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
JUNE 2012 SUPPLEMENTARY EXAMINATIONS
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
"Media products differ significantly among themselves and they operate in economic environments with business dynamics that most other products and services do not encounter" (Picard, 2005:2). With the aid of examples, explore the validity of this statement.   **[25 marks]**

Question 2
Write short notes on the following:
i.   Perfect competition   (5 marks)
ii. Imperfect competition   (5 marks)
iii. Oligopoly   (5 marks)
iv. Monopolistic competition   (5 marks)
v.   Monopoly   (5 marks)
Total   **[25 marks]**

Questions 3
i. 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
With the aid of examples discuss the importance of the following concepts as they apply to media economics and advertising:
i.   market segmentation   (10 marks)
ii. market target   (5 marks)
iii. market positioning   (10 marks)
Total   **[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]**