



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 VII)

BMC 4414: BROADCAST 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 an organizational structure. **(2 marks)**
- b) Explain any **FOUR** functions that an organizational structure serves in an organization. **(8 marks)**

QUESTION 2

- a) State the **FIVE** major trends of radio production that have an implication on station management. **(10 marks)**
- b) Explain the **FIVE** management skills required of media managers. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

With examples discuss the common ethical conflict areas faced by broadcast station managers.

(20 marks)

QUESTION 4

Using relevant examples, discuss any **TEN** principles of management according to Henry Fayol.

(20 marks)

QUESTION 5

With examples discuss the **FIVE** modern approaches to management.

(20 marks)