

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2018/2019
EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: **MASS MEDIA ENTREPRENEURSHIP**

COURSE CODE: **JMC351**

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.

JMC351: MASS MEDIA ENTREPRENEURSHIP

Each question carries 25 marks.

1. Attachment A and B are models of *the entrepreneurial process*. **Discuss** the two models in terms of how adequately they cover the scope of entrepreneurship; then **integrate** them to produce your own model of the process.
2. The *Mass Media Product Conjunction* is a paradigm that may serve as a roadmap for the mass media entrepreneur. With the aid of an illustration, **describe** this paradigm and **explain** how it can serve as a roadmap for the mass media entrepreneur.
3. **Discuss** the desirability of the *feasibility study*, **stating** its essence; then **describe** its composition
4. **Analyse** the *nucleus* of an enterprise, together with the factors in society to which it is bound.
5. **Contextualise** *The Entrepreneur* and **present** a profile of the entrepreneur, **explaining** the components of the profile.
6. You are to set up a mass media enterprise in Eswatini. **Discuss** the media landscape of Eswatini and **outline** a *business plan* for your enterprise.

Navigation

Guidelines for Creating and Growing Ventures

How this document is organized

Entrepreneurial process - a framework

Opportunity Evaluation

Planning

How to evaluate and plan

Understanding the customer: market research

Forecasting revenue

Financing

Planning company operations

Selected topics

Venture models

Value creation, value capture, value diversion

The value of social capital in starting new ventures

Entrepreneurship as a team sport

Core competencies as sources of competitive advantage

Sources of capital

Resources

EntrepreneurshipAtDuke.com

Duke Entrepreneurship Education Series

Courses

Program for Entrepreneurs
Entrepreneurial Execution and Planning, Management 491

Sitemap

About this site

This site serves as the bridge between academic research in entrepreneurship and practice of entrepreneurship. Entrepreneurs will find a process for starting a company that is research-based.

Navigation

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Entrepreneurial process - a framework

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Framework

Of course, there are many ways to organize the effort of planning, launching and building a venture. But there are a set of fundamentals that must be covered in any approach. We offer the following as a way to break down the basic activities necessary.

It is useful to break the entrepreneurial process into five phases: idea generation, opportunity evaluation, planning, company formation/launch and growth. These phases are summarized in this table, and the Opportunity Evaluation and Planning steps are expanded in greater detail below.

1. Idea Generation: every new venture begins with an *idea*. In our context, we take an *idea* to be a description of a need or problem of some constituency coupled with a concept of a possible solution. (A characterization of this phase is still work in process on this site.)

2. Opportunity Evaluation: this is the step where you ask the question of whether there is an opportunity worth investing in. Investment is principally capital, whether from individuals in the company or from outside investors, and the time and energy of a set of people. But you should also consider other assets such as intellectual property, personal relationships, physical property, etc.

3. Planning: Once you have decided that an opportunity, you need a plan for how to capitalize on that opportunity. A plan begins as a fairly simple set of ideas, and then becomes more complex as the business takes shape. In the planning phase

TABLE 1.1 Aspects of the Entrepreneurial Process

Identify and Evaluate the Opportunity	Develop Business Plan	Resources Required	Manage the Enterprise
<ul style="list-style-type: none"> • Opportunity assessment • Creation and length of opportunity • Real and perceived value of opportunity • Risks and returns of opportunity • Opportunity versus personal skills and goals • Competitive environment 	<ul style="list-style-type: none"> • Title page • Table of Contents • Executive Summary • Major Section <ol style="list-style-type: none"> 1. Description of Business 2. Description of Industry 3. Technology Plan 4. Marketing Plan 5. Financial Plan 6. Production Plan 7. Organization Plan 8. Operational Plan 9. Summary • Appendixes (Exhibits) 	<ul style="list-style-type: none"> • Determine resources needed • Determine existing resources • Identify resource gaps and available suppliers • Develop access to needed resources 	<ul style="list-style-type: none"> • Develop management style • Understand key variables for success • Identify problems and potential problems • Implement control systems • Develop growth strategy