

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2017/2018 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 QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF THREE (3) PAGES, COVER PAGE INCLUDED.

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

### QUESTION 1

Characterize a 'true leader' in a broadcasting station based on the leadership and management styles proposed by Thomas (2009). Does this type of leader exist in the local context? [20]

### QUESTION 2

Compare and contrast two of the management structures below found within broadcasting stations :

- Pyramid Structure
- 'Hub and spokes' Structure
- Matrix Management Structure [20]

### QUESTION 3

A General Manager's responsibilities in a broadcasting station are vast. Critically analyze this role and the qualities that the General Manager should possess.

[20]

### QUESTION 4

Analyse how managing a broadcasting station differs from managing any other type of organisation or business. [20]

### QUESTION 5

Critically analyse how two of the following are of significance to radio and television operations:

- Sales
- Programming
- Research [20]

### QUESTION 6

Discuss the roles of the managers of four core departments within a radio station as illustrated by Keith's (2010) organogram on page 3. How do they interlink? [20]

Annexure 1: Organizational flowchart for a non-clustered medium-market radio station (Keith, 2010)

