


National University of Computer and Emerging Sciences, Lahore Campus

	Course Name:	Mass Communication	Course Code:	SS2040
	Program:	BSCS	Semester:	Spring2022
	Duration:	60 Minutes	Total Marks:	30
	Paper Date:	22-03-2022	Weight	15
	Section:	All Sections	Page(s):	
	Exam Type:	Midterm-1		

Student : Name: _____ Roll No. _____ Section: _____

Instruction/Notes: Attempt all questions. Write your Name, Roll Number and Section.
Give time to each question according to the marks.
Answers should be specific and relevant.
If you find any ambiguity, don't ask the invigilator.

Question No.1

How do you define communication? Also describe process of communication in detail.

(Marks:10) [CLO-1]

Question No.2

An effective public relations effort is the result of a four step process. Discuss. (Marks: 7) [CLO-1]

Question No.3

In your opinion, how media is psychologically affecting the people? Explain your answer with relevant examples. (Marks: 6) [CLO-2]

Question No.4

Evaluate the role of electronic media in Pakistan.

(Marks:7) [CLO-1]