

## MAJDM/MAJDMOL (2<sup>nd</sup> Year) ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each theory course. Before attempting the assignments, please read the detailed instructions in the Programme Guide.

The submission deadline is provided for each assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be eligible to appear in the term-end examination. *The MAJDMOL students need to submit their assignments through LMS.*

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the first page of the Assignment. You must obtain and retain a **Study Centre** receipt for the submitted assignments. It would be advisable to maintain a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and **keep a record of it**. The Centre will send your marks to SED at IGNOU, New Delhi.

### **Guidelines for doing Assignments**

Attempt all questions given in each of the assignments as instructed. You will find it helpful to keep the following points in mind:

**Planning:** First, read the study material carefully, attend teleconferencing sessions and interactive radio counselling sessions conducted for the programme; if required, you can obtain details from the Study Centre/Regional Centre, and then read the assignments carefully. Go through the units on which they are based. Make points for each question, then rearrange them logically.

**Organisation:** Draw a rough outline of your answer. Be analytical in selecting the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

1. is logical and coherent;
2. has a proper flow of information in sentences and paragraphs; and
3. is written correctly, giving adequate consideration to your expression, style and presentation.

**Presentation:** Once you are satisfied with your answer, you can write down the final version for submission, neatly separating each answer.

With best wishes,

Prof. K. S. Arul Selvan  
Programme Coordinator,  
MAJDM/MAJDMOL  
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# MNM033: DATA SCIENCE AND BIG DATA

September 2026 / March 2027

**(Due Date: Please check the University website for the latest update on the due date)**

**Assignment Code: MNM033**  
**January 2026 / July 2026**

Maximum Marks: 100

Weightage: 30%

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*Note: Answer all the questions. All questions carry equal marks = 20 each*  
*Attempt each question in about 500 words*

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1. Observe how a digital news app or website personalises content for you. Analyse the benefits of personalised news and discuss concerns related to privacy, filter bubbles, and limited viewpoints, drawing on your experience as an audience member.
2. Explore the public features of tools like Google Analytics or social media insights. Explain how such data helps newsrooms understand audience behaviour and shape content decisions, with examples from digital news platforms.
3. Identify one data-related skill used in journalism. Explain how this skill strengthens reporting and credibility. Mention any tool or software and describe how it supports evidence-based journalism.
4. Assume you are reporting on urban environmental pollution. Explain how data collection, basic analysis, and visual storytelling can help identify patterns and communicate findings clearly to the public.
5. Observe how news recommendations appear on a digital platform you use. Analyse how user data, such as clicks, reading history, or time spent, influences content suggestions. Discuss one ethical concern related to algorithm-driven news delivery.