



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: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- (a) Define media management (2mks)
- (b) Explain TWO main principles of the bureaucratic management school of thought on media management. (4mks)
- (c) Elaborate THREE roles media literacy plays in society (6mks)
- (d) Explain THREE importance of media management in a media organization (6mks)
- (e) Explain TWO characteristics of the Administrative Management approach (4mks)
- (f) Explain TWO media ownership patterns or styles (4mks)
- (g) Explain TWO ethical factors to consider in the management of media organizations (4mks)

Question TWO

. Giving relevant examples, discuss FIVE main principles of Contingency Theory of media management. (20mks).

Question THREE

There are various personnel who influence a media organization's success. Giving relevant examples, discuss FIVE functions of a reporter (10mks)

(b) Discuss how a sub- editor of a newspaper can implement FIVE principles of media management in a media organization (10mks)

Question FOUR

Private and public media houses are managed differently. Giving relevant examples, discuss FIVE difference and FIVE similarities between the two management styles. (20mks)

Question FIVE

Media organizations communicate to their employees and audiences in various ways. Giving relevant examples, discuss FIVE communication techniques used (20mks)