

MAJDM/MAJDMOL (2nd Year) ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each theory course. Before attempting the assignments, please read the detailed instructions in the Programme Guide.

The submission deadline is provided for each assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be eligible to appear in the term-end examination. *The MAJDMOL students need to submit their assignments through LMS.*

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the first page of the Assignment. You must obtain and retain a **Study Centre** receipt for the submitted assignments. It would be advisable to maintain a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and **keep a record of it**. The Centre will send your marks to SED at IGNOU, New Delhi.

Guidelines for doing Assignments

Attempt all questions given in each of the assignments as instructed. You will find it helpful to keep the following points in mind:

Planning: First, read the study material carefully, attend teleconferencing sessions and interactive radio counselling sessions conducted for the programme; if required, you can obtain details from the Study Centre/Regional Centre, and then read the assignments carefully. Go through the units on which they are based. Make points for each question, then rearrange them logically.

Organisation: Draw a rough outline of your answer. Be analytical in selecting the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

1. is logical and coherent;
2. has a proper flow of information in sentences and paragraphs; and
3. is written correctly, giving adequate consideration to your expression, style and presentation.

Presentation: Once you are satisfied with your answer, you can write down the final version for submission, neatly separating each answer.

With best wishes,

Prof. K. S. Arul Selvan
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MAJDM/MAJDMOL
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MNM 038: DIGITAL MEDIA ECONOMICS

September 2026 / March 2027

(Due Date: Please check the University website for the latest update on the due date)

Assignment Code: MNM038

January 2026 / July 2026

Maximum Marks: 100

Weightage: 30%

***Note:** Answer all the questions. All questions carry equal marks = 20 each
Attempt each question in about 500 words*

1. Observe any digital media product you regularly use. Explain how basic economic concepts such as demand, supply, or pricing apply to this product. Identify the type of market it operates in and justify your answer.
2. Select one digital media platform and examine its key features as a new media product. Analyse how metrics such as views, clicks, subscriptions, or engagement are used to measure value and influence economic decision-making.
3. Choose one major digital media company operating in India or globally. Analyse its ownership pattern and business model. Briefly discuss how digital labour, regulation, or globalisation shape its economic power and media influence.
4. Identify two different revenue streams used by digital media organisations. Analyse how these models affect content production, audience experience, and editorial independence.
5. Select one digital media startup or social media influencer. Analyse how revenue is generated through platforms, branding, or partnerships. Discuss opportunities and challenges faced in sustaining income in the digital media economy.