



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(YII, SI)

**BMC 4214: 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Three reasons have been advanced to explain why managers spend their time the way they do. Describe these **THREE** reasons. **(6 marks)**
- b) Robert Katz argues that managers should have three critical skills. Describe these skills. **(6 marks)**
- c) Highlight **FOUR** functions of top management. **(4 marks)**
- d) Identify **FOUR** functions of an organizational structure. **(4 marks)**

- e) Describe **THREE** contributions of Fredrick W. Taylor to the development of scientific management. **(4 marks)**

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

**QUESTION 2**

In your opinion, why is media management course important to a journalism and mass communication student. **(20 marks)**

**QUESTION 3**

Henri Fayol is credited for having developed the functions of managers. As an Editorial director in a busy print magazine how would Fayol's, discuss how functions of managrs apply to your duties. **(20 marks)**

**QUESTION 4**

Media owners, advertisers and government play an essential role in media outlets. Using clear examples, discuss the relevance of this statement in Kenyan Media. **(20 marks)**

**QUESTION 5**

Max Weber is the scholar behind bureaucracy theory.

- a) Using clear examples, highlight **FIVE** advantages of bureaucracies. **(10 marks)**
- b) Identify **FIVE** aspects of any bureaucracies as expounded on by Weber. **(10 marks)**