



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(YIV, SI)

**BMC 4414: BROADCAST MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper a Project paper  
*This paper consists of Two printed pages*
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**PROJECT**

**QUESTION 1**

As a General Manager of a reputable media firm, you have been tasked by the board of directors for the task below.

Develop a marketing proposal for the media firm considering the following:

1. Target customers
2. Unique selling position
3. Offers
4. Pricing and positioning strategy
5. Promotion strategy
6. Outline market strategy
7. Retention strategy

Also include an audio demo highlighting on the uniqueness of the media firm.