



**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: MAC412
COURSE TITLE: MEDIA MANAGEMENT
UNIT: 3

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

- 1a. Define the concept, management
- 1b. State and explain the three types of management.
- 1c. Using a diagram discuss Maslow's hierarchy of needs **(17¹/₂ Marks)**

- 2a. List the five functions of management according to Koontz and O'Donnel
- 2b. Mention and explain five normative qualities of a media manager **(17¹/₂ Marks)**

- 3a. briefly discuss the premise of Taylor's Scientific Management theory
- 3b. Mention five benefits of theoretical knowledge in media management **(17¹/₂ Marks)**

4. Write short notes on the following aspects of laws affecting media operations and management.
 - i. Obscene publication
 - ii Official Secrets Acts
 - iii Copyright **(17¹/₂ Marks)**

- 5a. Briefly explain the patterns of media ownership in Nigeria
- 5b. Mention and discuss three barriers to effective communication in media management. **(17¹/₂ Marks)**

- 6 a. Define organisation as a management term.
- 6b. Mention and briefly explain the three types of organisations you know. **(17¹/₂ Marks)**