



**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-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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