

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

Programme: M.A. Mass Communication 3rd 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 31st May, 2026.***

ASSIGNMENT-I

Q1. What is the organizational structure of a newspaper? Who controls its ownership?
समाचार पत्र की संगठनात्मक संरचना क्या है? इसका स्वामित्व कौन मनयंत्रित करता है?

Q2. Explain the economics of producing newspapers and managing an internet edition.
समाचार पत्र का उत्पादन और इंटरनेट संस्करण प्रबंधित करने की अर्थव्यवस्था समझाइए।

Q3. Describe the administrative structure of Prasar Bharati and private electronic media channels in India.

भारत में प्रसार भारती और मनजी इलेक्ट्रॉनिक मीडिया चैनल की प्रशासनिक संरचना बताइए।

ASSIGNMENT-II

Q1. What are the main functions of an advertising agency? Explain the commission system briefly.

मजबान एजेंसी कमुख कायथ क्या हैं? आय ग प्रणाली संक्षेप में समझाइए।

Q2. Explain the structure and functions of PR departments in corporate sectors.

कॉर्पोरेट क्षेत्र में पीआर मवभाग की संरचना और कायथ समझाइए।

Q3. What is PR campaigning and budgeting? How are PR consultancies empanelled?

पीआर अमभयान और बजट क्या हैं? पीआर परामशदाताओं क कैसे पैनल में शाममल मकया जाता है?

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: Dissertation

Paper Code -MSM 522

Max. Marks -30

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➤ ***Last Date of submission of assignments is 31st May, 2026.***

ASSIGNMENT-I

Q1. Define communication research and explain its importance.

संचार अनुसंधान की पररभाषा दें और इसके महत्व की व्याख्या करें।

Q2. What are the different research designs used in communication research?

संचार अनुसंधान में उपयुक्त गणना जाने वाले विभिन्न अनुसंधान डिजाइन क्या हैं?

Q3. Explain the methods of communication research like census and random sample survey.

संचार अनुसंधान की विधियाँ जैसे जनगणना विधि और यादृच्छिक नमूना सर्वेक्षण की व्याख्या करें।

ASSIGNMENT-II

Q1. What are the types of questions used in questionnaires? How is a questionnaire prepared?

प्रश्नावली में प्रयुक्त प्रश्न प्रकार क्या हैं? प्रश्नावली कैसे तैयार की जाती है?

Q2. Discuss the difference between primary, secondary, and tertiary sources of data.

प्रथमिक, द्वितीयक और तृतीयक स्रोतों में क्या अंतर है? चर्चा करें।

Q3. Describe the role of statistical tools like mean, median, and chi-square test in communication research.

संचार अनुसंधान में माध्य, माध्यिका और ची-स्क्वायर टेस्ट जैसे सांख्यिकीय उपकरणों की भूमिका का वर्णन करें।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: PRINT MEDIA (SPECIAL PAPER- (1) Reporting)

Paper Code: MSM-523-A

Max. Marks –30

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ASSIGNMENT-I

Q-1 Define news. What are the main sources of news?
समाचार क पररभामषत कीमजए। समाचार केमुख्य स्र त क्या हैं?

Q-2 Name three types of news and explain the difference between news and views.
समाचार केतीन प्रकार नाम दीमजए और समाचार और मवचार में अंतर समझाइए।

Q-3 List two methods of news gathering and two techniques of news writing.
समाचार संग्रह की द मवमियाँ और समाचार लेखन की द तकनीकेँ बताइए।

ASSIGNMENT-II

Q-1 What are the different types of reporting? Give two examples.

ररप मरिगे केमवमभन्न प्रकार क्या हैं? मानव रुमच और जांच ररप मरिगे केद उदाहरण दीमजए।

Q-2 Explain the role of news agencies. What is the importance of reviews and criticism?
समाचार एजेँमसय की भूममका समझाइए। मीमिया में समीक्षाएँ, आल चना, का महत्व क्या है?

Q-3 What is participatory journalism and media activism? Mention one ethical issue related to each.

भागीदारी पत्रकाररता और मीमिया समियता क्या है? प्रत्येक से संबंमित एक नैमतक मुद्दा बताइए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry
Subject: PRINT MEDIA (SPECIAL PAPER-II) EDITING
Paper Code: MSM-524-A

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

Q.1 Define editorial policy. How is news agency copy or field story edited?

संपादकीय नीमत क पररभामषत कीमजए। समाचार एजेसी की फील्ड स्ट री क कैसे संपामदत मकया जाता है?

Q.2 What is the basis of editing? Explain the roles of a sub-editor and news editor.

