



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF
THE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)

DJM 0209: MEDIA MANAGEMENT

STREAM: Y2 S2

TIME: 2 HOURS

DAY: WEDNESDAY, 12:00 – 2:00 P.M.

DATE: 17/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (compulsory) and any other TWO Questions.***

QUESTION ONE (30 Marks)

- Define media management. (2 marks)
- Explain **FOUR** characteristics of media management. (8 marks)
- Explain **FIVE** roles of integrity as an important virtue in journalism. (10 marks)
- Describe **FIVE** primary goals of media planning and organizing. (10 marks)

QUESTION TWO

- Using relevant examples, explain **FIVE** differences between leadership and management in a media organization. (10 marks)
- Douglas McGregor was one of the forefathers of management and top business thinkers of all time. In view of this, discuss **FIVE** assumptions in McGregors theory Y. (10 marks)

QUESTION THREE

- a) Explain **FIVE** roles of media managers in any media organization. (10 marks)
- b) Scientific management theory primarily aims at increasing productivity by increasing efficiency and wage of workers. Fredrick Winslow Taylor (1856-1915) is a major theorist in this area. Explains **FIVE** contributions he made in this theory of management. (10 marks)

QUESTION FOUR

- a) Explain **FIVE** ethical challenges faced by media managers in today's digital environment. (10 marks)
- b) Using relevant examples, explain **FIVE** sources of revenue to a media organization. (10 marks)

QUESTION FIVE

- a. Outline **FIVE** principles of Administrative management approach by Henri Fayol. (10 marks)
- b. Maslow's hierarchy of needs theory is often represented as a pyramid consisting of **FIVE** levels. Explain the levels. (10 marks)