



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

INTERNAL ASSIGNMENT - 1

Course	MBA	Media & Campaign Management
Semester	3	
Total Marks:	15	

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

- A.** Discuss the media to create a new society briefly.
- B.** What is the role of Mass Media in contemporary democracy?
- C.** Explain in detail about media with example.

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

- A.** Explain discipline.
- B.** Explain affairs.
- C.** Explain entertainment.
- D.** What is non-debted media?
- E.** Explain newspaper.



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INTERNAL ASSIGNMENT - 2

Course	MBA	Media & Campaign Management
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Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** What is Content Analysis? Explain in detail.
- B.** Explain the various elements of media management.
- C.** What is communication by tongue? Explain its advantages and disadvantages.

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

- A.** Define Functional analysis.
- B.** Explain Rigged.
- C.** Proclaiming
- D.** What is inland press?
- E.** Fundamental Ideology