



Course Code: JMS 401

Course Title: Electronic Media Management

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

- a) Using examples of a media enterprise within your context, demonstrate your understanding of the electronic media enterprise's THREE levels of management. (6 marks)
- b) With the aid of examples discuss how you would apply any TWO management functions in the electronic media enterprise. (4 marks)

SECTION B

Question Two

The media landscape is characterized by alliances and partnerships that are responsible for the development of different media products as well as affecting how media enterprises are managed. With the aid of examples, discuss any FIVE types of alliances and partnerships present in electronic media management. (10 marks)

Question Three

You have been hired to manage a new radio and television station that is due to begin broadcasting soon. Part of your mandate is to oversee the recruitment of new staff members. Construct a detailed recruitment regime you will undertake to ensure you hire the right people for your station. (10 marks)

Question Four

As a program director of a vibrant television station, you are responsible for developing a hot clock so as to ensure every second of every hour of everyday is accounted for. Present a strategic plan detailing how you will capture your station's prime and nonprime time programming. (10 marks)

Question Five

- a) Use examples within your context to discuss the dual-product market in electronic media. (2 marks)
- b) There are FOUR types of market differentiation in the electronic media enterprise that can be arranged in a continuum. Use examples to identify each one of them. (8 marks)