

**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. Media selection, planning and scheduling are considered as strategic issues in advertising. Discuss each of these issues which make them strategic.
2. What do you understand by “positioning” in the context of advertising agencies? Explain the various positioning alternatives available for advertising agencies with suitable examples.

**Section – B**

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

1. What are unfair advertising practices? Give examples.
2. Discuss the concept of Advertising effectiveness.

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**[Max. Marks: 15  
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**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. Discuss the elements of an advertising plan and their relevance in marketing.
2. Digital media and online advertising have brought products closer to consumers. Explain.

**Section – B**

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

1. What is product positioning? Give example for each position.
2. What is branding? What are its various forms? Give contemporary examples.

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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:**

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**Section – A**

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

1. Explain how the concept of development has changed over the years.
2. How do you describe the present model of development being implemented by the present government of India?

**Section – B**

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

1. Participatory communication.
2. Ethical aspects of development.

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MAJMC38902DC: DEVELOPMENT 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. Explain why climate change has become a major issue of the world today?
2. Giving contemporary examples, critically examine the pros and cons of corporatisation of development in India.

**Section – B**

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

1. Theories of modernisation
2. Civil society and development.

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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. Giving examples from your every day exposure to media, describe the images that would result from the imbalance in information flow.
2. Discuss the importance of political ideology in international communication. Give examples.

**Section – B**

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

1. Explain what factors that led to the demand for New World Information Order?
2. Distinguish Third World news values and Western World news values.

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MAJMC38903GC: GLOBAL COMMUNICATION**

**[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 are the various dimensions of International Communication? Explain which dimension is dominating the International communication today?
2. Discuss the relevance of International Communication.

**Section – B**

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

1. Relevance of McBride Commission recommendations today.
2. Explain the contribution of alternative media organisations.

2020-21 Batch

**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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**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 research? Give examples from the media research published after 2021 (search Google Scholar for examples).
2. Distinguish concept and operational definition. Give five examples.

**Section – B**

**Answer any One of the following questions in about 20 lines  
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1. What is snowball sample? What are its advantages? Given an example from published research.
2. What are various types of hypothesis? Give two examples for each.

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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. What is research design? What are its elements? Take any published research and identify its elements of research design.
2. Describe various experimental designs? Give examples from published research.

**Section – B**

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

1. What is a variable? What are the various types of variables? Give examples.
2. What are various levels of measurement? Give examples.

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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**

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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 responsible for popularity of online journalism?
2. Explain how digital era has changed the role of journalists?

**Section – B**

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

1. What is Web 2.0? What are its characteristic features?
2. Explain the role of social media in reporting.

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MAJMC38905DJ: DIGITAL JOURNALISM**

**[Max. Marks: 15  
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**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 are the characteristics of online journalism?
2. Assess the impact of social media on journalism.

**Section – B**

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

1. Discuss the business aspects of digital journalism.
2. What is user generated content? What is its impact on journalism?

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