

UNIVERSITY EXAMINATION

CHUKA



UNIVERSITY

RESIT/SPECIAL EXAMINATION

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

DJMC 0225: MANAGEMENT OF MEDIA INSTITUTIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/11/2021

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 companies. (10marks)
- b) Describe four functions of media management. (8marks)
- c) Explain six responsibilities that media companies have towards employees. (12marks)

QUESTION TWO

Discuss any five media laws that media managers have to deal with. (20marks)

QUESTION THREE

Describe the process of decision making. (20marks)

QUESTION FOUR

Discuss five social responsibilities of media companies. (20marks)

QUESTION FIVE

When workers are performing poorly, It's the management to blame. Discuss five detailed points. (20marks)
