

University Centre for Distance Learning (UCDL)
Chaudhary Devi Lal University, Sirsa
FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Public Relations

Assignment: I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

1. Write short note on the following:
 - a) Public
 - b) Propaganda
 - c) Media Relations
 - d) Photography
 - e) Event Management
 - f) Press Release

Unit-I

2. Discuss the nature & scope of Public Relations.
Or
Write a detailed note on principles of PR.

Unit-II

3. What do you understand by term Public Relations Campaign.? Discuss its various steps.
Or
What do you understand by term Crises Management?

Unit-III

4. Write a essay on Code of Conduct in PR.
Or
How Marketing research is helpful for PR practitioner?

Unit-IV

5. Discuss the various step of Event Management.
Or
Prepare the Press Release of North Zone Football tournament organized by Chaudhary Devi Lal University, Sirsa.

University Centre for Distance Learning (UCDL)
Chaudhary Devi Lal University, Sirsa
FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Public Relations

Assignment: II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

1. Write short note on the following:
 - a. Publicity
 - b. Lobbying
 - c. Public Relations Officer
 - d. Marketing Research
 - e. Publicity inputs
 - f. Code of Conduct in PR

Unit-I

2. Discuss the present status and future of Public Relations.

Or

Write a detailed note on image building process of any organization.

Unit-II

3. What do you understand by term Development of Corporation Identity? Discuss its various steps.

Or

Write down the duties of PR practitioner.

Unit-III

4. Write an essay on tools and techniques of PR.

Or

How photography is helpful for PR practitioner?

Unit-IV

5. What point you kept in your mind while writing for Public Relations? Discuss the various step of Event Management.

Or

Prepare the Press Release of North Zone Cultural Festival organized by Chaudhary Devi Lal University, Sirsa.

University Centre for Distance Learning (UCDL)
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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: MEDIA AND GENDER STUDIES

Assignment: I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Q.1 Note: Attempt all the following:

- a. Gender
- b. Feminism
- c. Harassment
- d. Domestic Violence
- e. Society
- f. Gender Equality

Unit-I

Q.2 What is the relationship between Media and Gender?

Or

Write a detailed note on Feminist terminology.

Unit-II

Q.3 Write a detailed note on Feminist Film Criticism.

Or

Write a note on gender identity built through media.

Unit-III

Q.4 Write a detailed note on gender sensitization.

Or

Write a short essay on role of media in Gender Equality.

Unit-IV

Q.5 What is the influence of Media on Society?

Or

Write a note on representation of women on TV.

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Subject: MEDIA AND GENDER STUDIES

Assignment: II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Q.1 Note: Attempt all the following:

- a. Media
- b. Patriarchy
- c. Image
- d. Portrayal
- e. Media Coverage
- f. Types of Media

Unit-I

Q.2 Write a note on marginalization with suitable examples.

Or

Write a detailed note on Stereotyping.

Unit-II

Q.3 Write a note on Body Image with suitable examples.

Or

Write a note on Image of Women in TV Advertisements.

Unit-III

Q.4 Write a detailed note on portrayal of women in media

Or

Write a short essay on Domestic Violence.

Unit-IV

Q.5 Write a note on Patriarchy in operation in India.

Or

Write a note on any one feminist method for critiquing media.

University Centre for Distance Learning (UCDL)
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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Advertisement & Marketing

Assignment: I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

1. Write short note on the following:
 - a. Advertising
 - b. Copy writing
 - c. Advertising Budget
 - d. Marketing
 - e. Internet Advertising
 - f. New Media

Unit-I

2. Discuss the nature & scope of advertising in India.

Or

Write a detailed note on various types of appeals used in advertising sector.

Unit-II

3. What do you understand by the term Political Campaign?

Or

Write an essay on advertisement and consumerism.

Unit-III

4. Write the nature and scope of marketing.

Or

How e-commerce is helpful for the society?

Unit-IV

5. Write a detailed note of Customer Relationship Management.

Or

What do you understand by 5 ps of marketing.

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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Advertisement & Marketing

Assignment: II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

1. Write short note on the following:
 - a. Copy Writing
 - b. Emotional Appeal
 - c. Advertising Budget
 - d. Political Campaign
 - e. Print Advertising
 - f. Entrepreneurship

Unit-I

2. Discuss the evolution and growth of advertising.
Or
What point you kept in mind while preparing an advertisement for electronic media?

Unit-II

3. What do you understand by the term Social Campaign?
Or
Write an essay on Campaign Planning.

Unit-III

4. Write a detailed note on evolution and growth of marketing.
Or
Write the silent features of International Marketing.

Unit-IV

5. Write a detailed note of Marketing Communication.
Or
What do you understand Internet Advertising?

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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Film Studies

Assignment: I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Q.1 Note: Attempt all the following:

- a. Cinema
- b. Talkies
- c. Superstar
- d. Genres
- e. Parallel Cinema
- f. New Wave Cinema

Unit-I

Q.2 Write a brief history of Indian Cinema.

