

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MEDIA ECONOMICS AND MANAGEMENT (IJM 1203)
JULY 2005 SUPPLEMENTARY 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 any material.
4. Poor spelling and grammar will be penalised.

Question 1

Imagine you are the Distribution Manger of a Bulawayo based daily newspaper. You have been asked to ensure that the newspaper reaches all parts of the country. Outline the major factors that you would consider in coming up with a distribution plan.

[25 marks]

Question 2

Give a critical evaluation of how political factors have affected the economic performance of the Zimbabwe Broadcasting Holdings (ZBH) as a public service broadcaster.

[25 marks]

Question 3

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

[25 marks]

Question 4

“Advertising is a necessary evil”. Discuss the validity of this assertion with reference to the influence of advertising on the media.

[25 marks]

Question 5

“Ownership has traceable consequences on the media content”. Analyse the validity of this assertion giving both local and global examples.

[25 marks]

Question 6

Critically discuss how the legal environment in Zimbabwe has affected the economic performance of the media

[25 marks]

END OF PAPER