



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4214: MEDIA MANAGEMENT**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain **THREE** factors that influence culture of a media house. **(9 marks)**
  
- b) i) Identify **THREE** levels of management in an organization. **(3 marks)**  
ii) Outline **SIX** functions of a supervisor in an organization. **(6 marks)**
  
- c) i) Using appropriate example(s) define organizational culture. **(4 marks)**  
ii) Outline **FOUR** types of organizational culture. **(8 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

In managing the performance of employees, discuss aspects that a Manager would look for in evaluating a reporter's performance. **(20 marks)**

**QUESTION 3**

Discuss **FIVE** major functions of a manager in a local community radio station. **(20 marks)**

**QUESTION 4**

Analyse **FIVE** reasons for why an organization structure is required in a print media outlet. **(20 marks)**

**QUESTION 5**

Royal Media services in Kenya is an example of media concentration. Evaluate reasons why people may support or reject the idea of media concentration. **(20 marks)**