



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2023

Course Name- MEDIA MANAGEMENT

Course Code- MAMCD / MMC 203

Last date of submission: 15 February 2024

Full Marks= 30

Answer the following questions:

1. Visit any media organization (TV station, Radio station, Newspaper etc.). Speak to the management and understand the organizational structure and departmentalization within the organization. Write a report on the same giving detailed organizational chart, and explaining the role and functions of each department. 15
2. Distinguish between cross media and conglomerate ownership of media. Give Indian examples for these two types of media ownership and discuss their strategy of building brand image of the media houses. 15

NB: Answer to both the questions must be submitted in one single assignment.
