

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0225: MANAGEMENT OF MEDIA INSTITUTIONS

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

QUESTION ONE (COMPULSORY) 30 MARKS

- (a) Describe FIVE functions of management in media organizations. [10 marks]
- (b) Contrast a sole proprietorship and a partnership. [20 marks]

QUESTION TWO

Apply the thought of Fredrick Taylor and Douglas McGregor in today's day to day running of media houses in Kenya. Use real like examples in your response. [20 marks]

QUESTION THREE

- (a) Describe the five Abraham Maslow's hierarchy of needs. Indicate how they relate to or serve media management of a particular media house in Kenya today. [10 marks]
- (b) Examine the importance of Total Quality Management (TQM) [10 marks]

QUESTION FOUR

- (a) Examine FIVE causes of conflict in the media organization [15 marks]
- (b) Explain FIVE needs in staff motivation [5 marks]

QUESTION FIVE

With regard to the Kenya media scene, analyze how media ownership affects the quality of content and programming [20 marks]