

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

Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Print Media (Special Paper-IV): Newspaper Production and Management

Paper Code-MSM 531-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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- Read "How to upload online Assignments", and check the Instructions for online submission of Assignments please.
- Last Date of submission of assignments is 31st Jan, 2027.

ASSIGNMENT-I

Q1. Explain the process of registration of a newspaper title.

समाचार पत्र के शीर्षक (टाइटल) के पंजीकरण की प्रक्रिया को समझाइए।

Q2. Write a short note on circulation strategies of newspapers.

समाचार पत्रों की प्रसार (सर्कुलेशन) रणनीतियों पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is space selling? Explain briefly.

स्पेस सेलिंग क्या है? संक्षेप में समझाइए।

ASSIGNMENT-II

Q1. Explain the concept of "news as commodity".

"समाचार एक वस्तु के रूप में" (न्यूज़ एज़ कमोडिटी) की अवधारणा को समझाइए।

Q2. Write a short note on community newspapers.

सामुदायिक समाचार पत्रों (कम्युनिटी न्यूज़पेपर्स) पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is meant by freelancing in journalism? Explain briefly.

पत्रकारिता में फ्रीलांसिंग से क्या तात्पर्य है? संक्षेप में समझाइए।

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ASSIGNMENT-I

Q1. Prepare a short contingency plan (approx. 100 words) for a newspaper edition.

समाचार पत्र के किसी संस्करण के लिए एक संक्षिप्त आकस्मिक योजना (कंटिनजेंसी प्लान) (लगभग 100 शब्दों में) तैयार कीजिए।

Q2. Design a sample editorial page layout concept for a newspaper.

किसी समाचार पत्र के लिए एक नमूना संपादकीय पृष्ठ लेआउट अवधारणा तैयार कीजिए।

Q3. Write a short note (approx. 100 words) on an innovative newspaper column idea.

एक नवीन समाचार पत्र स्तंभ (कॉलम) विचार पर एक संक्षिप्त टिप्पणी (लगभग 100 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Draft a short communication strategy (approx. 100 words) to expand newspaper circulation.

समाचार पत्र के प्रसार को बढ़ाने के लिए एक संक्षिप्त संचार रणनीति (लगभग 100 शब्दों में) तैयार कीजिए।

Q2. Prepare a brief budget estimate outline for launching a newspaper.

समाचार पत्र लॉन्च करने के लिए एक संक्षिप्त बजट अनुमान रूपरेखा तैयार कीजिए।

Q3. Write a short plan (approx. 100 words) for reader participation activities.

पाठक सहभागिता गतिविधियों के लिए एक संक्षिप्त योजना (लगभग 100 शब्दों में) लिखिए।

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ASSIGNMENT-I

Q1. Write a short interview (approx. 150 words) with any media person.

किसी मीडिया व्यक्ति के साथ एक संक्षिप्त साक्षात्कार (लगभग 150 शब्दों में) लिखिए।

Q2. Write a short profile (approx. 150 words) of a person of your choice.

अपनी पसंद के किसी व्यक्ति की एक संक्षिप्त प्रोफाइल (लगभग 150 शब्दों में) लिखिए।

Q3. Write a short investigative story (approx. 150 words) on any local issue.

किसी स्थानीय मुद्दे पर एक संक्षिप्त खोजी कहानी (लगभग 150 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Write a short travelogue (approx. 100-150 words).

एक संक्षिप्त यात्रा वृत्तांत (लगभग 100-150 शब्दों में) लिखिए।

Q2. Write a short cultural reporting piece (approx. 100-150 words).

एक संक्षिप्त सांस्कृतिक रिपोर्टिंग लेख (लगभग 100-150 शब्दों में) लिखिए।

Q3. Write a short photo feature story with caption (approx. 100 words).

कैप्शन सहित एक संक्षिप्त फोटो फीचर कहानी (लगभग 100 शब्दों में) लिखिए।

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Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Electronic Media (Special Paper-IV): Radio and Television

Paper Code-MSM 531-B

Max. Marks-30

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ASSIGNMENT-I

Q1. Differentiate between DTH and Cable TV.

डीटीएच (DTH) और केबल टीवी में अंतर स्पष्ट कीजिए।

Q2. Explain the concept of convergence of information and communication technology.

सूचना और संचार प्रौद्योगिकी के अभिसरण (कन्वर्जेन्स) की अवधारणा को समझाइए।

Q3. Write a short note on strategies for revenue generation through programming.

प्रोग्रामिंग के माध्यम से राजस्व सृजन (रेवेन्यू जनरेशन) की रणनीतियों पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain the role of a Creative Head in a TV production team.

