



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4403: BROADCAST MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt ALL questions.

Do not write on the question paper.

Question ONE

Each student will be tasked is to develop a proposal for a new broadcast media firm. The student should conduct market research, Write the proposal, and present it to a group of potential investors. These investors are the rest of your classmates and guests invited by the lecturer.

BROADCAST MANAGEMENT BMC 4414.

SEPTEMBER SEMESTER 2015 FINAL PROJECT GRADING RUBRIC

CRITERIA	BELOW AVERAGE 1-3 marks	GOOD 4-6 marks	VERY GOOD 7-8 marks	EXCELLENT 9-10 marks
<ul style="list-style-type: none"> • EXECUTIVE SUMMARY • INTRODUCTION • BACKGROUND 	<p>The executive summary exhibits a weak overview of the proposal. The Introduction and background exhibit poor language skills and weak logical flow</p>	<p>The executive summary exhibits a clear logical overview of the proposal. The Introduction and background has tied in all the important elements of the proposal.</p>	<p>The executive summary has articulated all the important aspects of the proposal. It is also clear and logical. The Introduction and background have encapsulated all the important aspects of proposal.</p>	<p>The executive summary is excellent and exhibits a clear logical overview of the proposal. The Introduction and background is captivating and overall exhibits mastery of content and clear articulation of all important aspect of the proposal.</p>
<ul style="list-style-type: none"> • MARKET RESEARCH 	<p>The market research is poorly defined; the demographics and psychographics are not well developed. There is little or no market analysis. The proposal does not establish a clear niche for in the market research</p>	<p>The market research is well defined; the demographics and psychographics are well developed. There is sufficient market analysis. The research has identified the niche market but the analysis is flawed</p>	<p>The market research is very well defined; the demographics and psychographics are well defined in order to give a clear analysis of the market. The market analysis helps to give logic to the market research and explain their motivation in setting up the media firm. The niche is clearly defined</p>	<p>The market research is excellently defined; the demographics and psychographics are elaborately structured in order to give a clear analysis of the market. The market analysis is excellently structured to help to give logic to the market research and explain their motivation in setting up the media firm. The niche market is clearly articulated.</p>

<ul style="list-style-type: none"> HUMAN RESOURCE MANAGEMENT 	<p>The HR structure is poorly defined, Staff and their responsibilities are poorly constituted with poor diagrams. The organogram is poorly constructed. Human resource strategy in regards to trade unions, equality, etc. are poorly articulated</p>	<p>Staff and their responsibilities in the media firm are well constituted with good diagrams of the organogram. Human resource strategy in dealing with the trade unions, equity are well formulated.</p>	<p>Staff and their responsibilities in the media firm are very well constituted with very good diagrams of the organogram. Human resource strategy in dealing with the trade unions and issues of the law is very well formulated to depict how the media firm will handle its employees</p>	<p>Staff and their responsibilities in the media firm are excellently constituted with very good and clear diagrams of the organogram, showing the different hierarchical structures. The Human resource strategy in dealing with the trade unions and issues of the law is excellently formulated to depict how the media firm will handle its employees to maximize on their productivity.</p>
<ul style="list-style-type: none"> FINANCIAL MANAGEMENT 	<p>The financial strategy of the media firm is poorly articulating the accounting function and the cost controls of the media firm. The media firm does not have a clear structure of monitoring its Financial Progress. The media firm does not have a clear rate card depicting its sales.</p>	<p>The financial strategy of the media firm is fairly articulating the accounting function and the cost controls of the media firm. The media firm has a clear structure of monitoring its Financial Progress. The media firm has a good rate card depicting its sales.</p>	<p>The financial strategy of the media firm is very well articulating the accounting function and the cost controls of the media firm. The media firm has a very clear structure for good financial accountability and for monitoring financial performance. The media firm has a competitive rate card.</p>	<p>The financial strategy of the media firm is excellent, articulating the accounting function and the cost controls of the media firm. The media firm has a very clear structure to use to produce an excellent financial performance and to monitor its financial progress. The media firm has an excellent rate card</p>
<ul style="list-style-type: none"> CONTENT MANAGEMENT 	<p>The proposal exhibits a poor understanding of the types and sources of</p>	<p>The proposal exhibits a good understanding of the types and sources of</p>	<p>The proposal exhibits an elaborate understanding of the types and sources of</p>	<p>The proposal exhibits a superior grasp of the types and sources of content to use in the</p>

