



# ICM

DECEMBER 2016

ELECTRONIC MEDIA MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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- 1. a) Analyse the key functions of the programmes department in a radio or television station. [8]  
b) Explain the role of a programme manager. [12]
  - 2. Network-affiliate relations are an important factor in modern-day broadcasting. The network will provide a major part of the affiliate's broadcast day. Analyse the programming possibilities available to an affiliate for those parts of the day when the network is not feeding programmes. [20]
  - 3. Review the structure and key roles in a typical television station sales department. [20]
  - 4. Analyse the main audience promotion methods available to a television station's promotion and marketing director. [20]
  - 5. Every television and radio station must be aware of the regulatory environment in which they operate. Explain the role of broadcast regulations and analyse the types of controls that are typically in place. [20]
  - 6. Public broadcast station management brings a particular challenge to senior executives. Analyse the main functions of a public television station senior executive. [20]
  - 7. Identify and review the options available to a broadcasting company to enter into the electronic media business. [20]
  - 8. Review the role and functions of the human resource department in a radio station. [20]