

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

**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** Communication Research

**Paper Code-MSM 511**

**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.
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- Last Date of submission of assignments is 31st Jan, 2027.

**ASSIGNMENT-I**

Q1. Define communication research and explain its scope.

संचार शोध (कम्युनिकेशन रिसर्च) को परिभाषित कीजिए और इसके क्षेत्र (स्कोप) को समझाइए।

Q2. Differentiate between basic research and applied research.

मूल शोध (बेसिक रिसर्च) और अनुप्रयुक्त शोध (एप्लाइड रिसर्च) में अंतर स्पष्ट कीजिए।

Q3. Write a short note on the content analysis method of research.

शोध की विषय-वस्तु विश्लेषण (कंटेंट एनालिसिस) पद्धति पर संक्षिप्त टिप्पणी लिखिए।

**ASSIGNMENT-II**

Q1. What is a hypothesis? Explain with a suitable example.

परिकल्पना (हाइपोथिसिस) क्या है? उपयुक्त उदाहरण सहित समझाइए।

Q2. Explain the concepts of Mean, Median and Mode.

माध्य (मीन), मध्यिका (मीडियन) और बहुलक (मोड) की अवधारणाओं को समझाइए।

Q3. Write a short note on the questionnaire as a tool of research.

शोध के एक साधन के रूप में प्रश्नावली (क्वेश्चनयर) पर संक्षिप्त टिप्पणी लिखिए।

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** Management and Marketing Principles

**Paper Code-MSM 512**

**Max. Marks-30**

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**ASSIGNMENT-I**

Q1. Define management and explain the role of a manager.

प्रबंधन (मैनेजमेंट) को परिभाषित कीजिए और एक प्रबंधक (मैनेजर) की भूमिका को समझाइए।

Q2. What is Human Resource Development (HRD)? Explain briefly.

मानव संसाधन विकास (एचआरडी) क्या है? संक्षेप में समझाइए।

Q3. Explain the marketing mix (Product, Price, Place, Promotion).

मार्केटिंग मिक्स (उत्पाद, मूल्य, स्थान, प्रोन्नति) को समझाइए।

**ASSIGNMENT-II**

Q1. What is Corporate Social Responsibility (CSR)? Explain briefly.

कॉर्पोरेट सामाजिक उत्तरदायित्व (सीएसआर) क्या है? संक्षेप में समझाइए।

Q2. Write a short note on Integrated Marketing Communication (IMC).

इंटीग्रेटेड मार्केटिंग कम्युनिकेशन (आईएमसी) पर संक्षिप्त टिप्पणी लिखिए।

Q3. Differentiate between market leaders and market challengers.

मार्केट लीडर और मार्केट चैलेंजर में अंतर स्पष्ट कीजिए।

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** Media Law

**Paper Code-MSM 513**

**Max. Marks-30**

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**ASSIGNMENT-I**

Q1. Explain Article 19(1)(a) of the Indian Constitution.

भारतीय संविधान के अनुच्छेद 19(1)(a) को समझाइए।

Q2. What is the Right to Information (RTI) Act? Explain briefly.

सूचना का अधिकार (आरटीआई) अधिनियम क्या है? संक्षेप में समझाइए।

Q3. Write a short note on Contempt of Court.

न्यायालय की अवमानना (कंटेम्प्ट ऑफ कोर्ट) पर संक्षिप्त टिप्पणी लिखिए।

**ASSIGNMENT-II**

Q1. What is the Copyright Act? Explain briefly.

कॉपीराइट अधिनियम क्या है? संक्षेप में समझाइए।

Q2. Write a short note on the Cable TV Regulations Act.

केबल टीवी विनियमन अधिनियम पर संक्षिप्त टिप्पणी लिखिए।

Q3. Explain the Code of Ethics for advertising in India.

