

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

SUBJECT: MASS COMMUNICATION (PAPER-II)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

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

- Q. No. 1:** These days the focus of media is more on hype and entertainment. Enumerate reasons for this increasingly unhealthy trend. Suggest workable solutions to make media socially more responsible. **(20 Marks)**
- Q. No. 2:** Our advertisements seldom reflect our cultural ethos. Why ethics are not being followed in Pakistani advertisements. Examine various ethical issues involved in advertising with examples. **(20 Marks)**
- Q. No. 3:** Shannon and Weaver developed a mechanical and mathematical model of communication, known as the "Shannon and Weaver Model of Communication". Explain the model in terms of its important concepts: Source-Message-Channel-Receiver-Noise and Redundancy. **(20 Marks)**
- Q. No. 4:** What are the major barriers to communication? What is encoding and decoding of message? What strategies do you suggest to overcome these communication barriers? **(20 Marks)**
- Q. No. 5:** What are the principles of Effective Communication? How effective communication can be the key to success? For effective communication listening is very important, what is the difference between listening and hearing and how it impacts communication? **(20 Marks)**
- Q. No. 6:** What is Development Support Communication? What types of media forms are used in Development Support Communication? What types of traditional media are used and what are the benefits of using traditional media in Development Support Communication? **(20 Marks)**
- Q. No. 7:** What are the prospects and challenges of public relations in Pakistan? What are the common features of advertising, public relations and propaganda and what differentiates them from each other? **(20 Marks)**
- Q. No. 8: Write short notes on the following: (4x5=20 Marks)**
- i) Theory of "Two Step Flow of Communication"
 - ii) Advertising as the lifeblood of media
 - iii) Bad publicity is better than no publicity
 - iv) Importance of research in Advertising and Public Relations