



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R/T4)

BMC 2219: MEDIA MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Briefly explain the scientific management approach. **(15 marks)**
- b) Abraham Maslow (1908 – 1970) asserted that human beings have certain basic needs and that each serves as a motivator. State those **FIVE** basic needs. **(5 marks)**
- c) Explain the **FIVE** major functions of management. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Outline the functions of human resource department. **(10 marks)**

QUESTION 3

Discuss the importance of the organizing function in a media house. **(10 marks)**

QUESTION 4

Discuss the role of the CCK in media regulations. **(10 marks)**

QUESTION 5

Broadcast regulations influence management of a radio station. Explain. **(10 marks)**

QUESTION 6

Give any **FIVE** advantages of Total Quality Management. **(10 marks)**