

POLITICAL SCIENCE

CHAPTER-3

ROLE OF STATE GOVERNMENT IN HEALTH

(ASSIGNMENT-1)

Q1. Define:

- A) WHO**
- B) Public health service**
- C) Private health service**

Q2. Why is it important for any nation to have healthy citizens?

Q3. Write three positive and three negative factors related to health care in India?

Q4. Compare public and private health services on the basis of ownership, facility hygiene, and location.

Q5. What is the full form of OPD and AYUSH.

CHAPTER-5

UNDERSTANDING THE MEDIA

ASSIGNMENT -2

Q1 Define :

- a) Mass media**
- b) Print media**
- c) Electronic media**
- d) Censorship**
- e) Balance report**

Q2. Write the positive and negative impact of electronic media.

Q3. What is the role of media in democracy?

Q4. Why is censorship important?

Q5. Why is advertisement important?

Q6. How does media influence public opinion?

Q7. Media should be more ethical and accountable. Why?

CHAPTER -6

MEDIA AND ADVERTISING

ASSIGNMENT -3

Q1 Define

- A) Brand**

B) Target audience

C) Advertisement

Q2. Differentiate between commercial and social advertisement

Q3. Why branded products are costly?

Q4. Write any three purposes of advertisement?

Q5. Write five advantages and disadvantages of advertisement?

Q6. Name two advertisements in which target group is

A) children B) women

Q7. Name two social advertisements.

Q8. How did Safola oil advertisement make its brand different from other cooking oils?

Q9. Dove soap claims that, if you care for your skin it is the best soap. How did the advertisement help consumers to change their product?

Chapter-7

Market and intermediaries

Assignment -4

Q1. Define

a) Weekly market

b) Wholesale market

Q2. Write any three features of weekly market?

Q3. What is the future of the retailer in the era of online marketing?

Q4. Compare weekly market and shopping complex on the basis of

A) goods sold

B) price of goods

C) types of shops

D) sellers and buyers

E) bargaining

Q5. Why do hawkers sell their products at cheap prices?

Q6. What are intermediaries? Write their role in the market.

Q7. Write the special feature of a franchise outlet.

Q8. What is online marketing? What are the advantages of an online market?