

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2014/2015

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC 346**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR.

JMC 346: MASS MEDIA ENTREPRENEURSHIP

Each question carries 25 marks.

1. **Define** *entrepreneurial mind-set* and **expose** five factors which could be said to be its salient constituent attributes.
2. Any **idea** for starting up a mass media enterprise must pertain to and centre on a particular *product*. **Define** the concept of *product*, with particular reference to mass media entrepreneurship; then, **describe** the *product line* and the “PCM Triad” of a media enterprise you may want to establish.
3. **Prepare** a *business plan* for a media enterprise you intend to set up in Swaziland.
4. **Identify** and **describe** FIVE functional/operational areas of a particular type of media enterprise.
5. “Setting up an enterprise is one thing, running it, another.” **Explain** what is involved in *running* a business enterprise.
6. **Write concise** notes on FIVE of the following:
 - (i) Environment of business enterprises
 - (ii) Product-Market Growth Strategy
 - (iii) Organisational Resources
 - (iv) Company registration and trading licence
 - (v) Feasibility study/analysis
 - (vi) Opportunity and risk
 - (vii) The entrepreneurial process
 - (viii) Entrepreneurship and society