

**UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

2019/2020 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: JMC 428 – Mass Media Management
TIME ALLOWED: 3 HOURS

INSTRUCTIONS

1. Answer any THREE questions.
2. Spelling and grammar will count in grading.
3. Use examples to illustrate your answer(s)

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

Question 1

Discuss four conflicts of interest in media companies. Give an example for each. (20 Marks)

Question 2

The fact that a media company competes does not necessarily mean that it is competitive.

- (a) What is competitiveness? (5 Marks)
- (b) Discuss how companies can achieve competitive advantage? (15 Marks)

Question 3

There are a number of market forces that affect the media. Discuss how audience and advertiser demands affect the media. Give examples. (20 Marks)

Question 4

Discuss how the four cost forces; Economies of Scale, Economies of Scope, Economies of integration and Fixed Costs. Give one example for each. (20 Marks)

Question 5

Discuss any five of the barriers to entry and mobility in media markets. Illustrate your answer with examples that relate to media companies. (20 Marks)

Question 6

According Curran J. (2010), the internet has brought advantages and disadvantages in newsrooms. Discuss two advantages and three disadvantages brought by the internet to newsrooms and give examples for each. (20 Marks)

Good Luck!