D) None of the above

16-
deals with the consistency of measurement
$\begin{array}{llll}\text { A)Validity } & \text { B)Operationalization } & \text { c) Reliability } & \text { d)Conceptual Framework }\end{array}$
17- --------------------- is defined as anything added to the signal that is not intended by the information source
A)Message
B)Feedback
C)Noise
D)All of the above

18- ------------------ is selecting details that are favorable or unfavorable to the subject being described
A)Framing
B)Slanting
C)Theorizing
D)None of the above

19-
-- ----------------theory holds that a relationship may be logically inconsistent to an observer while psychologically consistent to an individual who holds those observe believes
A)Uses and gratification
B)Spiral of silence
C)Cognitive Dissonance
D) None of these
20- Paul Lazarsfeld introduced $\qquad$ theory.
A. propaganda model
B. agenda setting
C. medium is the message
D. two step flow

21- ------------------------normative theory of press encompasses the philosophy of absolute power of monarch, his government or both
$\begin{array}{llll}\text { A)Soviet Totalitarian } & \text { B)Libertarian } & \text { C)Social Responsibility } & \text { D) None of the Above }\end{array}$
22- Sampling Methods are used to
A)Increase accuracy B)To Saves time $\quad$ C)To retrieve easy to handle the data
D)All of the above

23- Which amongst the following is the biggest advantage of Web Survey?
A. Faster medium to Reach Target Audience
B. Data Reliability
C. Population Selection
D. Easy Cooperation

24- It is possible to test hypothesis in
$\begin{array}{lll}\text { A)Qualitative research } & \text { B) Quantitative Research } & \text { C)Both } A \text { \& } B \quad \text { D) None of the above }\end{array}$ 25- Measures are created in an adhoc manner and are often specific to the setting or the researcher in
$\begin{array}{lll}\text { A)Qualitative research } & \text { B)Quantitative Research } & \text { C)Both A \& B }\end{array}$

## Part 4: Subjective Questions

(25 Marks)
Q1- Explain the difference between quantitative and qualitative research. Also briefly explain some of the quantitative methods which are frequently utilized by the mass communication researchers. 12.5 Marks

Q2- Discuss the significance of literature review in the research process.
12.5 Marks

