

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER 2021
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: STATION OPERATIONS

COURSE CODE: JMC 416

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF FIVE (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Thomas (2009) advances three types of management structures utilized in broadcast operations. Name and describe these including their pros and cons. Use diagrams to illustrate your answer.

(20 MARKS)

QUESTION 2

Like in most businesses, broadcast managers are increasingly relying on new technologies in station operations. Discuss some of these and how they can be utilized effectively in a community radio station. Use examples to illustrate your answer.

(20 MARKS)

QUESTION 3

What are the roles and responsibilities of the managers below working in a commercial broadcasting station.

- Station Manager
- Director of Sales and Marketing
- Programming Director
- Technical Manager

(20 MARKS)

QUESTION 4

Discuss the differences between station operations in a Public, Commercial and Community broadcasting entity.

(20 MARKS)

QUESTION 5

Critically analyse the programming function within UNESWA FM and provide insights into formats that would be relevant to the station's audience.