

DEPARTMENT OF MEDIA & COMMUNICATION STUDIES

PhD Admission / Entry Test

(Sample Test)

Program:	PhD Media & Communication Studies	Total Marks:	100
Candidate Name:	_____	Duration:	2 Hours
Roll No.:	_____	Marks Split:	70 (MCQs) + 30 (Descriptive)

Section A (70 Marks): Contains 70 objective-based, subject-specific Multiple Choice Questions (MCQs), each carrying 1 mark. Choose the single best answer by marking (a), (b), (c) or (d)

Section B (30 Marks): Contains 2 subjective/descriptive questions. Each question carries 15 marks.

Section A: Subject-Based MCQs — 70 Marks

1. Media convergence primarily refers to:

- A. The decline of traditional media
- B. The integration of previously separate media technologies, platforms, and functions
- C. The replacement of journalists by audiences
- D. The elimination of mass communication

2. The Agenda-Setting Theory proposes that media primarily influence:

- A. What people should believe
- B. What issues people think about
- C. People's biological responses
- D. The economic performance of media organizations

3. Media Dependency Theory proposes that media effects become stronger when:

- A. Media consumption decreases
- B. Audiences become completely isolated from society
- C. Communication becomes exclusively interpersonal
- D. Individuals have fewer informational alternatives

4. The primary purpose of attribution in journalism is to:

- A. Increase the length of an article
- B. Identify the source of information or statements
- C. Make the article entertaining
- D. Replace fact-checking

5. In digital video production, a “cut” refers to:

- A. A camera malfunction
- B. An immediate transition from one shot to another
- C. A microphone adjustment
- D. A lighting technique

6. Media literacy primarily enables audiences to:

- A. Increase television ratings
- B. Access, analyze, evaluate, and create media messages
- C. Avoid all forms of communication
- D. Produce only entertainment content

7. In research, validity refers broadly to:

- A. Whether a measure or study accurately represents what it intends to measure
- B. The number of respondents
- C. The length of a questionnaire
- D. The cost of research

SECTION-SUBJECTIVE-BASED DESCRIPTIVE QUESTIONS:

Design a comprehensive research proposal to study the Role of Political talk shows in shaping public opinion on setting Political Agenda in Pakistan. Your answer should include Research problem, Theoretical framework, Methodology, Sampling technique and significance of study