



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

- (a) Define media management. (2marks)
- (b) Explain TWO main principles of the bureaucratic management school of thought on media management. (4marks)
- (c) Elaborate THREE roles media literacy plays in society (6marks)
- (d) Explain THREE importance of media management in a media organization. (6marks)
- (e) Highlight TWO characteristics of the Administrative Management approach (4marks)
- (f) Elaborate TWO ways in which the internet has increased media literacy in Kenya. (4mks)

(g) Explain TWO ethical factors to consider in the management of media organizations

(4marks)

Section B

Question TWO

Giving relevant examples, discuss FIVE main principles of Contingency Theory of media management.

(20marks).

Question THREE

(a) Briefly THREE leadership styles in a media organization. (6 marks)

(b) There are various personnel who influence a media organization's success. Giving relevant examples, discuss FIVE functions of a reporter. (14marks)

Question FOUR

Private and public media houses are managed differently. Giving relevant examples, discuss FIVE similarities between the two media ownership styles. (20marks)

Question FIVE

Media organizations heavily rely on advertisements for revenue. Giving relevant examples, discuss FIVE roles of advertiser in a media organization. (20marks)