

2018-19 Batch II Year
03-03-2021

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38901AD: ADVERTISING**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
4. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Explain the process of Advertising.
2. Describe the components of an advertising campaign.

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. Explain the advantages and disadvantages of online advertising..
2. Write a note on “Emergence of transnational advertising.”

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[Max. Marks: 15
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Assignment – II

Note:

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Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Describe product and brand development.
2. Explain the history and growth of advertising agencies.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Discuss the growth of advertising in the Era of New Industrial Policy-1991.
2. Write a note on “Advertising Standards Council of India”.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38902DC: DEVELOPMENT COMMUNICATION

[Max. Marks: 15

[Min. Marks: 06

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
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6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Discuss the need for the development in the Indian context.
2. Describe the media units of Ministry of Information and Broadcasting of Government of India.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Define the concept of development and analyse the factors that influence the economic development?
2. Discuss the impact of planning and development strategies in India

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MAJMC38902DC: DEVELOPMENT COMMUNICATION

[Max. Marks: 15
[Min. Marks: 06

Assignment – II

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
4. Use your own foolscap pages for writing the assignments.
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6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. What is your action plan to reach out masses through your NGO, Health First, against Covid-19 and its vaccination programme?
2. Discuss the issues of poverty, development and public health.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. “Civil Society” is part of Government. Do you agree with the statement? Illustrate with examples.
2. Explain the SEZs and role of MNCs in Development

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38903GC: GLOBAL COMMUNICATION

[Max. Marks: 15
[Min. Marks: 06

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
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5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Discuss the global trends of contemporary transnational communication.
2. Explain the historical overview of International communication.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Media Imperialism.
2. Describe the democratisation of communication.

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Subject: Journalism and Mass Communication
MAJMC38903GC: GLOBAL COMMUNICATION

[Max. Marks: 15
[Min. Marks: 06

Assignment – II

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
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5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Explain the democratisation of information flow and media systems.
2. Write any five global news agencies in detail.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. International Telecommunication Union (ITU).
2. Explain the issues in International Communication.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38904CR: COMMUNICATION RESEARCH (QUANTITATIVE)

[Max. Marks: 15
[Min. Marks: 06

Assignment – I

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5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Explain the development of mass media research.
2. Discuss the research methods.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Discuss the types of print media research.
2. Explain the levels of measurement in research.

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Subject: Journalism and Mass Communication
MAJMC38904CR: COMMUNICATION RESEARCH QUANTITATIVE)

[Max. Marks: 15
[Min. Marks: 06

Assignment – II

Note:

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Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Describe the areas of research process.
2. Explain the parametric and non-parametric statistical tests.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Explain the purpose of research..
2. Discuss the importance of proper data handling.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
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M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38905DJ: DIGITAL JOURNALISM

[Max. Marks: 15
[Min. Marks: 06

Assignment – I

Note:

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3. If it is necessary to quote from any source, give the correct reference.
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6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Give an account on convergence journalism.
2. List out the characteristics of web writing.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Difference between online journalism and traditional journalism.
2. Role of online readers' Vs role of audience. Elaborate

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MAJMC38905DJ: DIGITAL JOURNALISM

[Max. Marks: 15
[Min. Marks: 06

Assignment – II

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Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. What is convergence journalism?
2. Give an account on cyber media.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. Give an outline on web hosting and privacy policies.
2. How is social media used by state and central government?

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