



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER 2020_1 EXAMINATION

COURSE CODE: MAC 333

COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. In most broadcast organisations, nine (9) key departments work together to ensure the smooth running of operations. Identify and discuss in detail the functions of all nine departments. **[25 Marks]**
2. Explain these theoretical approaches to management: **[15 Marks]**
 - a) Classical School of Management
 - b) Scientific Management
 - c) Administrative Management
 - d) Bureaucratic Management
 - e) Human Relations School of Management
3. The personnel department of broadcast stations are responsible for all employee services. Discuss exhaustively five (5) of such services. **[15 Marks]**
4. Broadcast media workers have ethical duties to themselves, the organizations they work for and the society in which they operate. Discuss the five ethical duties extensively. **[15 Marks]**
5. The media covers the society while several processes, institutions and industries affect the media market. Analyse any five (5) factors that affect the media market. **[15 Marks]**
6. Write short notes on the following: **[15 Marks]**
 - a) Pay for Play
 - b) User-generated content
 - c) Wireless Reception Devices
 - d) HD and Satellite Radio
 - e) Broadband Distribution