



PUNJAB PUBLIC SERVICE COMMISSION
COMBINED COMPETITIVE EXAMINATION
FOR RECRUITMENT TO THE POSTS OF
PROVINCIAL MANAGEMENT SERVICE, ETC -2022
CASE NO. 2C2023

SUBJECT: MASS COMMUNICATION (PAPER-I)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE:

- I. All the parts (if any) of each Question must be attempted at one place instead of at different places.
- II. Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.
- III. No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- IV. Extra attempt of any question or any part of the question will not be considered.

NOTE: Attempt any FIVE Questions in all. Attempt in Urdu or English.

- Q.No.1** Discuss the essential elements of news. How do the digital media's reach and the 24-hour news coverage affect a media organization's selection and packaging of news stories? (20 Marks)
- Q.No.2** How feature writing is different from editorial writing? Write a detailed comparison of both journalistic writings. (20 Marks)
- Q.No.3** As systems, mass media organizations have various subsystems, which are invariably the primary and secondary operations that are managed in organizations. Analyze the subsystems or operations of a specific mass media organization. (20 Marks)
- Q.No.4** Do you think Pakistani newspapers are observing the ethics of journalism? Critically analyze the situation. (20 Marks)
- Q.No.5** Write short notes on any two of the following: (10+10=20 Marks)
a) Defamation, Libel, Slander
b) Right to Information
c) Prevention of Electronic Crimes Act (PECA)
- Q.No.6** Write short notes on any two of the following: (10+10=20 Marks)
a) Urdu-e-Muaf'a
b) Hamdard
c) Nawa-I-Waqt
- Q.No.7** What are the differences between terrestrial and cable television networks? Write a detailed note about the history and development of cable TV in Pakistan. (20 Marks)
- Q.No.8** Media has the potential to strengthen solidarity and integrity among communities. Evaluate the role of Pakistani media in this regard. In what ways Pakistani media can contribute to bringing solidarity, integrity, and unity among different and isolated communities of Pakistan? (20 Marks)



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SUBJECT: MASS COMMUNICATION (PAPER-II)

TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE:

- i. All the parts (if any) of each Question must be attempted at one place instead of at different places.
- ii. Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.
- iii. No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- iv. Extra attempt of any question or any part of the question will not be considered.

NOTE: Attempt any FIVE Questions in all. Attempt in Urdu or English.

- Q.No.1 Define any five technological barriers of communication with elaboration and relevant examples. (20 Marks)
- Q.No.2 How development journalism is different in its characteristics from other types of journalistic practices? (20 Marks)
- Q.No.3 Keeping in mind the different communication techniques, how would you produce a message for an effective communication? (20 Marks)
- Q.No.4 Define the term "Development". What are salient features of Development Journalism and how it can be beneficial for a developing society like Pakistan? (20 Marks)
- Q.No.5 Describe any five types of public relations tools for image building of an organization. (20 Marks)
- Q.No.6 Write a note on "Decline of television advertising in recent era" by supporting or rejecting the concept. (20 Marks)
- Q.No.7 An effective "Public Relations Campaign" is made on the basis of diligently researched content. Discuss it in the light of the importance of scientific research in making a particular Public Relations Campaign. (20 Marks)
- Q.No.8 How would you differentiate between advertising and publicity? Cite different examples to support your point of view! (20 Marks)