

**UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

2020/2021 EXAMINATION QUESTION PAPER: MAIN

**TITLE OF PAPER: JMC 428 – Mass Media Management
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS

1. Answer any THREE questions.
2. Spelling and grammar will count in grading.
3. Use examples to illustrate your answer(s)

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

Question 1

Explain FOUR management functions and how important they can be for a media manager in an Eswatini newspaper group. (20 Marks)

Question 2

- a) Name three elements of media businesses' operational environment as studied in this course. (3 Marks)
- b) Choose two of these elements and discuss them in relation to the media in Eswatini. (17 Marks)

Question 3

- a) Explain the differences between a vision statement and a mission statement. (8 Marks)
- b) What is a company/organisational motto and why is it important? (5 Marks)
- c) Imagine you are launching a new national newspaper that aims to provide hard hitting, independent news in the country. Draft the Mission Statement and the Motto for your new company. (7 Marks)

Question 4

Write notes on each of the following theories of management that were studied during the course:

- a) Bureaucratic management (5 Marks)
- b) Scientific management theory (5 Marks)
- c) Behavioural management (5 Marks)
- d) How important are management theories to managers of media businesses? (5 Marks)

Question 5

Discuss any five of the barriers to entry and mobility in media markets. Illustrate your answer with examples that relate to the local media industry. (5 Marks)

Question 6

Explain how the Internet and its related platforms pose as both external threats and opportunities to media businesses in Eswatini. (20 Marks)

Good Luck!