



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	Fundamentals of Mass Communication
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Explain the Interview Style in detail.
- B.** What is Written Communication? Explain in detail.
- C.** Discuss the Interviewing as Communication.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Explain Completeness.
- B.** Define printing.
- C.** Define acceptability.
- D.** Explain medium of message.
- E.** What is media of communication?



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INTERNAL ASSIGNMENT - 2

Course	MBA	Fundamentals of Mass Communication
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** What are the Media of Written Communication?
- B.** Discuss the Styles of Communication in detail.
- C.** What are the factors for Selection of Media?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Define Drudgery.
- B.** What is Simplicity?
- C.** Define context.
- D.** Explain the importance of communication.
- E.** What is Use of media?