



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R IV & V)

## **BMC 2306: 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.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Define the following terms:
- i) Management (2 marks)
  - ii) Administration (2 marks)
  - iii) Planning (2 marks)
  - iv) Leading (2 marks)
  - v) Emotional intelligence (2 marks)
- b) State **TEN** most cited skills of effective managers. (10 marks)
- c) i) Define organization structure. (2 marks)  
ii) State **THREE** importances of organization structure. (3 marks)  
iii) Explain **FIVE** reasons for delegation of authority. (3 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Define technology based training. (2 marks)
- b) State and define **NINE** methods of technology based training. (18 marks)

### QUESTION 3

Compare and contrast western management and Kaizen management. (20 marks)

### QUESTION 4

Discuss Abraham Maslow's contribution to Human Relations School of thought in management. (20 marks)

### QUESTION 5

Discuss the methods that may be used by a station manager in promoting a radio programme. (20 marks)