

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

**PROGRAMME: B.A. Mass Communication 4<sup>TH</sup> SEMESTER**

**SUBJECT: 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 equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
- 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.

**ASSIGNMENT -1**

Q1. What is meant by management? What are the characteristics of management? 5  
प्रबंधन से क्या तात्पर्य है? प्रबंधन की विशेषताएं क्या हैं?

Q2. Define Human Resource Development and discuss the perceptual process in detail. 5  
मानव संसाधन विकास को परिभाषित करें और अवधारणात्मक प्रक्रिया पर विस्तार से चर्चा करें।

**ASSIGNMENT-II**

Q1. Explain the Methodologies used by IMRB in detail. 5  
आईएमआरबी द्वारा उपयोग की जाने वाली कार्यप्रणाली को विस्तार से समझाएं।

Q2. Elaborate the concept of marketing mix or 4 P's of marketing. 5  
विपणन मिश्रण या विपणन के 4 पी की अवधारणा को विस्तृत करें।

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

**PROGRAMME: B.A. Mass Communication 4<sup>TH</sup> SEMESTER**

**SUBJECT: CINEMA STUDIES IN INDIA**

**PAPER CODE - BAMC -117**

**MAX. MARKS -20**

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

- Attempt all questions from the following both assignments. Each question carries equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
- 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.

**ASSIGNMENT -1**

Q1. Trace the history of Indian cinema, highlighting the significant milestones and the golden era of Hindi cinema. 5

**भारतीय सिनेमा के इतिहास का पता लगाएं, महत्वपूर्ण मील के पथरों को हाइलाइट करें और हिंदी सिनेमा की स्वर्णिम युग को विशेष रूप से चिह्नित करें।**

Q2. Examine the growth and significance of the documentary film genre in India. 5

**भारत में डॉक्यूमेंट्री फिल्म शैली के विकास और महत्व की जाँच करें।**

**ASSIGNMENT-II**

Q.1 Differentiate between parallel cinema and modern cinema in India. 5

**भारत में समकक्ष सिनेमा और आधुनिक सिनेमा के बीच भिन्नता को विशेषतः करें।**

Q2. Evaluate the impact of digital cinema on the Indian film industry, including the rise of 2D and 3D formats, niche movies, and the development of multiplexes. 5

**डिजिटल सिनेमा के प्रभाव का मूल्यांकन करें, भारतीय फिल्म उद्योग में 2डी और 3डी प्रारूपों, निचे की फिल्मों, और मल्टीप्लेक्स के विकास की चर्चा करें।**

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

**PROGRAMME: B.A. Mass Communication 4<sup>TH</sup> SEMESTER**

**SUBJECT: RADIO BROADCASTING**

**PAPER CODE –BAMC 118**

**MAX. MARKS -20**

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

- Attempt all questions from the following both assignments. Each question carries equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
- 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.

**ASSIGNMENT-I**

Q1. What are the different types of microphones commonly used in audio recording and what are their key characteristics and applications? 5

ऑडियो रिकॉर्डिंग में आमतौर पर उपयोग किए जाने वाले विभिन्न प्रकार के माइक्रोफोन क्या हैं और उनकी प्रमुख विशेषताएं और अनुप्रयोग क्या हैं?

Q2. What are the key differences between AM (amplitude modulation) and FM (frequency modulation) in terms of transmission? 5

ट्रांसमिशन के संदर्भ में AM (आयाम मॉड्यूलेशन) और FM (फ्रीक्वेंसी मॉड्यूलेशन) के बीच मुख्य अंतर क्या हैं?

**ASSIGNMENT-II**

Q1. What are the primary features and technologies that enable mobile radio communication, and how do they differ from traditional radio systems?

प्राथमिक विशेषताएं और प्रौद्योगिकियां क्या हैं जो मोबाइल रेडियो संचार को सक्षम बनाती हैं, और वे पारंपरिक रेडियो प्रणालियों से कैसे भिन्न हैं?

Q2. What were the key factors that contributed to the establishment and growth of All India Radio (AIR) FM stations throughout India over the years?

पिछले कुछ वर्षों में पूरे भारत में ऑल इंडिया रेडियो (एआईआर) एफएम स्टेशनों की स्थापना और विकास में योगदान देने वाले प्रमुख कारक क्या थे?

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

**PROGRAMME: B.A. Mass Communication 4<sup>TH</sup> SEMESTER**

**SUBJECT: EDITING FOR PRINT AND ELECTRONIC MEDIA**

**PAPER CODE - BAMC -119**

**MAX. MARKS -20**

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

- Attempt all questions from the following both assignments. Each question carries equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
- 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.

**ASSIGNMENT-I**

Q.1 What is beat reporting? Discuss the skills and qualities that a reporter should possess while covering a beat. 5

बीट रिपोर्टिंग क्या है? उन कौशलों और गुणों पर चर्चा करें जो एक रिपोर्टर में किसी बीट को कवर करते समय होने चाहिए।

Q.2 Write a note on Gatekeepers and filtration. 5

गेटकीपर और निस्पंदन पर एक नोट लिखें।

**ASSIGNMENT-II**

Q.1 Describe the organisational structure of a newspaper of your choice. Explain the role of circulation department. 5

अपनी पसंद के समाचार पत्र की संगठनात्मक संरचना का वर्णन करें। परिसंचरण विभाग की भूमिका स्पष्ट कीजिए।

Q.2 Write in your own words about the importance of headlines. 5

शीर्षकों के महत्व के बारे में अपने शब्दों में लिखें।

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

**PROGRAMME: B.A. Mass Communication 4<sup>TH</sup> SEMESTER**

**SUBJECT: EDITING SKILLS**

**PAPER CODE - BAMC -120**

**MAX. MARKS -20**

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

- Attempt all questions from the following both assignments. Each question carries equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
- 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.

**ASSIGNMENT-I**

Q1. How can you effectively plan and organize the layout of a newspaper dummy to ensure a balanced visual presentation, logical flow of content and optimal reader engagement? 5

संतुलित दृश्य प्रस्तुति, सामग्री का तार्किक प्रवाह और इष्टतम पाठक जुड़ाव सुनिश्चित करने के लिए आप अखबार की डमी के लेआउट को प्रभावी ढंग से कैसे योजना और व्यवस्थित कर सकते हैं?

Q2. What are the essential design principles and considerations for creating an eye-catching and compelling layout for a magazine cover page? 5

किसी पत्रिका के कवर पेज के लिए आकर्षक और सम्मोहक लेआउट बनाने के लिए आवश्यक डिज़ाइन सिद्धांत और विचार क्या हैं?

**ASSIGNMENT-II**

Q1. Design a dummy for web edition and paste its step by step screenshot. 5

वेब संस्करण के लिए एक डमी डिज़ाइन करें और उसका चरण दर चरण स्क्रीन शॉट चिपकाएँ।

Q2. Draft a three-day workshop news which was recently organized by the Centre for Distance and Online Education in the month of January 2024 on "Video Film Production".5

एक तीन दिवसीय कार्यशाला समाचार का मसौदा तैयार करें जिसे हाल ही में जनवरी 2024 के महीने में सेंटर फॉर डिस्टेंस एंड ऑनलाइन एजुकेशन द्वारा "वीडियो फिल्म प्रोडक्शन" पर आयोजित किया गया था।