

SECOND YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y2 S2)

DJM 0209: MEDIA MANAGEMENT

Answer Question ONE and Any other TWO Questions

Question 1 (30 Marks)

- a) Define media management (2 mks)
- b) Explain **FOUR** characteristics of media management (8 mks)
- c) Explain **FIVE** roles of integrity as an important virtue in journalism (10 mks)
- d) Describe **FIVE** primary goals of media planning and organising (10 mks)

Question 2

- a) Using relevant examples, explain **FIVE** differences between leadership and management in a media organization (10 mks)
- b) 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 mks)

Question 3

- a) Explain **FIVE** roles of media managers in any media organization (10 mks)
- 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 4

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

Question 5

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

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