



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES
MEDIA ECONOMICS AND MANAGEMENT
IJM 2120

Special Examination Paper

April 2025

This examination paper consists of 3 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr. N. A. Khupe
External Examiner: Dr. C. Lunga

INSTRUCTIONS

1. Answer any **FOUR** (4) questions from.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25

QUESTION 1

Describe the nature, behaviour and performance of media firms operating under the following market structures: Give appropriate examples.

(i) Oligopoly (8 marks)

(ii) Monopoly (8 marks)

(iii) Perfect Competition (9 marks)

TOTAL [25 Marks]

QUESTION 2

Describe the key characteristics of media products that makes them distinguishable from other goods. (25 Marks)

QUESTION 3

Outline the market entry barriers that may be faced by media firms intending to venture into television broadcasting sector in Zimbabwe. (25 Marks)

QUESTION 4

Distinguish between the following, giving examples:

(a) Media Economics and Media Management. (5 marks)

(b) Microeconomics and Macroeconomics. (5 marks)

(c) Economies of Scale and Economies of scope. (5 marks)

(d) Mergers and Acquisitions. (5 marks)

(e) Cross media ownership vs Conglomeration. (5 marks)

TOTAL [25 Marks]

QUESTION 5

You have been hired as a media consultant to help a media firm that is struggling to grow its customer base and profits. Recommend revenue generation strategies that can be adopted by this media firm to remain afloat and increase its market share. **(25 Marks)**