



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

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. What are the key functions and characteristics of media management, and how do they contribute to organisational success?
- b. How does media management ensure profitability and growth in a highly competitive media industry?
- c. How can media managers effectively handle conflicts and grievances within their organisations? (25 Marks)
2. Discuss the relevance of Fredrick Taylor's Scientific Management theory and Henri Fayol's Administrative Management theory in modern media organisations. (15Marks)
3. What are the different organisational structures in media organisations, and how do they influence media operations? (15 Marks)
4. What are the major types of media management, and how do they apply to contemporary media organisations? (15 Marks)
5. Discuss the purpose and essential skills required for effective media management in today's competitive media environment.(15 Marks)