



ROBERT MUGABE SCHOOL OF HERITAGE AND EDUCATION

DEPARTMENT OF LANGUAGES, MEDIA AND COMMUNICATION STUDIES

B.A HONOURS IN MEDIA AND CULTURAL STUDIES

LEVEL 4 SEMESTER 1

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 416
MODULE NARRATION	COMMUNICATION POLICIES AND MEDIA MANAGEMENT
DATE	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer **any three** questions.
2. Each question carries **25** marks
3. Do not repeat material

1. Evaluate the merits and demerits of bureaucratic structures in managing media organisations.
2. Explain the centrality of Maslow's hierarchy of needs to employee motivation and its impact on media production.
3. Discuss the view that artificial intelligence (AI) has offered more threats than opportunities to the media industry.
4. Outline the strategies which can be employed by African governments to ensure that their communication policies are culturally sensitive and inclusive.
5. 'Despite strong criticisms of scientific management theory, in the right circumstances the underlying principles still have relevance and much to offer to media organisations today.' What are your views on this statement?