ELIZADE UNIVERSITY,
ILARA-MOKIN

FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATION
2018/2019 ACADEMIC SESSION

COURSE CODE: MAC 308

COURSE TITLE: BROADCAST MANAGEMENT & PROGRAMMING

NUMBER OF UNITS: TWO (2) CREDITS

DURATION: TWO (2) HOURS

INSTRUCTIONS: ANSWER **THREE (3) QUESTIONS** IN ALL.

QUESTION NUMBER ONE (1) IS COMPULSORY (30 MARKS)

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1). Explore **five (5) significant areas of modern technology** that reflect **Frederick W. Taylor's** proposition in Scientific Management and the **relevance of these technologies** in today's Broadcast Media environment **(30 MARKS).**

2). An examination of programming in radio, television and cable industries illustrate common **Concerns** shared by Programme Directors/Managers in acquiring, scheduling, and evaluating programme content. List and explain seven (7) of these **Concerns (15 MARKS).**

3). Identify and discuss **five (5)** common **key Management principles** in the Management theories of **Frederick W. Taylor** and **Peter F. Drucker (15 MARKS).**

4 (a) Who is a Programme Director/Programme Manager? (b) Discuss five (5) of his/her Responsibilities 15 MARKS).

5). Explain how **Henri Fayol's Administrative Management Theory** plays out in **Public Sector Broadcasting using two (2) specific examples** of **radio and television (15 MARKS).**

6). Write concise **NOTES** on the following concepts

a) Motivation b) Power c) Authority d) Delegation e) Corporate Governance

ELIZADE UNIVERSITY

SECOND SEMESTER 2018/2019 EXAMINATION QUESTIONS

Course Code: Eco 402

Course Title: Advanced Macroeconomics

Instruction: Answer any THREE questions. Each question carries 20 marks.

Time Allowed: 2 hours.

Credit Units: 2 units.

Question One

a. Show the differences between Solow growth model and Endogenous growth model as different ways of explaining long-run economic growth.

b. Assume a case of an economy with population growth and technological progress; in this case, present the differential equation of the Solow model

c. Present graphically from the Solow's perspective of an economy with population growth and no technological progress

d. Demonstrate your knowledge of the Golden rule level of capital

Question Two

a. The debates between the Keynesian and the Monetarists have fundamentally divided the discussion of the mainstream economic school of thought. Clearly present the issues addressed by each school of thought.

b. What is Interest parity relation? Explain with graphical expression.

Question Three

a. Assuming the LM curve and the IS curve originally interacted to establish equilibrium, present and explain the effects of the following fiscal and monetary policies on the market behavior.
   I.   Increase in taxes
   II. Decrease in money supply
   III. Decrease in spending

b. What are the principles behind Mundell-Fleming model related to interest rate adjustment?

Question Four

a. Distinguish between partial equilibrium analysis and Quasi-general equilibrium analysis as analytical approaches in Macroeconomics.

b. How is Macroeconomics related to Microeconomics?
Present a typical macro-modelling framework of an economy comprising the following markets: (i) Bonds market; (ii) Commodity market (iii) Labour market and (iv) Money market.

Question Five

a. Given that all market economies are below full employment output. For a small country model, establish what happens to output in the case of Nigeria when exchange rates are flexible and Nigeria engages in fiscal policy expansion, by increasing the government spending, and there is no retaliatory policy action taken by other countries.

b. Given that all market economies are below full employment output. For a small country model, establish what happens to output in Nigeria when exchange rates are flexible and Nigeria engages in monetary policy expansion, by increasing the money supply, and there is no policy action taken by other countries.