

# **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 2005 EXAMINATION  
TIME ALLOWED: 3 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each question on a new page.
3. Do not repeat material.
4. Poor spelling and grammar will be penalised.

### **Question 1**

Give a critical evaluation of the ways in which Zimbabwean government has economically intervened in the media market and show how this intervention has affected the economic performance of the media **[25 marks]**

### **Question 2**

Discuss the effects of concentration of ownership and assess its implications on the media pluralism. **[25 marks]**

### **Question 3**

“Media organisations are businesses whose survival hinges on viability”. Critically discuss the strategies that media operators can employ to ensure economic viability in their operations. **[25 marks]**

### **Question 4**

Write the short notes on the following concepts in relation to media economics. Give examples to your answer.

- |                                   |                   |
|-----------------------------------|-------------------|
| a) Economies of scale             | <b>[ 5 marks]</b> |
| b) The law of diminishing returns | <b>[ 5 marks]</b> |
| c) Vertical integration           | <b>[ 5 marks]</b> |
| d) Inter-media competition        | <b>[ 5 marks]</b> |
| e) Intramedia competition         | <b>[ 5 marks]</b> |

**TOTAL: [25 marks]**

### **Question 5**

Discuss leadership as a management function and show how it is linked to the gate-keeping concept of media management. **[25 marks]**

**Question 6**

Imagine you are the Editor of the local newspaper. Outline and discuss the factors that you would consider in motivating the editorial staff.

**[25 marks]**