

**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 2006 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

**Question 1**

“Governments have no business in owning the media.” Evaluate the usefulness of the above statement in showing the role of the government in the media business.

[25 marks]

**Question 2**

With reference to the functions of editors, show how the following apply in a media organization:

- |                |            |
|----------------|------------|
| a) Planning    | [10 marks] |
| b) Directing   | [10 marks] |
| c) Controlling | [ 5 marks] |

**TOTAL: [25 marks]**

**Question 3**

“Newspapers take the face of their editor.” Evaluate the validity of the above statement in relation to both the editorial and advertising performance of specific media outlets.

[25 marks]

**Question 4**

Imagine you are the station manager of a Bulawayo based radio station. You have been asked to ensure that the radio station’s programming caters for all parts of the country. Outline the major factors that you would consider in coming up with programming that will also ensure economic success.

[25 marks]

**Question 5**

“The level of spending on mass media by consumers and advertisers is determined by the general state of the economy. Any change in the level of the economy causes a parallel change on mass media.” (Scripps, 1965). Discuss the validity of the above statement citing relevant examples from the media in Zimbabwe. **[25 marks]**

**Question 6**

Discuss the motivational challenges that media managers/editors face in Zimbabwe **[25 marks]**