



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

**ASSIGNMENTS**

**MEDIA MANAGEMENT**

**(CMM/ DMM/ ADMM/ PGDMM)**

<b>S.N.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Date of Submission</b>
<b>1</b>	<b>MM-01</b>	<b>Communication Concepts, History, Law &amp; Ethics</b>	<b>Sunday, 16<sup>th</sup> December 2018</b>
<b>2</b>	<b>MM-02</b>	<b>Management Principles and Applications</b>	
<b>3</b>	<b>MM-03</b>	<b>Public Relations, Advertising and Media Management</b>	
<b>4</b>	<b>MM-04</b>	<b>Management of Media Organizations</b>	

## INSTRUCTIONS

Dear Learner,

Welcome to the PGDMM programme in Journalism and Mass Communication offered by Odisha State Open University, Sambalpur.

You are required to submit one assignment per course within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counselors at your Study Centre. Please submit your assignment response to Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before you start writing your answer. Do not copy from the course material or from any other source. You are advised to read the material carefully, understand the same and write answers in your own language and style so that you will get good marks/grades.

### **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 ODL. 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 a two-way communication between learner and evaluator.

### **How to write assignments:**

1. Write your name, programme code, course title, enrolment no. and study centre code in the top sheet of the assignment answer booklet.
2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page. Do not cross the word limit given in each question.
3. Your handwriting should be neat and readable.

### **Weightage for each assignment:**

1. Each 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.
3. You have to score minimum pass mark i.e. 40% in each assignment. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

# ଓଡ଼ିଆରେ ନିର୍ଦ୍ଦେଶାବଳୀ

## ସାମାଜିକତା ଓ ଗଣ ଯୋଗାଯୋଗ

ପ୍ରିୟ ବିଦ୍ୟାର୍ଥୀଗଣ,

ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମଲପୁର ଦ୍ୱାରା ପ୍ରସ୍ତୁତ ଏବଂ ପରିବେଷିତ ସାମାଜିକତା ଓ ଗଣ ଯୋଗାଯୋଗ ବିଭାଗର ମିଡ଼ିଆ ମ୍ୟାନେଜମେଣ୍ଟ କାର୍ଯ୍ୟକ୍ରମକୁ ଆପଣମାନଙ୍କୁ ସାଗତ ।

ନିର୍ଦ୍ଧାରିତ ସମୟ ମଧ୍ୟରେ ପ୍ରତିଟି କାର୍ଯ୍ୟକ୍ରମ ପାଇଁ ଆପଣମାନଙ୍କୁ ଗୋଟିଏ ଲେଖାଏଁ ଦତ୍ତକର୍ମ ପ୍ରସ୍ତୁତ କରି ଦାଖଲ କରିବାକୁ ହେବ । ତାହା ଦ୍ୱାରା ନିର୍ଦ୍ଧାରିତ ସମୟରେ ନିରୂପିତ ଅକ୍ତିମ ପରୀକ୍ଷା ଦେବାର ଯୋଗ୍ୟତା ଆପଣମାନେ ଅର୍ଜନ କରିପାରିବେ । ଏସବୁ ଦତ୍ତକର୍ମ ଆପଣମାନଙ୍କ ପଠନକେନ୍ଦ୍ରର ପରାମର୍ଶଦାତାମାନଙ୍କ ଦ୍ୱାରା ମୂଲ୍ୟାୟନ କରାଯିବ । ତେଣୁ ଆପଣମାନେ ଏହାକୁ ନିଜ ପଠନ କେନ୍ଦ୍ରର ସଂଯୋଜକଙ୍କ ନିକଟରେ ଦାଖଲ କରିବାକୁ ଚେଷ୍ଟା କରିବେ । ଦତ୍ତକର୍ମର ଉତ୍ତର ଲେଖିବା ପୂର୍ବରୁ ପାଠ୍ୟ ବିଷୟବସ୍ତୁ ଉପରେ ଅତ୍ୟନ୍ତ ମନଯୋଗୀ ଦୃଷ୍ଟି ରଖନ୍ତୁ । ଏଥି ସଂପର୍କିତ ନିର୍ଦ୍ଦେଶାବଳୀକୁ ପାଠ କରନ୍ତୁ । ଆପଣମାନଙ୍କ ନିକଟରେ ଉପଲବ୍ଧ ପାଠ୍ୟଉପକରଣ କିମ୍ବା ସେଭଳି କିଛି ବହିରୁ ନକଲ କରିବାକୁ ଚେଷ୍ଟା କରନ୍ତୁ ନାହିଁ । ତେଣୁ, ଆପଣମାନଙ୍କୁ ପରାମର୍ଶ ଛଳରେ ଏତିକି କୁହାଯାଇ ପାରିବ ଯେ ପାଠ୍ୟ ଉପକରଣଗୁଡ଼ିକୁ ମନ ଦେଇ ପଢ଼ି ଦୁର୍ଘଟଣାକୁ ଚେଷ୍ଟା କରନ୍ତୁ ଏବଂ ଯଥା ସମ୍ଭବ ନିଜ ଭାଷା ଓ ଶୈଳୀରେ ଉତ୍ତର ଲେଖିବାକୁ ଚେଷ୍ଟା କରନ୍ତୁ । ତଦ୍ୱାରା ଆପଣମାନେ ଭଲ ଗ୍ରେଡୁଏସନ ପାଇ ପାରିବେ ।