संपादन का आार क्या है? सब-एमिटर और समाचार संपादक की भूममकाएँ समझाइए।

Q.3 Explain photo editing in newspapers: choice of picture, cropping, and caption writing.

समाचार पत्र में फ ट संपादन समझाइए: तस्वीर का चयन, िॉमपंग और कैप्शन लेखन।

ASSIGNMENT-II

Q.1 What are the different types of headlines? Mention key rules and changing trends in headline writing.

शीषथक केमवमभन्न प्रकार क्या हैं? शीषथक लेखन केमुख्य मनयम और बदलती प्रवृमिय का उल्लेख कीमजए।

Q.2 Explain the difference between newspaper and magazine journalism. What is the role of editorial writing, news analysis, and columns?

समाचार पत्र और पमत्रका पत्रकाररता में अंतर समझाइए। संपादकीय लेखन, समाचार मवश्लेषण और कॉलम की भूममका क्या है?

Q.3 How is content written for cyber media and mobile phones? Include news, non-news, blogs, and opinion articles.

साइबर मीमिया और म बाइल केमलए सामग्री कैसे मलखी जाती है? इसमें समाचार, गैर-समाचार, ब्लॉग और राय लेख शाममल हैं।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: PRINT MEDIA (SPECIAL PAPER-III) PRODUCTIONS

Paper Code: MSM-525-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.

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➤ *Last Date of submission of assignments is 31st May, 2026.*

ASSIGNMENT-I

Q.1 Define a news story and a backgrounder. How do they differ in purpose and style?
समाचार कहानी और पृष्ठभूमि लेख (बैकग्राउंडिंग) क पररभामषत कीमजए। उद्देश्य और शैली में ये कैसे मभन्न हैं?

Q.2 What is an obituary? Mention key points that should be included while writing one.
श क-संदेश (ओमबट्यूरी) क्या है? इसे मलखते समय मकन मुख्य मबंदुओं क शाममल करना चामहए?

Q.3 Explain the difference between an editorial, an article, and a feature.
संपादकीय, लेख और फीचर में अंतर समझाइए।

ASSIGNMENT-II

Q.1 What are human interest stories? Give one example of how they engage readers.
मानव रुचि वाली कहानियाँ क्या हैं? यह पाठक क कैसे जड़ती हैं, इसका एक उदाहरण दीमजए।

Q.2 Explain the purpose of film, book, and TV reviews. How are they written differently from news stories?
मफल्म, पुस्तक और टीवी समीक्षाओं का उद्देश्य समझाइए। इन्हें समाचार कहानिय से अलग कैसे मलखा जाता है?

Q.3 What is caption writing for photographs? Mention two key rules for writing effective captions.

फ ट क मलए कैप्शन लेखन क्या है? प्रभावी कैप्शन मलखने कद मुख्य मनयम बताइए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: ELECTRONIC MEDIA (SPECIAL PAPER-1) RADIO

Paper Code: MSM-523-B

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

Attempt all questions from the following both assignments. Each question carries equal marks.

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➤ *Last Date of submission of assignments is 31st May, 2026.*

ASSIGNMENT-I

Q.1 Describe the history and development of radio in India. What is the role and reach of AIR?

भारत में रेमिय का इमतहास और मवकास समझाइए। AIR की भूममका और पहुँच क्या है?

Q.2 Explain the structure and functions of AIR and the types of radio stations in India.

AIR की संरचना और कायथ समझाइए। भारत में रेमिय स्टेशन ेकप्रकार बताइए।

Q.3 What is community radio? Discuss its scope and functioning.

सामुदामयक रेमिय क्या है? इसका दायरा और कायथप्रणाली समझाइए।

ASSIGNMENT-II

Q.1 Explain the basics of radio program production and transmission. Mention key equipment used in both.

रेमिय कायथिम मनमाथण और प्रसारण की मूल बातें समझाइए। इसमें प्रयुक्त मुख्य उपकरण का उल्लेख कीमजए।

Q.2 What are the key aspects of broadcasting voice? Explain the production of news bulletins and radio newsreels.

प्रसारण में आवाजकेमुख्य पहलू क्या हैं? समाचार बुलेमटन और रेमिय न्यूजररल का उत्पादन समझाइए।

Q.3 Describe the production of radio interviews, panel discussions, dramas, features, documentaries, and radio advertisement scripts.

