

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
MASS COMMUNICATION; BA(BS)-352
BBA – II

Date: June 10, 2017

Max. Time: 2 Hrs

Max. Marks: 60

INSTRUCTIONS:

- 1. Attempt any 3 questions, all carry equal marks.**
- 2. Do not write anything on the question paper.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1 Write down

- a) Communication Definition & Process
- b) Functions of Communications
- c) Conditions for Successful Communication
- d) Intrapersonal, Extra Personal & Intra Personal Communication

Q2 Write a paragraph on the following:

- a) Historical Background of Print Media in Indo Pak
- b) Role of News Agencies in Media

Q3 What are the elements of Mass Communication process? Give the answer with example.

Q4 What do you understand by?

- a) Role of Advertising
- b) Role of Public relations
- c) Kinds of communications
- d) Kinds of Media

END OF SUBJECTIVE PAPER