टीवी प्रोडक्शन टीम में क्रिएटिव हेड की भूमिका को समझाइए।

Q2. What is Chroma in television production? Explain briefly.

टेलीविज़न प्रोडक्शन में क्रोमा क्या है? संक्षेप में समझाइए।

Q3. Write a short note on the structure and functions of a TV studio.

टीवी स्टूडियो की संरचना और कार्यों पर संक्षिप्त टिप्पणी लिखिए।

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ASSIGNMENT-I

Q1. Write a short radio documentary script outline (approx. 150 words).

एक संक्षिप्त रेडियो डॉक्यूमेंट्री स्क्रिप्ट रूपरेखा (लगभग 150 शब्दों में) लिखिए।

Q2. Write a short radio commercial script (approx. 50-100 words).

एक संक्षिप्त रेडियो कमर्शियल स्क्रिप्ट (लगभग 50-100 शब्दों में) लिखिए।

Q3. Prepare a short radio panel discussion outline.

एक संक्षिप्त रेडियो पैनल चर्चा रूपरेखा तैयार कीजिए।

ASSIGNMENT-II

Q1. Write a short radio interview script (approx. 100-150 words).

एक संक्षिप्त रेडियो साक्षात्कार स्क्रिप्ट (लगभग 100-150 शब्दों में) लिखिए।

Q2. Write a short radio news bulletin (approx. 100 words).

एक संक्षिप्त रेडियो समाचार बुलेटिन (लगभग 100 शब्दों में) लिखिए।

Q3. Write a short radio drama scene (approx. 100-150 words).

एक संक्षिप्त रेडियो नाटक दृश्य (लगभग 100-150 शब्दों में) लिखिए।

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ASSIGNMENT-I

Q1. Write a short storyboard concept for a TV serial pilot episode.

टीवी धारावाहिक के पायलट एपिसोड के लिए एक संक्षिप्त स्टोरीबोर्ड अवधारणा लिखिए।

Q2. Draft a short chat show script outline (approx. 100-150 words).

एक संक्षिप्त चैट शो स्क्रिप्ट रूपरेखा (लगभग 100-150 शब्दों में) तैयार कीजिए।

Q3. Write a short talk show script outline (approx. 100-150 words).

एक संक्षिप्त टॉक शो स्क्रिप्ट रूपरेखा (लगभग 100-150 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Write a short countdown show script concept.

एक संक्षिप्त काउंटडाउन शो स्क्रिप्ट अवधारणा लिखिए।

Q2. Prepare a short documentary outline (approx. 100-150 words).

एक संक्षिप्त डॉक्यूमेंट्री रूपरेखा (लगभग 100-150 शब्दों में) तैयार कीजिए।

Q3. Write a short shooting script for any one scene.

किसी एक दृश्य के लिए एक संक्षिप्त शूटिंग स्क्रिप्ट लिखिए।

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Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Advertising (Special Paper-IV): Campaign Management

Paper Code-MSM 531-C

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the concept of campaign planning.

अभियान योजना (कैंपेन प्लानिंग) की अवधारणा को समझाइए।

Q2. What is target group analysis? Explain briefly.

टारगेट ग्रुप विश्लेषण क्या है? संक्षेप में समझाइए।

Q3. Write a short note on creative strategy in advertising.

विज्ञापन में रचनात्मक रणनीति (क्रिएटिव स्ट्रेटेजी) पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain the concept of SWOT analysis in advertising.

विज्ञापन में स्वीट (SWOT) विश्लेषण की अवधारणा को समझाइए।

Q2. What is brand equity? Explain briefly.

ब्रांड इक्विटी क्या है? संक्षेप में समझाइए।

Q3. Write a short note on ad research.

विज्ञापन शोध (एड रिसर्च) पर संक्षिप्त टिप्पणी लिखिए।

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Subject: Advertising (Special Paper-V): Productions

Paper Code-MSM 532-C

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ASSIGNMENT-I

Q1. Write a classified display ad for a commercial product.

किसी व्यावसायिक उत्पाद के लिए एक वर्गीकृत डिस्प्ले विज्ञापन लिखिए।

Q2. Write a short TV ad script (approx. 100 words) for an organization.

किसी संगठन के लिए एक संक्षिप्त टीवी विज्ञापन स्क्रिप्ट (लगभग 100 शब्दों में) लिखिए।

Q3. Prepare a hoarding/billboard ad concept for a product.

