



## TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4403: BROADCAST MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST: 2019**

**TIME: 2 HOURS**

**DATE: Aug 2019**

### **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of five questions. Answer Question ONE and any other TWO questions. Choose instruction.

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

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### **Question ONE**

- a) Define following terms as used in Broadcast Management:
- i) Limited Company (2Marks)
  - ii) Unlimited Company (2Marks)
  - iii) Scientific Management (2Marks)
  - iv) Partnerships (2Marks)
  - v) Incorporated Organizations (2Marks)
- b) Discuss Broadcast Media organizational Structure under the following topics:
- i) Meaning of Media organizational Structure (3Marks)
  - ii) Mechanistic Structure (3Marks)
  - iii) Adhocratic Structure (3Marks)

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- iv) Classical Organization Structure (3Marks)
- v) Divisionalized Organization Structure (3Marks)
- vi) Define conflict and outline FIVE causes of conflict in an organization. (5Marks)

### Question TWO

- a) Briefly discuss how communication flows in an organization? (8Marks)
- b) Explain THREE barriers to effective communication in a media organization? (6Marks)
- c) State SIX ways we can improve poor communication skills in a typical broadcast media organization? (6Marks)

### Question THREE

- a) Broadly explain the meaning and the need for motivation in broadcast media organizations. (5Marks)
- b) Identify FIVE motivational theories and demonstrate their applicability to a Kenyan broadcast media organization. (15Marks)

### Question FOUR

- a) What is Performance Appraisal? (2Marks)
- b) Discuss the steps involved in the appraisal process. (14Marks)
- c) How is Management by Objectives useful in the Performance Appraisal process? (4Marks)

### Question FIVE

- a) Explain briefly what you understand by
  - i. Grievance. (2marks)
  - ii. Complaint. (2Marks)
  - iii. Conflict. (2Marks)
- b) Discuss the general causes of conflict in an organization and show they can be resolved. (14Marks)

