

70

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER 2013/2014

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC 346**

TIME ALLOWED: **TWO HOURS**

INSTRUCTIONS:

1. Answer **FOUR** questions: 30 minutes per question, **advisedly**.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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JMC 346: MASS MEDIA ENTREPRENEURSHIP

Each question carries 25 marks

1. Attachment 1 is a figure of the entrepreneurial process as presented by Du Toit, Erasmus and Strydom (2010). In the light of what you know about entrepreneurship, specifically, the models (frameworks) of other authors/authorities in the field, do the following:
 - (i) **criticise** the model of the three authors; **(10 marks)**
 - (i) **present** and **justify** your own model of the process, including a telling illustration **(15 marks)**

2. "Media enterprises are invariably *triple conjunctions* of mass communication factors, an understanding of which is critical for starting and managing any media business." **Discuss.**

3. **Explain** what it would take to establish a media business in Swaziland, *legally*.

4. **Distinguish** a *feasibility study* from a *business plan*; then, **present** a business plan for a media enterprise you may set up some time in the future.

5. Like other business organisations, media businesses have an *environment* that may be classified and characterised in certain ways. **Classify** and **characterise** the environment media enterprises, with regard to Swaziland.

6. **Write** concise and vivid notes on FOUR of the following:

(i) The financial function	(ii) Elements of business organisations
(iii) The entrepreneurial mindset	(iv) Product line of a media business
(v) Product-Market Growth Strategy	(vi) Leading OR Controlling
(vii) Staffing or the HR function	(viii) Decision making OR Planning

Attachment 1

2.8 The entrepreneurial process

Entrepreneurship is the process of identifying, creating or sensing an opportunity where others do not see it, and of finding and combining resources (often owned by

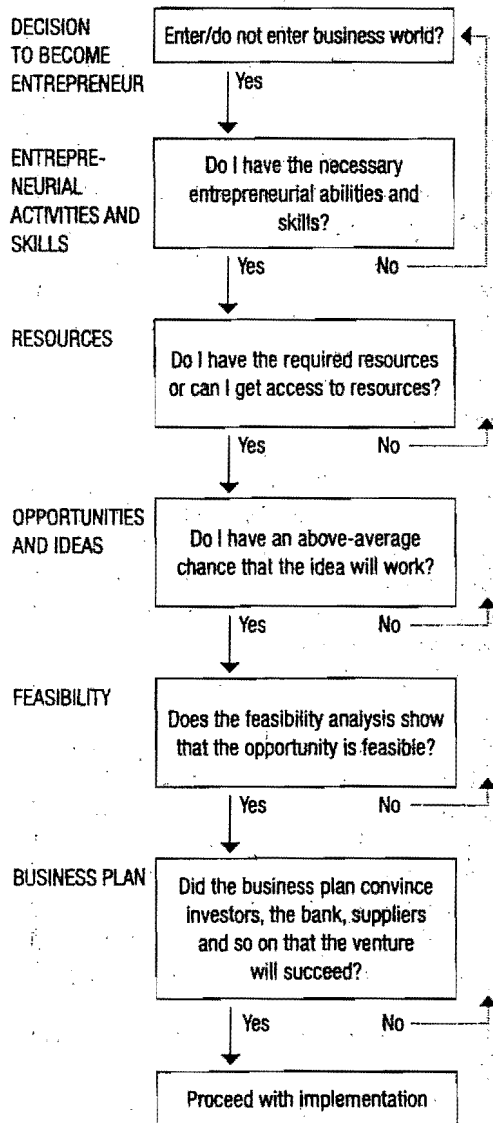


Figure 2.2: The entrepreneurial process: A framework for decision-making about new ventures