**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**
**Centre for Distance and Online Education**

**Course: M.A. Mass Communication 4th Semester (Lateral Entry)**

**Paper: Newspaper Production and Management**

**Paper Code:** MSM-531-A **Max. Marks – 30**

**Note: Important Instructions for submission of Online-Assignments.**

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
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- ***Each question carries 5 marks.***

## ASSIGNMENT-I

1. **Explain the registration process for a new newspaper.**
   एक नए समाचार पत्र के पंजीकरण प्रक्रिया को समझाएं।
2. **What are the various types of newsprint used in print media industry?**
   प्रिंट मीडिया उद्योग में उपयोग किए जाने वाले विभिन्न प्रकार के समाचार पत्र के कागज क्या हैं?
3. **What do you mean by Audit Bureau of Circulation? Explain.**
   ऑडिट ब्यूरो ऑफ सर्कुलेशन (Audit Bureau of Circulation) का क्या अर्थ है? इसे समझाएं।

## ASSIGNMENT-II

1. **Discuss the concept of script and other news packages.**
   स्क्रिप्ट और अन्य समाचार पैकेजों की अवधारणा पर चर्चा करें।
2. **What are the qualities of a good Editorial?**
   एक अच्छे संपादकीय की विशेषताएँ क्या हैं?
3. **Write short notes on the following:** (a) **News as Commodity**
   समाचार को वस्तु के रूप में लिखें। (b) **What is a paid subscription?**
   पेड सब्सक्रिप्शन क्या है?

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**Course: M.A. Mass Communication 4th Semester (Lateral Entry)**

**Paper: Radio and Television Production**

**Paper Code:** MSM-531-B **Max. Marks – 30**

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## ASSIGNMENT-I

What are some unique advantages of radio as a medium?

रेडियो के एक माध्यम के रूप में कुछ अद्वितीय लाभ क्या हैं?

Explain the difference between DTH and cable TV services.

डीटीएच और केबल टीवी सेवाओं के बीच अंतर स्पष्ट करें।

Identify some best practices and innovations of successful DTH and cable TV providers.

सफल डीटीएच और केबल टीवी प्रदाताओं की कुछ सर्वोत्तम प्रथाओं और नवाचारों की पहचान करें।

## ASSIGNMENT-II

What is artificial intelligence (AI)? Explain with examples .

कृत्रिम बुद्धिमत्ता (AI) क्या है? उदाहरण सहित समझाएं।

How to identify and define the target audience for a Tv program ?

टीवी प्रोग्राम के लिए लक्षित दर्शकों की पहचान और परिभाषा कैसे करें?

What is the process of developing a brand identity? Explain in detail.

ब्रांड पहचान विकसित करने की प्रक्रिया क्या है? कृपया विस्तार से समझाएं।

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**Course: M.A. Mass Communication 4th Semester (Lateral Entry)**

**Paper: Advertising Campaign Management**

**Paper Code:** MSM-531-C

**Max. Marks – 30**

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## ASSIGNMENT-1

1. How can campaign objectives be effectively set and analyzed?

कैम्पेन (अभियान) के उद्देश्यों को प्रभावी रूप से कैसे निर्धारित और विश्लेषण किया जा सकता है?

2. How does SWOT analysis help in developing a marketing strategy?

SWOT विश्लेषण (एनालिसिस) विपणन रणनीति (मार्केटिंग स्ट्रैटेजी) के विकास में कैसे सहायक होता है?

3. How does ad research contribute to the success of a campaign?

विज्ञापन अनुसंधान (ऐड रिसर्च) किसी अभियान (कैम्पेन) की सफलता में कैसे योगदान देता है?

## ASSIGNMENT-2

1. What factors should be considered while budgeting for a campaign?

किसी अभियान (कैम्पेन) के बजट निर्धारण के दौरान किन कारकों पर विचार किया जाना चाहिए?

2. What are the key steps in preparing a campaign for the launch of a product?

किसी उत्पाद (प्रोडक्ट) के लॉन्च के लिए अभियान (कैम्पेन) तैयार करने के मुख्य चरण क्या हैं?

3. What is the importance of media structure and options in campaign planning?

कैम्पेन योजना (प्लानिंग) में मीडिया संरचना (स्ट्रक्चर) और विकल्पों (ऑप्शंस) का क्या महत्व है?

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**Course: M.A. Mass Communication 4th Semester (Lateral Entry)**

**Paper: PR Campaign Planning**

**Paper Code:** MSM-531-D **Max. Marks – 30**

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## ASSIGNMENT-I

1. Explain the management of Public Relations campaigns. What are the key elements involved in a successful PR campaign?

जनसंपर्क अभियानों का प्रबंधन समझाएं। एक सफल PR अभियान में शामिल प्रमुख तत्व कौन-कौन से होते हैं?

2. What is the difference between misinformation, and disinformation? How can public relations professionals handle these issues effectively?

गलत सूचना और झूठी सूचना में क्या अंतर है? जनसंपर्क पेशेवर इन मुद्दों से प्रभावी ढंग से कैसे निपट सकते हैं?

3.Discuss the concept of consumer motivation. How does motivation influence consumer behavior and decision-making?

उपभोक्ता प्रेरणा की अवधारणा पर चर्चा करें। प्रेरणा उपभोक्ता व्यवहार और निर्णय-निर्माण को कैसे प्रभावित करती है?

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## ASSIGNMENT-II

1.Explain the role of consumer attitudes and knowledge in shaping consumer satisfaction. How do these factors affect buying decisions?
उपभोक्ता की मानसिकताएँ और ज्ञान उपभोक्ता संतोष को कैसे आकार देती हैं, इसे समझाएं। ये कारक खरीद निर्णयों को कैसे प्रभावित करते हैं?

2. What is social marketing? Explain its basic principles and how it differs from traditional marketing.
सामाजिक विपणन क्या है? इसके मूल सिद्धांतों को समझाएं और यह पारंपरिक विपणन से कैसे भिन्न है?

3. Discuss the concept of Corporate Social Responsibility (CSR). Why is it important for businesses, and what are its future prospects?
कॉर्पोरेट सोशल रिस्पॉन्सिबिलिटी (CSR) की अवधारणा पर चर्चा करें। यह व्यवसायों के लिए क्यों महत्वपूर्ण है और इसके भविष्य के दृष्टिकोण क्या हैं?