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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM
AND MASS COMMUNICATION**

COURSE CODE: JMB 421

COURSE TITLE: ELECTRONIC MEDIA MANAGEMENT

DATE: 8TH AUGUST, 2023

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical-oriented answers.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Define the term management in the context of electronic media. (5 marks)
- b) Differentiate between power and authority. (5 marks)
- a) Henri Fayol can lay claim to being the father of management thought. Basing on his administrative theory, what are some of the activities in administrative management? (20 marks)

QUESTION FOUR (20 MARKS)

In electronic media management, the general manager is responsible to the station owners for coordinating human and physical resources. What are the key basic functions of a general manager?

QUESTION THREE (20 MARKS)

Briefly explain role and responsibilities of the promotion and marketing manager in Electronic media context.

QUESTION TWO (20 MARKS)

How does Kenyan government exert its influence in Electronic Media Broadcasting?