	content to use in the media firm and strategies employed for a maximum effect. There is no clear programming strategy for the broadcast media.	content to use in the media firm and strategies employed for a maximum effect. There is a clear programming strategy for the broadcast media.	content to use in the media firm and strategies employed for a maximum effect. There is a very good command on the utilization of a programming strategy for the broadcast media.	media firm and an excellent knowledge on strategies employed for a maximum effect. There is mastery on the utilization of a programming strategy for the broadcast media.
• ETHICAL DIMENSIONS	The proposal has a poor elaboration on the Ethical Duties of the Media firm, the norms for decisions making and the ethical codes by which the media firm abides by. There is no core values and a mission statement that guides the organization.	The proposal has a clear elaboration on the Ethical duties of the Media firm, the norms for decisions making and the ethical codes by which the media firm abides. The vision, mission and core values are well stated.	The proposal has a very well defined the Ethical Duties of the Media firm, the norms for decisions making and the ethical codes by which the media firm abides. The core values and mission statement that guides the organization are well crafted.	The proposal has an excellent articulation on the Ethical Duties of the Media firm, the norms for decisions making and the ethical codes by which the media firm abides. The vision, mission statements and core values are well crafted to reflect the ethical position of the media firm
• CORPORATE SOCIAL RESPONSIBILITY	The proposal has not incorporated CSR as a core function of the media firm. There is no plan, schedule, or strategy to measure the success of the CSR activities	The proposal has incorporated CSR in the strategy the media firm will embark and given a clear justification for it. There is a good plan, schedule, and a strategy to measure the success of the CSR activities	The proposal is very well outlines the CSR activities that the media firm will embark on and the need and justification for it. There is a very good plan, schedule, and a strategy to measure the success of the CSR project	The proposal superbly outlines the CSR activity that the media firm will embark on and the need and justification for it. There is an excellent plan, schedule, budget and a strategy to measure the success of the CSR project to the media firm
• CONCLUSION	The proposal poorly indicates the potential impact of the media firm on wider community. There is no appropriate	The proposal clearly indicates the potential impact of the media firm on wider community. There is an appropriate	The proposal indicates a clear and logical potential impact of the media firm on wider community. There is a very good summary of the main	The proposal indicates an excellent potential impact of the media firm on the wider community. There is an excellent summary of the main

	summary of the main emphasis of the media proposal.	summary of the main emphasis of the media proposal.	emphasis of the media proposal.	emphasis of the media proposal.
<ul style="list-style-type: none"> PITCH 	<p>There is a poor personal and document presentation by the candidate. Poor articulation of the presentation. Poor persuasion skills and no use of technology in the presentation</p>	<p>There is a good personal and document presentation by the candidate. Good articulation of the presentation. Good persuasion skills and good use of technology in the presentation</p>	<p>The candidate has very well presented themselves. The document is well bound and neat, with topics and subheadings clearly structured. Very good articulation of the presentation by the candidate. Superior persuasion skills and very good use of technology in the presentation</p>	<p>The candidate has excellently presented themselves. The document is well bound and neat, with topics and subheadings clearly structured. Excellent articulation and clarity of the presentation by the candidate. Strong persuasion skills and excellent use of technology in the presentation</p>
<ul style="list-style-type: none"> SHOWREEL CD 	<p>The show reel CD is poorly produced and does not clearly articulate what the proposed broadcast firm is all about.</p>	<p>The show reel CD is fairly well produced and articulates what the proposed broadcast firm is all about. It also captures the sound and the feel of the proposed broadcast station.</p>	<p>The show reel CD is well produced clearly articulating what the proposed broadcast firm is all about and it captures the sound and the feel of the station as well as all the programming components therein.</p>	<p>The show reel CD is excellently produced creatively articulating what the broadcast firm is all about and it captures the sound and the feel of the station as well as all the programming components therein.</p>

Note: Each criterion will be marked out of 10 %- giving a total score of 100. We shall then convert to 70% as stipulated in the course syllabus.