भारत में विज्ञापन के लिए आचार संहिता (कोड ऑफ एथिक्स) को समझाइए।

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** Media Writing-3

**Paper Code-MSM 514**

**Max. Marks-30**

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**ASSIGNMENT-I**

Q1. Explain any three characteristics of radio as a medium.

एक माध्यम के रूप में रेडियो की किन्हीं तीन विशेषताओं को समझाइए।

Q2. What is a documentary? Explain briefly.

डॉक्यूमेंट्री क्या है? संक्षेप में समझाइए।

Q3. Explain the basics of camera shots used in television.

टेलीविज़न में प्रयुक्त कैमरा शॉट्स की मूल बातें समझाइए।

**ASSIGNMENT-II**

Q1. What is copywriting? Explain its basic parts.

कॉपीराइटिंग क्या है? इसके मूल भागों को समझाइए।

Q2. Differentiate between writing for print ads and writing for screen ads.

प्रिंट विज्ञापनों और स्क्रीन विज्ञापनों के लेखन में अंतर स्पष्ट कीजिए।

Q3. Write a short note on writing for social media.

सोशल मीडिया के लिए लेखन पर संक्षिप्त टिप्पणी लिखिए।

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**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** Media Writing-4

**Paper Code-MSM 515**

**Max. Marks-30**

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**ASSIGNMENT-I**

Q1. Write a short radio talk script (approx. 150 words) on a topic of your choice.

अपनी पसंद के किसी विषय पर एक संक्षिप्त रेडियो वार्ता स्क्रिप्ट (लगभग 150 शब्दों में) लिखिए।

Q2. Write a short TV news script (approx. 100-150 words) on a current event.

किसी वर्तमान घटना पर एक संक्षिप्त टीवी समाचार स्क्रिप्ट (लगभग 100-150 शब्दों में) लिखिए।

Q3. Write a print advertisement copy (headline and body copy) for any product.

किसी उत्पाद के लिए एक प्रिंट विज्ञापन कॉपी (हेडलाइन और बॉडी कॉपी सहित) लिखिए।

**ASSIGNMENT-II**

Q1. Write a short radio jingle/advertisement script (approx. 50-100 words).

एक संक्षिप्त रेडियो जिंगल/विज्ञापन स्क्रिप्ट (लगभग 50-100 शब्दों में) लिखिए।

Q2. Write a short social media post (approx. 100 words) on any social issue.

किसी सामाजिक मुद्दे पर एक संक्षिप्त सोशल मीडिया पोस्ट (लगभग 100 शब्दों में) लिखिए।

Q3. Write a caption and short content for a banner ad.

एक बैनर विज्ञापन के लिए कैप्शन और संक्षिप्त सामग्री लिखिए।

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**Programme:** M.A. Mass Communication 2nd Semester

**Subject:** General Current Awareness-II

**Paper Code-MSM 516**

**Max. Marks-30**

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**ASSIGNMENT-I**

Q1. Write a short note on the Indian Judiciary system.

भारतीय न्यायपालिका प्रणाली पर संक्षिप्त टिप्पणी लिखिए।

Q2. Explain the concept of Fundamental Rights.

मौलिक अधिकारों (फंडामेंटल राइट्स) की अवधारणा को समझाइए।

Q3. Write a short note on India's relations with any one neighbouring country.

भारत के किसी एक पड़ोसी देश के साथ संबंधों पर संक्षिप्त टिप्पणी लिखिए।

**ASSIGNMENT-II**

Q1. What is the National Human Rights Commission (NHRC)? Explain briefly.

राष्ट्रीय मानवाधिकार आयोग (एनएचआरसी) क्या है? संक्षेप में समझाइए।

Q2. Write a short note on the disintegration of the USSR.

यूएसएसआर (सोवियत संघ) के विघटन पर संक्षिप्त टिप्पणी लिखिए।

Q3. Explain the concept of the Cold War briefly.

शीत युद्ध (कोल्ड वार) की अवधारणा को संक्षेप में समझाइए।