

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

JUNE, 2017_1 EXAMINATIONS

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. You have been invited by a media house to handle the production of a movie. Give a breakdown of the stages you must go through from start to finish of the process.
2. Radio stations are of different classes. Explain, citing examples of all the classes.
3. Having studied Media Station Management and Operations, mention the personnel you will expect to meet in a television studio. Also describe their roles.
4. Being a station manager, what skills must you possess to ensure proper running of the station?
5. Certain behaviours are expected in station management for effectiveness. Examine the seven ethical norms station managers must adhere to while taking decisions.
6. Write short notes on any **four** (4) of the following:
 - i. Broadcast scheduling
 - ii. First run syndication
 - iii. Stacking
 - iv. The four P's of marketing in the media
 - v. Characteristics of electronic media markets
 - vi. Vertical Integration