



ROLL NO

PUNJAB PUBLIC SERVICE COMMISSION
COMBINED COMPETITIVE EXAMINATION
FOR RECRUITMENT TO THE POSTS OF
PROVINCIAL MANAGEMENT SERVICE, ETC -2023
CASE NO. 1C2024

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** Sub-editor is a key person in the News Room. Discuss the responsibilities of a sub-editor in the newspaper. **(20 Marks)**
- Q.No.2** Editorials reflect the opinion of the newspaper while columns are based on independent opinions of the columnists that could conflict with editorial opinion. How do you view this conflict from the perspective of the freedom of the press? Highlight its impact on society and the media organization. **(20 Marks)**
- Q.No.3** What are the ethics of journalism? Discuss the main features of the "ethical code of practice" given by the Pakistan Press Council. **(20 Marks)**
- Q.No.4** Highlight the salient features of the Pakistan Electronic Media Regulatory Authority (PEMRA) Ordinance 2002 **(20 Marks)**
- Q.No.5** Define online journalism. Discuss the development of online journalism in Pakistan and highlight some of the main prospects of online journalism in Pakistan. **(20 Marks)**
- Q.No.6** Critically analyze the role of Sir Syed Ahmad Khan as a journalist. **(20 Marks)**
- Q.No.7** Define the determinants of news. How news values are different for print media and electronic media? **(20 Marks)**
- Q.No.8** Compare and contrast the main attributes of the Social Responsibility Theory and Media Development Theory of the Press. **(20 Marks)**



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TIME ALLOWED: THREE HOURS

MAXIMUM MARKS: 100

NOTE:

- All the parts (if any) of each Question must be attempted at one place instead of at different places.
- Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.
- No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- 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 drawbacks of Lasswell model of communication with justifications?
(20 Marks)
- Q.No.2** Psychological barriers in communication are core reasons for miscommunication. Discuss it and suggest measures to eliminate these barriers!
(20 Marks)
- Q.No.3** How development communication is used to bring social change for a higher quality of life?
(20 Marks)
- Q.No.4** Do you think in developing country like Pakistan the Development Support Communication (DSC) is more effective to bring change in the society, or it can be more effective than the Development Communication (DC)?
(20 Marks)
- Q.No.5** What is Public Relations Campaign? Suppose you are a Public Relation Officer, for a particular organization, how would you prepare an effective campaign for building a positive image of your organization?
(20 Marks)
- Q.No.6** What are important characteristics to evaluate credibility and authority of opinion leaders?
(20 Marks)
- Q.No.7** Why audience research before launch of campaign is of vital importance to save resources?
(20 Marks)
- Q.No.8** Define drawbacks or shortfalls of newspaper advertising with logical reasoning.
(20 Marks)