

TIME ALLOWED: THREE HOURS	PART-I (MCQS)	MAXIMUM MARKS = 20
PART-I(MCQS): MAXIMUM 30 MINUTES	PART-II	MAXIMUM MARKS = 80

NOTE: (i) Part-II is to be attempted on the separate Answer Book. *scien*
(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) 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 question will not be considered.

social issues
PART - II *fame based aware educate opinion, plural*

- Q. No. 2. What is social responsibility theory? Explain its importance with logic and arguments. Also give examples with reference to Pakistani society. *(20)*
narratives, perception, william *low-product*
- Q. No. 3. The excessive use of mobile phone affecting the studies of school/college students. Give your opinion with logic and arguments. *(20)*
Pub g. *shorter mental span* *right to information*
- Q. No. 4. Explain in detail the code of ethics for media professionals. *(20)*
- Q. No. 5. Elaborate in detail the diffusion and innovation theory, its merits and demerits and its applicability in Pakistani society. *(20)*
- Q. No. 6. What is development support communication? How it can be helpful for national development? Support your answer with logic & arguments. *(20)*
- Q. No. 7. Suppose you are a PRO of Police department. Suggest a plan and measure to control street crime in the country. *(20)*
PEMRA *crit* *2002*
- Q. No. 8. Write notes on any TWO of the following: *(10 each) (20)*

- (a) Press-Government relations in Pakistan *aware people*
- (b) PEMRA
- (c) Role of media in Democracy *2.5, 13.5*

innovators, opinion leaders *******
betn kothor *early, late* *action takers*
relative compatibility *observability*