रेमिय इंटरव्यू, पैनल चचाथ, रेमिय नाटक, फीचर, िॉक्यूमेंटरी और मवज्ञापन छिष्ट का उत्पादन समझाइए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry
Subject: ELECTRONIC MEDIA (SPECIAL PAPER-1I) TELEVISION
Paper Code: MSM-524-B

Max. Marks -30

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ASSIGNMENT-I

Q.1 Describe the history and development of television in India. What is its reach and role?

भारत में टेलीविजन का इतिहास और विकास समझाइए। इसकी पहुँच और भूमिका क्या है?

Q.2 Name the major organizations set up for TV in India and explain the technology used in TV program production.

भारत में टीवी के मुख्य संगठनों के नाम बताइए और टीवी कार्यक्रम बनाने में प्रयुक्त तकनीक समझाइए।

Q.3 Explain camera movements, angles, and types of shots used in TV program production.

टीवी कार्यक्रम बनाने में कैमरा मूवमेंट, एंगल और शॉट के प्रकार समझाइए।

ASSIGNMENT-II

Q.1 What are single-camera and multi-camera productions?

सिंगल-कैमरा और मल्टी-कैमरा प्रोडक्शन क्या हैं?

Q.2 Explain TV news reporting, sources, selection, presentation, and differences from radio and print news.

टीवी समाचार रिपोर्टिंग, स्रोत, चयन, प्रस्तुति और रेडियो व प्रिंट समाचार से अंतर समझाइए।

Q.3 Describe the basics of TV script writing, including scripts for features, special programs, serials, and advertisements.

टीवी स्क्रिप्ट लेखन की मूल बातें समझाइए, मजसमें फीचर, विशेष कार्यक्रम, वारावामहक और मजसमन की स्क्रिप्ट शामिल हैं।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: ELECTRONIC MEDIA ((Production) Special Paper-III, Production

Paper Code: MSM-525-B

Max. Marks -30

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ASSIGNMENT-I

Q.1 What is a radio feature? How does it differ from a radio news bulletin?

रेमिय फीचर क्या है? यह रेमिय न्यूज बुलेमटन से कैसे मभन्न है?

Q.2 Explain the importance of radio interviews and discussions. Give one key point for each.

रेमिय इंटरव्यू और चचाथओं का महत्व समझाइए। प्रत्येककेमलए एक मुख्य मबंदु बताइए।

Q.3 What are radio jingles and advertisements? How are they produced?

रेमिय मजंगल और मवज्ञापन क्या हैं? इन्हें कैसे तैयार मकया जाता है?

ASSIGNMENT-II

Q.1 Explain the production and editing of a radio talk. What makes it effective for listeners?

रेमिय टॉक का उत्पादन और संपादन समझाइए। यह श्र ताओंकेमलए प्रभावी कैसे बनता है?

Q.2 What are TV news bulletins and TV interviews? Explain the difference between them.

टीवी न्यूज बुलेमटन और टीवी इंटरव्यू क्या हैं? इनके बीच अंतर समझाइए।

Q.3 Explain TV editing assignments and panel discussions. How do they help in improving TV content?

टीवी संपादन असाइनमेंट और पैनल चचाथ समझाइए। यह टीवी सामग्री क बेहतर बनाने में कैसे मदद करता है?

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry
Subject: ADVERTISING (SPECIAL PAPER-1) Advertising: Creativity & Consumer Behavior

Paper Code: MSM-523-C

Max. Marks –30

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ASSIGNMENT-I

Q-1 Define advertising. Explain its concept, genesis, and role in the marketing mix.
मवज्ञापन क पररभामषत कीमजए। इसका मसद्दांत, उत्पमि और माकेमटंग ममक्स में भूममका समझाइए।

Q-2 Explain any two advertising models (AIDA, DAGMAR, or Maslow's hierarchy).
मकसी द मवज्ञापन मॉिल (AIDA, DAGMAR, या Maslow's hierarchy) क समझाइए।

Q-3 What is creativity in advertising? Explain the process from idea generation to copy and visual design.
मवज्ञापन में रचनात्मकता क्या है? मवचार उत्पन्न करने से लेकर कॉपी और दृश्य मिजाइन तक की प्रमिया समझाइए।

ASSIGNMENT-II

Q-1 Explain consumer behavior. How do lifestyle, demography, and consumption patterns influence advertising?

उपभक्ता व्यवहार समझाइए। जीवनशैली, जनसांख्यिकी और खपत पैटर्न मवज्ञापन क कैसे प्रभामवत करते हैं?

Q-2 Describe the structure and functions of an advertising agency.

मवज्ञापन एजेंसी की संरचना और कायथ समझाइए।

Q-3 Name apex advertising organizations (AAAI, ABC, ASCI). Explain their role in regulating and promoting advertising.

