



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

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ASSIGNMENT UNIT III & UNIT-IV

1. List and explain the fundamental steps in establishing a media organization or start-up.
2. Compare and contrast the steps involved in establishing a media start-up versus a traditional media organization.
3. Develop a hypothetical business plan for a media start-up, including key elements such as mission, vision, and revenue model.
4. Critically assess the potential challenges and risks associated with establishing a media organization in the current digital landscape.
5. Develop a comprehensive guide for aspiring entrepreneurs outlining best practices and strategies for establishing successful media organizations.
6. Develop a sample organizational structure for the HR department of a media organization.
7. Describe the impact of market research on shaping successful media marketing campaigns.
8. Develop a sample marketing plan for a hypothetical media product, including strategies for online and offline promotion.
9. Analyze case studies of successful media product launches, identifying key marketing strategies that contributed to their success.