



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1**

COURSE CODE: MAC412
COURSE TITLE: MEDIA MANAGEMENT
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS (17.5 MARK EACH)

- 1.** The word “management” can be used as a concept, as a collective noun and as a group of people. Provide the conceptual meaning of the word and explain the three major types of management you learnt in this course. **17.5 MARKS**
- 2.** There are several purposes for management. Identify and discuss any seven reasons necessary for management of media organisations. **17.5 MARKS**
- 3.** Media managers perform certain key duties in media organisations. Discuss nine (9) duties media managers are expected to put into practice in a media house. **17.5 MARKS**
- 4.** The principles of Taylor’s scientific management theory have come under series of criticisms. Analyze the criticism and indicate their worthiness or otherwise in increasing productivity in media organisations. **17.5 MARKS**
- 5.** In his contribution in the area of human needs, Abraham Maslow explained that as humans meet their basic needs, they seek to successfully satisfy higher ones that occupy a set of hierarchy. Using practical examples, explain the hierarchy. **17.5 MARKS**

6. What is partnership? Explain any six (6) different kinds of partnership available in media organisations in Nigeria. **17.5 MARKS**