



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF ARTS IN COMMUNICATION & MEDIA
(CITY CAMPUS)

**ACM 815: STRATEGIC MEDIA MANAGEMENT AND
ENTREPRENEURSHIP**

Date: 8th April, 2014

Time: 2.00 - 5.00 p.m.

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.

DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY

MASTERS CITY CAMPUS SECOND SEMESTER EXAMINATIONS

ACM 815: STRATEGIC MEDIA MANAGEMENT AND ENTREPRENEURSHIP.

Answer Question one and any other two questions

Duration 3 Hrs

1. (a) Management theories are sets of general rules that guide managers to manage an organization and assist employees to effectively relate to the business goals of the organization. With examples discuss this statement.
(10 Marks)
- (b) Explain FOUR functions of management. (5 Marks)
- (c) Describe two styles of management and how they are applied in day to day management of a media house (5 Marks)

2. The core task of media house management is to build a bridge between the general theoretical disciplines of management and the specificities of the media industry. Discuss. (20 Marks)

3. Discuss how the following affect management of media houses
 - (a) Ownership (5 Marks)
 - (b) Economy (5 Marks)
 - (c) Regulations (5 Marks)
 - (d) Ethical Issues. (5 Marks)

4. Discuss how the editorial policies influence operations and success of the media house management. (20 Marks)

5. Critically analyze the importance of print and broadcasting media to have a conducive social and political environment for its operations (20 Marks).