

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**POSTGRADUATE FINAL EXAMINATIONS**  
**2010/2011 ACADEMIC YEAR**

**TABLE OF CONTENT**

<u>COURSE CODES</u>	<u>TITLE</u>
1. ECN 5302	- ECONOMETRICS.
2.	- FINANCIAL MANAGEMENT FOR POLICY.
3. EPM 5122	- MACRO ECONOMICS FOR POLICY.
4. EPM 5155	- PUBLIC SECTOR ECONOMICS.
5. EPM 5335	- PROJECT MANAGEMENT.
6. HIS 5012	- IMPERIALISM AND UNDERDEVELOPMENT IN CENTRAL AFRICAN HISTORIOGRAPHY.
7. LIN 5182	- LOGIC AND LANGUAGE.
8. LIN 5192	- TRANSLATION AND INTERPRETATION.
9. LIT 5222	- EUROPEAN DRAMA.
10. LIT 5402	- AFRICAN ORAL AND WRITTEN LITERATURE.
11. LIT 5502	- FRENCH LITERATURE FROM RENAISSANCE TO 18 <sup>TH</sup> CENTURY.
12. MCN 5062	- ADVANCED MEDIA LAW.
13. MCN 5072	- ADVANCED MEDIA ETHICS.
14. MCN 5082	- COMMUNICATION, POLICY AND PLANNING.
15. MCN 5132	- COMMUNICATION OF INNOVATIONS.
16. PAM 5122	- POLICY ANALYSIS.
17. PAM 5142	- PUBLIC POLICY CHOICE II.
18. PAM 5342	- POLICY PROGRAM EVALUATION.
19. PAM 5362	- SELECTED TOPICS IN PUBLIC MANAGEMENT.

**THE UNIVERSITY OF ZAMBIA  
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
2010 ACADEMIC YEAR SECOND SEMESTER**

**ECN5302 ECONOMETRICS**

**FINAL EXAMINATION**

**Date:** THURSDAY, 12<sup>th</sup> <sup>MAY</sup>  2011

**Time:** 3 HOURS (A.M.)  
(5 minutes reading time)

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**Instructions to the candidates:**

1. Maximum marks for each question are shown in brackets.
2. Answer 4 questions.
3. Each question carries equal marks.

**Materials required:**

1. Answer Books
2. Use selected critical values in section 1 at the end of this question paper

1. Consider the model below

$$y = X\beta + \epsilon \quad (1)$$

$$E(\epsilon|X) \neq 0$$

$$E(\epsilon\epsilon'|X) = \sigma^2 I_n$$

(a) Suppose there is an  $(n \times L)$  matrix of instruments  $Z$  where  $L > K$ , Derive the Generalized Instrumental Variable Estimator  $\hat{\beta}_{IV}$ ?

[10 marks]

(b) Show that the IV estimator is consistent?

[5 marks]

(c) The OLS estimator of  $\beta$  is:

$$\hat{\beta}_{OLS} = (\mathbf{X}'\mathbf{X})^{-1} \mathbf{X}'\mathbf{y}$$

Derive the variance of this OLS estimator?

[5 marks]

(d) Given the model in equation 1, which one is the more efficient estimator between the OLS and the generalized instrumental variable estimator?

[5 marks]

(e) Suppose that

$$E(\epsilon|X) = 0$$

show that

$$E(\hat{\sigma}^2) = \sigma^2$$

where  $\hat{\sigma}^2 = \frac{e'e}{n-K}$  and  $e = \mathbf{y} - \mathbf{X}\hat{\beta}_{OLS}$ .

[5 marks]

2. Part a of the following question is based on the regression output attached hereto. The model is a probit regression of a dummy variable work which is equal to one if a woman is working and zero otherwise on age, education, a dummy married equal to one if married and zero otherwise and the number of children.

(a) Suppose you are a policy adviser in Zambia's Ministry of Labour and would want to identify key factors that affect female labour participation. Examine carefully these results and interpret them.

[10 marks]

(b) What would be your key policy recommendation and why?

[5 marks]

(c) Now consider the model:

$$y^* = X'\beta + \varepsilon$$

where  $\varepsilon \sim F$  ( $F$  is a cumulative distribution function). Suppose its density is symmetric. Also suppose

$$y = 1 \text{ if } y^* > 0$$

and

$$y = 0 \text{ if } y^* \leq 0$$

Show that  $P(y = 1|X) = F(X'\beta)$ ?

[10 marks]

3. Consider the following model

$$y = X\beta + \varepsilon$$

$$E(\varepsilon|X) = 0$$

$$\text{Var}(\varepsilon|X) = \Psi$$

and you are given the following information:

$$(X'X)^{-1} = \begin{bmatrix} 0.22191 & -0.0186 \\ -0.0186 & 0.0024 \end{bmatrix}$$

$$X'y = \begin{bmatrix} 186.4 \\ 1939.6 \end{bmatrix}$$

$$(X'WX)^{-1} = \begin{bmatrix} 0.08484 & -0.0084 \\ -0.0084 & 0.00123 \end{bmatrix}$$

$$X'Wy = \begin{bmatrix} 402.4 \\ 3476.2 \end{bmatrix}$$

$$X'W^{-1}X = \begin{bmatrix} 9.75 & 95 \\ 95 & 1241.5 \end{bmatrix}$$

Where  $W = \Psi^{-1}$  and  $n = 15$ ,  $e'e = 18.053$ , where  $e$  is the vector of OLS residuals and 3.27895 is a consistent estimate of  $\sigma^2$  as defined by the data generation process (DGP) above.

