

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: MAJMC	Date	: 26/02/2026
Subject Code	: MAJMC-11	Time	: 03:00pm to 05:15pm
Subject Name	: Introduction to Essential Social Sciences	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define Social Science and discuss its relevance in the field of Journalism and Mass Communication. **14**

OR

Explain the relationship between Sociology and Media. How does society influence media content?

Q-2 Discuss the fundamental concepts of Political Science and the importance of understanding the Indian Political System for a journalist. **14**

OR

Explain the basic principles of Economics and how economic issues impact news reporting.

Q-3 What is Psychology? Discuss the role of 'Media Psychology' in understanding audience behavior. **14**

OR

Explain the concept of 'Geography and Environment' and its significance in contemporary reporting.

Q-4 **Write Short Notes. (Any Two)** **14**

1. Importance of History in Journalism
2. Urbanization and its Social Impact
3. Preamble of the Indian Constitution
4. Inflation and its effects on Common Man

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Who is known as the 'Father of Economics'?
(A) Aristotle (B) Adam Smith (C) Karl Marx (D) Max Weber
2. The word 'Sociology' was first coined by:
(A) Auguste Comte (B) Plato (C) Socrates (D) J.S. Mill
3. Which branch of social science deals with the study of the mind and behavior?
(A) History (B) Geography (C) Psychology (D) Political Science
4. The Indian Parliament consists of:
(A) Only Lok Sabha (B) Only Rajya Sabha (C) President, Lok Sabha, 'GDP' stands for:
5. (A) Gross Domestic Product (B) General Data Process (C) Great
6. The study of Earth's physical features and atmosphere is called:
(A) Sociology (B) Geography (C) History (D) Civics
7. Which of the following is a fundamental right in India?
(A) Right to Property (B) Right to Equality
(C) Right to Work (D) Right to Travel abroad only
