

UNIVERSITY OF ESWATINI  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
**FIRST SEMESTER, 2018/2019**  
EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: MASS MEDIA ENTREPRENEURSHIP

COURSE CODE: JMC351

TIME ALLOWED: TWO (2) 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.

JMC 351

Answer FOUR questions. Each question carries 25 marks.

1. Like everything, *The Entrepreneur* needs to be properly understood within a context. **State** the original context of the entrepreneur and **develop** an adequate profile for entrepreneurs.
2. **Identify** the components of a *business plan*; then **draw** a comprehensive *business plan* for a media enterprise you intend to set up.
3. **Analyse** *product* and associated concepts and **discuss** them with regard to a mass media enterprise.
4. The injunction, "Look before you leap," is invariably the essence of the *feasibility study*. **Explain** the import of this injunction; then **examine** the aspects of the feasibility study and its execution.
5. **Present** TWO models of *the entrepreneurial process* and **discuss** how they cover the scope of entrepreneurship.
6. An instructive paradigm that the mass media entrepreneur needs to understand, *ab initio*, is the *Mass Media Product Conjunction*. **Describe** the components of this conjunction and **discuss** its significance.