



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)

BMC 2306: MEDIA MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: 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) Explain the following terms:
 - i) Chain of command **(2 marks)**
 - ii) Authority **(2 marks)**
 - iii) Responsibility **(2 marks)**
 - iv) Accountability **(2 marks)**
 - v) Delegation **(2 marks)**

- b) i) Highlight any **FIVE** motivators. **(5 marks)**
ii) Highlight any **FIVE** hygiene factors. **(5 marks)**

- c) State **FIVE** methods which may be used by the finance manager of a radio station to raise capital base. **(5 marks)**

- d) State any **FIVE** forms of organizational structure. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Training is an important aspect of developing human resource. Discuss the methods the Media Council of Kenya uses to improve performance in the media industry. **(20 marks)**

QUESTION 3

- a) Define 'management roles'. **(2 marks)**

- b) Discuss management roles according to Mintberg's group. **(18 marks)**

QUESTION 4

- a) Discuss management function. **(6 marks)**

- b) Explain the levels of management using a diagram. **(4 marks)**

QUESTION 5

- a) Define span of management. **(2 marks)**

- b) Discuss the factors which determine the span of management. **(18 marks)**