



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE TITLE: MEDIA MANAGEMENT
COURSE CODE: MAC 412
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
**INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER
THREE (3) QUESTIONS**

1a. Define media management and explain the different types of media management. **(10 Marks)**

b. Discuss the main functions and characteristics of management within a media organisation. **(10 Marks)**

c. Identify and explain the key qualities and duties of a media manager. **(5 Marks)**

2a. Discuss the importance of Performance Appraisal and Management by Objectives (MBO) in media management. **(7 ½ Marks)**

b. What are the key strategies for motivating employees in media organisations? **(7 ½ Marks)**

3a. Examine the implications of media ownership and control on content delivery. **(7 ½ Marks)**

b. Describe the leadership process in media organisations and its impact on management. **(7 ½ Marks)**

4a. Explain the relevance of management theories in media organisation management. **(7 ½ Marks)**

(7 ½ Marks)

b. Compare and contrast Classical Management Theories with Behaviour and Human Relations Theories. **(7 ½ Marks)**

5a. Describe the various types of organisations and their relevance in the media industry. **(7 ½ Marks)**

b. What are the key features of a media organisation's environment? **(7 ½ Marks)**