

**SUBJECT:- COMPETITIVE EXAMINATION FOR THE POST OF
PROVINCIAL MANAGEMENT SERVICES (BPS-17). 2016**

JOURNALISM

Time Allowed: 03 hours

Max Marks: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q.1: Why the surveillance function of the press is regarded as fundamental to journalistic practice? Write argumentative answer.

Q.2: Radio as a medium of immediacy said to have the highest number of audience and widest reach. Do you agree? Give convincing reasons in support of your position.

Q.3: Discuss in detail the role of 'New Media' in promoting democracy in Pakistan.

Q.4: Write short note on any two of the followings:

- a) Embedded journalism
- b) Yellow Journalism
- c) Freedom of Press
- d) Importance of Electronic Media

Q.5: "Public Relations is deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public", explain.

Q.6: Maulana Zafar Ali Khan's 'Zimindar' played very effective role against British imperialism. Discuss in detail.

Q.7: Public Relation is not recognized as a management function in most organizations. Discuss the validity of this statement.

Q.8: Most people believe that media is to be blamed for promoting violence in the society. Do you agree? Give argumentative answer.