

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2017/2018

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC346**

TIME ALLOWED: **THREE (3) 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.

JMC351 Mass Media Entrepreneurship
Answer FOUR questions. Each question carries 25 marks.

1. Product is the nucleus of any enterprise, for around it all other things revolve. **Define** and **examine** the concept of *product*; then, relate it to any mass media enterprise.
2. **Compare** two models of the entrepreneurial process; then, **proffer** your own model by synthesizing the two or devising your own model, entirely.
3. You are to set up a mass media enterprise. For a particular type of mass media enterprise, **discuss** how you would carry out a *feasibility study* towards setting it up, after **identifying** and **describing** the aspects of a feasibility study.
4. Essentially, the entrepreneur is an “organiser of resources.” **Identify** and **describe** the resources which an entrepreneur puts together to form a business organisation, and **explain** them with regard to the structure of the organisation.
5. **Analyse** the components of a *business plan*, with regard to a mass media enterprise.
6. Answer A or B.

A: We cannot change or develop an enterprise without resorting to the design known as *Product-Market Growth Strategy*. **Discuss** this observation with regard to a mass media enterprise.

B: **Discuss** the state of mass media entrepreneurship in Swaziland, **indicating** what you consider to be opportunities and obstacles in the country.