

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**EXAMINATION QUESTION PAPER: MAIN**

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TITLE OF PAPER: STATION OPERATIONS

COURSE CODE: JMC 416

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER THREE (3) QUESTIONS
2. WRITE **LEGIBLY** (BOLDLY AND CLEARLY)
3. SPELLING AND GRAMMAR WILL COUNT IN GRADING

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

### **QUESTION 1**

Write a detailed organizational structure that works for radio and television stations' operations including critical duties involved.

**20 MARKS**

### **QUESTION 2**

Write in detail:

- I. Any five differences between a commercial station and a non- commercial station.  
**[10 MARKS]**
  
- II. The advantages and disadvantages for either operating a television or a radio station, including examples.  
**[10 MARKS]**

### **QUESTION 3**

The Swazi government is in the process of amalgamating the Swaziland Broadcasting and Information Service (SBIS) and The Swaziland Television Authority (STVA).

Write an elaborate critique of the merger in terms of operations taking into consideration the demographics, listenership, viewership, and the economic status of the country.

**[20 MARKS]**

### **QUESTION 4**

Swaziland is currently in the process of digital migration whereby she is switching from analog to digital broadcasting with the rest of the world. What is the difference between analog and digital broadcasting? How will viewers benefit from the digital migration?

**[20 MARKS]**

### **QUESTION 5**

State the key functions of the programming and sales departments for radio and television, also elaborating on the synergy between the two critical departments.

**[20 MARKS]**

### **QUESTION 6**

Part of the International Communications Union (ITU) agreement with the rest of the world is that the digital migration will allow countries to have more television channels and more frequencies will be available. In Swaziland alone, there will be twenty (20) television channels.

State the type of television license you would apply for to operate your station of choice and why, considering the demographics, viewership, market research and target audience.

**[20 MARKS]**