



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2023/2024 First Semester Examination

Course Title: Broadcast Station Management and Operation

Course Code: MAS 431

Course Unit: 2 units

Duration: 2 hours

Instruction: Answer Part A and any other 2 in Part B

PART A

- I. Management is the process of -----
- II. Studio management means -----
- III. Broadcast activities begin from -----
- IV. The nerve centre of a broadcast outfit is -----
- V. The studio suit is made up of ----- and -----
- VI. The length, breadth, and height of studios are usually calculated to give -----
- VII. The general-purpose studio is used -----
- VIII. To ascertain compliance in a broadcast station, ----- are required.
- IX. Man on the street is also called ----- is -----
- X. Voice over is -----
- XI. Natural sound means -----
- XII. A sound bite averagely runs between -----
- XIII. Telling a radio presenter to stop talking especially in music programmes is called ----
- XIV. Using more than the time allotted for a programme bulletin is called -----
- XV. The programme type that knit past, present and future events together professionally is called -----
- XVI. Children's programmes should be spiced up with songs, recitations and dramatizations of ----
----- for cultural awareness.
- XVII. The programme type with many segments of 3 to 5 minutes is -----
- XVIII. Stripping strategy allows -----
- XIX. DCA means -----
- XX. The one to decide the form a programme idea will take and the best way to communicate it to the audience is -----.

(40 Marks)

PART B

1. Identify and explain any 5 strategies of programme planning and scheduling **(15 Marks)**
2. Discuss the steps to planning for an outside broadcast. **(15 Marks)**
3. Discuss the studio complex and the importance of programme scheduling to it. **(15 Marks)**
4. Logging is fundamental to broadcast station management. Adequately explain this statement with relevant examples. **(15 Marks)**