

**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: MONDAY 16/12/2024**

**8.30 A.M – 10.30 A.M.**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

**SECTION A: ALL QUESTIONS ARE COMPULSORY (30 MARKS)**

**QUESTION ONE**

- (a) Describe the following terms;
  - (i) Media management
  - (ii) AI
  - (iii) Audience engagement
  - (iv) SEO
  - (v) Crisis management
- (b) Define media convergence and its impact on traditional media institutions. (10 marks)
- (c) What are the key legal and ethical considerations in media management? (10 marks)

**SECTION B**

**QUESTION TWO**

- (a) Explain two common revenue models used by media organizations. (10 marks)
- (b) Describe the role of audience analysis in media management. (10 marks)

**QUESTION THREE**

**Case Study 1:** A media outlet has seen a decline in viewership due to increased competition from online platforms. Propose a comprehensive strategy to regain its audience. (20 marks)

**QUESTION FOUR**

- (a) Explain the concepts of copyright and its importance in media practice. (10 marks)
- (b) Discuss the challenges faced by media institutions in the digital era. In your answer, highlight how digital transformation has impacted content delivery and business models. (10 marks)

**QUESTION FIVE**

**Case Study:** A Large media institution is facing a crisis after publishing controversial content. The public backlash is severe, leading to a loss of advertisers and a drop in readership/viewership. As the manager of the media institution, what steps would you take to manage this crisis? (20 marks)

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