

**PUNJAB PUBLIC SERVICE COMMISSION**  
**COMBINED COMPETITIVE EXAMINATION FOR**  
**RECRUITMENT TO THE POSTS OF**  
**PROVINCIAL MANAGEMENT SERVICE -2019**

**SUBJECT: MASS COMMUNICATION (PAPER-I)**

**TIME ALLOWED: THREE HOURS**

**MAXIMUM MARKS: 100**

**NOTE: Attempt FIVE Questions in All. Attempt in Urdu or English.**

- Q. No. 1:** Discuss the role and contribution of Urdu Press in the creation of Pakistan. Explain with reference to the newspapers of Maulana Muhammad Ali Johar, Maulana Zafar Ali Khan, and Hameed Nizami in particular. **(20 Marks)**
- Q. No. 2:** Write a detailed note on PEMRA and highlight the features of PEMRA Ordinance 2002. **(20 Marks)**
- Q. No. 3:** What are the major challenges faced by print media in Pakistan? Suggest measures to cope with these challenges. **(20 Marks)**
- Q. No. 4:** Media has the potential to strengthen solidarity among communities. How Pakistani media can contribute in bringing integration, solidarity and harmony among different and isolated communities of Pakistan. **(20 Marks)**
- Q. No. 5:** What is News? Define the structure of News; also describe the characteristics of a good news story. **(20 Marks)**
- Q. No. 6:** Define Editorial, how Editorial reflects the policy of a newspaper, do you think in the present age of information newspaper editorials have any impact on the society? **(20 Marks)**
- Q. No. 7:** Evaluate critically the performance of Private TV Channels in Pakistan. Do you think Electronic Media in Pakistan is fulfilling its responsibility? **(20 Marks)**
- Q. No. 8: Write short notes on any TWO of the following: (10 + 10 Marks)**
- a) Online journalism
  - b) FM Radio
  - c) News Agencies