

**LPUNEST – Ph.D. Journalism & Mass Communication
(Sample Questions)**

- QUESTION 1** Denis Mc Quail identified the mass media function of
- Option A Surveillance of environment
 - Option B Transmission of culture
 - Option C Promotion of democratic participation
 - Option D Non-formal education
- QUESTION 2** In quantitative research, the questions are
- Option A General
 - Option B Abstract
 - Option C Ambiguous
 - Option D Standardized
- QUESTION 3** Charles R. Wright was the first theorist who identified the media function of
- Option A Information
 - Option B Entertainment
 - Option C Interpretation
 - Option D Education
- QUESTION 4** The main purpose of asymmetric two-way model of public relations is
- Option A Discourage competition
 - Option B Distortion of facts
 - Option C Scientific persuasion
 - Option D Personality promotion
- QUESTION 5** The number of readers who can recall seeing an advertisement is referred to as
- Option A Net recall
 - Option B Gross recall
 - Option C Noting score
 - Option D Recall score

