

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-101

Course: Human Communication
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

Q1. Define Communication in your own words. Discuss the role of communication plays in society. **5**

Q2. Write short notes on:

1. History of communication
2. Non-verbal communication **5**

Q3. Define and discuss the concepts of group, public, audience and mass. Give suitable examples. **5**

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ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-101

Course: Human Communication
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
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ASSIGNMENT-II

- Q1. Write a note on the forms of communication giving suitable examples. **5**
- Q2. What role body language plays in effective communication? Discuss with suitable examples. **5**
- Q3. Discuss any two models of communication with suitable illustrations. **5**

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ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-102

Course: Mass Communication
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

- Q1. Write features of Mass communication. Also write the characteristics of audience of Mass Media. 5
- Q2. Define different Media of Mass Communication with their excellent features. 5
- Q3. Explain the Interface between Interpersonal & Mass Communication. 5

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ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-102

Course: Mass Communication
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

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|---|---|
| Q1. Discuss the various Media Systems with suitable examples. | 5 |
| Q2. Write short note on: | |
| 1. Traditional Media | |
| 2. Infotainment | 5 |
| Q3. Discuss any two theories of Mass Communication. | 5 |

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ASSIGNMENT-I

Programme: MMC 1st Year

Course: Print Media

Code: MMC-103

Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|--|---|
| Q1. Prepare a press release on the event you have recently attended. | 5 |
| Q2. Write a feature on the “Changing climate of your city.” | 5 |
| Q3. Write an editorial on “Demonetization of Indian Currencies” | 5 |

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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT-I

Programme: MMC 1st Year

Course: Print Media

Code: MMC-103

Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

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|---|---|
| Q1. Explain at least five sources of economic news. | 5 |
| Q2. Describe at least five qualities of a sports reporter. | 5 |
| Q3. Enlist at least five functions of a news editor of a daily newspaper. | 5 |

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ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-104

Course: Electronic Media
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

- Q1. "Radio is a powerful medium of Mass Communication". Do you agree? Justify your answer. 5
- Q2. Define stages of Radio Programme Production. 5
- Q3. Write a script for Radio news bulletin for 5 min. taking news stories from a local daily. 5

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ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-104

Course: Electronic Media
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

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|---|---|
| Q1. What are the basic equipment required for TV programme production? | 5 |
| Q2. Write about the History of Television Broadcasting in India. | 5 |
| Q3. What are the differences between Cable TV & DTH? Write the advantages and disadvantages | 5 |

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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ASSIGNMENT-I

Programme: MMC 1st Year

Course: Advertising & Corporate Communication

Code: MMC-105

Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|--|---|
| Q1. What are various types of creativity in advertising? | 5 |
| Q2. What are various types of Publics? Explain. | 5 |
| Q3. What are new tools of PR? | 5 |

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ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-105

Course: Advertising & Corporate Communication
Total Marks: 15

Important Instructions:

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A-4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

- | | |
|---|---|
| Q1. What is the structure of an advertising agency? | 5 |
| Q2. What is business communication? Explain. | 5 |
| Q3. What is propaganda? | 5 |