



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

FEB 2018 EXAM

**COURSE CODE: MAC333
COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATION
UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS**

1. A private entity has engaged your services as technical adviser for a proposed FM radio station. Write a comprehensive proposal detailing minimum and maximum facilities requirements for different classes of FM stations **(17¹/₂ Marks)**
2. Discuss the processes involved in television production **(17¹/₂ Marks)**
3. Departmentalization is aimed at effectively managing a media organization. List and explain 5 important departments commonly found in a media house. **(17¹/₂ Marks)**
4. Media production is the sum total of efforts of different individuals. Explain the roles of the following personnel in studio station:
 - a) Director
 - b) Production manager
 - c) Producer
 - d) Actor/talent
 - e) Editor **(17¹/₂ Marks)**
5. The essence of media management is to ensure the successful running of a media organization. List and discuss at least five functions of management in any media organization **(17¹/₂ Marks)**
6. Argue for and against the assumption that personnel management is the most essential part of the management process of any industry, explaining at least five responsibilities of the personnel management unit. **(17¹/₂ Marks)**