



(Knowledge for Development)

# KIBABII UNIVERSITY

## UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMB 421**

**COURSE TITLE: ELECTRONIC MEDIA MANAGEMENT**

**DATE: 23<sup>RD</sup> NOVEMBER, 2022**

**TIME: 11.00AM - 1.00PM**

#### **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**

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

**KIBU** observes **ZERO** tolerance to examination cheating.

**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?