



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2024

Course Name- MEDIA MANAGEMENT

Course Code- MAMCD / MMC 203

Full Marks= 30

1. Design a programming strategy for a newly proposed television or radio station. Write a 1000-word report detailing the organizational structure, key programming strategies, and audience research techniques. Include a sample weekly programming schedule. 15
2. Observe the organisational structure of any local organisation of your choice (school/hospital/office/enterprise etc) and write a case study report highlighting the different departments and levels of hierarchy and roles and responsibilities of key functionaries. 15
