

10.00/10.00

A written document which stipulates what the programme is all about is _____
media script

The US Advertising Bureau calls the CNA _____
Client Needs Analysis

The theory that begins with the premise that management role is to assemble the
factors of production for the benefit of the firm is ____
theory X and theory Y

The point where everything comes together as final performance is _____
production phase

Who among these people argue that the use of bureaucracy enables organisation to
produce at its highest level?

Max Weber

Sharing of news resources across different platforms is____
convergence

Theory of Hierarchy of Needs is associated with _____
Abraham Maslow

The father of modern management theory is _____
Peter Drucker

The most important television production equipment is the _____
Camera

According to Westin (2000), the use of VNRs is a threat to the integrity of _____

News programmes