## ଦତ୍ତକର୍ମର ଉଦ୍ଦେଶ୍ୟ:

ମୁକ୍ତ ଓ ଦୂରଶିକ୍ଷା ପାଠ୍ୟକ୍ରମ କ୍ଷେତ୍ରରେ ଦତ୍ତକର୍ମଗୁଡ଼ିକ ନିରବଚ୍ଛିନ୍ନ ମୂଲ୍ୟାୟନ ପ୍ରକ୍ରିୟାର ଗୋଟିଏ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଅଂଶବିଶେଷ । ଦତ୍ତକର୍ମଗୁଡ଼ିକରେ ଆପଣମାନେ ଯେଉଁ ଗ୍ରେଡୁଏସନ ଅର୍ଜନ କରି ଥାଆନ୍ତି, ସେସବୁ ଆପଣମାନଙ୍କର ଶେଷ ପର୍ଯ୍ୟାୟ ନିରୂପିତ ଅକ୍ତିମ ପରୀକ୍ଷାରେ ଉତ୍ତର ଫଳାଫଳକୁ ପ୍ରଭାବିତ କରିବ । ଦତ୍ତକର୍ମରେ ଭଲ ଗ୍ରେଡୁଏସନ ରଖିଲେ ଆପଣମାନଙ୍କ ମୋଟାମୋଟି ପରୀକ୍ଷା ଫଳ ଖୁବ ଭଲ ହେବ ।

ମୁକ୍ତ ଓ ଦୂରଶିକ୍ଷା ପଠନ କ୍ଷେତ୍ରରେ ଦତ୍ତକର୍ମ ଗୋଟିଏ ବେଶ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଅଂଶ । ଦତ୍ତକର୍ମର ମୂଲ୍ୟାୟନ ପରେ ମୂଲ୍ୟାୟନକାରୀଙ୍କ ଦ୍ୱାରା ପ୍ରଦତ୍ତ ନିର୍ଦ୍ଦେଶ/ସାଧାରଣ ମତ୍ତବ୍ୟ ସହିତ ସେଗୁଡ଼ିକୁ ଆପଣମାନଙ୍କୁ ଫେରସ୍ତ କରି ଦିଆଯିବ । ଫଳରେ ଆପଣମାନେ ନିଜର ଦୁର୍ବଳତା ଓ ଭଲ ଦିଗଗୁଡ଼ିକ ଜାଣି ପାରିବେ । ତଦ୍ୱାରା ଶିକ୍ଷାର୍ଥୀ ଓ ମୂଲ୍ୟାୟନକାରୀ (ପରାମର୍ଶଦାତା)ଙ୍କ ମଧ୍ୟରେ ଦ୍ୱିପାକ୍ଷିକ ସଂପର୍କ ମଧ୍ୟ ଉତ୍ତମ ହୋଇପାରିବ ।

