



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2025

Course Name- MEDIA MANAGEMENT

Course Code- MAMCD / MMC 203

Full Marks= 30

Answer the Following Questions:

15x2=30

1. Identify a media entrepreneur from Northeast India. Write a short profile covering their challenges, strategies, and contribution to media entrepreneurship.
2. Take a successful Indian TV show (e.g., *Kaun Banega Crorepati*, *Bigg Boss* etc). Analyze which programming strategies contributed to its popularity.

NB: All questions as per instruction are to be mandatorily attempted.
