

1. Tick the right option.

- I. Everyone has not the right to freedom of Opinion and Expression. T / F
- II. The Western Cultural taste is admired by many people in less develops Countries. T / F
- III. The main source for newspapers is black mailing. T / F
- IV. The economic problems become a great obstacle in the way of journalistic freedom. T / F
- V. Circulation is the lifeblood of newspaper. T / F
- VI. In a Properly Functioning newspaper must be coordinated by a Strong administrative. T / F
- VII. There are two main bodies of national press institutions. T/F
- VIII. NPT stands for National Press Trust. T / F
- IX. Newspapers Advertising, A Popular avenue for Consumer Approach. T / F.
- X. The admin Depart exe authority only a few departments of newspaper. T / F

2 Fill in the blanks.

- I. It is true that advertising can lead to lower price _____ Profit.
- II. Circulation means the number of copies _____
- III. Newspaper advertising, a popular avenue for _____ approach.
- IV. There are _____ bodies of NPI.
- V. _____ is the process of acquiring and combining human, financial and physical resources.
- VI. CPNE stands for council of press newspapers _____.
- VII. The main source of income for newspaper is _____
- VIII. Nawa-i-Waqt group and Dawn group of editors are included in _____
 _____ is the printed, audio, video or pictured presentation of a person product service or movement.
- IX. The nature and structure of administration differs in different types of _____
- X. In Newspapers generally there are display and classified types of _____.

Paper: Media Management

Time: 35 Min

Total Marks: 5x2

Dr. M Shahzad

3 Short questions.

- I. What is the economics of newspaper?
- II. What do you think about administration?
- III. Define circulation department.
- IV. Elaborate National Press Institutions.
- V. Define management.

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Essay Type.

Marks: 10x2

- 1. Write a detail note free flow of Information.
- 2. Write down the new trends in Journalism.