प्रमुख मवज्ञापन संस्थाओं (AAAI, ABC, ASCI) के नाम बताइए। मवज्ञापन क मनयंत्रत और प्रत्सामहत करने में उनकी भूममका समझाइए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: ADVERTISING (SPECIAL PAPER II) Advertising Management & Media Planning

Paper Code: MSM-524-C

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.*
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- *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.*
- *Last Date of submission of assignments is **31st May, 2026**.*

ASSIGNMENT-I

Q-1 Explain audience measurement concepts such as OTS, CPT, GRP, reach, and frequency.
OTS, CPT, GRP, रीच और फ्रीक्वेंसी जैसे ऑडियंस माप की अवधारणाओं का समझाइए।

Q-2 Describe media selection, media buying, and the role of computers in media planning.
मीडिया चयन, मीडिया खरीद और मीडिया प्लानिंग में कंप्यूटर की भूमिका समझाइए।

Q-3 Define Integrated Marketing Communication (IMC). Explain its components, models, and challenges.

इंटीग्रेटेड मार्केटिंग कम्युनिकेशन (IMC) का परिभाषित कीजिए। इसके घटक, मॉडल और चुनौतियाँ समझाइए।

ASSIGNMENT-II

Q-1 What is an advertising budget? Explain methods of determining advertising appropriation and the role of agency commission.

मवज्ञापन बजट क्या है? मवज्ञापन आवंटन निर्धारण करने की विधियाँ और एजेंसी कमीशन की भूमिका समझाइए।

Q-2 Explain pre-budget thinking and the importance of monitoring and control of advertising budgets.

प्री-बजट सोच का समझाइए और मवज्ञापन बजट की निगरानी और नियंत्रण का महत्व बताइए।

Q-3 What is media planning? Explain the advantages and disadvantages of various media in India.

मीडिया प्लानिंग क्या है? विभिन्न मीडिया के लाभ और हानि का उल्लेख कीजिए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: Advertising Management production

Paper Code: MSM-525-C

Max. Marks –30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
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ASSIGNMENT-I

Q-1 What are the key features of classified display ads? Explain with examples.

क्लामसफाई मिस्ले मवज्ञापन की मुख्य मवशेषताएं क्या हैं? उदाहरण समहत समझाइए।

Q-2 Explain the importance and impact of radio jingles in advertising.

मवज्ञापन में रेमिय मजंगल्स का महत्व और प्रभाव समझाइए।

Q-3 Describe the role of hoardings and billboards in outdoor advertising.

बाह्य मवज्ञापन में ह मििंग और मबलब थिकी भूममका का वणथन करें।

ASSIGNMENT-II

Q-1 What is the difference between pamphlets, leaflets, and brochures?

पंपलेट, लीफलेट और ब्र शर में क्या अंतर है?

Q-2 How is packaging used as a tool of advertising and brand communication?

मवज्ञापन और ब्रांि संचार केउपकरण केरूप में पैकेमजंग का उपय ग कैसे मकया जाता है?

Q-3 Write a short note on the use and effectiveness of posters and wall writing in rural communication.

ग्रामीण संचार में प स्टर और दीवार लेखन केउपय ग और प्रभावशीलता पर संमक्षप्त मटप्पणी मलच्छखए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: Corporate Communication & Public Relations (Special Paper-I) PR Principles and Tools

Paper Code: MSM-523-D

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

Attempt all questions from the following both assignments. Each question carries equal marks.

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➤ Last Date of submission of assignments is 31st May, 2026.

ASSIGNMENT- I

Q.1 What is Public Relations? Discuss its present status and future.

जन संस्रथ (Public Relations) क्या है? इसके वतथमान चस्रमत और भमवष्य की चचाथ करें।

Q.2 Explain the relationship between Public Relations and Marketing, Advertising, and Publicity.

जन संस्रथ का माकेमटंग, मवज्ञापन और प्रचार से क्या संबंि है? स्पष्ट करें।

Q.3 What is Corporate Identity? How is it integrated into the communication process?

कॉरप रेट पहचान (Corporate Identity) क्या है? इसे संचार प्रमिया में कैसे ज ड़ा जाता है?

ASSIGNMENT- II

Q.1 Write a short note on Corporate Image and Corporate Brand Management.

कॉरप रेट चमव (Corporate Image) और कॉरप रेट ब्रांि प्रबंि (Corporate Brand Management) पर संमक्षत मटप्पणी मलच्छखए।

Q.2 Explain the key elements of service marketing.

