



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN MASS COMMUNICATION**

**BMC 2306: MEDIA MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

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

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## **Question ONE**

- a) Define management according to Mondy, Holmes and Flipppo. (2 marks)
- b) Explain briefly the management activities set forth by Henri Fayol in Administrative management. (10 marks)
- c) Discuss any FOUR factors that would influence the management of a print media house. (8 marks)
- d) Explain FIVE technical skills a television station manager would need to effectively carry out his or her responsibilities. (10 marks)

## **Question TWO**

- a) Define *human resource management*. (2 marks)
- b) Explain the following functions of the human resource department:
  - (i) Staffing (8 marks)
  - (ii) Orientation, training and development (4 marks)
  - (iii) Compensation (6 marks)

### **Question THREE**

- a) Outline SIX responsibilities of the general sales manager. (6 marks)
- b) Explain any FIVE factors on which the sales policies are developed. (10 marks)
- c) Highlight the significance of promotion and marketing in a media house. (4 marks)

### **Question FOUR**

- a) Discuss the *Scientific Management Theory*. 10 marks
- b) Explain any FIVE reasons for a broadcast station having an organizational chart. (10 marks)

### **Question FIVE**

Explain any TEN principles of management developed by Henri Fayol. (20 marks)

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