

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC346**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Number 1 is **COMPULSORY**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

JMC346: MASS MEDIA ENTREPRENEURSHIP

Question 1 carries 40 marks; every other question carries 20 marks.

1. Entrepreneurship entails many *activities, elements, and characteristics* which the mass media entrepreneur needs to understand, master, or possess, as the case may be. The *Entrepreneurial Mindset* is a concept that is used to crystallise the primary qualities which entrepreneurs must possess.
 - (i) **Discuss** the activities involved in entrepreneurship with regard to two models of the process of entrepreneurship. (20)
 - (ii) **Explain** the elements of an enterprise, with reference to the mass media. (10)
 - (iii) **Identify** the salient qualities that constitute the Entrepreneurial Mindset, and **discuss** its significance. (10)
2. **Justify** the need for doing a *feasibility study*; then **describe** how you would conduct one for a media enterprise you intend to set up.
3. **Examine** the *nucleus* of the enterprise, with particular regard to a mass media enterprise.
4. **Analyse** the structure of a *business plan*, describing its various components.
5. **Discuss** the state of media entrepreneurship in Swaziland.
6. **Explain** the term, *Product-Market Growth Strategy*, and apply it to mass media entrepreneurship.