

**2019-20 Batch II Year**

**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.
7. Only hand written scripts are accepted. Printouts are not accepted

**Section – A**

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

1. What are the various types of print advertisements? Collect one advertisement for each type and attach.
2. What are the ethical aspects of advertising? Collect four ads where ethics are not followed (Attach ads).

**Section – B**

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

1. What is product life cycle? Give examples.
2. What is marketing mix? How it is changing?

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**Subject: Journalism and Mass Communication**  
**MAJMC38901AD: ADVERTISING**

**[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. What are the elements of print advertisement? Collect five different product/service print advertisements and write your opinion (Attach Ads).
2. What are the steps in advertising campaign?

**Section – B**

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

1. What are advertising appeals? Give example (Attach advertisements ).
2. What is USP? Give 15 examples from advertisements known to you.

# # #

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**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.
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**Section – A**

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

1. What do you mean by development? What are the major development issues faced by the world today.
2. What is dominant paradigm of development? Is it relevant today? If not. Why?

**Section – B**

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

1. What is sustainable development? What is its importance.
2. What is empowerment? What is the role of media in empowerment?

# # #

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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.
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**Section – A**

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

1. As a student of development, how do you assess the recent union budget 2022?
2. Discuss the role of NGOs in development. Give specific examples known to you.

**Section – B**

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

1. What are the government development agencies/units working at Mandal level in Telangana State?
2. What are the components of HDI? Is it perfect?

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**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**

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**Section – A**

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

1. Identify the factors which contributed to globalisation.
2. Assess the impact of globalisation an Indian media.

**Section – B**

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

1. What are the agents of cultural imperialism?
2. Explain the role of UNESCO in communication development.

# # #

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**Subject: Journalism and Mass Communication**  
**MAJMC38903GC: GLOBAL COMMUNICATION**

**[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. What are the various international news agencies and what are their functions?
2. Discuss imbalances in international information flow. Is the concept relevant today?

**Section – B**

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

1. Discuss the concept of digital divide.
2. Write a note on alternative media organisations.

# # #

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**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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**Section – A**

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

1. What are the steps involved in research.
2. What is Review of Literature? What is its importance in research?

**Section – B**

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

1. What is sampling? Why is it necessary?
2. What is hypothesis? What are various types of hypothesis? Give examples for each.

# # #

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**M.A. II YEAR – SEMESTER - III**  
**Subject: Journalism and Mass Communication**  
**MAJMC38904CR: COMMUNICATION RESEARCH QUANTITATIVE)**

**[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. Prepare a research design for a study to assess impact of UGC programmes on college students.
2. What factors do you consider before choosing a research topic?

**Section – B**

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

1. What are descriptive statistics? What are their uses?
2. What are the elements/ parts of research report?

# # #



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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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**Section – A**

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

1. What are the similarities and differences between traditional journalism and online journalism?
2. What is convergent journalism? What are its implications for journalist work?

**Section – B**

**Answer any One of the following questions in about 20 lines  
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1. What are the aspects to be considered in web writing?
2. Explain the role of social media in reporting.

# # #

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**Subject: Journalism and Mass Communication**  
**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. Explain the role of journalist in digital era.
2. In social media era everybody is a journalist. Comment

**Section – B**

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

1. What factors do you take into consideration before starting a web publication?
2. What are the ethical aspects involved in digital journalism?

# # #