



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BSc COMMUNICATION & PUBLIC  
RELATIONS**

**COURSE CODE: CMM 413  
COURSE TITLE: MANAGEMENT OF  
COMMUNICATION**

**DATE: 15<sup>TH</sup> APRIL 2019**

**TIME: 2.30PM-**

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**4.30PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions.

*This paper consists of **TWO** printed pages. Please turn over.*

1. (a) Differentiate between the terms *management* and *leadership*.  

**(5 mks)**
- (b) Using relevant examples, differentiate between *Scientific Management* and *The Theory of Bureaucracy* approaches as used in management.  

**(8 mks)**
- (c) As a Public relations manager, demonstrate how you will use the THREE important managerial skills to attain organizational objectives. Use relevant examples.  

**(12 mks)**
- (d) "Management functions are not limited to managers and supervisors...." Discuss this statement using a relevant example.  

**(5 mks)**
2. Assume that you are a Public relations manager, explain the types of *decisions* you are likely to make in your daily activities. In your explanations, show the circumstances that can lead to the type of decision selected. Use relevant examples in each case. **(20 mks)**
3. Using relevant examples, explain any FIVE significant factors that dominate today's management environment.  

**(20 mks)**

4. (a) Define the term *Departmentalization* as used in management.

**(5 mks)**

(b) Using relevant examples, explain the FIVE types of departmentalization. **(15 mks)**

5. As a public relations manager, discuss how you will plan strategic

communication. **(20 mks)**

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