



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI, GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION STUDIES**

**END OF FIRST SEMESTER EXAMINATIONS – 2021/2022 ACADEMIC YEAR**

**LEVEL 400**

**BACS 419: MANAGEMENT IN BROADCAST**

**January 2022**

**70 Marks**

**Time Allowed 2:30 Hours**

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**GENERAL INSTRUCTION TO CANDIDATES:**

- Answer Question 1 and any other **TWO (2)** questions.
- Present all answers in essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

*Examiner: Collins Clancy Atta Poku*

**Question 1:**

Explain in detail with clear examples these management theories as used in broadcast management.

- i. Scientific management
- ii. Administrative management
- iii. Bureaucratic management
- iv. Human relations management
- v. General Systems management

**30marks****Question 2:**

Write short notes on these principles of management espoused by Henri Fayol

- i. Esprit de corps
- ii. Unity of command
- iii. Remuneration of personnel
- iv. Division of labour

**20marks****Question 3:**

Explain these managerial roles and the functions performed in the broadcast management set up.

- i. General Manager
- ii. Programs Manager
- iii. Production Manager
- iv. Marketing Manager

**20marks****Question 4:**

Explain these management styles as used in a broadcast management house.

- i. Democratic management
- ii. Persuasive management
- iii. Laissez-faire management
- iv. Autocratic management

**20marks**