

<b>BJMC: 6<sup>th</sup> SEMESTER</b>	<b>Media Organization &amp; Management</b>	<b>Paper Code: BJ(MC) 302</b>
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**OBJECTIVE:** Students will be able to describe the principles and functions of management, Student would be able to enumerate leadership styles and behavioral patterns. Student should be able to describe the structure and functions of Media organization, Student would be able to understand the importance communication between various departments in a media organization.

- Q1. State the main functions of management.
- Q2 .Describe responsibility, accountability and authority of management.
- Q3. Elaborate planning and its process.
- Q4. Explain human resource planning in your own words.
- Q5. Describe leadership and importance of motivation.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy OR Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing the assignment, students will be able to understand various media organizations related to their profession.

**REFERENCE BOOKS**

Essentials of Management by T.N.Chabra  
Organization Behavior by L.M. Prasad

<b>BJMC:6<sup>th</sup>Semester</b>	<b>Contemporary Issues</b>	<b>Paper Code: BJMC 304</b>
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**OBJECTIVE:**

Students will be able to understand the basic elements of the Foreign Policy. Student would be able to understand basic concept of SAARC. Student should be able to understand the Role of a NAM. Student would be able to understand the problem of Nation. Student will understand requirement of NWICO. Student will be able to understand the development in different perspective.

**QUESTIONS:**

- Q1. Explain SAARC and its role?
- Q2. Define the NAM.
- Q3. Define the Role of Indian's Foreign Policy.
- Q4. Discuss the current scenario NWICO.
- Q5. Discuss the major problems of India.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy OR Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing the assignment, students understand the various aspects of Indian Policy.

**REFERENCE BOOKS:**

1. International Politics: (Prakash Chander)

## OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of global media scenario, identify the various loopholes in International flow of communication. Knowledge of Global Media helps journalism students to use News sources for their profession effectively and identify their credibility.

## QUESTIONS

- Q1. Explain the functions of any two News Agencies of india..
- Q2. Do you think the satellite channels like MTV, VTV and many other are affecting Indian culture? Explain how?
- Q3. Write about any two International News Agencies.
- Q4. Write about NAM. Explain India's role in it.
- Q5. What do you mean by North- South divide? Explain.

## PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

11. Cover page
12. Objectives
13. Index
14. Content
15. Conclusion
16. References
17. Softcopy and Hardcopy
18. Give proper headings and subheadings
19. Explain every topic in points and use diagrams.
20. Put Examples etc.

## OUTCOME:

After doing the assignment, students understand the various basic concepts and atctics of Global Media and become familiar in working with International organizations in their professional field.

## REFERENCE BOOKS:

1. Ahyar Kamplipur Global Communication , Wadsworth Publication
- Dr. K. Chandrakanan & Dr. S. Palaiswamy Advances in Communication Technology, Indian Publisher Distributor, New Delhi.