

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA ECONOMICS AND MANAGEMENT: (IJM 1203)

MAY 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer **any four** questions
- (ii) Start each answer on a new page
- (iii) All questions carry equal marks
- (iv) Poor spelling and grammar will be penalised

Question 1

Analyse and discuss intra-media market competition in the newspaper and magazine industry in Zimbabwe. **[25 marks]**

Question 2

What are the key factors which determine the demand and supply of newspapers in media markets? **[25 marks]**

Question 3

Outline four principles on which a media market system operates and say how valid each one of the principles is in the Zimbabwean media context. **[25 marks]**

Question 4

Distinguish between private and public media goods, giving specific examples and say how this distinction affects consumers. **[25 marks]**

Question 5

Discuss the view that classical scientific management theory is the best theory to apply in a media organisation. **[25 marks]**

Question 6

What are the main challenges facing media managers in Zimbabwe? **[25 marks]**

END OF PAPER