



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
(YII, SI)

BMC 4214: MEDIA MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Describe any **THREE** lessons one can draw from the history of management. **(6 marks)**
- b) Highlight **FOUR** characteristics of management. **(4 marks)**
- c) Distinguish between theory X and theory Y in management. **(6 marks)**
- d) Describe **FOUR** functions of organizational culture. **(8 marks)**
- e) Highlight **SIX** functions of first line managers. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Using **TEN** principles advanced by Henri Fayol, discuss how you would effectively manage Radio Mang'elete. **(20 marks)**

QUESTION 3

It is the duty of a Manager to pull resources together for the attainment of organizational goals. Discuss any **FOUR** resources that a Manager oversees. **(20 marks)**

QUESTION 4

You have been appointed as a Digital Manager for Peponi Consortium. Using the functions of a Manager describe your work at Peponi Consortium. **(20 marks)**

QUESTION 5

As the Manager of Pambazuka TV, you have been following the happenings in other media houses during the digital migration. What environmental factors will you consider as you revise your strategy? **(20 marks)**