



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATION**

COURSE CODE: MAC333
COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. You have been appointed the new head of the personnel and human resources department of the NOUN Radio, Abuja. Discuss at least **five (5)** key functions to be performed by your department to demonstrate your effective management of the staff of the radio station. **(25 Marks)**
2. Identify and discuss the **three (3)** main ethical conflict areas in media management. **(15 Marks)**
3. News directors deal with a number of issues in the course of leading their news operations. Examine any **three (3)** of the issues in news management. **(15 Marks)**
4. Identify the four P's of marketing in the media and discuss any **three (3)** of them in relation a successful management of a media station. **(15 Marks)**
5. Considering a media station as a media marketplace, suggest any **five (5)** forces that affect the media market. **(15 Marks)**