



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.

(6x5=30)

- i. Describe shortly media conglomerates of Pakistan along with examples.
- ii. Describe shortly similarities between mass media and social media.
- iii. Enlist four differences between mass media and social media.
- iv. Define mass media organization. Enlist the different types of mass media organization in Pakistan.
- v. Differentiate between public and private ownership with perspective to Pakistani society.
- vi. Write down four functions of media management.

Q.2. Answer the following questions.

(2x15=30)

- i. How do media help market the product? Discuss in detail with examples.
- ii. Debate on pros and cons of private vs. public ownership with perspective to Pakistani media.