



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE  
DEGREE OF MASTERS OF ARTS IN COMMUNICATION  
STUDIES**

**CITY CAMPUS - DAY**

**AMS 809: STRATEGIC MEDIA HOUSE MANAGEMENT AND  
ENTREPRENEURSHIP**

Date: 30<sup>th</sup> November, 2016

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. What is management **(5 Marks)**
  
2. (a) Explain how management theories are applied in strategic media management and entrepreneurship. **(5 Marks)**  
(b) Discuss any 5 principles of administrative theory as propounded by Henri Fayol **(10 Marks)**  
(c) Explain theory X AND Y and its applications in management **(10 Marks)**
2. (a) Discuss the relevance of any four styles of management in media management and entrepreneurship **(10 Marks)**  
(b) Media house managers have mastered five basic functions of management'. Discuss **(10 Marks)**
  
3. Explain the following in relation to operations of media house  
(a) Ownership **(5 Marks)**  
(b) Economy **(5 Marks)**  
(c) Political Environment **(5 Marks)**  
(d) Regulations. **(5 Marks)**
  
4. 'Editorial policies are key to the success of the media management and entrepreneurship'. Discuss **(20 Marks)**
  
5. Explain the characteristics of management in print and broadcasting media **(20 Marks)**