



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the term “Management”. **(2 marks)**
- b) Differentiate between efficiency and effectiveness. **(6 marks)**
- c) State **FIVE** reasons why media management is relevant to media students. **(5 marks)**
- d) Discuss **FIVE** variables that affect organizational structure. **(10 marks)**
- e) State reasons why interpersonal communications is important at the studio. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the most important types of leadership. **(20 marks)**

QUESTION 3

Discuss Maslows hierarchy needs theory. **(20 marks)**

QUESTION 4

Identify and explain the relevancy of Fayol’s principles of management in the media industry. **(20 marks)**

QUESTION 5

Explain the contribution Max-Weber in media house use of your choice. **(20 marks)**