



**BOWEN UNIVERSITY, IWO**  
**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**  
**MASS COMMUNICATION PROGRAMME**  
**SECOND SEMESTER EXAMINATION 2022/2023 SESSION**

**COURSE TITLE: MEDIA ORGANISATIONS AND MANAGEMENT**

**COURSE CODE: MAS 404**

**COURSE UNIT(S): 2**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO.**

**Question 1:** Write brief notes on the following:

- (a) Circulation in print (b) Economics of print media.
- (c) Sources of print revenue (d) Digital media (e) Storyboard
- (f) Animation

**TOTAL=30MARKS**

**Question 2:** Adverts in print are not always the same. Analyse the FOUR basic types of adverts usually placed in the print media.

**20 MARKS**

**Question 3:** Organisations like any other system put on numerous features. Using one organisation you so much admire, discuss FIVE features associated with organisations.

**20 MARKS**

**Question 4:** Briefly explain the following:

- i. Elements of Management
- ii. Pattern of communication and information flow
- iii. Common budget busters
- iv. Typography and copy casting

**20 MARKS**

**Question 5:** The print production process consists of four major phases. Discuss the phases using relevant examples.

**20 MARKS**