



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

**2019\_1 EXAMINATION QUESTIONS**

**COURSE CODE: MAC 412**

**COURSE TITLE: MEDIA MANAGEMENT**

**UNITS: 3**

**TIME: 3 HRS**

**INSTRUCTIONS: ANSWER ANY FOUR (4) QUESTIONS.**

1. a) Give any two definitions of management by scholars and discuss these definitions.  
b) Write short notes on the five functions of management as given by Koontz and O'Donnel.  
(17½ Marks)
2. a) Every media manager needs to possess some leadership skills. List and write short notes on four (4) managerial skills.  
b) Write short notes on any four qualities of a media manager. (17½ Marks)
3. Write short notes on the following:
  - a) Frederick Taylor's Scientific Management Theory
  - b) Theory x
  - c) Theory Y
  - d) Abraham Maslow's Hierarchy of Needs(17½ Marks)
4. You have been called to set up a newspaper organisation. Explain how you would structure and departmentalise it to make it very efficient. (17½ Marks)
5. You just took over a media organisation that is experiencing dwindling revenue. How would you revitalise the revenue generation of the organisation? (17½ Marks)
6. a) Assess the pros and the cons of adopting the MBO system of performance appraisal in your media organisation.  
b) What are the benefits of Management by Objectives? (17½ Marks)