

Programme: MAJMC  
Semester: 2<sup>ND</sup>  
Assignment No: 1  
Due date of submission: 12.03.2019

### Instruction

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Course name- RADIO**

**Course code- MAJMC-121**

Q.1 (a) You Study the broadcasting in India. Explain the broadcasting objectives & policies in respect of Indian government.

(b) You study the studio & operating facilities for radio. Prepare a layout of any radio station.

Q.2 (a) Describe the development of private radio in India.

(b) Explain with function of the control room.

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**Course name- TELEVISION**

**Course code- MAJMC-122**

Q.1 (a) You Study the visual communication. Describe the communication with still picture.

(b) Explain the video shooting angle and shots.

Q.2 (a) Describe the basics of TV programme production.

(b) You study the studio lighting try to explain uses of different types of light.

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**Course name-** MEDIA MANAGEMENT, LAWS & ETHICS

**Course code-** MAJMC-123

Q.1 (a) You Study the concept of media management try to explain nature and its function.

(b) Write your own view on media as an industry and profession in 500 words.

Q.2 (a) Describe the media organization structure.

(b) You study the coordination try to explain in respect of editorial, finance, circulation (marketing) in newspaper.

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**Course name- DEVELOPMENT COMMUNICATION**

**Course code- MAJMC-124**

Q.1 (a) You Study the concept of development try to explain the process of development.

(b) Describe the characteristics of the developed and developing societies.

Q.2 (a) Describe the theories and models of development communication.

(b) Describe the role of media in development strategies.