

PUNJAB PUBLIC SERVICE COMMISSION
COMBINED COMPETITIVE EXAMINATION
FOR RECRUITMENT TO THE POSTS OF
PROVINCIAL MANAGEMENT SERVICE, ETC.

MASS COMMUNICATION (OPTIONAL) PAPER-II

TIME ALLOWED: 3 HOURS

MAXIMUM MARKS: 100

Note: Attempt in English or Urdu.

Attempt any FIVE questions in all. All questions carry equal marks.

- Q.1:** Iner-Personal communication contributed significantly in the development of human civilization. Comment. (20)
- Q.2:** Language is the most frequently used means of communication, but it is an inadequate vehicle of effective communication because of its symbolic structure. Discuss. (20)
- Q.3:** What is "Frame of Reference"? What is the importance of frame of reference for persuasive Communication? (20)
- Q.4:** What is the importance of Media Relations for an effective public relations campaign? Elaborate. (20)
- Q.5:** Define the difference between Crowd, Mass and Public. What is the role of Mass Media in formation of public opinion? (20)
- Q.6:** Explain the role of Teachers, Writers and Artists as opinion leaders in Society. (20)
- Q.7:** Analyse critically the performance of ISPR and Foreign Publicity Department in context with ongoing war against terrorism. (20)