

# TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

## UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4406: PRINT MEDIA OPERATIONS

## END OF SEMESTER EXAMINATION

**SERIES:SEP/DEC 2016**

**TIME:TWO HOURS**

**DATE:**Pick DateSelect MonthPick Year

### Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

**Do not write on the question paper.**

### SECTION A

**ANSWER ALL QUESTIONS**

#### QUESTION 1

- |  |       |
|--|-------|
| i. Define organizational culture   | 3mks  |
| ii.State the seven dimensions which capture the essence of an organization's culture | 7mks  |
| iii.Explain FIVE advantages of adopting technology in print media operations.        | 10mks |
| iv.Identify THREE ways that can be used to classify managers by their levels         | 6mks  |

v.Explain FOUR factors that affect employee ethics

4mks

## **SECTION B**

### **QUESTION 2**

Mzee Ngala an investor in the print media industry in Mombasa is concerned about the growing tabloidization of newspapers. Explain any FIVE factors that have lead to this phenomenon in Kenya  
20mks

### **QUESTION 3**

Discuss FIVE effects of the increasing concentration of print media enterprises in Kenya.  
20mks

### **QUESTION 4**

Discuss the 14 Principles of Management by Henry Fayol and state how they would guide you in the operations of a print media firm.  
20mks

### **QUESTION 5**

Print Media Organisations need to find money to finance their operations. Identify any FIVE sources of revenue and FIVE sources of expenditure for the industry. Use relevant examples  
20mks