- (a) Calculate the OLS estimate of  $\beta$ ? [2 marks]
- (b) Calculate the correct estimate of the variance of the OLS estimate? (Hint calculate the robust standard errors). [5 marks]
- (c) Calculate the GLS estimate of  $\beta$ ? [5 marks]
- (d) Estimate the variance-covariance matrix of the GLS estimators of  $\beta$ ? [10 marks]
- (e) Test  $H_0: \beta_2 = 1$ ? [3 marks]
4. (a) Consider two regressions one restricted the other unrestricted:  $\mathbf{y} = \mathbf{X}\beta + \mathbf{u}$  and  $\mathbf{y} = \mathbf{X}\beta + \mathbf{Z}\gamma + \mathbf{u}$ . Show that, in the case of mutually orthogonal regressors, with  $\mathbf{X}^T \mathbf{Z}$ , the OLS estimates of  $\beta$  from the two regressions are identical? [10 marks]
- (b) Suppose we estimate the model  $y_i = \mu + u_i$  where  $u_i \sim N(0, \sigma_i^2)$ . Show that the OLS estimator of  $\mu$  simplifies to  $\hat{\mu} = \bar{y}$  and obtain the variance of  $\bar{y}$ . [10 marks]
- (c) Consider the linear regression model
- $$y_t = \beta_0 + \beta_1 x_{t1} + \beta_2 x_{t2} + \beta_3 x_{t3} + u_t$$
- Explain how you could estimate this model subject to the restriction that  $\beta_2 + \beta_3 = 1$ ? [5 marks]
5. (a) Consider the model  $x_t = \beta x_{t-1} + u_t$  where  $u_t \sim iid(0, \sigma^2)$  and  $|\beta| < 1$ . Calculate the mean, variance and covariance of  $x_t$ ? [10 marks]
- (b) Briefly define the following terms: i) Trend stationary process ii) Difference stationary process iii) A unit root process iv) an integrated process of order four. [5 marks]
- (c) Suppose  $y_t = \alpha + y_{t-1} + u_t$  where  $u_t \sim iid(0, \sigma^2)$ . Is  $y_t$  stationary? Show workings to support your answer [10 marks]

## 1 Selected Critical Values

$$f_{1,8}(0.05) = 3.46$$

$$f_{2,13}(0.05) = 3.41$$

$$f_{1,13}(0.05) = 4.67$$

$$f_{2,18}(0.05) = 3.55$$

$$f_{1,18}(0.05) = 4.41$$

$$t_8(0.05) = 1.86$$



**THE UNIVERSITY OF ZAMBIA**

**DEPARTMENT OF ECONOMICS**

**ECONOMIC POLICY MANAGEMENT PROGRAMME**

**FINAL EXAMINATION**

**FINANCIAL MANAGEMENT FOR POLICY**

**01 JUNE 2011**

**14.00-17.00 HOURS**

**INSTRUCTIONS TO CANDIDATE**

**TIME ALLOWED :3 HOURS**

**ANSWER ALL QUESTIONS**

## Question 1

Umunat Co is considering investing \$50,000 in a new machine with an expected life of five years. The machine will have no scrap value at the end of five years. It is expected that 20,000 units will be sold each year at a selling price of \$3.00 per unit. Variable production costs are expected to be \$1.65 per unit, while incremental fixed costs are expected to be \$10,000 per year. Umunat Co uses a discount rate of 12% for investment appraisal purposes and expects investment projects to recover their initial investment within two years.

### Required

(a) Explain why risk and uncertainty should be considered in the investment appraisal process 6 marks

(b) Calculate and comment on the payback period 7 marks

(c) Evaluate the sensitivity of the project's net present value to a change in the following project variables:

1. sales volume
2. sales price
3. variable cost

12 marks

**TOTAL 25 MARKS**

## Question 2

THP Co is planning to buy CRX Co, a company in the same business sector, and is considering paying cash for the shares of the company. The cash would be raised by THP Co through a 1 for 3 rights issue at a 20% discount to its current share price.

The purchase price of the 1 million issued shares of CRX Co would be equal to the rights issue funds raised, less issue costs of \$320,000. Earnings per share of CRX Co at the time of acquisition would

be 44.8c per share. As a result of acquiring CRX Co, THP Co expects to gain annual after tax savings of \$96,000.

THP Co maintains a payout ratio of 50% and earnings per share are currently 64c per share. Dividend growth of 5% per year is expected for the foreseeable future and the company has a cost of equity of 12% per year.

