

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF

MJAC 812: MEDIA HOUSE MANAGEMENT

STREAMS: PART TIME

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- **Answer any three questions.**
- **All questions carry 20 mark each.**

1. Compare and contrast the management of the following media while outlining their distinct roles.
 - (a) Print
 - (b) Broadcast
 - (c) Social media
 2. Nature of media ownership and media financing are sometimes seen to influence editorial direction. Discuss the extent to which this may be true in the Kenyan media scene. Give relevant and concrete examples.
 3. While citing relevant theories and principles, discuss key management challenges facing Kenya media today.
 4. Discuss the extent and effect of the following concepts in the Kenyan media scene today;
 - (a) Media convergence
 - (b) Media consolidation
 - (c) Globalization
 5.
 - (a) To what extent do you feel Kenyan media should be regulated? Justify.
 - (b) Outline key achievement of private regional media in the development of devolution in Kenya in the past seven years.
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