

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2015/2016

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC 346**

TIME ALLOWED: **TWO (2) 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. **Evaluate** a named model of the *entrepreneurial process*, and then **develop** and **justify** your own model.
2. **List** and **explain** the aspects of a *feasibility study* and **describe** how you would carry one out for a media enterprise you want to set up.
3. **Analyse** the concepts of *product* and “product-market growth strategy,” with particular regard to a media enterprise.
4. **Develop** a *business plan* for a media enterprise you intend to set up.
5. **Discuss** opportunities and challenges of media entrepreneurship in Swaziland.
6. **Examine** the resources and environments of business organisations.