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University Examinations 2021/2022

**SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMUNICATION AND JOURNALISM**

BCJ 3204: MEDIA MANAGEMENT

DATE: JANUARY 2022

TIME: 2 HOURS

INSTRUCTIONS: *Answer question **one** and any other **two** questions*

QUESTION ONE (30 MARKS)

- a) What is your understanding of the term management? (2 marks)
- b) Using valid examples identify and explain 2 types of management (6 marks)
- c) Identify and explain 2 function of management (4 marks)
- d) Explain 2 characteristics of media management (4 marks)
- e) Discuss 2 duties of a media manager. (4marks)
- f) Explain why is it important to apply understanding of media theories in media management (4marks)
- g) As a budding journalist who is passionate about his/her career, how can you use your calling to make a positive contribution to the society (5marks)
- h) Why is integrity an important virtue in journalism (1 marks)

QUESTION TWO (20 MARKS)

- a) Scientific management theory primarily aims at increasing productivity by increasing efficiency and wage of works. Fredrick Winslow Taylor (1856-1915) is a major theorist in

this area Identify and explains 4 contributions he made in this theory of management

(8 marks)

b) Explain 4 principles of Administrative management approach by Henri Fayol (8marks)

c) Explain 2 assumptions of McGregor's Theory X (4 marks)

QUESTION THREE (20 MARKS)

a) Explain 4 assumptions of McGregor's Theory Y (8 marks)

b) Maslow's hierarchy is often represented as a pyramid consisting of five levels identify and explain them (10 marks)

c) Explain the human relations management approach by Elton Mayo (2 marks)

QUESTION FOUR (20 MARKS)

a) Elton Mayo's human relationship management approach heavily tilts towards the importance of the social environment of the worker. How is this important for the modern day worker (6 marks)

b) Explain the systems theories in media management context (8 marks)

c) Identify 3 key aims of total quality management (6marks)

QUESTION FIVE (20 MARKS)

a) What is your understanding of the term "organization"? (2 marks)

b) Explain 5 advantages of sole proprietorship as a business organization (10 marks)

c) Explain 4 features of a healthy media organization (8 marks)