

**UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES**

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER 2019/2020

EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MASS MEDIA ENTREPRENEURSHIP

COURSE CODE: JMC 351

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: 1. Answer THREE (3) questions
2. Write legibly, that is, bold and clearly
3. Spelling and grammar will count in grading.

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

QUESTION 1

Analyse the entrepreneurial process

(20 Marks)

QUESTION 2

Explain what it would take to establish a media business in Swaziland.

(20 Marks)

QUESTION 3

Describe the elements of a feasibility study and outline how you would conduct one for a media enterprise you want intend to set up in future.

(20 Marks)

QUESTION 4

Prepare a business plan for a media enterprise you intend to set up in future.

(20 Marks)

QUESTION 5

Discuss the various elements of the marketing mix with regards to a media enterprise.

(20 Marks)

QUESTION 6

Discuss FIVE areas of operations of any media enterprise of your choice.

(20 Marks)