



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

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: JMS401

COURSE TITLE: MEDIA MANAGEMENT

EXAM DATE: TUESDAY 10TH DECEMBER 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 consists of **Six (6)** questions.
- **Section A is Compulsory. Attempt any other three Questions in Section B**
- *ALL PAC University's examination rules and regulations apply*

SECTION A (COMPULSORY)

- a) Describe **FIVE** ways you can define 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 they contribute to management. **(12mks)**

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION TWO (10 marks)

Demonstrate **FIVE** qualities of a good manager for a media house.

(10mks)

QUESTION THREE 10 marks

Evaluate the **THREE** types of management involved in management evolution process to date.

(10mks)

QUESTION FOUR 10 marks

- a) Identify **FIVE** key influencers of media management. **(5mks)**
- b) Give **FIVE** principles of management according to Henry Fayol. **(5mks)**

QUESTION FIVE 10 marks

- a) Justify **FIVE** types of media ownership and management in Kenya. **(5mks)**
- b) Mention **FIVE** characteristics of management present in the Kenyan media. **(5mks)**

QUESTION SIX 10 marks

Explain **FIVE** functions of management according to Koontz and O'Donnel. **(10mks)**