सेवा मवपणन (Service Marketing) केमुख्य तत्व की व्याख्या करें।

Q.3 Describe the role of Public Relations in hospitals or police departments.

अस्पताल ः या पुमलस मवभाग ः में जन संस्रथ की भूममका का वणथन करें।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry
Subject: Corporate Communication & Public Relations (Special Paper-II) PR
Administrative Communication
Paper Code: MSM-524-D **Max. Marks -30**

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT- I

Q.1 What are the different types of communication in an organisation?

एक संगठन में संचार के मवमभन्न प्रकार कौन-कौन से ह ते हैं?

Q.2 Explain the role and scope of Public Relations in an organisation.

मकसी संगठन में जन संस्रथ की भूममका और क्षेत्र की व्याख्या करें।

Q.3 What are the key components of business communication?

व्यावसामयक संचार के मुख्य घटक कौन-कौन से हैं?

ASSIGNMENT- II

Q.1 Write a short note on internal and external communication.

आंतररक और बाह्य संचार पर संमक्षप्त मटप्पणी मलच्छखए।

Q.2 What is service marketing? Describe any two key elements.

सेवा मवपणन (Service Marketing) क्या है? इसके द प्रमुख तत्व का वणथन कीमजए।

Q.3 What are corporate identity materials? Briefly describe the role of corporate photography or video production.

कॉरप रेट पहचान सामग्री क्या ह ती है? कॉरप रेट फ ट ग्राफी या वीमिय मनमाथण की भूममका पर संक्षेप में मलच्छखए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry
Subject: Corporate Communication & Public Relations (Special Paper-III) Productions
Paper Code: MSM-525-D **Max. Marks -30**

Note: Important Instructions for submission of Online-Assignments.

Attempt all questions from the following both assignments. Each question carries equal marks.

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ASSIGNMENT- I

Q.1 What are the essential elements of an effective press release?

एक प्रभावी प्रेस मवज्ञच्छप्त के आवश्यक तत्व क्या ह ते हैं?

Q.2 Explain the importance of minutes and memos in business communication.

व्यावसायिक संचार में ममनट्स और मेम का क्या महत्व है? समझाइए।

Q.3 What are the key features of a professional letterhead design?

एक पेशेवर लेटरहेड मिजाइन की मुख्य मवशेषताएँ क्या ह ती हैं?

ASSIGNMENT- II

Q.1 Describe the role of corporate stationery like visiting cards and envelopes.

कॉरपरेट स्टेशनरी जैसे मवमजमटंग कार्थि और मलफाफ की भूमिका का वणथन करें।

Q.2 What is the purpose of a corporate brochure and how is it different from a pamphlet?

कॉरपरेट ब्रॉशर का उद्देश्य क्या है और यह पंपलेट से कैसे मभन्न है?

Q.3 Write a short note on the use of signage and folders in corporate identity.

कॉरपरेट पहचान में साइनेज और फोल्डर्स का उपयोग पर संमक्षप्त मटप्पणी मलच्छखए।

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

Programme: M.A. Mass Communication 3rd Semester & Lateral Entry

Subject: General Current Awareness-III

Paper Code: MSM-526

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

Attempt all questions from the following both assignments. Each question carries equal marks.

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➤ Last Date of submission of assignments is 31st May, 2026.

ASSIGNMENT- I

Q.1 Explain the role of laser technology and optical fiber in modern communication.

अिगुमनक संचार में लेजर तकनीक और ऑमप्टकल फाइबर की भूमिका क समझाइए।

Q.2 What are the effects of Greenhouse gases and Acid Rain on the environment?

ग्रीनहाउस गैस और अम्ल वर्षाथेकपयाथवरण पर क्या प्रभाव पड़ते हैं?

Q.3 Describe the functions of any two international organizations such as the UN, WHO, or UNESCO

संयुक्त राष्ट्र (UN), WHO या UNESCO जैसे मकसी द अंतरराष्टरीय संगठन केकार्यों का वणथन करें।

ASSIGNMENT- II

Q.1 What is the importance of non-conventional sources of energy in today's world?

आजकेसमय में अपरंपरागत ऊजाथ स्र त का क्या महत्व है?

Q.2 Write a short note on the role of computers and the Internet in the development of science and technology.

मवज्ञान और प्रौद्य मगकी कमवकास में कंप्यूटर और इंटरनेट की भूमिका पर संमक्षप्त मटप्पणी मलच्छखए।

Q-3 Discuss any two major national or international developments that occurred during the semester.

सेमेस्टरकेदौरान घमटत द प्रमुख राष्टरीय या अंतरराष्टरीय घटनाओं पर चचाथ करें।

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