



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC333
COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS
UNIT: 3
TME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. Your university is about to establish a radio station to train students in the department of mass communication. As a professional broadcaster, suggest and explain at least **five (5)** key departments that must be established for effective functioning of the radio station. **(25 Marks)**
2. As the new director of the production department of a newly established radio station in your state, discuss with the management board the **three (3)** key phases of programme and how each could be achieved. **(15 Marks)**
3. Identify and discuss the three essential components of radio transmission. **(15 Marks)**
4. You are the lead speaker in an induction for the newly employed journalists in your media outfit, discuss with the new journalists at least **five (5)** essential management skills they must demonstrate to qualify them as a general manager of a standard radio or television station. **(15 Marks)**
5. Enumerate and examine any **five (5)** functions of the management of a standard television station in Nigeria. **(15 Marks)**