



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Sciences***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV)

**BMC 2306: MEDIA MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

***This paper consists of Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Explain whether management is an art or science. **(6 marks)**
- b) Briefly describe scientific management approach in reference to F. W. Taylor (1856 – 1917). **(6 marks)**
- c) Outline the tasks of a media manager. **(6 marks)**
- d) Outline the **FIVE** key steps in goal setting. **(5 marks)**
- e) State **FIVE** possible sources of staff recruitment. **(5 marks)**
- f) Define “leader”. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Describe Human Relations Management approach and its key features. **(10 marks)**
- b) Propose **FIVE** practices or habits that local media houses need to adopt in order to become “excellent organizations”. **(10 marks)**

### QUESTION 3

- a) Distinguish between “Directive” and “Behavioral” decision making styles. **(4 marks)**
- b) Explain why planning is important in a media enterprise. **(10 marks)**
- c) Discuss **THREE** types of skills that a good media manager must have. **(6 marks)**

### QUESTION 4

Suppose you have been earmarked for the position of a manager for a new Radio station and owners of the station know nothing about organizational structures.

- a) Design for them an appropriate structure and briefly explain the functions of each department. **(14 marks)**
- b) Discuss **THREE** factors you will need to consider when designing the organizational structure. **(6 marks)**

## QUESTION 5

Explain the following concepts and how they impact on employees in a media organization:

- a) Perception **(5 marks)**
- b) Personality **(5 marks)**
- c) Attitudes **(5 marks)**
- d) Abilities and skills. **(5 marks)**