



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BAJMC 201

Course Name: Development Communication

Assignment 3

(Based on Unit 4)

1. Explain the concept of social marketing and its role in promoting positive social change. Discuss the challenges associated with using marketing techniques for social development. (BTL 4/ CO 1)
2. Analyze case studies of prominent Indian companies that have implemented successful Corporate Social Responsibility (CSR) initiatives. Evaluate the impact of these initiatives on local communities and society at large. (BTL 4/ CO 4,5)
3. Prepare a Radio Program script on any social issue of your choice. (BTL 6/ CO 2)
4. Formulate content for a Magazine dedicated to the policies and initiatives taken by the Government for the development. (BTL 6/ CO 3)