



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR SEMESTER I EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMC 405

COURSE TITLE: MANAGEMENT FOR MEDIA PRACTITIONERS

DATE: 11/12/2023

TIME: 3.00 pm-5.00 pm

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any **TWO (2)** other questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

1. (a) Explain the three levels of managers in an organization. (10 marks)
(b.) Discuss the different departments of a typical conglomerate media organization, showing the interdependence of these departments. (20 marks)

2. Management theorists such as Hersey, Blanchard and Johnson (in Albarran, A. B. 2010) have identified five skills crucial to successful media management. Explain, fully, these five skills. (20 marks)

3. In Kenya, just like in other countries where freedom of the media is enshrined in the constitution, the following factors influence the policies and content of media:
 - (a) Political
 - (b) Economic
 - (c) LegislationExplain, giving relevant examples, how each of the factors influences the policies and content of media. (20 marks)

4. Management and leadership are often treated as separate concepts. Yet to be a good manager, you should be able to lead people. Likewise, to be a good leader you should be able to manage things. Explain the key differences between management and leadership, especially in a media organisation. (20 marks)

5. Explain the following four areas that normally arise in ethical media management.
 - (a) Serving the market or the market place
 - (b) Controversies over programming
 - (c) Ethics in news and public affairs
 - Ethics in sales(20 marks)

7. Using relevant examples in media organizations, explain the differences between formalized structures and informal structures. (20 marks)

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