

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER, 2017/2018
EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**
COURSE CODE: **JMC 346 / 351**
TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

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

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

JMC351: MASS MEDIA ENTREPRENEURSHIP
Answer FOUR questions. Each question carries 25 marks.

1. **Lay out** the *business plan* for a mass media enterprise you want to set up.
2. **Analyse** the concept of *product* and **relate** to a mass media enterprise.
3. **Discuss** the entrepreneurial process, with regard to TWO named models of the process.
4. **Describe** what the *feasibility study* entails; then **argue** for or against the need to conduct one before setting up a business organisation.
5. Entrepreneurs are said to have a unique mindset. **Examine** the so-called *entrepreneurial mindset*.
6. Is Swaziland a country full of opportunities for mass media entrepreneurship or a country full of obstacles? **Discuss**, stating particulars of the situation in Swaziland.