



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION**

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

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Radio broadcasting is undergoing evolution in recent time. Discuss five changes in the car radio platform and their corresponding management outlook (**17 1/2 marks**).
2. The common form of departmentalisation in broadcast station is by functions. Explain the functions of five departments of a typical broadcast station (**17 1/2 marks**).
3. As a Programme Director of a broadcast station, describe a broadcast programme and discuss the phases of programme production (**17 1/2 marks**).
4. Media management is very imperative in media business. List and discuss five functions of management of any media organisation of your choice (**17 1/2 marks**).
5. As a Programme Director of several years of experience, you have been invited to educate newly recruited staff members of the Programme Department on the functions of a Programme Director. Discuss with your audience five functions you perform (**17 1/2 marks**).