



**PUNJAB PUBLIC SERVICE COMMISSION**

**COMBINED COMPETITIVE EXAMINATION FOR  
RECRUITMENT TO THE POSTS OF  
PROVINCIAL MANAGEMENT SERVICE, ETC - 2016**

**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:** How would you define and explain communication? Write a comprehensive note on the process of communication.

**(6+14 Marks)**

**Q No. 2:** How can the right of access to information bring transparency in the functioning of Government and its organizations? Does this reconcile with the right to privacy of individuals.

**(20 Marks)**

**Q No. 3:** What is journalism and development journalism? Do you agree that journalism is playing a significant role in the development of Pakistan? Discuss with examples.

**(6+14 Marks)**

**Q No. 4:** Every advertising and public relations campaign commences with research. Do you agree or not? Argue.

**(10+10 Marks)**

**Q No. 5:** What strategy will you evolve as Public Relations Officer to counter print and electronic media challenges while rendering your professional duty?

**(20 Marks)**

**Q No. 6:** What do you know about Two Step Flow of Communication? Also discuss the role of opinion leaders in this concept.

**(10+10 Marks)**

**Q No. 7: Write short notes on:-**

**(7+7+6 Marks)**

- Difference between Development Communication and Development Support Communication.
- Difference between Public Relations and Propaganda.
- Difference between Advertising and Publicity.