



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

2019_1 EXAM

COURSE CODE: MAC333

**COURSE TITLE: MEDIA STATION MANAGENMENT AND
OPERATIONS**

UNITS: 3

TIME: 3HRS

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL
QUESTIONS CARRY EQUAL MARKS**

1. Identify and discuss any seven types of radio broadcasting and their integral characteristics. **(17¹/₂ Marks)**
2. Highlight seven of the essential departments in a typical broadcast station and discuss the various functions carry out by each. **(17¹/₂ Marks)**
3. Programme production in a typical broadcast media is a process. Discuss the three major phases of programme production process and explain stages under each. **(17¹/₂ Marks)**
4. The direction of international news and how each country is covered depend on the influence such a country has in the international relations with others. Discuss the three major flow of international news and how each influences international information and communication exchange. **(17¹/₂ Marks)**
5. Identify any seven media personnel a broadcast studio has and discuss the essence of each in the studio. **(17¹/₂ Marks)**
6. Early broadcast media suffered from managerial deficiency. Identify and discuss at least five of major management skills that enhance management of a typical broadcast media. **(17¹/₂ Marks)**