किसी उत्पाद के लिए एक होर्डिंग/बिलबोर्ड विज्ञापन अवधारणा तैयार कीजिए।

ASSIGNMENT-II

Q1. Write a short radio ad script (approx. 50-100 words) for a small/entrepreneurial organization.

किसी लघु/उद्यमशील संगठन के लिए एक संक्षिप्त रेडियो विज्ञापन स्क्रिप्ट (लगभग 50-100 शब्दों में) लिखिए।

Q2. Design a short brochure content outline for a product.

किसी उत्पाद के लिए एक संक्षिप्त ब्रोशर सामग्री रूपरेखा तैयार कीजिए।

Q3. Write a short banner ad copy for a product.

किसी उत्पाद के लिए एक संक्षिप्त बैनर विज्ञापन कॉपी लिखिए।

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ASSIGNMENT-I

Q1. Write a Public Service Advertisement (PSA) message (approx. 100 words) on any social issue.

किसी सामाजिक मुद्दे पर एक जनहित विज्ञापन (पीएसए) संदेश (लगभग 100 शब्दों में) लिखिए।

Q2. Write a short TV ad script (approx. 100 words) for a multi-national product.

किसी बहुराष्ट्रीय उत्पाद के लिए एक संक्षिप्त टीवी विज्ञापन स्क्रिप्ट (लगभग 100 शब्दों में) लिखिए।

Q3. Prepare a hoarding/billboard concept for a social issue campaign.

किसी सामाजिक मुद्दे के अभियान के लिए एक होर्डिंग/बिलबोर्ड अवधारणा तैयार कीजिए।

ASSIGNMENT-II

Q1. Write a short radio ad (approx. 50-100 words) on a social issue.

किसी सामाजिक मुद्दे पर एक संक्षिप्त रेडियो विज्ञापन (लगभग 50-100 शब्दों में) लिखिए।

Q2. Design a short digital/web ad copy for a product.

किसी उत्पाद के लिए एक संक्षिप्त डिजिटल/वेब विज्ञापन कॉपी तैयार कीजिए।

Q3. Write a short banner ad concept for a social campaign.

किसी सामाजिक अभियान के लिए एक संक्षिप्त बैनर विज्ञापन अवधारणा लिखिए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Corporate Communication & PR (Special Paper-IV): PR Campaign Planning

Paper Code-MSM 531-D

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the concept of crisis communication.

संकट संचार (क्राइसिस कम्युनिकेशन) की अवधारणा को समझाइए।

Q2. Differentiate between propaganda and publicity.

प्रचार (प्रोपेगेंडा) और प्रचारित करना (पब्लिसिटी) में अंतर स्पष्ट कीजिए।

Q3. Write a short note on consumer motivation.

उपभोक्ता अभिप्रेरणा (कंज्यूमर मोटिवेशन) पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. What are the basic principles of social marketing? Explain briefly.

सामाजिक विपणन (सोशल मार्केटिंग) के मूल सिद्धांत क्या हैं? संक्षेप में समझाइए।

Q2. Write a short note on Corporate Social Responsibility (CSR).

कॉर्पोरेट सामाजिक उत्तरदायित्व (सीएसआर) पर संक्षिप्त टिप्पणी लिखिए।

Q3. Explain any one CSR case study (e.g. Tata / Indian Oil Corporation).

किसी एक सीएसआर केस स्टडी (जैसे टाटा/इंडियन ऑयल कॉर्पोरेशन) को समझाइए।

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

Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Corporate Communication & PR (Special Paper-V): Productions

Paper Code-MSM 532-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.
- 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 plain 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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- Read "How to upload online Assignments", and check the Instructions for online submission of Assignments please.
- Last Date of submission of assignments is 31st Jan, 2027.

ASSIGNMENT-I

Q1. Prepare a short corporate photography concept (approx. 100 words) for an event.

किसी कार्यक्रम के लिए एक संक्षिप्त कॉर्पोरेट फोटोग्राफी अवधारणा (लगभग 100 शब्दों में) तैयार कीजिए।

Q2. Draft a short content outline for a corporate web portal.

एक कॉर्पोरेट वेब पोर्टल के लिए एक संक्षिप्त सामग्री रूपरेखा तैयार कीजिए।

Q3. Write a short plan (approx. 100 words) for an image-building campaign.

एक छवि-निर्माण (इमेज-बिल्डिंग) अभियान के लिए एक संक्षिप्त योजना (लगभग 100 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Prepare a short issue-management plan outline (approx. 100 words).

एक संक्षिप्त इश्यू-मैनेजमेंट योजना रूपरेखा (लगभग 100 शब्दों में) तैयार कीजिए।

Q2. Write a short event-management plan (approx. 100 words) for an exhibition.

