



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION**

COURSE CODE: MAC412
COURSE TITLE: MEDIA MANAGEMENT
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Managerial qualities are requisite characteristics that organisational managers ought to possess in order to be effective and efficient. List any ten of the requisite qualities and comprehensively explain them. **(25 marks)**
2. Outline and discuss five characteristics that make management an essential activity in media organisations. **(15 marks)**
3. Managerial skills encourage team members to do their job effectively in media organisations. Outline and explain any five managerial skills considered to be effective in the management of media houses in Nigeria. **(15 marks)**
4. Abraham Maslow observed that man has innate curiosity to satisfy his needs, and that as humans meet their basic needs, they seek to successfully satisfy higher ones that occupy a set of hierarchy. List and explain five (5) items identified in the Maslow's hierarchy of needs. **(15 marks)**
5. What is the minimum and maximum number of people in partnership organisation? Outline and discuss five characteristics of the business. **(15 marks)**