

RAWALPINDI WOMEN UNIVERSITY
Admission to M.PHIL MEDIA & COMMUNICATION STUDIES
Sample Test

Total Marks: 100

Duration: 90 minutes

Passing Marks: 50

Instructions to Candidates:

1. This test paper contains 100 Multiple Choice Questions (MCQs), divided into two parts.
2. Part 1 — Subject Specific (Literature): Questions 1–70 (70 marks).
3. Part 2 — Graduate Admission Test (GAT — English, Quantitative Reasoning, Analytical Reasoning): Questions 71–100 (30 marks).
4. Each question carries one mark. Each question has four options (A–D); choose the ONE best answer.
5. There is no negative marking for incorrect answers.
6. Use of mobile phones, calculators, or any other electronic device is strictly prohibited.

PART 1 — SUBJECT SPECIFIC (Marks: 70)

1. **Which model stated that persuasion is done by message learning?**
 - a) Agenda Setting
 - b) Two-Step Flow Model
 - c) Elaboration Likelihood Model
 - d) None
2. **Face to Face communication among two persons is called?**
 - a) Intra-personal communication
 - b) Inter-personal communication
 - c) Extra-personal communication
 - d) Online Communication
3. **Which device is called digital device?**
 - a) Mobile
 - b) Tablet
 - c) Laptop
 - d) All
4. **Which of the following part of newspaper reflects the policy of newspaper?**
 - a) News stories
 - b) Columns
 - c) Editorial
 - d) Advertisements
5. **What is Hanging and Running?**
 - a) Main heading
 - b) sub-heading
 - c) source
 - d) detail
6. **What is model?**
 - a) Graphical Representation
 - b) Textual representation
 - c) Audio representation
 - d) None of above
7. **Which Law entertains with digital media cyber bullying and Harassment?**
 - a) Journalist Safety Law
 - b) Cyber Harassment Law
 - c) PECA
8. **Which theory stated that people remain silent due to fear of isolation?**
 - a) Spiral of Silence Theory
 - b) Agenda Setting Theory
 - c) Framing
 - d) Priming

PART 2 — GAT (Marks: 30)

Section A: English (Questions 71–82)

1. What is 15% of 200?

- A. 20
- B. 25
- C. 30
- D. 35
- E. 40

2. What is the result of this equation $6+6-5$?

- a) 17
- b) 7
- c) 9
- d) 15

3. Select the grammatically correct sentence.

- A. Neither the students nor the teacher were present.
- B. Neither the students nor the teacher was present.
- C. Neither the student nor the teachers was present.
- D. Neither students nor teacher were present.