



**BHARATI VIDYAPEETH'S  
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

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**ASSIGNMENT UNIT I & UNIT-II**

1. Define the term "Media Organisation" and explain its significance in the contemporary context. Provide examples to illustrate the diverse forms of media organizations and their roles in society.
2. Compare and contrast different types of media organizations based on their structures. Analyze how the organizational structure influences their functions and impacts the content they produce.
3. Analyze the characteristics of each category and discuss how ownership patterns can influence media content and editorial decisions.
4. Propose strategies that media organizations can adopt to maintain editorial independence and diversity in the face of evolving ownership structures.
5. Investigate the cross-media ownership and conglomerate structures of the Times Group and Reliance Communication. Interpret the impact of these structures on media diversity and competition. Analyze how these case studies reflect broader trends in media ownership.
6. Evaluate the pros and cons, considering factors like diversity of voices, potential conflicts of interest, and the impact on journalistic integrity.
7. Explain the need for effective management in organizations and how it contributes to overall success.
8. Analyze how the elements contribute to the effective functioning of an organization and the role they play in achieving organizational objectives.