NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM & MEDIA STUDIES
BSc Honours degree in Journalism and Media Studies
IJM 1213: Media Economics
May 2012 FINAL EXAMINATION
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
With the aid of examples explain what you understand by the following terms as they apply to media economics:

i. Macroeconomics and microeconomics (8 marks)
ii. Single creation and continuous creation media products (9 marks)
iii. Perfect competition and imperfect competition (8 marks)
Total **[25 marks]**

Question 2
i. Explain why media products are said to exhibit unique characteristics and business dynamics from any other product. (15 marks)
ii. With the aid of examples, justify the importance of studying media economics. (10 marks)
Total **[25 marks]**

Questions 3
With the aid of specific examples, discuss how media economics and media ownership affect:
i) media content (15 marks)
ii) media diversity (10 marks)
Total **[25 marks]**

Question 4
"The print media could not have grown to its contemporary size without advertising. Neither would radio or television be as important in our daily lives as they are now without advertising." (Leiss et al, 1990: 115). With the aid of examples discuss the importance of market segmentation, market target and market positioning in media advertising. **[25 marks]**

Question 5

"Media economics is the study of how economics and financial pressures affect media systems, organizations and enterprises." (Hang, 2006:25). To what extent have negative economic conditions in Zimbabwe affected the operations of the media? Cite specific examples.   **[25 marks]**

Question 6

With the aid of examples drawn from local media, discuss the assertion that consumer choices have huge implications on the success of any media product.   **[25 marks]**