



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

2023_2 EXAMINATIONS.....

**COURSE CODE: MAC412
COURSE TITLE: MEDIA MANAGEMENT
UNITS: 3
TIME: 3 HOURS**

INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS

1.(a) Considering that effective leadership skills (also known as managerial skills) encourage team members to do their job effectively. Explain five (5) leadership skills that are needed to run a media organisation effectively. (b) Discuss five (5) important duties of the manager of a media organisation. (25 Marks)

2 (a) Using appropriate examples, provide a description of an informal organisation. (b) Identify and describe five (5) departments in a typical newspaper house. You may mention designations of the various members of staff. (15 Marks)

3. (a) Discuss five (5) barriers to effective communication in media organisations. (b) Discuss the Incentive Theory of Motivation in relation to the workplace. (15 Mark)

4. (a) Explain five (5) strategies for properly handling conflict to your friend who is about to become the general manager of a media organisation. Some set of laws are made to regulate the activities of the media in order to avoid abuse in the industry; discuss (b) copyright law and (c) the law of obscenity. (15 Marks)

5(a) Provide a description of the sole proprietorship media organisation. (b) There are different types of media organisational structures; one of them is the divisionalised organisation; describe the divisionalised organisation; give examples for better understanding. (c) Provide an insight into the flat organisational structure. (15 Marks)

TOTAL :70 MARKS