



# The Islamia University of Bahawalpur

## Department of Applied Psychology

### Introduction to Mass Communication

#### Traditional Marking Scheme

Mid Term Marks = 30, Final Term Marks = 50, Sessional Marks = 20

Important Note: Please note that the above marking scheme is generally adopted at the IUB, however, due to the current pandemic of Covid19, the IUB has decided vide notification No. 51/PA dated 31<sup>st</sup> March that the students will submit an assignment/term paper of 30 marks in lieu of mid-term exam. The following sample will give you an idea of the Final Term exam of 50 Marks.

#### Sample Objective Type Questions

##### 1. Fill in the blanks (All questions carry 1 mark)

- i. \_\_\_\_\_ is used to build favorable image of the organization.
- ii. Companies use \_\_\_\_\_ as a tool to encourage brand preferences.
- iii. \_\_\_\_\_ is the transfer of thoughts and messages.
- iv. Communication of one person with another is called \_\_\_\_\_.
- v. Anything that interferes with the ability to send and receiver messages is called \_\_\_\_\_.

##### 2. Encircle the True or False

- |  |       |
|--|-------|
| i. Public Relations can fully “mop up” after mistakes are made.  | T / F |
| ii. Advertising deals with non-personal selling of the items.    | T / F |
| iii. Journalistic code of ethics are guidelines for journalists. | T / F |
| iv. Identified sponsor is not needed in Advertising.             | T / F |
| v. Almost all the newspapers feature include pictures.           | T / F |

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#### Sample Short Questions

##### 3. Define the followings

15

- i. Public Relations
- ii. Advertising
- iii. Non-personal selling
- iv. Press Conference
- v. Press Release

#### Sample Essay Type Questions

**4. Write a comparison between an Editorial and a newspaper Column. 15**

**5. Briefly answer the followings: 10**

- i. Why do you think code of ethics are important for Journalists?
- ii. What does Public Relations accomplish?