



**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**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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) i) Define management. **(2 marks)**  
ii) Briefly explain the scientific theory of management. **(10 marks)**
  
- b) Explain **FIVE** major functions of a manager in a Television station. **(10 marks)**
  
- c) List **FOUR** objectives of an organizational structure. **(8 marks)**

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

## QUESTION 2

- a) Define media consolidation. **(2 marks)**
- b) Highlight **FIVE** benefits of media consolidation. **(10 marks)**
- c) Discuss **FOUR** drawbacks of media consolidation. **(8 marks)**

## QUESTION 3

Illustrate **TEN** principles of management as presented by Henry Fayol and apply them in a media context. **(20 marks)**

## QUESTION 4

The Manager of Muziki Asili FM – a station set to start operations in Mombasa in May 2014 has considered the competition, demography, political and legal issues, technology and socio-cultural environmental aspects. Discuss these specific environmental factors and how they relate to Muziki Asili FM's operations. **(20 marks)**

## QUESTION 5

Discuss **FOUR** types of organizational culture according to Charles Handy. **(20 marks)**