



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: MAC 412

COURSE TITLE: MEDIA MANAGEMENT

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

1. (a) You have just been appointed the new manager of your media company. With your experience in management, discuss at least **five** of the managerial skills you will adopt to move your company forward. **(15Marks)**
(b) Discuss at least **five** of your duties as the new media manager. **(10Marks)**
2. With the aid of diagram and relevant examples, discuss the relevance of Maslow's Hierarchy of Needs to media management. **(25Marks)**
3. Discuss extensively the various departments in a standard newspaper organisation and lay more emphasis on the officers in each department and their roles. **(25 Marks)**
4. (a) Identify and discuss sources through which mass media generate revenue for the running of their organisation. **(15 Marks)**
(b) Discuss the communication flow within a media organisation. **(10Marks)**
5. (a) Enumerate at least five merits of the media proliferation. **(10Marks)**
(b) With respect to Nigeria media system, discuss the various media ownership with relevant examples under each. **(15 Marks)**
6. (a) Discuss the at least **five** sources through which your media organisation generate revenue to finance the media organisation. **(15Marks)**

(b) Discuss the at least **five** likely causes of conflict in a media organisation.
(10 Marks)