



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

**SCHOOL OF ARTS, SOCIAL SCIENCES,
HUMANITIES & CREATIVE INDUSTRIES**
**BACHELOR OF COMMUNICATION &
JOURNALISM**

COURSE CODE: CMJ 4103-1
**COURSE TITLE: MEDIA HOUSE
MANAGEMENT**

DATE: 15/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

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

QUESTION ONE

a). Define the term management as a discipline from a scholarly perspective. **(2MKS)**

b). Henri Fayol (1841-1925) can lay claim to being the father of management thought. Basing on his administrative theory, describe the activities in administrative management within a media house? **(8MKS)**

c). Management functions are often based on guidelines that have to be flexible and adaptable to changing circumstances. Discuss the key principles of good management for a media house trying to cope with digital changes being witnessed in the country. **(10 MKS)**

QUESTION TWO

Imagine you are the general manager for Maa FM radio station. Discuss how you will coordinate the human and physical resources in order to achieve the objectives of the media house. **(15MKS)**

QUESTION THREE

In attempt to formulate a positive theory of motivation, Abraham Maslow (1908-1970), asserted that human beings have certain basic needs that each serves as motivator. He identified five such needs and organized them in a hierarchy. Explain how a community radio station's manager can utilise this theory. **(15MKS)**

QUESTION FOUR

In a typical broadcast station, 'organising' involves the division of work into specialties. Discuss how the various departments in a commercial broadcast station can work together in order to maximise profit.

(15MKS)

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