



**MAASAI MARA UNIVERSITY**  
**REGULAR UNIVERSITY EXAMINATIONS**  
**2021/2022 ACADEMIC YEAR**  
**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES**  
**BACHELOR OF SCIENCE IN COMMUNICATION &  
PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 3104**

**COURSE TITLE: MEDIA HOUSE MANAGEMENT**

**DATE: 4<sup>TH</sup> APRIL, 2022**

**TIME: 0830-1030**

---

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** question

1. a) With the use of examples state and explain the ANY FIVE distinguishing features of media organizations.

**(10 marks)**

b.) Briefly discuss the FIVE benefits of the knowledge of theories to an aspiring media manager

**(10 marks)**

c) TQM is a general business management philosophy which involves the combination of quality management principles and practices and techniques to ensure quality. In regard to Aina (2002) explain any FIVE aims of TQM

**(10 marks)**

2. Managerial qualities are those requisite traits or characteristics that organisational managers ought to possess in order to be effective and efficient. According to Okafor and Udu (2002:96), some of these traits or qualities are inborn while others are learnt, developed or acquired through association or otherwise. With the use of examples discuss any TEN qualities of a media house manager

**(20 marks)**

3. Media managers perform certain key duties in media organisations. Describe any TEN duties performed by the media manager.

**(20 marks)**

4. Fredrick Winslow Taylor (1856-1915) was a native of a small German town. He made so many contributions in the area of scientific management. Little wonder he later became commonly referred to as the father of scientific management. Analyse any FIVE of Taylor's Contributions/Suggestions to scientific management theory.

**(20 marks)**

**/////END/////**