



GRE TSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: DJMC 020

COURSE TITLE: MEDIA MANAGEMENT

DATE: 11 MAY 2021

TIME: 11.30 AM – 2:30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) There has been dynamic change in media ownership in Kenya especially after digital migration. Describe effects of this media ownership to Kenyans. **[5 Marks]**
- b) There are major main media stations in Kenya. Analyze the types of mainstream media in Kenya while giving examples. **[5 Marks]**
- c) Advance in communication technologies has offered audiences platforms to interact and receive information. Identify the items that audiences post and share on social media platforms. **[5 Marks]**
- d) Leadership is one of the management functions. Analyze the types of leadership skills a media manager should possess and how they are applicable in media management work. **[10 Marks]**
- e) Media is regulated formally and informally. Assess roles of Media Council of Kenya as one of the media regulators to media stations/owners. **[5 Marks]**
- f) Every media task is a process in order to disseminate information. This cannot succeed without a good manager/leader. Analyze the types of leadership styles in media management. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) A national TV station has many personnel and tasks to be carried out. Assess the tasks a media house manager of such a station undertakes. **[10 Marks]**
- b) Using a specific media house of your choice, describe the management structure of that media station. **[10 Marks]**

QUESTION THREE

- a) Different entrepreneurs have invested in media industry in Kenya. Analyze the media ownership of Kenyan media by citing relevant local examples. **[10 Marks]**
- b) Theories of Media Ownership and Control helps the media to thrive as it keeps the abuses of power and influence by elites under check. Assess various types of theories that explains this. **[10 Marks]**

QUESTION FOUR

- a) Evaluate the features/ elements of the media business model framework and show their application in media industry. **[12 Marks]**

- b) Advance in technology has greatly impacted on both media and the audiences. Examine the impacts on technology on media houses and how they have adjusted to embrace new technologies. **[8 Marks]**

QUESTION FIVE

- a) Media ownership can be categorized into four. Analyze these types of ownership of mass media and how they determine the nature of media in Kenya. **[10 Marks]**
- b) The changing media environment has contributed to an ever-increasing pace of innovation and differentiation of media channels and platforms. Explore the ways in which media houses are using to get or monitor feedback from their audiences being part of embracing technology. **[10 Marks]**