

KHYBER PAKHTUNKHWA, PUBLIC SERVICE COMMISSION

**COMPETITIVE EXAMINATION FOR THE POSTS OF PROVINCIAL
MANAGEMENT SERVICES (BPS-17)**

2013

JOURNALISM

Time allowed: 03 hours

Max: Marks: 100

NOTE:- Attempt any Five Questions. All Questions carry equal marks.

- Q.1: Objectivity is a much needed characteristic of a reporter in covering the stories especially political news. Discuss?
- Q.2: Define media ethics and also describe primary sources for furnishing those?
- Q.3: Write down a comprehensive note on importance of free and responsible press in a democratic society?
- Q.4: How can an advertiser increase brand awareness while following principles of advertising?
- Q.5: What type of role can 'News Magazines play in political socialization of youth?
- Q.6: Do you think that Broadcast Media is deviating from its standard role in Pakistan. Answer should be argumentative?
- Q.7: Describe in detail purpose and scope of Public Relations?
- Q.8: Write a critique on World Information Order?

