

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

**Programme: M.A. Mass Communication 3<sup>rd</sup> Semester & Lateral Entry**  
**Subject: Mass Media Structure and Management**  
**Paper Code -MSM 521**

**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**.*
- ***Last Date of submission of assignments is 30th Nov, 2024.***

**ASSIGNMENT-I**

Q1. What is the organizational structure of a newspaper, and how does ownership impact control?

समाचार पत्र की संगठनात्मक संरचना क्या है तथा स्वामित्व नियंत्रण को कैसे प्रभावित करता है

Q2. Explain the administrative structure of Prasar Bharti and how it differs from private television channels.

प्रसार भारती की प्रशासनिक संरचना की व्याख्या करें तथा यह निजी टेलीविजन चैनलों से किस प्रकार भिन्न है

Q3. Describe the structure and key functions of an advertising agency.

विज्ञापन एजेंसी की संरचना तथा प्रमुख कार्यों का वर्णन करें।

**ASSIGNMENT-II**

Q1. What are the main functions of PR departments in corporate sectors?

कॉर्पोरेट क्षेत्रों में जनसंपर्क विभागों के मुख्य कार्य क्या हैं

Q2. How does the economics of producing radio and TV programs differ from that of the cinema industry in India?

रेडियो तथा टीवी कार्यक्रमों के निर्माण का अर्थशास्त्र भारत में सिनेमा उद्योग से किस प्रकार भिन्न है

Q3. What are the key steps involved in budgeting a PR campaign?

जनसंपर्क अभियान के बजट निर्धारण में कौन से प्रमुख चरण शामिल हैं

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**ASSIGNMENT-I**

Q-1 Do you think news should be redefined in the Indian context? Explain.

क्या आपको लगता है कि भारतीय संदर्भ में समाचारों को फिर से परिभाषित किया जाना चाहिए? व्याख्या करना।

Q-2 Describe the various sources of news for the reportorial staff.

रिपोर्टरियल स्टाफ के लिए समाचार के विभिन्न स्रोतों का वर्णन करें।

Q-3 Discuss structural types of news comprehensively.

समाचारों के संरचनात्मक प्रकारों पर व्यापक चर्चा करें।

**ASSIGNMENT-II**

Q-1 Write short notes on the followings:

(i) Reviews (iii) Previews

निम्नलिखित पर संक्षिप्त नोट्स लिखें:

(i) समीक्षाएं ; पपपद्ध पूर्ववलोकन

Q-2 Discuss the inverted pyramid style of news writing with suitable examples.

उपयुक्त उदाहरणों के साथ समाचार लेखन की उलटी पिरामिड शैली पर चर्चा करें।

Q-3 Differentiate between book review and film review?

पुस्तक समीक्षा और फ़िल्म समीक्षा में अंतर बताएं।

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**Programme: M.A. Mass Communication 3<sup>rd</sup> Semester & Lateral Entry**

**Subject: Electronic Media**

**Paper Code: MSM-523-DDE**

**Max. Marks -30**

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**ASSIGNMENT-I**

- Q.1 Explain the evolution and growth of radio in India since 1947.  
1947 से भारत में रेडियो के विकास और वृद्धि की व्याख्या कीजिए।
- Q.2 What are the functions and structure of All India Radio (AIR)?  
आकाशवाणी ;।पद्ध की संरचना और कार्य क्या हैं
- Q.3 Describe the history and development of television in India.  
भारत में टेलीविजन के इतिहास और विकास का वर्णन करें।

**ASSIGNMENT-II**

- Q.1 What are the key functions of a good radio announcer?  
एक अच्छे रेडियो उद्घोषक के मुख्य कार्य क्या हैं
- Q.2 What is the role of lighting and camera movements in television production?  
टेलीविजन निर्माण में प्रकाश और कैमरा मूवमेंट की भूमिका क्या है
- Q.3 Explain the process of radio transmission and reception of signals.  
रेडियो ट्रांसमिशन और सिग्नल की प्राप्ति की प्रक्रिया समझाइए।

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**Programme: M.A. Mass Communication 3<sup>rd</sup> Semester & Lateral Entry**

**Subject: Advertising Creativity and Consumer Behaviour**

**Paper Code: MSM-523-C**

**Max. Marks –30**

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**ASSIGNMENT-I**

Q-1 Explain the genesis of advertising.

विज्ञापन की उत्पत्ति की व्याख्या करें।

Q-2 What do you mean by Elaboration Likelihood Model? Explain in detail.

विस्तार संभावना मॉडल से आप क्या समझते हैं? विस्तार से व्याख्या।

Q-3 Explain the role of advertising in marketing mix.

विपणन मिश्रण में विज्ञापन की भूमिका स्पष्ट करें।

**ASSIGNMENT-II**

Q-1 What are the elements of copywriting?

कॉपी राइटिंग के तत्व क्या हैं?

Q-2 Explain the various principles of design.

डिज़ाइन के विभिन्न सिद्धांतों की व्याख्या करें।

Q-3 What are the various appeals used in advertising?

विज्ञापन में प्रयुक्त विभिन्न अपीलें क्या हैं?

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**Programme: M.A. Mass Communication 3<sup>rd</sup> Semester & Lateral Entry**

**Subject: PR Principles and Tools**

**Paper Code: MSM-523-D**

**Max. Marks -30**

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**ASSIGNMENT- I**

Q.1 Explain the concept of Public Relations (PR) and its importance in today's world.

जनसंपर्क की अवधारणा और आज के विश्व में इसका महत्व समझाइए।

Q.2 Discuss the development and future of PR in India.

भारत में जनसंपर्क का विकास और भविष्य पर चर्चा कीजिए।

Q.3 What is corporate identity, and how is it integrated into the communication process?

कॉर्पोरेट पहचान क्या है और इसे संचार प्रक्रिया में कैसे एकीकृत किया जाता है?

**ASSIGNMENT- II**

Q.1 Describe the key elements of service marketing.

सेवा विपणन के मुख्य तत्वों का वर्णन कीजिए।

Q.2 What are the tools used in public relations for marketing and advertising?

विपणन और विज्ञापन के लिए जनसंपर्क में उपयोग किए जाने वाले उपकरण कौन से हैं?

Q.3 Explain the role of PR in educational institutes.

शैक्षणिक संस्थानों में जनसंपर्क की भूमिका समझाइए।