



PUNJAB PUBLIC SERVICE COMMISSION
COMBINED COMPETITIVE EXAMINATION
FOR RECRUITMENT TO THE POSTS OF
PROVINCIAL MANAGEMENT SERVICE, ETC -2022
CASE NO. 2C2022

SUBJECT: MASS COMMUNICATION (PAPER-II)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE:

- i. All the parts (if any) of each Question must be attempted at one place instead of at different places.
- ii. Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.
- iii. No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- iv. Extra attempt of any question or any part of the question will not be considered.

NOTE:

Attempt any FIVE Questions in all. Attempt in Urdu or English.

- Q.No.1** Define any five technological barriers of communication with elaboration and relevant examples. (20 Marks)
- Q.No.2** How development journalism is different in its characteristics from other types of journalistic practices? (20 Marks)
- Q.No.3** Keeping in mind the different communication techniques, how would you produce a message for an effective communication? (20 Marks)
- Q.No.4** Define the term "Development". What are salient features of Development Journalism and how it can be beneficial for a developing society like Pakistan? (20 Marks)
- Q.No.5** Describe any five types of public relations tools for image building of an organization. (20 Marks)
- Q.No.6** Write a note on "Decline of television advertising in recent era" by supporting or rejecting the concept. (20 Marks)
- Q.No.7** An effective "Public Relations Campaign" is made on the basis of diligently researched content. Discuss it in the light of the importance of scientific research in making a particular Public Relations Campaign. (20 Marks)
- Q.No.8** How would you differentiate between advertising and publicity? Cite different examples to support your point of view! (20 Marks)