

NATIONAL UNIVERSITY OF MODERN LANGUAGES FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

MODEL ENTRANCE TEST PAPER

Programme: B.S Mass Communication Total Marks: 75

	Time Allowed: 01 Hour
Name:	
System ID:	
Note: Attempt all questions.	
Q.1. Select the correct answer for the following:	(20)

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1. Al-Khwarizmi was a famous Muslim:

- a. Musician
- b. physician
- c. Mathematician
- d. Economist
- 2. How many sides does a triangle have:
 - a. Three
 - b. Two
 - c. One
 - d. Seven
- 3. The permanent secretariat of SAARC is located in:
 - a. Colombo, Sri Lanka
 - b. Kathmandu, Nepal
 - c. New Delhi, İndia
 - d. Islamabad, Pakistan
- 4. Deficiency of vitamin 'D' in human body leads to
 - a. Hemophilia
 - b. Osteomalacia
 - c. Diabetes
 - d. Parkinson
- 5. 'Khunjerab Pass' is situated in
 - a. Karakoram range
 - b. Sulaiman Range
 - c. Hindukush range
 - d. Himalayas range
- 6. The motto of UNO is:
 - a. Peace
 - b. It's your world
 - c. Love and peace
 - d. Love and life
- 7. What sport is played in Wimbledon:
 - a. Cricket
 - b. Hockey
 - c. Football
 - d. Tennis
- 8. Mirza Asadullah Khan Ghalib is famous for:
 - a. Poetry
 - b. Calligraphy
 - c. Photography
 - d. Singing
- 9. National flower of Pakistan is:
 - a. Chamomile
 - b. Rose

C.	Thistle
	Jasmine
	e biggest island of world is:
	Sri Lanka
	Greenland
	Iceland
	England
11	is called as the "Land of Golden Fibre":
	France
	South Africa
	Japan China
	is pumped by the heart:
	Liquids
	Water
	Blood
	Oxygen
	be lowest part of earth is:
	Marian Trench
b	South Pole
С	Earth Crust
d	Dead Sea
	had Airways is an airline of:
а	Canada
	Russia
	United Arab Emirates
	Qatar
	hn Milton is a famous English:
	Poet
	Singer
	Politician
	Dramatist
	e world's highest mountain is in: India
	Pakistan
	Nepal
	China
17	
a.	Indonesia
b .	Scotland
c.	Iceland
d.	Finland
18. Th	e highest part of the earth is:
a.	
	Norway
	Mount Everest
	K-2
	ghest military award of Pakistan is:
	Nishan-e-Imtiaz
	Sitara-e-Jur'at Tamgha-e-Shuja'at
	Nishan-e-Haider
	rez Canal is between:
	Arabian Sea and Red Sea
	Mediterranean Sea and Red Sea
	Mediterranean Sea and North Sea
	Red Sea and North Sea
	se the accurate option for the following: (15
	aily Jang is a/an:
a.	Urdu newspaper
	English newspaper
	Punjabi newspaper
	Sindhi newspaper
	ellow journalism is:
a.	Exploitative sensational

Q.2.

- b. Classified telephone directory
- c. A low priced novel
- d. None of these
- 3. An editorial is:
 - a. Piece of interview
 - b. A point of view of the newspaper
 - c. One-sided approach of the Government
 - d. None of these
- 4. Intra-personal communication involves:
 - a. An individual talking to a group
 - b. An individual communicating to a large number of people
 - c. An individual thinking or talking to himself
 - d. An individual talking to another individual
- 5. To be considered a daily, a newspaper has to appear at least:
 - a. Seven times a week
 - b. Eight times a week
 - c. Nine times a week
 - d. Ten times a week
- 6. The person who collects information and shapes it into a news story is called:
 - a. Editor
 - b. Photographer
 - c. Reporter
 - d. Sub-editor
- 7. Television is:
 - a. Electronic media
 - b. Print media
 - c. Social media
 - d. None of the above
- 8. APP is the news agency of:
 - a. Pakistan
 - b. India
 - c. Iran
 - d. Afghanistan
- 9. A journalist who is not attached with any newspaper is called:
 - a. Free Lancer
 - b. Retainer
 - c. Correspondent
 - d. Stinger
- 10. The key narrator of a newscast or program is called:
 - a. Announcer
 - b. Editor
 - c. Anchor
 - d. None of the above
- 11. The founder of the Dawn was:
 - a. Haroon brothers
 - b. Quaid-e-Azam
 - c. Altaf Hussain
 - d. None of these
- 12. Opinionated writings with writer's pictures in newspaper are:
 - a. Editorials
 - b. Obituary
 - c. Columns
 - d. Business news
- 13. Facebook and Twitter are:
 - a. Print Media
 - b. Social Media
 - c. Static Media
 - d. Electronic Media
- 14. PEMRA is:
 - a. Media organisation
 - b. Association of newspapers
 - c. Production house
 - d. Regulatory body for electronic media
- 15. AFP is a news agency of:

