



**FEDERAL PUBLIC SERVICE COMMISSION  
COMPETITIVE EXAMINATION-2017  
FOR RECRUITMENT TO POSTS IN BS-17  
UNDER THE FEDERAL GOVERNMENT**

Roll Number

**JOURNALISM & MASS COMMUNICATION**

**TIME ALLOWED: THREE HOURS**

**PART-I(MCQS): MAXIMUM 30 MINUTES**

**PART-I (MCQS)**

**PART-II**

**MAXIMUM MARKS = 20**

**MAXIMUM MARKS = 80**

**NOTE: (i) Part-II is to be attempted on the separate Answer Book.**

**(ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.**

**(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.**

**(iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.**

**(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.**

**(vi) Extra attempt of any question or any part of the attempted question will not be considered.**

**PART-II**

- Q. No. 2.** Briefly narrate the implications and shortcomings of the Shannon and Weaver model of Communication? (20)
- Q. No. 3.** Explain how Uses and Gratification Theory is an audience centered approach in understanding Mass Communication. Also explain how is it positivistic approach? (20)
- Q. No. 4.** How Mac Bride Commission report analyze communication problems in modern societies? Discuss its recommendations in detail. (20)
- Q. No. 5.** Define Public Relations. Also explain its tools and techniques and challenges in Pakistan. (20)
- Q. No. 6.** Define and explain the term Development Support Communication. Also narrate how it can be helpful in solving various social issues of Pakistani society? (20)
- Q. No. 7.** "Pakistani media organizations are unable to formulate a self-disciplined code of ethics." Do you agree or not. Support your answer with logic and arguments. (20)
- Q. No. 8.** Write brief notes on any **TWO** of the following: (10 each) (20)
- (a)** Media as an agent of social change
- (b)** Gerbner's Model of Communication
- (c)** Role of Social media in Pakistan

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