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: 15TH APRIL 2019
TIME: 2.30PM-
4.30PM

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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