



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: 2020-21

## **SUBMISSION DATES FOR ASSIGNMENTS**

S.N	Course Code	Course Title	Last Date of Submission
1	MM-01	Communication Concepts, History, Law and Ethics	Sunday, 2 <sup>nd</sup> May, 2021
2	MM-02	Management Principles and Applications	Sunday, 2 <sup>nd</sup> May, 2021
3	MM-03	Public Relations, Advertising & Media Management	Sunday, 2 <sup>nd</sup> May, 2021
4	MM-04	Management of Media Organisations	Sunday, 2 <sup>nd</sup> May, 2021

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. (true or false)
- c. Signs are examples of \_\_\_\_\_ communication. (verbal / non-verbal)
- d. Which newspaper was P. Sainath associated with?
- e. Noise is a \_\_\_\_\_ to / for communication. (barrier / boon)
- f. When the first Press commission was constituted?
- g. TRAI stands for?
- h. The Indian Broadcasting Foundation (IBF) was established in the year \_\_\_\_\_.
- i. In which year was the Prasar Bharati act 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. Feedback
- 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 basic functions of Communication.
- b. What was the role of press after independence?
- c. How do you register a Magazine in India?
- d. Write a note 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?

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## 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.

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## 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 loyalty?
- h) Press Trust of India is a \_\_\_\_\_.**
- i) What does the 'D' of AIDA stand 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) Why is advertising known as 'Salesmanship in Print'?
- c) Why is the role of media planner?
- 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 is DAGMAR? How is it useful for an Advertising professional?
- c) Describe different types of media ownership.
- d) Describe different income sources 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.

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