



(New Syllabus)

Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- MEDIA MANAGEMENT

Course Code- MAMCD 204

Full Marks= 30

1x15=15

Q1. Select one successful entrepreneurial venture in India and one entrepreneurial venture that failed or struggled significantly. Critically analyze the factors that contributed to the success of one and the failure of the other. In your answer, examine aspects such as idea, market demand, innovation, management, funding, marketing strategy, competition and adaptability to changing conditions. Conclude with the key lessons for entrepreneurship studies in both the cases.

1x15=15

Q2. Create a detailed case study of an imaginary organization (a media company, newspaper office, digital startup, production house, etc) that is facing serious management and organizational problems. Your case study should include the following components:

- a) **Introduction to the Organization:** Name and type of organization, nature of work, number of employees, organizational structure and departments, etc.
- b) **Description of the Problems:** Explain at least 4–5 major management or organizational problems faced by the organization.
- c) **Analysis and Solution:** Analyse the problems with reference to Classical Organization Theory, Human Relations and Scientific Management Theory and propose practical solutions to overcome it.
- d) **Conclusion:** Conclude by explaining how the organization would improve after applying these management theories and whether management theories are still relevant in modern organizations.
