

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### EXAMINATIONS FOR THE AWARD OF DIPLOMA IN JOURNALISM AND COMMUNICATIONS

**DJMC 0210: MANAGEMENT OF MEDIA INSTITUTIONS**

**STREAMS: DJMC**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 08/8/2018**

**2.30 P.M. – 4.30 P.M.**

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#### INSTRUCTIONS:

- Answer **THREE** questions in all
- question **ONE** is compulsory
- choose any two questions from section B

#### SECTION A: (COMPULSORY) – 30 MARKS

1. (a) Differentiate between a media institution and mass media [5 marks]  
(b) What are the functions of the media? [10 marks]  
(c) With relevant examples from Kenya, explain how media institutions identify with the society in terms of content. [15 marks]

#### SECTION B

2. (a) Highlight the responsibilities of media institutions. [10 marks]  
(b) Media institutions stand out because of their lead products. Explain how the aspect of talent management is handled. [10 marks]
  3. Discuss the legal and social responsibilities of any media institution. [20 marks]
  4. Explain how media institutions manage their finances and show how they generate revenue. [20 marks]
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