



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

## **BMC 2219: MEDIA MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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) Identify and discuss the key concepts of ‘Systems Theory of management’. **(10 marks)**
- b) Explain any **FIVE** qualities of a good manager. **(10 marks)**
- c) Explain the **FIVE** functions of management. **(10 marks)**

## SECTION B (Attempt any TWO questions)

### QUESTION 2

- a) Define “cost controls” in financial management. **(2 marks)**
- b) Outline the expenditure categories that can help in cost controls. **(14 marks)**
- c) Explain **TWO** reasons for having a budget within a TV station. **(4 marks)**

### QUESTION 3

- a) State any **EIGHT** responsibilities of promotion and marketing manager. **(8 marks)**
- b) “A media house serves two kinds of customers”. Explain. **(4 marks)**
- c) Briefly explain the promotion methods used by a media house to accomplish its audience promotion goals. **(8 marks)**

### QUESTION 4

- a) Explain the **FIVE** importances of having an organizational chart within a media house. **(10 marks)**
- b) Discuss any **FIVE** factors that influences management. **(10 marks)**