किसी प्रदर्शनी के लिए एक संक्षिप्त इवेंट-मैनेजमेंट योजना (लगभग 100 शब्दों में) लिखिए।

Q3. Draft a short corporate video production concept.

एक संक्षिप्त कॉर्पोरेट वीडियो प्रोडक्शन अवधारणा तैयार कीजिए।

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

Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Corporate Communication & PR (Special Paper-VI): Productions

Paper Code-MSM 533-D

Max. Marks-30

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

Q1. Prepare a short PR campaign outline (approx. 150 words).

एक संक्षिप्त पीआर अभियान रूपरेखा (लगभग 150 शब्दों में) तैयार कीजिए।

Q2. Draft a short social marketing campaign outline (approx. 150 words).

एक संक्षिप्त सामाजिक विपणन अभियान रूपरेखा (लगभग 150 शब्दों में) तैयार कीजिए।

Q3. Write a short press conference plan (approx. 100 words).

एक संक्षिप्त प्रेस सम्मेलन योजना (लगभग 100 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Write a short note on organizing a press conference.

प्रेस सम्मेलन आयोजित करने पर संक्षिप्त टिप्पणी लिखिए।

Q2. Draft a short PR campaign objective statement for an organization.

किसी संगठन के लिए एक संक्षिप्त पीआर अभियान उद्देश्य कथन तैयार कीजिए।

Q3. Write a short evaluation plan (approx. 100 words) for a social marketing campaign.

किसी सामाजिक विपणन अभियान के लिए एक संक्षिप्त मूल्यांकन योजना (लगभग 100 शब्दों में) लिखिए।

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

Programme: M.A. Mass Communication 4th Semester (Lateral Entry)

Subject: Presentation and Communication Skills

Paper Code-MSM 534

Max. Marks-30

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

Q1. Explain the importance of body language in communication.

संचार में बॉडी लैंग्वेज (शारीरिक भाषा) के महत्व को समझाइए।

Q2. Write a short note on Group Discussion (GD) techniques.

समूह चर्चा (जीडी) तकनीकों पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is the importance of note-making in study skills? Explain briefly.

अध्ययन कौशल में नोट-मेकिंग का क्या महत्व है? संक्षेप में समझाइए।

ASSIGNMENT-II

Q1. Explain the basic structure of a formal letter.

एक औपचारिक पत्र (फॉर्मल लेटर) की मूल संरचना को समझाइए।

Q2. Write a short note on presentation aids.

प्रस्तुतिकरण सहायक सामग्री (प्रेजेंटेशन एड्स) पर संक्षिप्त टिप्पणी लिखिए।

Q3. What are the key elements of a good CV/Resume? Explain briefly.

एक अच्छे सीवी/रिज्यूमे के प्रमुख तत्व क्या हैं? संक्षेप में समझाइए।

Course: M.A. Mass Communication 4th Semester (Lateral Entry)

Paper: Internship Viva

Paper Code: MSM-536

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

Q-1 Discuss the importance of internship training as a component of media education.

मीडिया शिक्षा के एक घटक के रूप में इंटरनशिप प्रशिक्षण के महत्व की विवेचना कीजिए।

Q-2 Explain the organizational structure and functioning of a typical media house (print/electronic).

एक सामान्य मीडिया संस्थान (प्रिंट/इलेक्ट्रॉनिक) की संगठनात्मक संरचना एवं कार्यप्रणाली को समझाइए।

Q-3 What are the professional ethics and code of conduct expected of a media trainee during internship?

इंटरनशिप के दौरान एक मीडिया प्रशिक्षु से अपेक्षित व्यावसायिक नैतिकता एवं आचार संहिता क्या हैं?

ASSIGNMENT-II

Q-1 Describe the role and functions of different departments (editorial, production, marketing, HR) in a media organization.

मीडिया संस्थान में विभिन्न विभागों (संपादकीय, उत्पादन, विपणन, मानव संसाधन) की भूमिका एवं कार्यों का वर्णन कीजिए।

Q-2 What is the significance of maintaining a daily internship diary/report? Discuss its role in evaluation.

दैनिक इंटरनशिप डायरी/रिपोर्ट बनाए रखने का क्या महत्व है? मूल्यांकन में इसकी भूमिका की विवेचना कीजिए।

Q-3 Explain the relationship between theoretical classroom learning and practical field training in mass communication education.

जनसंचार शिक्षा में सैद्धांतिक कक्षा शिक्षण एवं व्यावहारिक क्षेत्रीय प्रशिक्षण के मध्य संबंध को स्पष्ट कीजिए।