



**DIPLOMA IN JOURNALISM AND NEW MEDIA (DJNM)**

**END OF SEMESTER EXAMINATION**

**DJNM 1306: ENTREPRENEURSHIP & OPPORTUNITIES IN MEDIA**

**DATE: 8<sup>TH</sup> DECEMBER 2023**

**TIME: 15:30-17:30 HOURS**

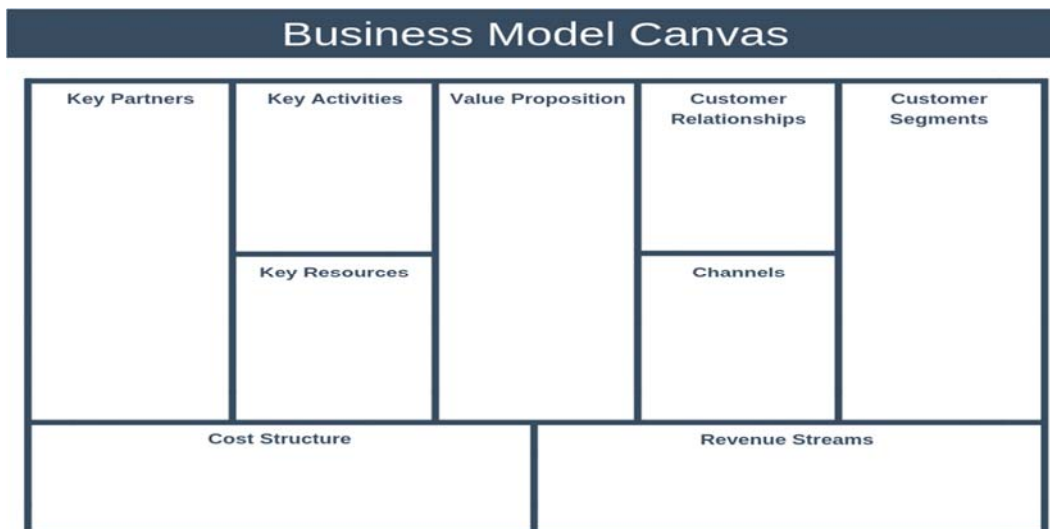
**INSTRUCTIONS:**

1. This examination consists of **FIVE** questions.
2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO QUESTIONS**.

**QUESTION ONE – 30 MARKS:**

Four of your journalist friends want to set up Sports Africa, a small media company whose speciality will be the coverage of the wide range of sporting activities in the country and at international levels. Before they can invest in the company, they have tasked you to create a business model using the Canvas template in readiness for a strategic meeting next week. Fill in the gaps in the Canvas template below for the presentation.

**(Key Partners – 3 marks, Key Activities – 3 marks; Key Resources – 3 marks; Value Proposition – 4 marks; Customer Relationships – 3 marks; Channels – 3 marks, Customer Segments – 3 marks; Cost Structure – 3 marks; Revenue Streams – 3 marks)**



### **QUESTION TWO:**

A newsroom is divided into different desks or sections that gives journalists the opportunity to specialize their craft and focus their attention and career growth on a particular specialization. Describe five (5) of these desks and the areas in which a journalist can specialize in. **(15 Marks)**

### **QUESTION THREE:**

- a) After years of experience working in a newsroom, a professional journalist can leverage their skills further afield and become gainfully employed as a specialist or a consultant in a wide selection of alternative career fields. Discuss the main reasons why this is possible. **(5 Marks)**
- b) Describe five (5) alternative career paths available for a professional journalist to explore and engage in outside of the newsroom. **(10 Marks)**

**Total: 15 Marks**

### **QUESTION FOUR:**

- a) In today's rapidly expanding digital economy, explain why blog websites are considered a necessity for both professionals and companies. **(5 Marks)**
- b) Discuss five (5) ways in which young journalists can make themselves more marketable. **(10 Marks)**

**Total: 15 Marks**

### **QUESTION FIVE:**

- a) What is a SWOT Analysis and why is it important for any entrepreneur prior to setting up a business? **(3 Marks)**
- b) Break down the key components of a SWOT Analysis and outline at least three questions for each component that an entrepreneur should ask themselves and respond. **(12 Marks)**

**Total: 15 Marks**