



**Centre for Distance and Online Education (CDOE)
Tezpur University**

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2024

Course Name- MEDIA MANAGEMENT

Course Code- MAMCD / MMC 203

Full Marks= 30

1. Design a business plan for launching a new digital news portal. Include a detailed content strategy, target audience analysis, and revenue model. 15
2. Write a case study report analysing the management structure of a successful media house, focusing on its editorial process, production workflow, and marketing strategies. 15

** All questions must be attempted.
