

NWFP, PUBLIC SERVICE COMMISSION, PESHAWAR.

COMPETITIVE EXAMINATION FOR PROVINCIAL MANAGEMENT SERVICE, 2008.

JOURNALISAM

Time Allowed: 03 Hours

Max: Marks:100

Note: Attempt any five questions. Each question carries 20 marks.

- Q.1. Analyze critically the situation of conflict and compromise between government and the press during the last three years.
- Q.2. Launching a political movement without press support is just like going to war without weapons. How do you evaluate the role of the Muslim Press during Pakistan movement (1940-47)?
- Q.3. What are the effects of cable communication on our society?
A justified answer, based on logic and reason, is expected.
- Q.4. What tactics and techniques would you use in order to become an effective Public Relations Officer of any organization?
- Q.5. What is advertising? What are socio-economic effects of advertising?
- Q.6. Write short note on any two of the following.
- Press Release and its basic ingredients. (10+10 =20)
 - Two step flow of communication.
 - Press Note and its ingredients.
- Q.7. How do you differentiate between Public Relations and Advertising?