



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENTS

Certificate in Media Management (CMM)

Diploma in Media Management (DMM)

Post Graduate Diploma in Media Management (PGDMM)

First Semester

SESSION: 2019-20

SUBMISSION DATES FOR ASSIGNMENTS

S.N	Course Code	Course Title	Last Date of Submission
1	MM-01	Communication Concepts, History, Law and Ethics	Sunday, 20 th October, 2019
2	MM-02	Management Principles and Applications	Sunday, 20 th October, 2019
3	MM-03	Public Relations, Advertising & Media Management	Sunday, 3 rd November, 2019
4	MM-04	Management of Media Organisations	Sunday, 3 rd November, 2019

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS FOR DOING ASSIGNMENTS

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center.

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
2. Assignments are also a part of the teaching-learning process in the ODL system. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish two-way communication between learner and evaluator.

How to Write Assignments:

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. The format is given below.

PROGRAMME TITLE: _____

ENROLMENT No.: _____ NAME: _____

ADDRESS: _____

COURSE CODE: _____ COURSE TITLE: _____

ASSIGNMENT CODE: _____ STUDY CENTRE: _____

DATE: _____ SIGNATURE: _____

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. Write the answers in your own handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

Weightage for each Assignments:

1. Each Theory Assignment will carry 25% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.

You have to score minimum pass mark i.e. 40% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

MM-01: Communication Concepts, History, Law and Ethics

Full Mark – 100

(Answer all the questions, which is Compulsory)

Group- 'A'

Q. No. 1 Very Short answer-type Questions (Word Limit: 50 Words) Marks: 1 × 10= 10

- a. What is the meaning of the latin word “Communis”?
- b. Newspaper is a Mass Communication device, is it true or false?
- c. Verbal communication is a kind of.....communication.
- d. Who was the editor of the first newspaper published in India?
- e. Kujibara Patra was written on.....leaves?
- f. When the second Press commission was constituted?
- g. TRAI stands for?
- h. The Indian Broadcasting Foundation (IBF) was established in?
- i. In which year the Prasar Bharati act was enacted?
- j. Which was the first newspaper in the history of Indian Journalism to appoint a news ombudsman?

Group 'B'

Q.No 2. Short answer-type Questions (Word Limit: 100 Words) Marks: 5 X 4 = 20

- a. Interpersonal Communication
- b. Kujibara Patrika
- c. CAS
- d. Ombudsman

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words) Marks: 10 X 4 = 40

- a. Write down the functions of Communication.
- b. What was the role of press after independence?
- c. How to register a Magazine in India.
- d. Write a short essay on ombudsman.

Group 'D'

Q.No 4. Long answer-type Questions (Word Limit: 300 Words) Marks: 15 X 2 = 30

- a. Describe the directive principles of state policy.
- b. What are the “code of ethics” created by The Society of Professional Journalists?

MM-02: Management Principles and Applications

Full Mark – 100

(Answer all the questions, which is Compulsory)

Group- 'A'

Q. No. 1 Answer within one word or one sentence each

Marks: 1 × 10= 10

- a. How Peter F. Drucker defines "Management"?
- b. What is professionalization?
- c. What is code of conduct?
- d. What is conceptual skill?
- e. What is joint decision making?
- f. What is principle of flexibility?
- g. What is unity of command?
- h. What is fringe benefit?
- i. Who is a spokesperson?
- j. What is human skill?

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 4 = 20

- a. Give a short note on inspirational leaders.
- b. Why there is need of scalar chain?
- c. How communication system affects centralisation and decentralisation?
- d. What are uncontrollable environmental factors?

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words) Marks: 10 X 4 = 40

- a. Examine the different skills required by a manager in the modern organizations.
- b. "Delegation is the key to administrative effectiveness". Elucidate
- c. Leaders are managers but all managers are not leaders. Comment.
- d. What do you see as the purposes of management control in work organizations?

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300 Words)

Marks: 15 X 2 = 30

- a. Discuss Henry Mintzberg's classification of different roles performed by managers in business organizations.
- b. "Almost every position in any business is a decisional centre." Do you agree? Give reasons with examples.

MM-03: PR, Advertising and Media Management

(Answer all the questions, which is Compulsory)

Group- 'A'

Q. No. 1 Answer one word or one sentence within each

Marks: 1 × 10= 10

- a) Ivy Lee is known as father of_____.
- b) Indian Copyright Act was enacted in the year_____.
- c) CSR stands for_____.
- d) ASCI stand for_____.
- e) DPRO stands for_____.
- f) PRSI stand for_____.
- g) What is Brand identity?
- h) PTI stands for_____.
- i) AIDA stands for_____.
- j) “op-ed” stands for_____

Group- 'B'

Q.No 2.Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 4 = 20

- a) What are the objectives of Public Relations?
- b) How advertising is different from Marketing?
- c) Why Media Relations is Important?
- d) What is surrogate Advertisement?

Group- 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words) Marks: 10 X 4 = 40

- a) Discuss the role of public relations in developing countries.
- b) What are five Theories of Advertisement?
- c) Describe different types of media ownership.
- d) Describe different income source of media?

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300 Words)

Marks: 15 X 2 = 30

- a) Paid News is a threat to Media! Describe?
- b) What is Crises Communication? Answer with Examples.

MM-04: Management of Media Organizations

(Answer all the questions, which is Compulsory)

Group 'A'

Q. No. 1 Answer one word or one sentence within each Marks: 1 × 10= 10

- a) Media Management can be looked at both arts and science. This sentence is true or false?
- b) In Socialist Countries media is owned by-----?
- c) Community media is owned by whom?
- d) Emergency was proclaimed in which year?
- e) PIB stands for what?
- f) TRAI stands for what?
- g) IBF stands for what?
- h) In which year ASCI were established?
- i) In Free Press theory, Press is owned by whom?
- j) Cross media ownership is growing day by day. This is true or false?

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit: 100 Words) Marks: 5 X 4 = 20

- a) What are the characteristics of Management?
- b) Write a short note on sole proprietorship.
- c) What is TRAI?
- d) Describe the distinctive features of media economics.

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words) Marks: 10 X 4 = 40

- a) What are the contemporary issues in media management?
- b) How social networking sites are different from social media?
- c) What are the sources of incomes for magazines?
- d) Differentiate between cross media ownership and conglomerate ownership.

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300 Words) Marks: 15 X 2 = 30

- a) How Social Media is used to reach larger audiences as far as media house is concerned? Discuss in details.
- b) Why media managers should know the ecosystem of media? Discuss.
