



**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*

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**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)**