



PUNJAB PUBLIC SERVICE COMMISSION

COMBINED COMPETITIVE EXAMINATION 2017 **FOR RECRUITMENT TO THE POSTS OF** **PROVINCIAL MANAGEMENT SERVICE, ETC.**

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: Define Communication. Explain process of Communication with reference to Linear Model of Communication.

(5+15 Marks)

Q No. 2: Differentiate between Communication and Effective Communication. Explain the barriers which affect the process of Effective Communication.

(8+12 Marks)

Q No. 3: What is Journalism and Development Journalism? How does Development Journalism contribute in the development of a country? Explain your answer with respect to Journalism in Pakistan.

(5+10+5 Marks)

Q No. 4: Explain the salient features of the theory "Two Step Flow of Communication". Also highlight the role of Opinion Leader.

(10+10 Marks)

Q No. 5: Discuss in detail the main departments of an advertising agency along with their specialized functions assigned to them.

(10+10 Marks)

Q No. 6: Give a brief account of negative effects of T.V. programs and advertisements on the Pakistani youth and children. Also propose a code of conduct for advertisers and T.V program producers, to shield our society from the harmful effects.

(20 Marks)

Q No. 7: How do you perceive the future of Print Media in the present era of Electronic Media? Give your suggestions for improving the journalistic contents of Print Media for its continued existence and survival.

(20 Marks)

Q No. 8: Write short notes on the following:

(10+10=20 Marks)

- i) Tools of Public Relations.
- ii) Opinion Leader.
- iii) Importance of Research In Advertising.