

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

TITLE OF PAPER: STATION OPERATIONS
COURSE CODE: JMC 416
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF FIVE (5) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Analyse the roles and responsibilities of the managers below working in a commercial broadcasting station:

- General Manager
- Director of Sales and Marketing
- Programming Director

30 MARKS

QUESTION 2

Proponents of the concept of 'Manager as Chief Collaborator' argue that Human Resource management and Industrial Relations skills are essential. Elaborate.

15 MARKS

QUESTION 3

Explain the relationship between the Programme, Sales and Marketing, News and Engineering departments in a radio or television station.

15 MARKS

QUESTION 4

Describe the impact of broadcasting stations' technological advances on audiences, content and funding using examples from Swazi TV's digital migration project.

15 MARKS

QUESTION 5

Critically analyse the programming function within a television station and provide examples of formats that are relevant to the ESwatini audience.

15 MARKS

QUESTION 6

Discuss the following research techniques utilized by radio stations:

- Rating services
- Listening diaries
- People meters

15 MARKS