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|--------------|--------------------|--------------|-------------|
| Course Name: | Mass Communication | Course Code: | SS2040      |
| Program:     | BCS                | Semester:    | Spring 2023 |
| Duration:    | 3 hours            | Total Marks: | 75          |
| Paper Date:  | 31-05-2023         | Weight       | 50          |
| Section:     | BCS-4A & BCS-8A    | Page(s):     | 1           |
| Exam Type:   | FINAL              |              |             |

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Instruction/Notes: Attempt all questions. Write your Name, Roll Number and Section.  
Give time to each question according to the marks.  
If you find any ambiguity, don't ask the invigilator. Make your own assumption.  
You are encouraged to share your opinions and perspectives.

### Question No.1

Differentiate between development communication and development support communication. Also, discuss the role of an opinion leader in the development communication/social change. (Marks: 15)

### Question No.2

Define the term, 'Cyber Warfare'. Also, explain the different types of warfare attacks. (Marks: 12)

### Question No.3

Define, 'Climate Communication'. Also, discuss the primary goals of climate communication and the challenges in this type of communication. (Marks: 15)

### Question No.4

Write a brief note on the following: (Each carries 6 marks) (Marks: 18)

- AI and its role in everyday life. (5 points only)
- Misinformation and Disinformation.
- Hard News vs Soft News.

### Question No.5

Solve the given case study. It is mandatory to answer both questions asked at the end of the case. (Marks: 15)

**Challenge:** Since launching in 1947, Nestea has offered innovative iced tea products. In 2017, parent company Nestlé Waters completely relaunched the Nestea brand with a refreshed logo, redesigned bottles, and completely reformulated tea recipes. The company wanted to make people aware of its revitalized brand and the release of new iced tea formulations, including unsweetened varieties and classic fruit-flavored teas that are made with fewer ingredients.

- Suggest some advertising activities to promote Nestea.
- How digital media can be used by Nestlé Waters to promote the Nestea brand?