

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAM PAPER – MAY 2017

TITLE OF PAPER: STATION OPERATIONS

COURSE CODE: JMC 416

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. ANSWER ANY FIVE QUESTIONS.

SECTION 1

For five marks each, answer all questions in this section.

1. What is a broadcast station?
2. What are the operations in a media station?
3. What are the functions and characteristics of station managers?
4. What is programming and programming schedules in station management?
5. The engineering department is an important department in a broadcast station. Discuss.
6. Discuss the importance of scripting and budgeting in production.
7. What are the challenges of station management in this era of new information technologies?
8. What ethical challenges confront today's station managers?

SECTION 2

For 20 marks each, answer two questions in this section.

1. Draw a budget for a major production, explaining what would be considered and why.
2. Describe the interior of any television station or radio station in the country and how it works.
3. Discuss the issue of copyrights in programming within the context of Swaziland broadcasting and how such issues would affect the quality of programming.

SECTION 3

Choose one question and answer in detail for 20 marks

1. Discuss how the local radio and television stations arrive at their revenue projections and rates.
2. List and explain the issues that often arise in the management of news as programming in a broadcast station and mechanisms to deal with them locally.