## ଦତ୍ତକର୍ମ ଲେଖିବେ କିପରି ?

୧. ଉତ୍ତର ଖାତାର ସର୍ବୋଚ୍ଚ ସ୍ଥାନରେ ଆପଣମାନଙ୍କ ନାମ, ପାଠ୍ୟକ୍ରମର କୋଡ୍, ପାଠ୍ୟକ୍ରମର ନାମ, ନାମଲେଖା କ୍ରମିକ ସଂଖ୍ୟା, ଶିକ୍ଷାକେନ୍ଦ୍ରର କୋଡ୍ ନମ୍ବର ଉଲ୍ଲେଖ କରିବେ ।
୨. ଉତ୍ତରଗୁଡ଼ିକ ନିଜ ହସ୍ତାକ୍ଷରରେ ଲେଖିବେ । ପ୍ରତି ପୃଷ୍ଠାର ବାମ ପାର୍ଶ୍ୱରେ ଏବଂ ପ୍ରତି ଅନୁକ୍ଷେପ ପରେ ମୂଲ୍ୟାୟନକାରୀ ତାଙ୍କ ମତ୍ତବ୍ୟ ଲେଖି ପାରୁଥିବା ଭଳି ଯଥେଷ୍ଟ ସ୍ଥାନ ଖାଲି ରଖିବେ ।
୩. ପ୍ରତିଟି ପ୍ରଶ୍ନ ପାଇଁ ନିର୍ଦ୍ଧାରିତ ଶବ୍ଦ ସୀମା ଅତିକ୍ରମ କରିବେ ନାହିଁ ।
୪. ଆପଣମାନଙ୍କ ହସ୍ତାକ୍ଷର ସ୍ପଷ୍ଟ ଏବଂ ପଠନ ଉପଯୋଗୀ ହେବା ବିଧେୟ ।

## ଦତ୍ତକର୍ମର ଭୂମିକା:

୧. ପ୍ରତିଟି ଦତ୍ତକର୍ମ ଗୋଟେ ମୂଲ୍ୟାୟନର ଶତକଡ଼ା ୨୫ ଭାଗ ଗୁରୁତ୍ୱ ବହନ କରିବ ଏବଂ ନିରୂପିତ ଅକ୍ତିମ ପରୀକ୍ଷା ଅବଶିଷ୍ଟ ଶତକଡ଼ା ୭୫ ଭାଗର ଗୁରୁତ୍ୱ ବହନ କରିବ ।
୨. ପ୍ରତିଟି ଦତ୍ତକର୍ମ ୧୦୦ ନମ୍ବର ବିଶିଷ୍ଟ ହେବ । ମାତ୍ର ଏହା ନିରୂପିତ ଅକ୍ତିମ ପରୀକ୍ଷାର ଶତକଡ଼ା ୨୫ ଭାଗ ଗୁରୁତ୍ୱ ବହନ କରିବ ।
୩. ଆପଣମାନଙ୍କୁ ସର୍ବନିମ୍ନ ପାସହାର ଅର୍ଥାତ୍ ପ୍ରତି ଦତ୍ତକର୍ମରେ ଅନ୍ତତଃ ୪୦ ନମ୍ବର ଅର୍ଜନ କରିବାକୁ ହେବ । ଆପଣମାନେ ଯଦି ଦତ୍ତକର୍ମର ଉତ୍ତର ପ୍ରଦାନ କରିବେ ନାହିଁ କିମ୍ବା ତହିଁରେ ଫେଲ୍ ନମ୍ବର ରଖିବେ, ତେବେ ପରବର୍ତ୍ତୀ ବର୍ଷରେ ଆପଣମାନଙ୍କୁ ଆଉଥରେ ଦତ୍ତକର୍ମର ଉତ୍ତର ଦାଖଲ କରିବାକୁ ହେବ ।

**MM-01: Communication Concepts, History, Law & Ethics**

**GROUP-A**

**1. Answer all questions. [1x10=10 Marks]**

- a) The word Communication comes from the Latin word-----.
- b) What are the elements used in Communication?
- c) Written communication is a kind of-----communication.
- d) What is the name of the first newspaper published in India?
- e) Who was the first chairman of PCI?
- f) How many type of contempt of courts are there?
- g) Section 124A of IPC deals with-----.
- h) Who provides information to the citizen of India as obligation?
- i) When yellow journalism was more popular?
- j) RTDNA stands for -----?

**GROUP-B**

**2. Answer any 4 questions within the word limit of 50 words. [5 x 4= 20 Marks]**

- a) Briefly discuss the verbal communication and its forms.
- b) Write a brief note on PTI.
- c) Discuss the new media journalism in Odisha.
- d) Write down the functions of Directorate of Film festivals.
- e) What do you understand by CAS?
- f) Describe the stuffs which are used for Sting operation.

**GROUP-C**

**3. Answer any four questions within the word limit of 200 words. [10x4=40 Marks]**

- a) Write down the elements of Communication.
- b) What was the role of press during pre-independence?
- c) Describe the functions of I & PR dept of Odisha.
- d) Describe privilege motion.
- e) How to register a newspaper in India.
- f) What do you mean by journalism ethics?

