



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2212: MEDIA MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick 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. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1. (a) Explain TWO importance of media management in media organizations. (2marks)
- (b) Explain THREE media management approaches (Schools of thought). (6marks)
- (c) Explain TWO functions of media in our society. (4marks)
- (d) Elaborate TWO effects of mass media on our society (4marks)
- (e) Define the term “media literacy” (2marks)
- (f) Distinguish between private and public ownership of a media house (4marks)
- (g) Explain TWO roles of an editor in a media organization. (4marks)
- (h) Elaborate TWO characteristics of a media organization (4marks)

Section B

Question TWO

The media plays an important role in society. Giving relevant examples, discuss FIVE components/ elements of media literacy. (20marks)

Question THREE

Success of a media organization depends on its management. Giving relevant examples, discuss FOUR principles of Classical Organizational theory. (20 marks)

Question FOUR

Effective management of the media is greatly influenced by the leader. Giving relevant examples, discuss FIVE leadership styles used in a media organization. (20 marks)

Question FIVE

Ownership in the media determines the leadership styles. Giving relevant examples, discuss the FIVE differences between publicly and privately owned media organization. (20marks)