
 <b>SURESH GYAN VIHAR</b> UNIVERSITY Accredited by NAAC with 'A' Grade		<b>INTERNAL ASSIGNMENT - 1</b>
<b>Course</b>	<b>MBA</b>	<b>Communication and Media</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. Discuss briefly the Working Group's Recommendations.
- B. Write a detailed note on Electronic Media.
- C. Discuss the Cultural Features. Explain in detail.

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

- A. Explain existence of Infrared.
- B. Bluetooth
- C. What is e-mail?
- D. Define mass media.
- E. What is Television?

 <b>SURESH GYAN VIHAR</b> UNIVERSITY Accredited by NAAC with 'A' Grade		<b>INTERNAL ASSIGNMENT - 2</b>
<b>Course</b>	<b>MBA</b>	<b>Communication and Media</b>
<b>Semester</b>	<b>4</b>	
<b>Total Marks:</b>	<b>15</b>	

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

- A. What is the Activating People's Initiative?
- B. Discuss briefly the Radio as Cinderella.
- C. Define Mass Communication. Discuss the properties of Mass Communication.

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

- A. Mass Culture
- B. Explain information codification.
- C. What is newspaper?
- D. What is communicative process?
- E. Define dissemination of news.