



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: DECEMBER 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the term 'management'. (2 marks)
- b) Managers can be divided into three levels based on their responsibilities. Explain three levels (6 marks)
- c) Through the use of a relevant example, distinguish between visible and invisible levels of culture. (5marks)
- d) Define the term 'media' concentration'. (2marks)
- e) Identify and discuss 5 dangers posed by media concentration. (5marks)
- f) Explain why it would be important for a manager to develop personal relationships with employees. (5marks)
- g) Your media organization intends to produce a new media product for the local market /audience. As the manager you have assigned the duty of conducting a market research to one of the staff members. What are some of the key issues you expect to be covered during this exercise? (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Explain how media products differ from other market products.. (8marks)
- b) Every manager runs an organization differently. However, their leadership styles can be analyzed And placed in one of three categories. Discuss these three categories (12 marks)

QUESTION 3

- a) Define the term organizational culture' (2 marks)
- b) Discuss the following forms of organizational culture:
- i) Power oriented culture (5 marks)
 - ii) Role culture (5marks)
- c) Distinguish between Theory X and Theory Y. (8marks)

QUESTION 4

- a) Through the use of relevant examples, discuss ten principles of management as stated by Henry Fayol. (10 marks)
- b) State and explain the role of any 5 departments in a newspaper organization. (10marks)

QUESTION 5

- a) Discuss the contribution of Abraham Maslow to the Behavioral school of management. (10marks)
- b) Assume you want to market your media outlet via social media. Which social media outlet would you choose and why? (10marks)