



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
(BJMC II)

BMC 4214: MEDIA MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) “Managers can be divided into **THREE** levels based on their responsibilities”. Discuss. **(6 marks)**
- c) i) Describe the nature of an ideal media environment. **(6 marks)**
ii) Explain the measures that can be put in place to ensure that this ideal environment is created. **(6 marks)**
- d) Explain the **THREE** skills that every manager has to have in order to perform his/her duties well. **(6 marks)**
- e) Discuss the importance of developing personal relationships with employees as a manager. **(4 marks)**

SECTION B (Answer any **Two** Questions)

QUESTION 2

- a) Being a good manager entails understanding the needs of your staff and being responsive to them. Explain Maslows hierarchy of needs. **(10 marks)**
- b) You intend to market your media outlet via social media:
- i) Describe an appropriate social media outlet to do so. **(2 marks)**
 - ii) Explain the advantages of using such an outlet as part of your marketing tool. **(8 marks)**

QUESTION 3

Explain the following types of organizational culture:

- a) Hierarchical/power culture **(5 marks)**
- b) Developmental culture **(5 marks)**
- c) Group/support culture **(5 marks)**
- d) Role culture. **(5 marks)**

QUESTION 4

- a) You are the owner of ‘Vijana Arise’ a media outlet that produces television dramas whose main target audience are young people aged between 20 – 40. Discuss TEN principles of management as stated by Henry Fayol. **(10 marks)**
- b) Explain how each principle would be relevant to you and your organization. **(10 marks)**

QUESTION 5

- a) State and explain the role of any **FIVE** departments in a newspaper organization. **(10 marks)**
- b) Explain how media products differ from other market products. **(10 marks)**