



PAN AFRICANCHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
COURSE CODE: JMS401
COURSE TITLE: Media Management

END OF SEMESTER EXAM

INSTRUCTIONS

Section A contains 30 MARKS.

Section B contains 40 MARKS and you should attempt any TWO.

SECTION A (COMPULSORY)

Question one

- a) *Describe the meaning of the following terms using relevant local examples.*
 - i) Media plan (3mks)
 - ii) Media Management (3mks)
 - iii) Management Theories (3mks)
- b) *Discuss how each of the following terms comprises media management.*
 - i) Controlling (3mks)
 - ii) Organizing (3mks)
 - iii) Budgeting (3mks)
- c) *Using Abraham Maslow theory of hierarchy of needs of management, evaluate its FIVE levels of needs and how they contribute to management. (12mks)*

SECTION B

Question two

- 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

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

Question four

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

Question five

- a) *Justify FOUR program policies that management must be aware of in the media.*

(12mks)

a) *Assess TWO important departments involved in media operations and management.*

(8mks)