

# PUNJAB PUBLIC SERVICE COMMISSION

COMBINED COMPETITIVE EXAMINATION FOR  
RECRUITMENT TO THE POSTS OF  
PROVINCIAL MANAGEMENT SERVICE, ETC - 2014

SUBJECT: MASS COMMUNICATION PAPER - I

TIME ALLOWED: THREE HOURS  
MAXIMUM MARKS: 100

NOTE: Attempt any FIVE questions. Attempt in Urdu OR English language. All questions carry equal marks.

- Q.1. Give a brief overview of Press-Government relationship in Pakistan. In which regime, do you think, Pakistani media enjoyed maximum freedom and why?
- Q.2. Recent developments vis-à-vis Television Channels in Pakistan have necessitated strict implementation of Media Laws and Ethics. Do you agree?
- Q.3. Discuss in detail the Media Laws promulgated since 2002 in Pakistan.
- Q.4. Social Media has revolutionized the information world. Give arguments in support of your answers.
- Q.5. Editorial is considered to be reflection of the policy of a newspaper. Give an argumentative answer.
- Q.6. Discuss the Role of Mass Media in socio-economic development in view of the challenges confronted by Pakistan.
- Q.7. What do you think are the pressures, Reports and Sub Editors have to face in discharge of their duties now-a-days.

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SUBJECT: MASS COMMUNICATION PAPER - II

TIME ALLOWED: THREE HOURS  
MAXIMUM MARKS: 100

NOTE: Attempt any FIVE questions. Attempt in Urdu OR English language. All questions carry equal marks.

- Q.1. "Ideas flow from mass media to opinion leaders, and from them to a wider population".
- Q.2. Write a detailed note on the Barriers of Communication, and how can they be reduced?
- Q.3. The developments in modern age are outcomes of mass communication; elaborate and justify.
- Q.4. How do you differentiate between advertising and PR? Explain your answers in the light of arguments.
- Q.5. Analyze the scope and importance of development Communication in Pakistan. Discuss factors for successful development of communication.
- Q.6. What are the various strategies and techniques for measuring the success of an advertising campaign?
- Q.7. Write brief notes on following:
  - a). Publicity
  - b). Press Note
  - c). Propaganda
  - d). PID

To succeed, look at things not as they are, but as they can be. :)