

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL

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

DJMC 0225: MANAGEMENT OF MEDIA INSTITUTIONS

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question One (compulsory) and any other Two.

QUESTION ONE

- a) Explain five responsibilities of media institutions. (10 marks)
- b) Explain four steps in decision making process in a media organization. (8 marks)
- c) Explain six things a manager should think of when carrying out the planning function of a media company. (12 marks)

QUESTION TWO

Media managers must always look out for potential legal challenges when managing their companies. Discuss five points. (20 marks)

QUESTION THREE

Discuss five ways of efficient financial management in a media organization. (20 marks)

QUESTION FOUR

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A manager who needs efficiency treats their employees well. Discuss five detailed points.

(20

marks)

QUESTION FIVE

A media company is as good as its leader. Discuss five detailed issues.

(20 marks)
