

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2015/2016

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC 346**

TIME ALLOWED: **THREE (3) 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 346: MASS MEDIA ENTREPRENEURSHIP

Each question carries 25 marks.

1. **Identify** and **analyse** the *Nucleus* of Media Entrepreneurship; then, **discuss** its significance.
2. **Enumerate** the components of a *Business Plan*; then, **develop** a plan for a media enterprise you intend to set up, based on the items you have listed.
3. “He who leaps into a business without looking courts disaster.” Some say *it* is imperative, others say *it* is not.
 - (i) **Make a case for or against** the *feasibility study*. **(5 marks)**
 - (ii) **Describe** the aspects of a feasibility study. **(15 marks)**
 - (iii) **State** how you would carry out a feasibility study for a media enterprise. **(5 marks)**

4. “The media landscape in Swaziland is replete with opportunities. It is so ripe with opportunities that all it needs are people with the ideas to pluck them.”

State whether you **agree** or **disagree** with the above observation; then, **discuss** your position, with evidence and logic to support it.

5. *Product* is pivotal to any enterprise; therefore, the concept must be thoroughly understood, together with its kindred concept, *market*.
 - (i) **Define** *product*; then, **analyse** it in terms of *product line*, *width*, and *diversity*. **(15 marks)**
 - (ii) **Explain** how you would use the “Product-Market Growth Strategy” to manage a media enterprise of your choice. **(10 marks)**
6. **Discuss** the *entrepreneurial process* and the *entrepreneurial mindset*.