

NATIONAL OPEN
UNIVERSITY VILLAGE, PLOT



UNIVERSITY OF NIGERIA
91 CADASTRAL ZONE

NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

EXAMINATION: BACHELOR OF SCIENCE IN MASS COMMUNICATION

SEPTEMBER/OCTOBER 2016 _2 EXAMINATION

COURSE CODE: MAC333

COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS

TIME ALLOWED: 3 HOURS

UNIT: 3 CREDIT UNITS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

Each question carries 17½ Marks

1. (a) Of what value is a manager in a broadcast media station?
(b.) Discuss the contributions of the broadcast media to information dissemination and social development in modern Nigeria?
2. What are the different categories of Radio? Discuss this in relation to the types of radio and their various classifications
3. Abraham Maslow classified Needs into a ladder called **the Hierarchy of Human Needs**. What, in your opinion, was the need for classifying these needs? Using vivid examples, discuss these needs according to Maslow's specifications.
4. The term "**Production**" is very popular in the broadcast industry. How will you as a final year student, explain the production processes in broadcasting to your 300level Mass Communication friend who is about to commence his/her first lap of media attachment?
(15 Marks)
5. Is there really any difference between Public radio and Public television broadcasts. How has each contributed to nation building in Nigeria?
6. Write short notes on any **four** (4) of the following:
 - i. The radio broadcast licence
 - ii. The production process
 - iii. Advantages of the radio
 - iv. Terrestrial television
 - v. Qualities of a good broadcast studio.

vi. Classification of stations