

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BA JOURNALISM AND MASS COMMUNICATION
END OF SEMESTER II EXAMINATION, 2021/2022
PRINCIPLES OF MANAGEMENT (BJMC 2205)

INSTRUCTIONS:

- Answer **three (3)** questions only
- Question **One (1)** is compulsory
- Attempt any **two (2)** questions in section B

Section A: Compulsory
(40 Marks)

Qn. 1

A professional media manager ought to make some key considerations before engaging in ethical decision-making and actions. These include: *The legal test*: Is it legal? *The intuition test*: Does this action go against the grain of my moral principles? *The publicity test*: How would I feel if this action were to become public? *The moral exemplar test*: Would a person of high moral stature do this?

- a) Decision-making is an essential management skill for managers to run organizations well and achieve the desired objectives. Discuss the validity of this statement. **(10 marks)**
- b) Critically analyse any five philosophical foundations you can base on in making ethical decisions in media management. **(30 marks)**

Section B: Choose any two (2) questions
(60 Marks)

Qn. 2

With relevant examples, write short notes on the following:

- a) Managers (5 marks)
- b) Leaders (5 marks)
- c) Management (5 marks)
- d) Efficiency (5 marks)
- e) Technical skills (5 marks)
- f) Interpersonal skills (5 marks)

Qn. 3

- a) Define management skills (5 marks)
- b) As a student of principles of management, discuss five essential management skills that any media manager ought to possess for them to perform their duties. (25 marks)

Qn. 4

- a) Identify and explain four reasons why media management is different from the management of other industries. (10 marks)
- b) With relevant examples, discuss the three basic types of management skills (15 marks)

Qn. 5

Discuss the view that Uganda's existing media regulatory regime has influenced media operations and management, citing six specific laws. (30 marks)

Qn. 6

a) With examples, discuss five management challenges facing community media organisations in Uganda. **(20 marks)**

b) Provide a solution to each of the management challenges discussed in (a) above **(10 marks)**