- a. USA
- b. Pakistan
- c. China
- d. France

Q.3.	Fil	I in the	blanks	with	appropriate	verb	forms:
	1	Sho io	auita ha	noful		0110	oooo in

Ί.	Sne is quite noperui		success in the examination.		
2.	We are accountable	(God for our actions.		
3.	He will not apologise _		you for what he did, as he acte	ed in good	faith.
4.	I am sick	heart.			
5.	He is so impatient with	good advice	e that I despair r	naking any	decision
	on him.				
6.	I shall not act	com	npulsion.		
7.	He is indebted	his	friend for a large sum.		
8.	His thirst	_ knowledge	e left him no leisure for anythin	g else.	
9.	She could not arrive	cc	onclusion.		
10	.He was indifferent to all	counsels o	of his parents and so got	t	rouble.

Q.4. Choose the best option for the following:

(10)

- 1. Since he knew what would happen, he should be left to stew in his own juice.
 - a. Make a stew
 - b. Suffer in his own juice
 - c. Boil
 - d. Suffer for his own act
- 2. He is out and out a reactionary.
 - a. Thoroughly
 - b. Deadly against
 - c. No more
 - d. In favour of
- 3. In the organised society of today no individual or nation can plough a lonely furrow:
 - a. Do without the help of others
 - b. Remain non-aligned
 - c. Remain unaffected
 - d. Survive in isolation
- 4. The cricket match proved to be a big draw.
 - a. A keen contest
 - b. A game without any result
 - c. A lovely spectacle
 - d. A huge attraction
- 5. Although he has failed in the written examination, he is using <u>backstairs influence</u> to get the job.
 - a. Secret and unfair influence
 - b. Deserving and proper influence
 - c. Backing influence
 - d. Political influence
- 6. I am afraid he is burning the candle at both ends and ruining his life.
 - a. Becoming overgenerous
 - b. Losing his objectives
 - c. Wasting his money
 - d. Overtaxing his energies
- 7. The project did not appear to <u>hold out</u> bright prospects.
 - a. Promise
 - b. Highlight
 - c. Show
 - d. Offer
- 8. Companies producing goods <u>play to the gallery</u> to boost their sales.
 - a. Advertise
 - b. Depend upon the public for approval
 - c. Cater to the public taste
 - d. Attempt to appeal to popular taste
- 9. Javed could be easily arrested because the police were tipped off in advance.
 - a. Toppled over

- b. Bribed
- c. Threatened
- d. Given advance information
- 10. I met him after a long time, but he gave me the cold shoulder.
 - a. Insulted me
 - b. Scolded me
 - c. Abused me
 - d. Ignored me

Q.5.	Translate the following passage into Urdu: (05) Air pollution could be in the form of the emission of harmful chemical gases or particulates						
	in the air. Air pollution could also be in the form of disturbances to the normal composition						
	of the air such that there is an undesired effect on the environment or living things. The						
	most common source of air pollution include the burning of fossil fuels and other materials						
	in oil refineries, power plants, factories, automobiles and other forms of transportations.						
	Fumes from aerosols and chemicals like paint also cause air pollution.						
Q.6.	Write a paragraph of 150 words in English on "Myself". (10)						

Q.7. Translate the following paragraph into English:	(05)
م تک رسائی ہی نہیں ہے ۔ بلکہ ذہنی و جسما نی نشوونما ،کردار سازی اور زند	تعلیم کا مقصد محض علو
بغیر تو تعلیم کا تصور ہی ادھوراہے اور تعلیم صرف درسی کتابو ں تک محدود	گی کے اخلاق وآداب کے
رگرمی جو تعلمی مقاصد میں معاونت فراہم کرے تعیلم کا حصہ ہی تصور ہوگی	•
نچنے کا ذریعہ ٹھریے گی۔ لہِزا اس سلسلے میں ہم نصابی سرگرمیوں کا کردار	•
گرمیاں طلبہ میں رہنمائی کی صفات اجتماعی مفادات ،بلند کر داری اور مضبوط	بہت اہم نظر آتا ہے یہ سر
رتی ،ہیں اور جزباتی نشو ونما میں اہم کردار ادا کرتی ہیں اس امر اس ام کو پش	اخلاق جیسی صفات پیدا کر
؍ رٹو طوطے نہ بنیں بلکہ بہترین زہینی صلا حیتیوں کے حامل اور مستقبل کے	
کا ایک فائدہ یہ بھی ہے کہ طالبات میں روز مرہ کے تدریسی کام میں دلچسپی کا	معمار ثابت ہو نگے ۔ اس ک
بچوں میں سیکھنے کا جذبہ اور رفتار بہتر ہو جاتی ہیں۔	عنصر بڑھا دیتی ہیں۔ اور
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Q.8. Write a paragraph of 100 words in Urdu on "پاکستان ہماری پہچان.	(05)