



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION & BACHELOR OF

BROADCAST JOURNALISM

HMC 4403: MEDIA MANAGEMENT AND

HBJ 4401: BROADCAST MEDIA MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: Pick Date DECEMBER 2024

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 (Compulsory) - 30 Marks

- a) Identify the key departments in a typical media station (5 marks).
- b) Discuss the roles and responsibilities of key personnel in these departments (5 marks)
- c) Illustrate how these roles interrelate to ensure the station runs smoothly (5 marks).

- d) Analyse how a well-structured organizational framework improves a media station's operational efficiency, particularly in decision-making, content delivery, and staff management (10 marks)
- e) Provide examples of how poor organizational structures can lead to inefficiencies or operational failures in media stations (5 marks)

Question 2 - 20 Marks

- a) Define social media and describe its role in complementing traditional broadcast media (5 marks).
- b) Discuss how social media platforms have transformed how media organizations distribute content, gather audience feedback, develop marketing strategies, and engage with their audiences. Provide specific examples to illustrate your analysis (10 marks).
- c) Provide a detailed example of how a Kenyan media station has effectively integrated social media into its operations to enhance audience interaction and content promotion. (5 marks).

Question 3 - 20 Marks

- a) Identify common ethical issues in media station management (5 marks).
- b) Propose effective approaches that media station managers can implement to resolve ethical issues. Support your suggestions with concrete examples from the media industry. (10 marks).
- c) Analyze a specific ethical dilemma faced by a Kenyan media station. Describe how the station addressed the issue, and evaluate the impact of their response on the station's reputation and audience trust. (5 marks).

Question 4 - 20 Marks

- a) Define and explain key technological advancements relevant to media stations (5 marks).

- b) Analyze how these advancements have improved media station operations, including content delivery, audience engagement, and cost efficiency (10 marks).
- c) Discuss the challenges media stations face in adopting and integrating new technologies (5 marks).

Question 5 - 20 Marks

- a) Define the role of regulatory bodies such as the Communication Authority and the Media Council of Kenya in regulating media station operations. (10 marks).
- b) Explain how regulations imposed by these bodies affect the day-to-day operations of radio and television stations. (10 marks).



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Question ONE (Compulsory) - 30 Marks

- a) Identify and explain the core managerial functions that underpin the operations of a media station. (5 marks).
- b) Demonstrate how each managerial function is practically implemented in the daily operations of a radio station, providing concrete examples. (10 marks).
- c) Discuss the obstacles that media station managers encounter in implementing effective management strategies, especially in today's fast-paced media environment. Use specific examples to illustrate your points. (15 marks).

Question 2 - 20 Marks

- a) Define personnel management and describe its relevance to media station operations (5 marks).
- b) Explain the key responsibilities of personnel managers in media stations (marks)
- c) Discuss how effective personnel management leads to improved staff performance and operational efficiency in a media organization (10 marks).

Question 3 - 20 Marks

- a) Explain how digital advancements such as the internet, social media, and streaming platforms have influenced traditional broadcast media operations. (10 marks).
- b) Provide an example of a Kenyan media station that has successfully adapted to the digital revolution, illustrating the strategies they employed and the results they achieved in terms of audience reach and operational efficiency (10 marks).

Question 4 - 20 Marks

- a) Define media programming and its importance in the context of a broadcast station's goals (5 marks).
- b) Discuss how programming decisions influence audience behaviour, loyalty, and perceptions of the station (10 marks).
- c) Provide an example of a successful programming strategy implemented by a Kenyan media station, explaining how it impacted the station's viewership, ratings, and advertising revenue (5 marks).

Question 5 - 20 Marks

- a) Define financial management and its relevance to media station operations (5 marks).
- b) Explain why budgeting is critical for the sustainability and growth of a media station. Discuss key elements such as cost control, revenue generation (e.g., advertising and sponsorship), and the allocation of resources for content production and technology upgrades (10 marks).

- c) Discuss the potential consequences of financial mismanagement on a media station's operations (5 marks).