



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY (CITY CAMPUS)

#### **ADJM 0113: MEDIA HOUSE MANAGEMENT**

*Date: 17<sup>th</sup> July, 2013*

*Time: 9.00 – 11.00 a.m.*

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#### **INSTRUCTIONS:**

- ♦ Answer Question ONE and any other TWO questions.



DIPLOMA

CITY CAMPUS

2<sup>nd</sup> year 1<sup>st</sup> Semester

ADJM 0113: MEDIA HOUSE MANAGEMENT

Answer Three Questions. Question ONE is compulsory.

Duration: 2 hours

1. In detail, explain Fayol's principles of management (30 marks)
  
2. Explain functions of the following departments in a media house
  - a. Editorial (10 marks)
  - b. Production (10 marks)
  
3. Describe the merits and demerits of the following ownership patterns,
  - a. Privately owned (10 marks)
  - b. State owned (10 marks)
  
4. Discuss the problems and prospects of small media houses in Kenya (20 marks)
  
5. Explain five responsibilities of a News Editor (20 marks)