

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**

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)

-----