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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**FEB 2018 EXAM**

**COURSE CODE: MAC412**

**COURSE TITLE: MEDIA MANAGEMENT**

**UNIT: 3**

INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL **MARKS.**

1a. Define the concept, management

1b. State and explain the three types of management.

1c. Using a diagram discuss Maslow’s hierarchy of needs **(171/2 Marks)**

2a. List the five functions of management according to Koontz and O’Donnel

2b. Mention and explain five normative qualities of a media manager **(171/2 Marks)**

3a. briefly discuss the premise of Taylor’s Scientific Management theory

3b. Mention five benefits of theoretical knowledge in media management **(171/2 Marks)**

4. Write short notes on the following aspects of laws affecting media operations and management.

**i.** Obscene publication

ii Official Secrets Acts

iii Copyright **(171/2 Marks)**

5a. Briefly explain the patterns of media ownership in Nigeria

5b. Mention and discuss three barriers to effective communication in media management. **(171/2 Marks)**

6 a. Define organisation as a management term.

6b. Mention and briefly explain the three types of organisations you know. **(171/2 Marks)**