

PAN AFRICAN CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
COURSE CODE: JMS401
COURSE TITLE: MEDIA MANAGEMENT

Instructions: Section A is compulsory. Attempt any other three Questions in Section B

SECTION A

QUESTION 1

Using one relevant example within your context, discuss how each of the following terms comprises Media Management.

- | | |
|-----------------|-------------|
| i) Media plan | [2.5 marks] |
| ii) Controlling | [2.5 marks] |
| iii) Organizing | [2.5 marks] |
| iii) Budgeting | [2.5 marks] |

SECTION B: Attempt any other three Questions

QUESTION 2

You have just landed a job as the Media Manager for T TV and the staff is so demoralized owing to the just concluded retrenchment and restructuring. You have the task of motivating the remaining staff members so that the television station can pick up again. Using Maslow's hierarchy of needs, discuss how you will motivate the various levels of staff at the station bearing in mind that their needs are as diverse as the employees themselves. [10 marks]

QUESTION 3

From what you have learnt, discuss two classical schools of thought on management, that are most relevant to understanding the process of Media Management. [10 marks]

QUESTION 4

- (a) Describe Taylor's scientific management theory including its main principles. [4 marks]
(b) Explain Douglas MacGregor's Theory X and how as a media manager, you would use it to your advantage to ensure maximum productivity at the media organization you work for. [6 marks]

Question 5

Analyze **FIVE** key influencers of media management in the African context. [10 marks]