

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA ECONOMICS AND MANAGEMENT: (IJM 1203)
AUGUST 2004 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

- (i) Answer **any four** questions
- (ii) Start each answer on a new page
- (iii) Poor spelling and grammar will be penalized

Question 1

Discuss the implications of concepts of “concentration” and “conglomeration” in the ownership of the media in Africa. Provide examples.

[25 marks]

Question 2

Briefly discuss the following media economics terms:

- i) Allocation [5 marks]
- ii) Utility [5 marks]
- iii) Marginal utility [5 marks]
- iv) Elasticity of demands [5 marks]
- v) Value [5 marks]

TOTAL: [25 marks]

Question 3

The ownership patterns of media firms and their financial performances affect relations with capital markets and values of media companies. Discuss.

[25 marks]

Question 4

Discuss giving examples the factors that affect the supply of labour to media organisations.
[25 marks]

Question 5

Compare and contrast theory X and Y. Which theory is more appropriate for the management of Broadcast organisations.
[25 marks]

Question 4

Explain clearly the major functions of management showing clearly how they relate to media organisations.
[25 marks]