Or

Write a detailed note on Studio Culture.

Unit-II

Q.3 Write a note on Film as a Medium.

Or

Trace a brief history of World Cinema.

Unit-III

Q.4 Write a note on the plight of Haryanvi Cinema.

Or

What is the contribution of Satyajit Ray to Indian Cinema?

Unit-IV

Q.5 Write a detailed note on CBFC.

Or

Write a note on Film Publicity Techniques.

University Centre for Distance Learning (UCDL)
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FOR ACADEMIC SESSION 2020-21
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Subject: Film Studies

Assignment: II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Q.1 Note: Attempt all the following:

- a. Film Publicity
- b. Film Appreciation
- c. Society
- d. Film Genres
- e. Cinematography
- f. Multiplex

Unit-I

Q.2 Write a brief note about Genres of Hindi Cinema.

Or

What do you know about the Pioneers of Indian cinema?

Unit-II

Q.3 Write a note on 5 C's of Cinematography.

Or

Write a note on Film as a Medium.

Unit-III

Q.4 Write a note on the status of Punjabi Cinema.

Or

What is the contribution of Shayam Benegal to Indian Cinema?

Unit-IV

Q.5 Write a detailed note on the certificates issued by CBFC.

Or

Write a note on Film Budgeting.

University Centre for Distance Learning (UCDL)
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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Subject: Sports Journalism

Assignment I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks. Attempt any five Questions.

Question No. 1 Write a short note on these following

- i) Briefly describe the news style of sports news.
- ii) Why objectivity is important for sports writing?
- iii) Define the term Freelance sports journalism.
- iv) What do you mean by syndicate sports journalism?
- v) Define the term sports mania.
- vi) Write a short note on traditional sports games.

Unit-I

Question No. 2. Discuss the historical development of sports journalism.

Or

Write a detailed note on the sports news values.

Unit-II

Question No. 3. Discuss the content of the sports pages of newspaper read by you.

Or

Write a note on sports and Politics in India. Give your opinion,

Unit-III

Question No. 4. Discuss the prominent sports magazines available in India.

Or

Write a brief note on the prominent sports journalists.

Unit-IV

Question No. 5. Write a detailed note the place of India in International Sports.

Or

Discuss the need & probabilities of sports newspaper in India.

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FOR ACADEMIC SESSION 2020-21
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Sports Journalism

Assignment II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks..

Question No. 1 Write a short note on these following

- i) What sports mean?
- ii) Difference between sports and games.
- iii) What is sports writing in journalism?
- iv) What are the unique characteristics of sports reporting?
- v) Define sports photography.
- vi) Write the name of five prominent sports channel.

Question No. 2. Discuss the sports journalism in the digital age.

Or

Why objectivity and fairness required in sports writing?

Question No. 3. Write a comparative analysis of sports pages of two different newspapers.

Or

Write a note on sports as entertainment.

Question No. 4. Write a detailed note on prominent sports channels.

Or

Write a note on two sports personality of your choice.

Question No. 5. Discuss in length about the traditional Indian games and sports.

Or

Do you think the traditional games are aired less by the news channels? give your opinion.

University Centre for Distance Learning (UCDL)
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FOR ACADEMIC SESSION 2020-21
(Semester-3rd) M.A. JMC
Corporate Communication

Assignment I

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Question No. 1 Write a short note on these following

- i) Discuss the process of corporate communication.
- ii) Write a brief note on the types of corporate communication.
- iii) Why internal communication matters?
- iv) Define the terms house media.
- v) Meaning of Lobbying.
- vi) Importance of feedback in communication.

Question No. 2. Discuss the evolution and history of corporate communication.

Or

Why corporate communication is needed for the growth of organization?

Question No.3. Write a detailed note on the role of corporate communication in damage Control.

Or

Discuss the features of corporate communication in India.

Question No. 4. Write a note on the corporate communication and media houses.

Or

Discuss the Role of corporate communication in shopping malls.

Question No.5. Discuss the importance of research in the field of corporate communication.

Or

Why culture is important for an organization.

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Corporate Communication

Assignment II

Maximum Marks: 15

Note: Attempt five Questions in all. First question is compulsory. All Questions carry equal marks.

Question No. 1 Write a short note on these following.

- i) Objective of the corporate communication
- ii) Major objective of corporate communication
- iii) What do you mean by damage control?
- iv) Building corporate identity
- v) Corporate advertising
- vi) Group communication

Question No.2. What is corporate communication?

Or

Write a note on the different tools of internal communication.

Question No.3. Discuss the various function of corporate communication.

Or

Why planning, management and execution is important for corporate communication.

Question No.4. What is the difference between corporate communication and advertising?

Or

What are the four most common types of shopping malls?

Question No.5. Write a note on the need of research in the field of corporate communication.

Or

What is corporate culture and why it is important?