



**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**

**Main Examination Paper**

**December 2024**

This examination paper consists of 4 pages.

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

**INSTRUCTIONS**

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

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

### **QUESTION 1**

Write short notes on the following terms as they are used in media economics:

- a. Good market (5 marks)
- b. Service market (5 marks)
- c. Market structure (5 marks)
- d. Single Creation Products (5 marks)
- e. Continuous Creation Products (5 marks)

**TOTAL [25 Marks]**

### **QUESTION 2**

With reference to regional and international examples explain what is meant by:

- a. Monopoly (13 marks)
- b. Oligopoly (12 marks)

**TOTAL [25 Marks]**

### **QUESTION 3**

You have been hired as a consultant to help with the launch of a newspaper in Zimbabwe.

Discuss potential barriers to entry you are likely to encounter. [25 Marks]

### **QUESTION 4**

Illustrate the relationship between market structure, market conduct and market performance using Scherer (1980's) Industrial Organisation Model. (25 Marks)

### **QUESTION 5**

Identify and discuss the major factors influencing consumption patterns of media consumers. [25 Marks]

**QUESTION 6**

a. Identify and explain the four types of government interventions in media markets.

**(12 marks)**

b. In what ways has the government of Zimbabwe intervened in the local media market?

**(13 marks)**

**TOTAL**

**[25 Marks]**