

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48901PR: PUBLIC RELATIONS**

**[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 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.
7. Only handwritten 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. Define public relations. What are its functions?
2. Discuss in detail Indian public relations models.

Section – B

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

1. Community relations and its importance.
2. Benefits of CSR to the corporate.

###

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48901PR: PUBLIC RELATIONS**

**[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 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.
7. Only handwritten 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. Explain the digital tools and digital assets of public relations
2. Compare in-house PR department with a consultancy.

Section – B

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

1. Explain media content analysis and its relevance to PR.
2. Concept of global public relations.

###

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL 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.
4. Use your 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.
7. Only handwritten 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. Discuss the structure and functions of Central Bureau of Communication.
2. Explain the major components of the rural economy.

Section – B

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

1. Krishi Vigyan Kendras.
2. Deccan Development Society.

###

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL 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 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.
7. Only handwritten 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. Explain the role of Panchayati Raj institutions in rural development.
2. Discuss the role of extension officers in rural development.

Section – B

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

1. Characteristics of Community.
2. Social marketing and its role rural development.

###

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48903CR: COMMUNICATION RESEARCH (QUALITATIVE)**

**[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 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.
7. Only handwritten 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 steps involved in conducting survey research?
2. What is a focus group method? Discuss its uses and limitations.

Section – B

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

1. What are the strengths and weaknesses of the interview method?
2. Pre-test and Post-test experimental design.

###

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48903CRQ: COMMUNICATION RESEARCH (QUALITATIVE)

[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 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.
7. Only handwritten 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 is qualitative research? Mention its advantages and limitations.
2. Prepare an interview schedule with 15 questions to study why senior citizens are using social media. (refer to Uses and Gratifications Theory in Communication Theory course or use internet)

Section – B

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

1. Longitudinal studies vs. Cross-sectional studies.
2. Case study and its characteristics.

###

2020-22 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48904ML: MEDIA LITERACY**

**[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 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.
7. Only handwritten 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. Discuss the dimensions of media literacy.
2. How do you analyse interactive media posts?

Section – B

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

1. Components of media literacy.
2. Role of language and codes in media education.

###

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48904ML: MEDIA LITERACY**

**[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 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.
7. Only handwritten 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. Discuss the importance of media literacy.
2. What tools are available to become a media literate person?

Section – B

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

1. Narrate the cultures of the Internet.
2. Interpersonal techniques of media literacy.

###