



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 4245: MEDIA MANAGEMENT

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) State **FIVE** duties of the employer. **(5 marks)**
- b) Highlight **FIVE** obligations of an employee. **(5 marks)**
- c) Communication barriers at times hinder smooth operations whenever they come up. Explain particular mechanism which may be adopted for
 - i) Downward communication **(5 marks)**
 - ii) Upward communication **(5 marks)**
 - iii) Lateral communication **(5 marks)**
- d) State **FIVE** reasons why financial statements are important to any organization. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Define recruitment. **(2 marks)**
- b) State **THREE** objectives of recruitment. **(18 marks)**

QUESTION 3

Discuss Henri Fayol's contribution to management thought. **(20 marks)**

QUESTION 4

- a) Define leadership. **(2 marks)**
- b) Explain **THREE** basic leadership styles. **(18 marks)**

QUESTION 5

Critically examine Marx Weber's bureaucracy. **(20 marks)**