



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**  
**ENTREPRENEURSHIP AND MANAGEMENT IN THE MEDIA INDUSTRY**

**IJM 5203**

**Supplementary Examination paper**

**August 2024**

This examination paper consists of 3 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Prof Lungile Tshuma

**INSTRUCTIONS**

1. **SECTION A** is compulsory.
2. Answer One question in **SECTION B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
<b>1.</b>	<b>50</b>
<b>2.</b>	<b>50</b>
<b>3.</b>	<b>50</b>
<b>4.</b>	<b>50</b>

## SECTION A

### QUESTION 1

You have been hired as a consultant by *Ntepe-Manama Community Radio*, a new Gwanda based radio station. The radio station wishes to explore new innovative strategies of packaging their programmes, and growing listenership.

a) Use a model of your choice to explore the environment in which *Ntepe-Manama Community Radio* operates in to generate competitive advantage **[20marks]**

b) What innovative strategies can the radio station implement to package their programmes, grow listenership and remain sustainable? **[30 marks]**

**TOTAL** **[50 marks]**

## SECTION B

### QUESTION 2

Discuss the claim that most of the media management theories are 'outdated' and 'not in tune' with African realities **[50 Marks]**

### QUESTION 3

*uMthunywa* and *Kwayedza* have been facing similar challenges that indigenous newspapers are facing in Africa, and as result they have been struggling to remain afloat. Suggest TEN measures that the aforementioned papers can take to grow their readership, and strategies for sustainability. **[50 Marks]**

### QUESTION 4

With aid of examples, discuss the challenges and opportunities associated with entrepreneurial journalism in Zimbabwe. **[50 Marks]**