



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

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

1(a) Strategic alliances and partnerships affect the process of day-to-day management of media industries. As a result, managers in all media industries are expected to have certain traits for effective management. List and discuss these traits. **(15 Marks)**

(b) Explain the meaning and types of management and its significant roles in the daily operations of a broadcast station. **(10 Marks)**

2(a) Certain factors affect a station's management structure. In fact, each station is special in its staff structure. Give and explain the structure of broadcast station. **(10 Marks)**

(b) How does the corporate structure of a station influence the size of the market that it serves? **(5 Marks)**

3(a) Examine the communication flows/networks and barriers to effective communication in a media organisation? **(15 Marks)**

4. How does the ownership of a station determine its structure? **(15 Marks)**

5(a) Draw the organisational chart of a typical radio or television station in Nigeria and explain the key components of the organogram structure. **(10 Marks)**

(b) Explain the following:

- i. Performance Appraisal
- ii. Management by objectives **(5 Marks)**