

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER, 2016/2017

EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

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. *Feasibility Study* and *Business Plan* are two main documents that feature in entrepreneurship. While one is considered to be imperative, the other is not.
 - (i) **State** what the feasibility study is and what the business plan is. (5)
 - (ii) **List** and **explain** the components of feasibility study and the business plan. (20)
 - (iii) For a media enterprise of your choice, **discuss** how you would carry out a feasibility study. (15)
2. The entrepreneur is a manager, among other things; therefore, he or she must be knowledgeable about management. **Explain** the essential functions of management.
3. **Examine** the *nucleus* of an enterprise and **relate** it to mass media entrepreneurship.
4. **Compare** two models of the entrepreneurship process.
5. **Analyse** the concepts of *product line* and *product life cycle*, with regard to a media enterprise which you intend to set up.
6. **Discuss** the environment and state of media entrepreneurship in Swaziland.