

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**DJMC 0225: MEDIA MANAGEMENT**

**STREAMS: DJMC**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 02/11/2021**

**8.30 A.M. – 10.30 A.M.**

---

**QUESTION ONE**

A. Explain four **roles** of a sales manager in Citizen TV. (12 marks)

B. Analyze six functions of management in a media house. (18 Marks)

**QUESTION TWO**

Compare the scientific and bureaucratic theories of management. In your response give specific examples of how each can be applied by the management of the Standard Group. (20 marks)

**QUESTION THREE**

Managers in the hyper-competitive Kenya media environment have various sources which they can use to recruit human resource. Discuss seven of these. (20 marks)

**QUESTION FOUR**

- a. The programming department is one of the most critical departments in a media institution. Do you agree with this statement? (10 marks)
- b. Assume you work for a local community radio station as a manager. Explain giving reasons four sources you can get revenue to run it. (10 marks)

**QUESTION FIVE**

Digital technology is a double-edged sword in the management of modern media institutions world over today. Analyze this statement. (20 marks)

---