

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**SECOND SEMESTER, 2017/2018**

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER:           **MASS MEDIA MANAGEMENT**

COURSE CODE:           **JMC405**

TIME ALLOWED:           THREE (3) HOURS

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

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

## JMC405: Mass Media Management

Answer FOUR questions. Each carries 25 marks.

1. Management pertains to several *elements*, has several *functions*, and involves a number of *skills*. First, **list** the elements, functions, and skills of management; then, **describe** them.
2. Manufacturing media products is the central function of mass media organisations, but this function requires management. **Explain**, with particular attention to one mass media organisation.
3. **Discuss** the factors and issues involved in mass media management at the national level.
4. **Explain** the *systems approach* to organisations and **analyse** a specific mass media organisation, based on it.
5. **Identify** FOUR types agencies or organs that are involved in the management of the mass media by different nations; then, **discuss** the function of each.
6. You have been appointed as the head of a new mass media organisation. **Discuss** how you would use your knowledge of mass media management to get the organisation running, **stating**, first, the name/type of (the) organisation.