



**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: MAC412
COURSE TITLE: MEDIA MANAGEMENT
UNITS: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS

- 1. I am interested in working in a media organisation: (a) Kindly give me five (5) characteristics of media management. Ensure you explain them clearly. (b) Please provide me with an explanation of five (5) functions of management. Thank you. (25 Marks)**
- 2. (a) Fredrick Winslow Taylor’s scientific principles have been criticised. State four (4) reasons why his principles were criticised. (b) Discuss the basic assumptions of the systems theory, stating its advantages when applied to the running of a media outfit.(15 Marks)**
- 3. Media management is important for many reasons. Discuss seven (7) of these reasons. (15 Marks)**
- 4. (a) Discuss five (5) important duties performed by managers in media organisations. (b) Contemporary media managers should stick to some time-tested theoretical principles to avoid gambling, to reduce guess work, trial and error, risks and wastage. Explain five (5) benefits of theories. (15 Marks)**
- 5. Identify and discuss seven (7) out of the 14 principles of management provided by Henri Fayol (alias the Father of Modern Management). (15 Marks)**

TOTAL----70 MARKS