



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4214 : MEDIA MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateDecember 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1. (a) Define media management (2mks)
- (b) Explain THREE media management approaches (6mks)
- (c) Explain TWO functions of media in our society (4mks)
- (d) Elaborate TWO effects of mass media on our society (4mks)
- (e) Explain the term “media literacy” (2mks)
- (f) Distinguish between private and public ownership of a media house (4mks)
- (g) Highlight TWO personnel you would expect in a media house and state their roles (4mks)
- (h) Elaborate TWO characteristics of a media organization (4mks)

Section B

Question TWO

The media plays an important role in society. Giving relevant examples, discuss FIVE components/ elements of media literacy. (20mks)

Question THREE

Success of a media organization depends on its management. Giving relevant examples, discuss FOUR principles of Classical Organizational theory. (20mks)

Question FOUR

Effective management of the media is greatly influenced by the leader. Giving relevant examples, discuss FIVE leadership styles used in a media organization. (20mks)

Question FIVE

Media depends on advertisements as a source of revenue. Giving relevant examples, discuss FIVE roles of advertisers in a media organization. (20mks)