

**FACTORS CONTRIBUTING TO POOR MANAGEMENT OF FUNDS IN MEDIA  
HOUSES IN KENYA:  
A CASE STUDY OF KENYA TELEVISIONS NETWORK (KTN)**

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## ABSTRACT

This study will focus on factors contributing to poor management of funds in media houses in Kenya, a case study of Kenya Television Network. The specific questions of this study will find out how culture, government policy, motivation, salaries and incentives and accountability affects the management of funds in media houses in Kenya.

The researcher will use the descriptive research as it is the most applicable as the problem will be defined specifically. The design will be preferred by the researcher because it is concerned with answering questions such as how much, what, which and who, thus answering a phenomenon in its current state.

Stratified random sampling will also be employed in order to select a sample size of 72 members from a target population of 120 employees. Stratified random sampling will be used during sampling as it is appropriate since it is not biased hence it gives over members of the population an equal chance to participate in the Research Study. The data will then be analyzed quantitatively using the closed ended questions and qualitatively using the open ended questions. The questionnaires will be first pretested to determine their validity and reliability before being used in the study. This will assist in making the summary of the findings, answers of the research questions, drawing conclusions and studying the recommendations.