

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 4th Semester

Paper: Media Management

Paper Code: BAMC-116

Max. Marks -20

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries 5 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**.*
- ***Read "How to upload online Assignments", and check the Instructions for online submission of Assignments please.***

ASSIGNMENT-I

1. What is meant by management? What are the characteristics of management?
प्रबंधन से क्या तात्पर्य है? प्रबंधन की विशेषताएं क्या हैं?
2. Define Human Resource Development and discuss the perceptual process in detail.
मानव संसाधन विकास को परिभाषित करें और अवधारणात्मक प्रक्रिया पर विस्तार से चर्चा करें।

ASSIGNMENT-II

1. Elaborate the concept of marketing mix or 4 P's of marketing.
विपणन मिश्रण या विपणन के 4 पी की अवधारणा को विस्तृत करें।
2. Explain the Methodologies used by IMRB in detail.
आईएमआरबी द्वारा उपयोग की जाने वाली कार्यप्रणाली को विस्तार से समझाएं।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 4th Semester

Paper: Cinema In India

Paper Code: BAMC-117

Max. Marks -20

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ASSIGNMENT-I

1. What are the key characteristics of documentary films?

डॉक्यूमेंट्री फिल्मों की मुख्य विशेषताएँ क्या हैं?

2. What is the role of the National Film Archive of India (NFAI)?

नेशनल फिल्म आर्काइव ऑफ इंडिया (NFAI) की क्या भूमिका है?

ASSIGNMENT-II

1. What are the functions of the Film Censor Board?

फिल्म सेंसर बोर्ड के कार्य क्या हैं?

2. How has modern cinema influenced storytelling techniques?

आधुनिक सिनेमा ने कहानी कहने की तकनीकों को कैसे प्रभावित किया है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 1st Semester

Paper: Radio Broadcasting

Paper Code: BAMC-118

Max. Marks -20

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

1. What are the key characteristics of radio as a medium?
रेडियो को एक माध्यम के रूप में प्रमुख विशेषताएँ क्या हैं?
2. Explain the role of a microphone in radio program production.
रेडियो कार्यक्रम निर्माण में माइक्रोफोन की भूमिका को समझाइए।

ASSIGNMENT-II

1. What are the different elements of a radio news story?
रेडियो समाचार कहानी के विभिन्न तत्व क्या हैं?
2. How do AM and FM radio differ in terms of transmission?
एएम और एफएम रेडियो के प्रसारण में क्या अंतर है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 4th Semester

Paper: Editing For Print

Paper Code: BAMC-119

Max. Marks -20

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

1. What is the role of a sub-editor in a newsroom?

न्यूज़रूम में सब-एडिटर की क्या भूमिका होती है?

2. What is the difference between objectivity and bias in news reporting?

समाचार रिपोर्टिंग में निष्पक्षता और पक्षपात के बीच क्या अंतर है?

ASSIGNMENT-II

1. Why are headlines important in news editing?

समाचार संपादन में सुर्खियाँ क्यों महत्वपूर्ण होती हैं?

2. What are the key elements of an editorial page?

संपादकीय पृष्ठ के मुख्य तत्व क्या हैं?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 4th Semester

Paper: Editing Skills

Paper Code: BAMC-120

Max. Marks -20

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ASSIGNMENT-I

1. What is the importance of designing a dummy for a newspaper?
अखबार के लिए डमी डिज़ाइन करने का क्या महत्व है?

2. Explain the key elements of a magazine cover layout.
एक पत्रिका कवर लेआउट के प्रमुख तत्वों को समझाइए।

ASSIGNMENT-II

1. What are the differences between web edition design and print newspaper design?
वेब संस्करण डिज़ाइन और मुद्रित अखबार डिज़ाइन में क्या अंतर है?

2. How does social media influence news writing today?
आज के समय में सोशल मीडिया समाचार लेखन को कैसे प्रभावित करता है?