



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

SECOND YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN JOURNALISM AND MASS MEDIA

CITY CAMPUS - REGULAR

ADJM 0113: MEDIA HOUSE MANAGEMENT

Date: 9th June, 2017

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. a) Explain five functions of management in a media house. (10 Marks)
b) Discuss ten principles of management according to Henry Fayols administrative management theory (20 marks)
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2. a) What is organisational structure (4 marks)
b) Identify the responsibilities of the following:
i. Editor in chief (4 Marks)
ii. Managing editor (4 Marks)
iii. Chief sub-editor (4 Marks)
iv. Sub editor (4 Marks)
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3. a) Describe the five departments in a media house (10 Marks)
b) Explain five codes of ethics in Journalism (10 Marks)

4. a) Give five types of media ownership patterns (10 Marks)
b) State one disadvantage and one advantage of each above (10 Marks)

5. Describe 10 factors affecting media houses in Kenya. (20 Marks)
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