



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS
COURSE CODE: MAC 333
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS

1a. Managers of media stations must be adequately prepared to perform some functions. With examples, discuss six (6) of such functions. **15 marks**

b. Thomas McGregor (1960) proposed two theories by which to view employee management and motivation. These are Theory X and Theory Y. List five (5) basic postulations of Theory X and five (5) basic postulations of Theory Y. **10 marks**

2a. Discuss the four (4) human needs based on of Abraham Maslow's Hierarchy of Needs. **10 marks**

b. List five (5) canons of Nigerian Union of Journalists (NUJ) Code of Ethics for its members. **5 marks**

3. A typical media station functions in departments. Name and discuss six (6) of these departments. **15 marks**

4a. With ample examples from the media industry in Nigeria, Discuss the "Four Ps of Marketing". **10 marks**

b. A number of forces are militating against the media market in Nigeria. List five (5) of them. **5 marks**

5a. Explain three (3) key trade union types that are in existence in the media industry. Give examples. **7.5 marks**

b. A well-established media station operates in major phases of production in the station. Describe the three (3) phases of production with examples. **7.5 marks**

6a. With copious examples, explain four (4) broad classifications of broadcast programmes. **10 marks**

b. List five (5) functions of a Programme Director. **5 marks**