

**UNIVERSITY OF ESWATINI  
FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FIRST SEMESTER 2019/2020**

**EXAMINATION QUESTION PAPER: RESIT**

**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**

Distinguish a feasibility study from a business plan; then present a business plan for media enterprise you may set up in future.

**(20 Marks)**

### **Question 2**

The entrepreneur is a manager. Examine FIVE managerial functions which entrepreneurs perform.

**(20 Marks)**

### **QUESTION 3**

Setting up an enterprise is one thing, running it, another. Explain what is involved in running a business enterprise.

**(20 Marks)**

### **QUESTION 4**

Entrepreneurs are said to have a unique mindset. Examine the so-called entrepreneurial mindset.

**(20 Marks)**

### **QUESTION 5**

Describe the process of registering a company and obtaining a trading licence Eswatini; and discuss the problems you are likely to encounter in the process.

**(20 Marks)**

### **QUESTION 6**

Identify FIVE functional/operational areas of a media enterprise.

**(20 Marks)**