

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BPMS 425: MANAGEMENT OF PUBLISHING AND MEDIA HOUSES

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 24/09/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer question one and any other two questions

SECTION A (30 MARKS)

QUESTION ONE

- (a) He who pays the piper dictates the tune. Analyze this statement in relation to the control of publishing and media houses. [10 marks]
- (b) Discuss the challenges of upholding the privacy law in the management of media and publishing houses. [10 marks]
- (c) With examples from Kenya, discuss how media and publishing houses have achieved their informational roles. [10 marks]

SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS

QUESTION TWO

- (a) Explain the concept of informal organizations in media and publishing houses and discuss how a good media manager can exploit the strengths of this concept to realize organizational goals. [10 marks]
- (b) Discuss trade out arrangements as a source of revenue to media houses. [10 marks]

QUESTION THREE

- (a) Compare and contrast the classical organizational structure and the mechanistic organizational structure of media and publishing houses. [10 marks]
- (b) In your own opinion, do Kenyans prefer state owned or private media houses? Discuss 5 points in support of your answer. [10 marks]

QUESTION FOUR

- (a) Explain the term departmentalization and its shortcomings in media and houses. [10 marks]
- (b) Highlight the implications of media proliferations in Kenya. [10 marks]

QUESTION FIVE

- (a) Evaluate media council of Kenya in relation to achieve its functions. [10 marks]
- (b) Individual owned media and publishing houses are easy to manage than company owned ones. Discuss. [10 marks]
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