

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS
JOURNALISM AND MASS COMMUNICATION**

COMM 473: MEDIA MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 21/09/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer three question**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1. a) Media organization is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purposes, scope, method, and cultural context. Explain. (10 marks)
- b) Media ownership and media management is sometimes seen as a simple reflection of political conditions although the reality is much more complex. Discuss. (20 marks)

SECTION B: 40 MARKS

2. Traditionally, the term “management” refers to the set of activities, however some writers, teachers and practitioners assert that the above view is rather outmoded and that management needs to focus more on leadership skills. Are you for or against this assertion? Argue. (20 marks)

3. One of the principles of management is discipline; whereby employees must obey. Can employees obey orders if management doesn't play their part by providing good leadership? Discuss. (20 marks)

 4. Critique assumptions of scientific management were that work is inherently unpleasant for most people and the money they earn is more important to employees than is the nature of the job they are performing. (20 marks)

 5. Unless management comprehends and fully supports the premise that organizations must have high degrees of communications, the organization will remain stilted. Too often, management learns the need for communication by having to respond to the lack of it. Validate this statement. (20 marks)
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