



**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 EXAMINATION**

**COURSE CODE: MAC 333**

**COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS**

**UNITS: 3**

**TIME: 3 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.**

1. In most broadcast organisations, nine (9) key departments work together to ensure the smooth running of operations. Identify and discuss in detail the functions of all nine departments. **[25 Marks]**
2. Explain these theoretical approaches to management: **[15 Marks]**
  - a) Classical School of Management
  - b) Scientific Management
  - c) Administrative Management
  - d) Bureaucratic Management
  - e) Human Relations School of Management
3. The personnel department of broadcast stations are responsible for all employee services. Discuss exhaustively five (5) of such services. **[15 Marks]**
4. Broadcast media workers have ethical duties to themselves, the organizations they work for and the society in which they operate. Discuss the five ethical duties extensively. **[15 Marks]**
5. The media covers the society while several processes, institutions and industries affect the media market. Analyse any five (5) factors that affect the media market. **[15 Marks]**
6. Write short notes on the following: **[15 Marks]**
  - a) Pay for Play
  - b) User-generated content
  - c) Wireless Reception Devices
  - d) HD and Satellite Radio
  - e) Broadband Distribution