

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF  
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

**DJMC 0225: MANAGEMENT OF MEDIA INSTITUTIONS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 6 /07/ 2021**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

- Answer Question one (**compulsory**) and any other Two.

**QUESTION ONE (Compulsory) 30 MARKS**

- Describe the term ‘management’ [3 Marks]
- Explain three roles of media managers. [9 Marks]
- Apply the systems theory to explain the operations of a modern media house of your choice. [18 Marks]

**QUESTION TWO**

- Explain five functions of media managers [10 Marks]
- Discuss five of Henri Faryol’s principles that managers can use as they carry out their duties. [10 Marks]

**QUESTION THREE**

- Examine FIVE causes of conflict in a media organization. [10 Marks]
- Explain FIVE needs for staff motivation in a media house. [10 Marks]

**QUESTION FOUR**

- a. An old adage says “He who pays the piper dictates the tune,” Show how this adage works in media control in Kenya or another county of your choice. [6 Marks]
- b. Analyze seven recruitment strategies human resource officers in media houses can use to hire new staff. [14 Marks]

**QUESTION FIVE.**

- a. Outline three functions of financial management in a media house. [3 Marks]
  - b. Briefly explain the relationship between the sales and programming department in a media house. [7 Marks]
  - c. Distinguish the social responsibility ethic with the philosophy of relativism. In your response elaborate how media managers can use each of the two in their decision-making. [10 Marks]
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