



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies
DEPARTMENT OF COMMUNICATION STUDIES

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

BMC 4414: BROADCAST MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper a Project paper
This paper consists of Two printed pages
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PROJECT

QUESTION 1

As a General Manager of a reputable media firm, you have been tasked by the board of directors for the task below.

Develop a marketing proposal for the media firm considering the following:

1. Target customers
2. Unique selling position
3. Offers
4. Pricing and positioning strategy
5. Promotion strategy
6. Outline market strategy
7. Retention strategy

Also include an audio demo highlighting on the uniqueness of the media firm.