



ELIZADE UNIVERSITY
ILARA-MOKIN

FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2017/2018 ACADEMIC SESSION

COURSE CODE: MAC 305

COURSE TITLE: NEWSPAPER PRODUCTION AND MANAGEMENT

HOD's SIGNATURE

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- (a) Answer any **3** questions.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry your matriculation number.

1. The main objective of every newspaper/magazine publication is to remain in business profitably by serving the society professionally and with good press management techniques. As a General Manager of "Daily News," an Abuja based daily newspaper, present your management plan to run the medium successfully and profitably. (Note: your management plan should not be more than seven (7) paragraphs in length).
2. Present an organogram of your "Daily News" organisation from top to bottom, emphasising or showing the functions of the key officers.
3. In a newspaper management meeting with the proprietor of the newspaper, "Daily News" the Chairman/Proprietor of the newspaper has insisted that because he is a member of the ruling political party, his newspaper should not criticize the president and the ruling party. What are your views on this bias of the proprietor as far as ethical editorial policy is concerned?
4. Prepare a financial budget to run the newspaper, "Daily News" for the first three months of the year. Your budget must emphasize both revenue and expenditure segment.
5. Discuss the disadvantages of a government owned newspaper as against the advantages of an independent private newspaper in a democracy like the one in Nigeria.