

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS401

COURSE TITLE: MEDIA MANAGEMENT

INSTRUCTIONS

- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any TWO questions in section “B”**
- *ALL PAC University’s examination rules and regulations apply*

SECTION A (COMPULSORY)

1. Describe **FIVE** ways you can define the term management. **(10mks)**

SECTION B: Attempt any other three Questions

2. Using Abraham Maslow’s theory of hierarchy of needs of management, illustrate how the **FIVE** levels of needs contribute to media management. **(10mks)**
3. Using relevant examples, discuss **TWO** types of media ownership present in the Kenyan mass media. **(10mks)**
4. a) Briefly explain any **TWO** management levels that you would find in a broadcast station. **(4mks)**

b) Robert L. Katz identifies three basic skills that every manager must have in varying degrees, according to the managerial level. Discuss with relevant examples the three basic skills. **(6mks)**

5. You have just landed a job as the media manager for Mwanga TV. Using relevant examples, explain how you would execute the **FIVE** functions of a manager to run the television station. **(10mks)**