



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

COURSE CODE: MAC 412
COURSE TITLE: MEDIA MANAGEMENT
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Media managers perform certain key duties to ensure effective running of media organisations. Outline any ten (10) of the managers' key duties and discuss them by citing practical examples. **(25 Marks)**
2. There are several reasons for management in media organisations. Identify and briefly discuss any five of them. **(15 Marks)**
3. Scientific management primarily aims at increasing productivity by increasing efficiency and wages of works. Outline and explain five (5) contributions of Fredrick Taylor's Scientific Management Theory towards increasing productivity in an organisation. **(15 Marks)**
4. Define sole proprietorship and discuss five (5) advantages of the business organisation. **(15 Marks)**
5. Every organisation including media outfits share some characteristics/features ingrained in their corporate culture. Explain six features of media organisation in Nigeria. **(15 Marks)**