

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

BPMS 425: MANAGEMENT OF PUBLISHING AND MEDIA HOUSES

STREAMS: BSC (IS)

TIME: 2 HOURS

DAY/DATE: TUESDAY 14/04/2020

2.30 PM – 4.30 PM

INSTRUCTIONS:

Answer Question One and any other Two Questions

QUESTION 1

- (a) Explain the concept management as applied in media and publishing houses. [3 marks]
- (b) Individual owned media and publishing houses are easy to manage than company owned ones. Discuss. [12 marks]
- (c) Explain the importance privacy law in management of media and publishing houses. [7 marks]
- (d) With examples from Kenya, discuss how Kenyan Media and publishing houses have achieved their surveillance roles. [8 marks]

SECTION B (40 MARKS) ANSWER ANY 2 QUESTIONS

QUESTION 2

- (a) Explain the concept of informal organizations in media and publishing houses and discuss how a good media manager can exploit the strengths of this concept to realize organizational goals. [12 marks]
- (b) Discuss Barter arrangement as a source of revenue to media houses. [8 marks]

QUESTION 3

- (a) Discuss how personal interest versus public interest ethical issues affect media houses. [5 marks]
- (b) Compare and contrast the classical organizational structure and the Adhocratic organizational structure of media and publishing houses. [5 marks]
- (c) In your own opinion, do Kenyans prefer state owned or private media houses? Discuss 6 points in support of your answer. [10 marks]

QUESTION 4

- (a) Explain the term departmentalization and its importance in media and houses. [12 marks]
- (b) Media management is a group activity. Discuss [8 marks]

QUESTION 5

- (a) Without media ethics, media workers would continue to take wrong professional decisions and actions. Discuss [12 marks]
 - (b) He who pays the piper dictates the tune. Discuss this statement in relation to the control of publishing and media houses. [8 marks]
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