



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

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

- 1 (a) Media professionals and media managers shared different opinions on management. Attempt 3 types of kinds of definitions on management? **(15 Marks)**
- 1 (b) Examine critically different types of management? **(10 Marks)**
- 2 (a) Identify and explain key functions and characteristics of media management. **(10 Marks)**
- 2 (b) Explain Contingency Theories. **(5 Marks)**
3. Management is central to the effective coordination of human and material resources. Identify the various types of media organisation, their advantages and disadvantages. **(15 Marks)**
4. Compare and contrast formal and informal media organisation. **(15 marks)**
5. What are the features of a healthy media organisation? **(15 Marks)**