

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF  
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0225: MANAGEMENT OF MEDIA INSTITUTIONS

STREAM: DJMC

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

2.30 P.M. – 4.30 P.M.

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**INSTRUCTIONS:**

- *Answer ALL questions ONE (compulsory) and any other two*
- *Do not write on the question paper*

**QUESTION ONE**

- (a) Explain five roles of media organization in society. (10 marks)
- (b) A good leader does not just talk. He/she shows how it is done. Explain five points how true this is. (10 marks)
- (c) Explain your understanding of controlling, as a the management function (10 marks)

**QUESTION TWO**

When employees are performing poorly in an organization, the management is to blame. Discuss five detailed points. (20 marks)

**QUESTION THREE**

Failing to plan is planning to fail. Discuss five detailed items based on your knowledge of management functions. (20 marks)

**QUESTION FOUR**

The media organizations will be immoral if it only focuses on making profits from the society it works in without allowing the society to eat at least bread crumbs from the organization's table. Discuss. (20 marks)

**QUESTION FIVE**

A careless management will cost a media company heavily because of violating the law. Discuss five detailed ways of avoiding this. (20 marks)

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