



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN 2021 AND SPRING 2022

SEMESTER END EXAMINATION

Course Name- Media Management

Course Code- MMC 203

Full Marks= 30

15 x 2 = 30

1. Discuss different types of media ownership and write organisational profiles of some Indian examples for each type.
2. Distinguish between brand image and brand identity of a media organisation. Give examples of different image management strategies of some India's leading media organisations.

***NB:** Answers to both the questions are to be written separately in different copies.
