

## MASS COMMUNICATION (OPTIONAL) PAPER - II

**TIME ALLOWED: THREE HOURS**

**MAXIMUM MARKS: 100**

**NOTE:** (i) Attempt any FIVE questions.

(ii) Attempt in English or Urdu.

- Q.1 If you are a mass communication researcher, how much importance would you give to research while constructing a message for public relations. 20
- Q.2 What are the key similarities and differences between advertising and public relations. 20
- Q.3 Please explain the Seven Techniques of Propaganda and also mention when the four new Techniques were introduced. 20
- Q.4 Today you cannot sell even gold without advertising. Justify your answer with examples. 20
- Q.5 To what extent do you depend upon opinion leaders to help you sort out your thoughts. Give arguments. 20
- Q.6 Write down five definitions of Public Relations, which definition do you like most and why? 20
- Q.7 List down some factors that have been identified as barrier to communication. Do these factors make communication less effective. 20