



(Old 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- MMC 203

**Full Marks= 30**

**Answer the Following Questions:**

**2×15=30**

1. Critically examine the contemporary media environment in India and Northeast India. Discuss the major challenges, opportunities, and emerging trends shaping the media industry in the region.
2. Analyse the ownership patterns of media organizations in India. Discuss different types of media ownership and critically evaluate the implications of cross-media ownership on media plurality and democracy.

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

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