



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

ASSIGNMENTS

Post Graduate Diploma in Media Management (PGDMM)

Advance Diploma in Media Management (ADMM)

Third Semester

SESSION: 2019-20

SUBMISSION DATES FOR ASSIGNMENTS

S.N	Course Code	Course Title	Last Date of Submission
1	MM-09	Operations Management	Sunday, 17 th November 2019
2	MM-10	Strategic Management	Sunday, 17 th November 2019
3	MM-11	Social Media and Emerging Media	Sunday, 17 th 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-09: Operations Management

Full Marks: 100

Group-A

1. Answer in one word for each.

(1x10=10 Marks)

- Statistical quality control refers to the use of statistical methods in the _____ and maintaining of the quality of products and services.
- Quality is a relative term and is generally explained with reference to the end use of the _____.
- Descriptive statistics involves _____ quality characteristics and relationships.
- Statistical Process Control involves inspect random sample of _____ from process for characteristic.
- Re Order Point = (Lead Time x Usage Rate) + _____.
- _____ method involves qualitative and quantitative inputs, and evaluates alternatives based on comparison after establishing a composite value for each alternative.
- Break even analysis implies that at some point in the operations, total revenue _____ total cost.
- System in which low-skilled workers use specialized machinery to produce high volumes of standardized goods is known as _____.
- Physical models look like their _____ counterparts.
- Using resources in ways that do not harm ecological systems that support human existence is known as _____.

Group-B

2. Answer in 50 words for each.

(5x4= 20 Marks)

- What is Lean Culture?
- Calculate the economic order quantity from the following particulars:
Annual requirement =2,000 units
Cost of materials per unit =Rs. 20
Cost of placing and receiving one order= Rs. 40
Annual carrying cost of inventory, 20% of inventory value.
- Define the plant layout.
- Briefly describe the term operations management.

Group-C

3. Answer in 200 words for each.

(10x4=40 Marks)

- What is black belt in Lean Six Sigma?
- Describe the factors that should be taken into account in deciding the location of plant?
- Explain the benefits of statistical quality control.
- Why is the degree of customization an important consideration in process planning?

Group-D

4. Answer in 300 words for each.

(15x2=30 Marks)

- What are trade-offs? Why careful consideration of trade is-offs important in decision making?
- A manufacturing company will require 1, 00,000 units of a product during the next year. The cost of processing an order is Rs. 40 and the carrying cost per unit is Rs.2 per year. Lead time of an order is 5 days and the company will keep a safety stock of two days usage. You are required to calculate the following:
 - Economic order Quantity
 - Re-order Point
 - Minimum Inventory
 - Maximum Inventory
 - Average Inventory

MM-10: Strategic 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) What is competitive rivalry?
- b) What is professionalisation?
- c) What is defensive strategy?
- d) Whats are levels of strategy?
- e) What is Vision?
- f) What is cost based strategy?
- g) What do you mean by environmental scanning?
- h) Distinguish between strategy evaluation and control.
- i) Who are strategists?
- j) What is SBU?

Group 'B'

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

Marks:5 X 4 = 20

- a) What is the importance of strategy? Illustrate your answer with suitable examples.
- b) How is right corporate strategy selected?
- c) Differentiate between forward and backward integration.
- d) What is internal analysis and why is it done?

Group 'C'

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

Marks: 10 X 4 = 40

- a) Explain the benefits and limitations of strategic management.
- b) How business level strategies are different from functional strategies?
- c) Distinguish between value adding parent and value destroying parent.
- d) Distinguish between intensive strategy and integration strategy.

Group 'D'

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

Marks: 15 X 2 = 30

- a) Briefly explain the Porter's five force model and its implication for strategy formulation?
- b) Explain the concept of 'management by objectives', with suitable examples from organisations.

MM-11: Social Media and Emerging Media

Full Marks: 100

(Answer all the questions, which is Compulsory)

Group- 'A'

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

Marks: 1 × 10= 10

- WWW stands for_____.
- Podcast is a _____.
- Google is a_____.
- 'app' means_____.
- Why hashtag (#) is used?
- Who is Mark Zuckenberg?
- Write 2 popular social media name.
- Write full form of 'SMS'.
- 'http' stands for_____.
- WhatsApp was started in the year _____.

Group- 'B'

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

Marks: 5 X 5 = 25

- What do you mean by Emerging Media?
- Write the benefit of Social Media?
- What is crowdsourcing?
- What are the advantages of Whatsaap?
- What is digital videos?

Group-'C'

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

Marks: 10 X 4 = 40

- Explain the major difference between emerging media and print media.
- Explain the use of smart phone in reporting and editing?
- Describe different type of social media.
- Explain different characteristics of emerging media.

Group 'D'

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

Marks: 12.5 X 2 = 25

- What is the impact of emerging media on mainstream media? Explain.
- Explain how facebook has affected personal communication.
