



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
MAIN EXAMINATIONS

**FOR DOCTOR OF PHILOSOPHY IN CURRICULUM AND
INSTRUCTION**

COURSE CODE: CUT 921 **COURSE TITLE: MANAGEMENT OF MEDIA
PROGRAMME SYSTEMS**

DATE: 2/8/2021

TIME: 8:00 AM----11:00 AM

INSTRUCTIONS TO CANDIDATES

Answer Question One and Any TWO other (2) Questions
TIME: 3 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

Question one

- a) Define the following terms as used in the management of Educational Media Programmes
- i. Management 2 marks
 - ii. Media 2 marks
 - iii. Programmes 2 marks
 - iv. Systems 2 marks
- b) State the 7 steps in media management (7 marks)
- c) Explain the need to use educational media programmes in learning institutions (5 marks).

Question two

- a) Discuss how educators could develop and plan media programmes in schools and institutions of higher learning
- b) Explain the significance of fiscal management of media programmes (20marks).

Question three

Discuss the operative standards as one of the considerations of the administrative policies and practices pertinent to effective operations of media programmes

Question four

Explain the importance of in-service training of educators in line with the use of educational media in meeting the set educational objectives

Question five

How does the management of media systems involve a wide spectrum of tools in learning institutions?