

**2021-23 & previous batches**

**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. Criticism against advertising unjustified. Discuss.
2. Describe the functions of various departments of an advertising agency.

**Section – B**

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

1. Explain the growth of advertising in the post economic reforms.
2. What is unethical advertising? Give examples for each one.

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

**[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. What is advertising campaign? Discuss how campaign is planned in various stages and executed?
2. Advertising is often accused of being unethical. Do you subscribe to this view? Give your views on the need for ethics in advertising.

**Section – B**

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

1. What are the characteristics of brand positioning? Discuss.
2. What are the various pre-testing methods used in advertising?

# # #

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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. Identify the factors which influence the development of a nation.
2. Explain the media units of Ministry of Information and Broadcasting of Govt. of India.

**Section – B**

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

1. Analyse the importance of ICT for sustainable development.
2. Discuss the functions of NITI Aayog.

# # #

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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. Critically examine the role of NGOs in development.
2. As a student of development, how do you assess the recent union budget 2023?

**Section – B**

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

1. Discuss the impact of media on the development.
2. What are the various approaches to 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. “Communication and information are tools of equality and exploitation.” - Discuss.
2. Evaluate the freedom of the press around the world with examples.

**Section – B**

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

1. Explain the democratisation of information flow and media systems.
2. Describe the nature and functions of news agencies.

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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. Examine the global trends in transnational communication.
2. Asses the issues of media density and freedom of speech and expression.

**Section – B**

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

1. Analyze the transnational communicative spaces and their local impact.
2. Explain the functions of any five global news agencies.

# # #

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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. Describe the various types of research? Give one example for each type from communication research.
2. What are the stages of research process? Explain why research is a process.

**Section – B**

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

1. Explain why review of literature is important in research.
2. What are the measures of central tendency? How they are useful 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. What are the various types of print media research? Give examples for each type.
2. What is research problem? What factors do you take into consider while choosing a research problem?

**Section – B**

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

1. Write a short note on observation research and its advantages.
2. Write about any two scholarly techniques. Explain why they are used in research.

# # #



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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. Discuss the features of online journalism.
2. Explain various Apps useful for journalists in their professional life.

**Section – B**

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

1. Explore role of social media in governments.
2. What is an e-journal? Write a brief note on writing for e-journals.

# # #

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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**  
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1. What is convergent journalism? What are its implications for journalists' work?
2. Discuss the ethical issues involved in digital journalism.

**Section – B**

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

1. Discuss the role of digital media in reporting.
2. Discuss the editorial issues in website production.

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