



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATION**

COURSE CODE: MAC 343
COURSE TITLE: RADIO/TV PROGRAMMING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Evaluate the 4 P's of programming and their impact on the popularity of broadcast stations among audience members. **(25 Marks)**
2. Identify the two main broadcast programming models and the differences between them. **(15 Marks)**
3. Examine the different sources of radio and TV programmes known to you, and their distinctive features. **(15 Marks)**
4. Using an organogram, describe the structure and organization of a programme department in a broadcast station. **(15 Marks)**
5. To ensure successful operations of any broadcast medium, audience research is important. Elaborate on the different ways this is achieved. **(15 Marks)**