

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

COM 473: MEDIA MANAGEMENT

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- **Attempt question ONE and any other TWO. Each Question is worthy 20 marks**
- **The exam takes TWO hours.**
- **In all questions you are expected to expound on key points and other examples.**
- **Ensure your ideas are well organized and in legible handwriting.**

QUESTION ONE(Compulsory) 30 MARKS

- a. Describe the leadership role of a media manager. (4 marks)
- b. Explain five departments likely to be found in large media houses and their functions. (10 marks)
- c. Analyze the systems theory of organizations. In your answer use a diagram and a case study of how it may be applied in a television station in Kenya. (16 marks)

QUESTION TWO

- a. Analyze four challenges that confront the management of digital media today. (12 marks)
- b. Examine four ethical norms propounded by Jaska & Printchard, (1994) that decision-makers in all levels of management in the media industry are likely to be called upon to consider in their routine work. (8 marks)

QUESTION THREE

- A. Examine **FIVE** causes of conflict in media organizations. (10 marks)
- B. Discuss **FOUR** external factors that are likely to influence operations and management decisions at Citizen TV. (10 marks)

QUESTION FOUR

- A. Discuss four ways a manager of a vernacular radio station in Tharaka-Nithi County could motivate his/ her staff. (8 marks)
- B. Analyze three types of media ownership and the implication of each in the day-to-day running of their respective media facilities. (12 marks)

QUESTION FIVE

- A. Examine five types of programming in the local TV industry. Use examples of specific TV programs and the time they are aired. (15 marks)
- B. Describe five factors that may influence the scheduling of programs in an online radio station. (5 marks)

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