

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020 EXAMINATION QUESTION PAPER: MAIN

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 (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1

Discuss using examples the role of a station manager in a small community radio station. What qualities should he/she possess?

(20 Marks)

QUESTION 2

Describe the organizational structure of a broadcasting organization using the South African Broadcasting Corporation (SABC) as an example.

(20 Marks)

QUESTION 3

According to Abraham Maslow (1943), lower order needs are primary and must be given priority, but once these needs are met even if partially, higher order needs then become important. Discuss this statement as it relates to station management.

(20 Marks)

QUESTION 4

What are the roles of the following in station operations?

- a) Programme Manager
- b) Sales Manager.
- c) Chief Engineer.
- d) HR Manager.

QUESTION 5

One of the critical responsibilities of a station manager is to maintain a healthy balance between programming and sales. Discuss using examples.

(20 Marks)