

**School of Communication, Languages and Performing Arts**

**Department of Communication**

**IC0 033 T Introduction to Media Management**

**June- July 2017 Semester Total Marks (30 marks)**

**Instructions**

* This paper has two sections
* Answer all questions in section A
* Answer any two questions in section B
* The exam is two hours long
* Please write legibly
* Cheating is not allowed

**Section A**

**Answer all questions in this section (20 Marks)**

1. Define the following terms (5 marks).
2. Audience research
3. Human resource
4. Scheduling
5. Programing
6. Organizing
7. The general manager of a broadcast station has several major functions.

With relevant examples, outline at least five of them.(5 marks)

1. Human resources is a serious asset in any broadcast station. Identify five major functions of human resource management in a broadcast station. ( 5 marks)
2. In any busy broadcast station the program department is fundamental to the success of a radio or television station. Discuss five major functions of the program department. (5 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION (10 Marks).**

1. After graduating from the university, you and your friend got jobs as reporters in a busy television station. However, after the three months’ probation period, you got confirmation to continue with your job but your friend was not and was advised by the human resources department to seek for alternative employment. From your knowledge of the operations of a broadcast station, identify at least five possible reasons that might have led to your friend’s dismissal. (5 marks)
2. Good programming is key for the success of a broadcast station. There are many factors that a program manager takes into consideration when making program acquisition and scheduling. Identify at least five of them (5 marks).
3. Audience is a major factor in any professional broadcasting house. Discuss five reasons why you think the knowledge of the audience is important for a television or radio program manager. (5 marks).
4. The Kenya Film Cooperation has been taxed with regulating the content that goes out to audiences to ensure ethical guidelines have been adhered to. Outline five ethical and legal guidelines that regulatent content in Kenyan television stations. (5 marks)