



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE

- According to the systems theory, an organization is seen as a system. Discuss using an example. (12 Marks)
- Explain the SIX personal qualities of a media house manager. (12 marks)
- Briefly discuss how the sales department is linked to the program department. (6 marks)

Question TWO

Discuss any FIVE qualities of the TQM that have been drawn from management science, scientific management and the behavioral approach. (20 Marks)

Question THREE

Outline the TEN roles of a manager. Identified by Mintzberg (20 marks)

Question FOUR

- a) Define “Cost controls”. (2 marks)
- b) Outline the Expenditure categories that can help in cost controls (14 marks)
- c) Briefly explain financial management. (4 marks)

Question FIVE

- a) Discuss the six major functions of the sales department. (12 marks)
- b) List any FOUR main/principal Sales department staff. (4 marks)
- c) “A media house serves two kinds of customers”. Explain. (4 marks)