

Total Marks: 100

**Section 1: Written Assessment (50 Marks)**

Time: 60 minutes

**Part A: Comprehension (5 Marks)**

Careful read the following passage and answer the below mentioned questions.

Alexander the Great's extraordinary success as a military leader and his establishment of one of the largest empires in history is a testament to his strategic genius and visionary leadership. Born in 356 BCE in Pella, the ancient capital of Macedonia, Alexander was tutored by Aristotle and ascended to the throne after his father Philip II's assassination. By the age of thirty, he had created an empire that stretched from Greece to Egypt and into the heart of Asia. Despite the vast distances and diverse cultures, Alexander managed to maintain control over his territories through a combination of military prowess and political acumen. His legacy, though marred by a premature death at thirty-two, left an indelible mark on the course of history, influencing subsequent generations and the spread of Hellenistic culture.

Q1. How did Alexander the Great manage to maintain control over his vast and culturally diverse empire?

- a) By imposing a single language and culture across his territories
- b) Through continuous military campaigns and conquests
- c) By combining military expertise with political intelligence (*Correct Answer*)
- d) By delegating power to local rulers without interference

Q2. What might be inferred about the impact of Alexander's early death on his empire and legacy?

- a) His empire immediately collapsed due to lack of leadership
- b) His premature death prevented further expansion of the empire
- c) His legacy was enhanced by the subsequent power struggles
- d) His death solidified his legendary status and ensured the spread of his cultural influence (*Correct Answer*)

### **Part B: General Knowledge & Current Affairs (15 Marks)**

(20 MCQs covering global and Pakistani current affairs, media industry, and general knowledge.)

Example Questions:

Which platform recently introduced "Threads" as a Twitter competitor?

- a) Facebook
- b) Meta (Correct Answer)
- c) LinkedIn

Pakistan's "Digital Media Regulatory Authority" was established in:

- a) 2020
- b) 2021 (Correct Answer)
- c) 2019

### **Part C: Media Industry Awareness (15 Marks)**

Example Question:

Who founded the Daily Dawn

- a) Allama Iqbal
- b) Quaid e Azam
- c) Sir Syed Ahmed Khan

### **Part D: Subjective Questions (15 Marks)**

I. Write a short note on any of the following topics (5 Marks).

*How has social media transformed news consumption?*

*Explain one ethical challenge in immersive media.*

II. Write an essay on any of the following topics (10 Marks).

Pakistan in the 21<sup>st</sup> Century

## **Section 2: Media Demonstration (20 Marks)**

Title: "Media Skills Demonstration"

Instructions: Choose ONE activity to demonstrate your media/communication skills:

News Anchoring: Present a 2-minute breaking news segment (provided prompt).

Press Release: Write a 150-word release for a fictional event (e.g., climate summit).

Visual Design: Create a social media poster for a news headline (tools provided).

Mock Press Conference: Answer questions as a spokesperson for a given scenario.

Game Simulation: Are you a gamer? Plan a game level for BNU (For immersive students only).

### **Section 3: Personal Interview (30 Marks)**

Time: 15–20 minutes per candidate

Focus Areas:

Motivation & Goals

Media Awareness

Aptitude

General Knowledge