



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

ASSIGNMENTS

Diploma in Media Management (DMM)

Post Graduate Diploma in Media Management (PGDMM)

Advance Diploma in Media Management (ADMM)

Second Semester

SESSION: 2020-21

SUBMISSION DATES FOR ASSIGNMENTS

S.N	Course Code	Course Title	Last Date of Submission
1	MM-05	Marketing and Management	Sunday, 2 nd May, 2021
2	MM-06	Management Principles and Applications	Sunday, 2 nd May, 2021
3	MM-07	Human Resources and Organisational Behaviour	Sunday, 2 nd May, 2021
4	MM-08	Information Technology for Business	Sunday, 2 nd 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-05: Marketing and Management

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) Define niche marketing.
- b) What is holistic marketing?
- c) What is Retail?
- d) What is segmentation?
- e) What is value proposition?
- f) What is penetration pricing?
- g) What is marketing myopia?
- h) What are consumer goods
- i) What is Branding
- j) What is sales promotion?

Group 'B'

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

Marks:5 X 4 = 20

- a) What is Public Relations? Explain its usefulness with an example.
- b) Explain cost based pricing
- c) What is Marketing Mix? Explain its relevance to marketing.
- d) Define supply chain management.

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Discuss the characteristics of each of the stages of the product life cycle.
- b) Give a note on Organized Vs. Unorganized Retailing
- c) Make a product classification based on use.
- d) Discuss those approaches to the study of marketing.

Group 'D'

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

Marks: 15 X 2 = 30

- a) What is marketing mix? Explain the elements of the marketing mix with example
- b) Explain the significance of marketing environment in the changing business world.

MM-06: Finance and Accounting for Management

Full Marks: 100

Answer all the questions as per the word limit specified in each section.

Group-A

1. Answer in one word for each.

(1x10=10 Marks)

- _____function means activities relating to planning, procurement, control and administration of funds used in business.
- _____ finance can broadly be defined as the activity concerned with planning, raising, controlling, administering of the funds used in the business.
- Finance decisions refers to the decisions concerning_____matters of a business enterprise.
- Hedging means protection against_____.
- _____is an art of recording, classifying & summarizing in terms of money & which include transactions of financial nature.
- Assets = Capital +_____.
- A_____is a person or enterprise that owes money to another party.
- The gradual and permanent decrease in the value of an asset is known as_____.
- Assets whose value is constantly changing as the business proceeds like stock, debtors etc. are known as_____.
- Ratio analysis refers to the analysis and interpretation of the figures appearing in the _____ statements.

Group-B

2 Answer in 50 words for each.

(5x4= 20 Marks)

- What is book-keeping?
- What do you understand by journal?
- What is trial balance?
- What do you mean by finance?

Group-C

3 Answer in 200 words for each.

(10x4=40 Marks)

- Explain the functions performed by a financial manager.
- 'Market price is an indicator of company's performance'. Discuss the factors which affect the market price of the share of a company.
- What are liquidity ratios? Discuss their significance.
- Write about "funds flow statement".

Group-D

4 Answer in 300 words for each.

(15x2=30 Marks)

- What do you understand by finance function? Differentiate between traditional and modern approaches of finance function.
- A firm purchases a plant for a sum of Rs. 20,000 on 1st January, 2005. Installation charges are 4,000. Plant is estimated to have a scrap value of Rs 2,000 at the end of its useful life of five years. You are required to prepare the plant account for five years, charging depreciation according to the straight line Method.

MM-07: Human Resources and Organisational Behaviour

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 is socialization different from orientation?
- b) What is job rotation?
- c) What is a Cue Stimuli?
- d) Differentiate Training from Development.
- e) What are the key elements of a job description?
- f) Why punishment is a control device?
- g) Why people prefer to join in groups?
- h) What is reinforcement?
- i) What is the philosophy underlying worker's participation in management?
- j) What are the key elements of a job description?

Group 'B'

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

Marks:5 X 4 = 20

- a) Identify those factors that affect perception
- b) How do you identify the training needs of an enterprise?
- c) How does job rotation help in acquiring new skills and knowledge?
- d) What are the benefits of employee empowerment?

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Explain the force-field diagram model of change by Kurt Lewin.
- b) How the employee empowerment reduces the cost of the organization?Discuss
- c) Briefly explain the Theories of Learning.
- d) What is an orientation process? Explain the different stages followed during orientation of a new employees.

Group 'D'

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

Marks: 15 X 2 = 30

- a) What do you mean by compensation structure? Explain the need for designing the compensation policy.
- b) Define Organizational Development? Discuss Team Building as an intervention of organizational transformation.

MM-08: Information Technology for Business

Full marks: 100

Answer all the questions as per the word limit specified in each section.

Group-A

1. Answer in one word for each.

(1x10=10 Marks)

- _____ computers are computers those exhibit features of analog computers and digital computers.
- ENIAC belongs to _____ generation of computers.
- Integrated Circuits are used in _____ generation of computers.
- The role of heat sink is to a _____ effect to the motherboard to work efficiently and effectively.
- The role of BIOS software is to load the _____ system.
- An Operating system is basically an _____ between the user and the computer hardware.
- The keyboard shortcut to print a document is _____.
- PowerPoint offers word processing, outlining, drawing, graphing and _____ management tools.
- Smart art is a graphical tool used to create simple and effective _____.
- _____ is an example of a web browser.

Group-B

2. Answer in 50 words for each.

(5x4= 20 Marks)

- Give a short note on software and its types.
- Count some of the functions of operating system.
- Give a short note on title bar.
- Explain use of macros in MS-Excel.

Group-C

3. Answer in 200 words for each.

(10x4=40 Marks)

- Write the steps involved in working with text boxes.
- Discuss about various output devices.
- What is the impact of computerization on business? Discuss.
- Define social media. Explain its significance at the present context.

Group-D

4. Answer in 300 words for each.

(15x2=30 Marks)

- What is an information system? Discuss its application in business.
- How has internet changed the world? Elaborate.
