



**NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF HUMANITIES
BACHELOR OF JOURNALISM & MEDIA STUDIES
BJMS 2121 – Media Management & Entrepreneurship –**

June 2023

Marks: 100

Time: 3 hrs.

Instructions:

- Read all questions carefully before you answer.
- **Section A is COMPULSORY.**
- **Answer ANY TWO (2) questions from SECTION B.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – COMPULSORY. [40 Marks].

Question 1

- A. Outline five (5) functions of media management. [10]
B. Discuss five (5) reasons why planning is important to an entrepreneur. [10]
[20]

Question 2

- A. Explain the contribution of Maslow's Hierarchy of Needs Theory for an organisation. [5]
B. Appraise the relevance of the theory in management. [15]
[20]

SECTION B – Answer any two (2) questions. [60 Marks].

Question 3

Discuss the merits and demerits of any three (3) ownership patterns in a media organization of your choice. [30]

Question 4

Explain in detail the ways of managing a media organization applying Henry Mintzberg's ten Managerial Roles. **[30]**

Question 5

Enumerate and clarify Henry Fayol's 10 of 14 Principles of Management. **[30]**