

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**FIRST SEMESTER, 2014/2015**

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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 347: MASS MEDIA ENTREPRENEURSHIP**

Each question carries 25 marks.

1. The entrepreneur is a manager. **Examine** FIVE *managerial functions* which entrepreneurs perform.
2. **Discuss** THREE concepts pertaining to *product*, with regard to a media enterprise.
3. **Describe** the elements of *feasibility study* and **outline** how you would prepare one for a media enterprise you want to set up.
4. **Analyse** the entrepreneurial process.
5. **Describe** the process of registering a company and obtaining a trading licence in Swaziland; and **discuss** the problems you are likely to encounter in the process.
6. **Describe** FIVE areas of operation of any media enterprise of your choice.