

# **MEDIA MANAGEMENT**

## **FINAL EXAM**

### **ATTEMPT ALL THE QUESTIONS**

**TIME: 3 Hours**

1. a. Define the following terms (10 Marks)
  - Management
  - Budget
  - Marketing
  - Creativity
  - Sales
- b. Discuss the five factors motivate managers and entrepreneurs (10 Marks)
  
2. a. Media management skills refer to basic competencies needed by media managers. Discuss (10 Marks)
- b. List and explain five functions of management (10 Marks)
  
3. a. List and explain four processes of media management (8 Marks)
- b. List five features of effective communication (5 Marks)
- c. What do you understand by the term Entrepreneurship (1 Mark)
- d. List six advantages of entrepreneurship (6 Marks)

4. a. There are two main sources of finances for any business as that of a media business. State them and discuss each (10 Marks)
- b. Discuss the factors to consider when choosing the source of finance (10 Marks)
5. a. What do you understand by the following terms
- Market Share (2 Marks)
  - Advertising (2 Marks)
  - Innovation (1 Marks)
  - List 10 types of innovation (5 Marks)
- b. Explain four reasons to increase market share discussing ways in which it can be possible (10 Marks)