



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO)
DIPLOMA IN BROADCAST/PRINT JOURNALISM

BROADCAST MANAGEMENT

MODULE III

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (a) What are the basic principles of delegation of authority? (10 marks)
- (b) With reference to the media industry, suggest practical guidelines to make delegation effective. (10 marks)
- Q.2 The Chief Executive of a leading Media House in Kenya is upset over frequent clashes and continuing conflict between production and personnel departments. The Media house is organized online-staff-pattern. What could be the possible causes of the conflict and what practical steps should be taken to reduce and overcome it. (20 marks)
- Q.3 State and explain **FIVE** roles of training journalist. (20 marks)
- Q.4 Outline **TEN** functions of a Production manager in a T.V Studio. (20 marks)
- Q.5 Discuss **FIVE** promotional methods used by media houses in Kenya to promote their products. (20 marks)
- Q.6 To what extent are Henry Tayol's principles of management relevant to the Management of Media houses today. (20 marks)
- Q.7 Explain the individual and organizational factors that may trigger changes in an organization. (20 marks)