



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
MAY-AUGUST 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS401

COURSE TITLE: MEDIA MANAGEMENT

EXAM DATE: THURSDAY 8th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **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)

- a) Describe **FIVE** ways you can define the term management. **(10mks)**
- b) Discuss how each of the following terms comprises media management.
- i) Controlling **(2mks)**
 - ii) Organizing **(2mks)**
 - iii) Planning **(2mks)**
 - iv) Directing **(2mks)**
- c) Using Abraham Maslow's theory of hierarchy of needs of management, illustrate its **FIVE** levels of needs and how it contributes to management. **(12mks)**

SECTION B (ANSWER ANY TWO QUESTIONS)_____

QUESTION TWO (20 marks)

- a) Describe **FIVE** ways in which proper media management is important. **(10mks)**
- b) Demonstrate **FIVE** qualities of a good manager for a media house. **(10mks)**

QUESTION THREE 20 marks

- a) Evaluate the **THREE** types of management involved in management evolution process to date. **(12mks)**
- b) Using relevant examples, describe **FOUR** functions of management in the media management context. **(8mks)**

QUESTION FOUR 20 marks

- a) Analyze any **FOUR** key influencers of media management. **(12mks)**
- b) Describe **FOUR** principles of management according to Henry Fayol. **(8mks)**

QUESTION FIVE 20 marks

- a) Justify **FIVE** program policies that management must be aware of in the media. **(10mks)**

b) Assess **FIVE** important departments involved in media operations and management. **(10mks)**