



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Sciences

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)

BMC 2306: 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain whether management is an art or science. (6 marks)
- b) Briefly describe scientific management approach in reference to F. W. Taylor (1856 – 1917). (6 marks)
- c) Outline the tasks of a media manager. (6 marks)
- d) Outline the **FIVE** key steps in goal setting. (5 marks)
- e) State **FIVE** possible sources of staff recruitment. (5 marks)
- f) Define “leader”. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Describe Human Relations Management approach and its key features. (10 marks)
- b) Propose **FIVE** practices or habits that local media houses need to adopt in order to become “excellent organizations”. (10 marks)

QUESTION 3

- a) Distinguish between “Directive” and “Behavioral” decision making styles. (4 marks)
- b) Explain why planning is important in a media enterprise. (10 marks)
- c) Discuss **THREE** types of skills that a good media manager must have. (6 marks)

QUESTION 4

Suppose you have been earmarked for the position of a manager for a new Radio station and owners of the station know nothing about organizational structures.

- a) Design for them an appropriate structure and briefly explain the functions of each department. (14 marks)
- b) Discuss **THREE** factors you will need to consider when designing the organizational structure. (6 marks)

QUESTION 5

Explain the following concepts and how they impact on employees in a media organization:

- a) Perception **(5 marks)**
- b) Personality **(5 marks)**
- c) Attitudes **(5 marks)**
- d) Abilities and skills. **(5 marks)**