**GROUP-D**

**4. Answer any two questions within the word limit of 250 words. [15x2=30 Marks]**

- a) Discuss the various functions of mass communication in a society with appropriate examples.
- b) Describe Gandhi as a Communicator.
- c) Write down the roles and functions of the DAVP.
- d) What do you mean by conflict of Interest? Describe.

## MM-02: Management Principles and Applications

### GROUP-A

1. Answer all questions.

[1x10=10 Marks]

- a) Authority
- b) Unity of command
- c) Planning
- d) Organizing
- e) Staffing
- f) Directing
- g) Controlling
- h) Motivation
- i) Leadership
- j) Charisma

### Group-B

2. Answer any four in 50 words for each

[5x4= 20 Marks]

- a) "Delegation is the key to administrative effectiveness". Elucidate.
- b) How does morale boost the productivity?
- c) What do you mean by decentralization of power and authority?
- d) Mention the differences between verbal and non-verbal communication.
- e) Write the difference between theory X and theory Y.
- f) Discuss the trait theory of leadership.

### Group-C

3. Answer any four in 200 words for each

[10x4=40 Marks]

- a) What is decision-making? What are its basic characteristics?
- b) Discuss the contributions of Fayol towards Management discipline.
- c) Discuss the contributions of Taylor towards Management discipline.
- d) Examine the different skills required by a manager in the modern organizations.
- e) Explain the concept of 'division of labour / specialisation'. Why it is considered to be important?
- f) What are the differences between Maslow and ERG theory of motivation?

### GROUP-D

4. Answer any two in 250 words for each

[15x2=30 Marks]

- a) 'Management is the trinity of art, science and profession'. Explain with example.
- b) Discuss the important characteristics of 'Management by Objectives'.
- c) What do you understand by the term 'Levels of Management'? Describe the different levels of management.
- d) Describe any two theories related to motivation.

## MM-03: Public Relations, Advertising and Media Management

### GROUP-A

#### 1. Answer all questions.

[1x10=10 Marks]

- a) Is there an act called copyright act?
- b) Who writes press release in a company ?
- c) ASCI stands for ?
- d) Newsletter is a newspaper. True or false?
- e) Creating ----- for the organisation is another vital objective of PR.
- f) Who suggests that examination of ownership and control pattern is important for two reasons?
- g) TRAI stands for...
- h) CSR stands for ?
- i) Define TDSAT.
- j) There are -----types of media ownership of mass media?

### GROUP-B

#### 2. Answer any 4 questions within the word limit of 50 words.

[5 x 4= 20 Marks]

- a) Define Conglomerate ownership.
- b) Newsletter
- c) What do mean by patent act?
- d) Write a short note TV commercials.
- e) What are the Functions of advertising?
- f) Write down the basic rights of consumers.

### GROUP-C

#### 3. Answer any four questions within the word limit of 200 words.

[10x4=40 Marks]

- a) Name a few concerns raised by TRAI.
- b) Elaborate the role of Public relations in Govt. sector.
- c) Prepare an advertisement on 150th Birth Anniversary celebration of Mahatma Gandhi.
- d) DIPRO
- e) Describe how advertising is different from marketing.
- f) What do you understand by CSR? Why it is important for the society?

### GROUP-D

#### 4. Answer any two questions within the word limit of 250 words.

[15x2=30 Marks]

- a) Define Public relations and its various tools.
- b) Write a press release on behalf of a company for a new product launch.
- c) Write down the models and types of advertising.
- d) What are the sources of revenue for a TV news channel?

## **MM-04: Management of Media Organizations**

### **GROUP-A**

**1. Answer all questions.**

**1x10=10 Marks**

- 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 was 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**

**2. Answer any 4 questions within the word limit of 50 words.**

**5x4=20 Marks**

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

### **GROUP-C**

**3. Answer any four questions within the word limit of 200 words.**

**10x4=40 Marks**

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

### **GROUP-D**

**4. Answer any two questions within the word limit of 250 words.**

**15x2=30 Marks**

- a) Describe the management and its functions in a TV channel.
- b) How Social Media is used to reach larger audiences as far as media house is concerned? Discuss in details.
- c) What type of changes has come in media in recent years? Discuss.
- d) Why media managers should know the ecosystem of media? Discuss.