

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 21/09/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer THREE questions**
- **Question one is compulsory**

1. a) Using an example of a local media house, discuss how media institutions should be managed in reference to the contingency theory of management. (20 marks)
b) Describe five sources of revenue for media organizations. (10 marks)
2. a) Demonstrate any five scheduling strategies used in media. (10 marks)
b) Explain five characteristics that differentiate media industries from other businesses. (10 marks)
3. According to Hosmer, there are five factors that complicate ethical decision making by media managers. Using relevant examples, analyze dilemmas that media managers may face in managing media institutions. (20 marks)
4. Using Kurt Lewin's Force field analysis that highlights the driving and restraining forces, evaluate techniques media departmental heads use to improve the effectiveness of employees in their units. (20 marks)
5. Media ownership in Kenya may affect the editorial policy as well as management of media institutions. Examine the statement. (20 marks)