



NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT
SYLLABUS FOR THE WRITTEN EXAMINATION FOR THE POST OF
ASSISTANT MANAGERS IN GRADE 'A'
MASS MEDIA / COMMUNICATION

(The syllabus is illustrative and not exhaustive. The syllabus should not be considered as the only source of information while preparing for the examination. Keeping in view the nature of examination, all matters falling within the realm of the subject concerned will have to be studied by the candidate as questions can be asked on all relevant matters under the subject. Candidates appearing for the examination should also prepare themselves for answering questions that may be asked on the current/latest developments/Acts taking place under the subject(s) although those topics may not have been specifically included in the syllabus.)

Journalism & Mass Communication :

- History of Journalism, Media Laws, Ethics and Regulations & Introduction to Journalism
- Reporting: Concepts, Processes and Techniques
- Graphic Designing & Visual Images
- Global Politics and Media
- Broadcast & Television Journalism
- Media Production & Management, Advertising, PR and Corporate Communication
- Editing: Concepts, Processes and Techniques
- Communication Theory and Research
- Environmental Science
- Development Journalism

Advertising and Public Relations (PR)

- Marketing & Marketing Communication, Media Planning, Public Relations & Corporate Communication, New Media: Concepts and Applications, Event Management, Market Research & Insight
- Content Writing And Editing, Financial Management, Unlocking Organisational Potential
- Advertising Principles, Concepts and Management, Creativity and Campaign Planning
- Government and Public Service Communication
- Production Techniques & Methods, Advertising, Marketing and PR Research, Social Media & Lifestyle Marketing
- Customer Insight, Data Driven Decisions, Market Insight

Digital Media

- Understanding New & Digital Media, Multimedia Content Creation & Visual Design, Media Laws and Ethics

- Introduction to CMS (Content Management System), Introduction to Web Development, Digital Technologies, Interactive Multimedia Development, Digital Marketing
- Project Planning and Management, Intellectual Property and Law Communication Research, Data Journalism – Reporting and Editing, Digital PR and Corporate Communication, Emerging Technologies