



**Pac University
Main Campus
JMS 401 - Media Management
Main Examination**

Instructions

Answer Question *One* and any other *three*

Question One

Most media companies are going through turbulent times because of Covid-19 pandemic.

Imagine you are one of the middle level managers of such a media company and you have been tasked with;

- (a) suggesting how the development management style would be appropriate to guide this company through these tough times. [5marks]
- (b) describing in **four** ways how you would make use of technology in this Covid 19 pandemic period to achieve the company's results. [5marks]

Question Two

- (c) With relevant examples, distinguish leadership from management. [5marks]
- (d) Using practical illustrations, explain any **four** reasons why media consolidation is healthy in Kenya. [5marks]

Question Three

- (e) With relevant illustrations, describe any **five** leadership qualities that would be appropriate for sole proprietorship media company. [5marks]
- (f) Using suitable examples, explain any **five** reasons why media management is necessary in modern media houses. [5marks]

Question Four

- (g) With suitable illustrations, describe any **five** advantages of mergers of media companies from the employees' perspective. [5marks]
- (h) With practical examples, explain any **four** differences that exist between media companies and other companies. [5marks]

Question Five

- (i) With suitable examples, describe any **five** ethical issues a media manager takes into consideration in view of citizen journalism. [5marks]
- (j) Using practical illustrations, explain any **four** reasons why the compliant media manager might be unsuitable in the present competitive media environment. [5marks]