



UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]

DJM 0209: MEDIA MANAGEMENT

STREAM: Y2S1

TIME: 2 HOURS

DAY: TUESDAY, 3:00 – 5:00 PM

DATE: 06/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE and any other TWO questions.**

QUESTION ONE (30 MARKS)

- Briefly explain the functions of media management. (12 marks)
- Discuss any FIVE principles of management. (10 marks)
- Outline and explain any FOUR organizational and managerial skills a media manager has to possess. (8 marks)

QUESTION TWO (20 MARKS)

- According to Henri Fayol, there are fourteen principles of management. Discuss any FIVE principles of management. [15 marks]
- Discuss any FIVE roles of a print media manager [5 marks]

QUESTION THREE (20 MARKS)

- Outline any THREE leadership styles as discussed in class. (3 marks)
- Briefly explain FIVE qualities of good leadership. (10 marks)
- Identify any SEVEN importance of media planning in media management. (7 marks)

QUESTION FOUR (20 MARKS)

- a) Explain briefly the FOUR building blocks of organizational structure. (8 marks)
- b) Outline and explain FOUR factors affecting media planning. (12 marks)

QUESTION FIVE (MARKS)

- (a) Digans Media have plans to employ a digital media manager and they need to consider someone with good leadership characteristics. As the human resources department, what are the THREE characteristics should they consider. (8 marks)
- (b) Outline and explain SIX objectives of media management. (12 marks)