



**ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE**

**FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION**

COURSE CODE: MAC 321

COURSE TITLE: STATION MANAGEMENT AND OPERATIONS

DURATION: 2 HOURS

INSTRUCTIONS:

- (a) Answer only **THREE** questions.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets are used, each page should carry the numbers.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly.

- 1) You have been asked to lead the 100 Level students to the Television and Radio studios for practical. As an assumed expert in the field,
 - a) What is the first thing to do?
 - b) Why is it necessary to do this?
 - c) Briefly explain what you have mentioned in no (a) (20marks)
- 2) In the broadcast industry, the regulatory body (ies) influence covers both licensing and operations. Discuss. (20marks)
- 3) Draw an organogram of a television and explain the functions of the personnel. (20marks)
- 4) Explain in your own words the importance of news management and programming in a broadcast organization. (20marks)
- 5) Write short notes on the following:
 - a) Copyright
 - b) Reach
 - c) Frequency
 - d) Defamation