



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 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: JMS401

COURSE TITLE: MEDIA MANAGEMENT

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Question 1(Compulsory)

- a) Describe the term Value chain (1mk)
- b) John M. Lavine and Daniel B. Wackman (1988) state that the media deliver “perishable” products and employ highly content creative workers and consumers. Evaluate this statement based on Michael Porter's (1985) value chain framework under the following headings:
 - i) Primary Activities- 5mks
 - ii) Support activities- 4mks

Question 2

Assume that the employees in your media firm have protested citing frustrations from poor working conditions and unpaid dues that have extended for four months now. As a result, the organization has been facing low productivity. Using Frederick Herzberg’s motivator-hygiene Factors Theory, explain **five** ways that the organization could apply to address the dissatisfaction among employees.(10mks)

Question 3

According to Roberto Michels, flexible behaviour is needed in organizations to deal with uncertain events and bureaucracy does not offer the space for the same”. In view of the statement above, discuss the **five** reasons why you would have reservations about applying bureaucracy in your management roles. (10mks)

Question 4

Assume that you are in the management of a given media firm in Kenya. Some of your news reporters were injured when covering a recent protest by *GenZ* in the Nairobi CBD area. Describe **five** aspects of the Occupational Safety and Health Act that you would apply in response to this case. (10mks)

Question 5

You have been charged with the responsibility of developing a business model for your media firm. Using the Business Model Canvas proposed by Alexander Osterwalder and Yves Pigneur, illustrate any **five** essential elements that would apply to your assignment. (10mks)