**Information from THP Co's statement of financial position:**

<b>Equity and liabilities</b>	<b>\$ 000</b>
<b>Shares (\$1 par value)</b>	<b>3,000</b>
<b>Reserves</b>	<b>4,300</b>
	<b>-----</b>
	<b>7,300</b>
<b>Non-current liabilities</b>	
<b>8% loan notes</b>	<b>5,000</b>
<b>Current liabilities</b>	<b>2,200</b>
	<b>-----</b>
<b>Total equity and liabilities</b>	<b>14,500</b>
	<b>-----</b>

**Required**

- (a) Calculate the current ex dividend share price of THP Co and the current market value of THP Co using the dividend growth model. 7 marks
- (b) Assuming the rights issue takes place and ignoring the proposed use of funds raised, calculate:
1. the rights issue price per share
  2. the cash raised
  3. the theoretical ex rights price per share 6 marks

(c) Using the price/earning ratio method, calculate the share price and market value of CRX Co before the acquisition 5marks

(d) Discuss the factors that THP Co should consider in choosing between equity finance and debt finance 7 marks

**TOTAL 25 MARKS**

### **Question 3**

Nedwen Co is a UK-based company which has the following expected transactions.

One month : Expected receipt of \$240,000

One month: Expected payment of \$140,000

Three months: Expected receipts of \$300,000

The finance manager has collected the following information:

	<b>Per Pound</b>
Spot rate	\$ 1.7822
One month forward rate	\$ 1.7832
Three months forward rate	\$ 1.7850

#### **Required**

(a) Discuss the differences between transaction risk, translation risk and economic risk 9 marks

(b) Explain how inflation rates can be used to forecast exchange rates 10 marks

(c) Calculate the sterling receipts in one month and in three months using forward market 6 marks

**TOTAL 25 MARKS**

## Question 4

The following financial information related to Gorwa Co:

		20X7		20X6
		\$000		\$000
Sales(all credit)		37,400		26,720
Cost of sales		34,408		23,781
		-----		-----
Operating profit		2,992		2,939
Finance cost(interest payments)		355		274
		-----		-----
Profit before taxation		2,637		2,665
		-----		-----
		20X7		20X6
	\$000	\$000	\$000	\$000
Non-current assets		13,632		12,750
Current assets				
Inventory	4,600		2,400	
Trade receivables	4,600		2,200	
	-----		-----	
	9,200		4,600	
Current liabilities				
Trade payables	4,750		2,000	
Overdraft	3,225		1,600	
	-----		-----	
	7,975		3,600	
Net current assets		1,225		1,000
		-----		-----
		14,857		13,750
8% Bonds		2,425		2,425
		-----		-----
		12,432		11,325
		-----		-----

Share capital	6,000	6,000
Reserves	6,432	5,325
	-----	-----
	12,432	11,325
	-----	-----

The average variable overdraft interest rate in each year was 5%. The 8% bonds are redeemable in 10 years time.

A factor has offered to take over administration of trade receivables on a non-recourse basis for an annual fee of 3% of credit sales. The factor will maintain trade receivables collection period 30 days and Gorwa Co will save \$100,000 per year in administration costs and \$350,000 per year in bad debts. A condition of the factoring agreement is that the factor would advance 80% of the face value of receivables at an annual interest rate of 7%.

#### Required

(a) Use the financial information to discuss, with supporting calculations, whether or not Gorwa Co is overtrading.  
15 marks

(b) Evaluate whether the proposal to factor trade receivables is financially acceptable. Assume an average cost of short-term finance in this part of the question only  
10 marks

**TOTAL 25 MARKS**

## Formulae Sheet

<b>Economic order quantity</b>	<b>EOQ</b>	= $\frac{2CoD}{Ch}$	
<b>The dividend growth model</b>	<b>Po</b>	= $\frac{Do(1+g)}{(r-g)}$	
<b>Interest cover</b>	=	$\frac{\text{Profit before interest and tax}}{\text{Interest paid}}$	
<b>Dividend cover</b>	=	$\frac{\text{Profit available for ordinary shareholders}}{\text{Dividend for the year}}$	
<b>Return on capital employed</b>	=	$\frac{\text{Profit before interest and tax}}{\text{Total capital}} \times 100$	
<b>Return on equity</b>	=	$\frac{\text{Profit available for ordinary shareholders}}{\text{Ordinary shareholders funds}} \times 100$	
<b>Earnings per share</b>	=	$\frac{\text{Profit available for ordinary shareholders}}{\text{No.of equity shares in issue}}$	
<b>Equity gearing</b>	=	$\frac{\text{Preference share capital+long-term debt}}{\text{Ordinary share capital and reserves}} \times 100$	
<b>Total gearing</b>	=	$\frac{\text{Preference share capital +long-term debt}}{\text{Total capital}} \times 100$	

Present Value Table

Present value of 1 i.e.  $(1 + r)^{-n}$

Where  $r$  = discount rate  
 $n$  = number of periods until payment

Periods (n)	Discount rate (r)										
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	
1	0.990	0.980	0.971	0.962	0.952	0.943	0.935	0.926	0.917	0.909	1
2	0.980	0.961	0.943	0.925	0.907	0.890	0.873	0.857	0.842	0.826	2
3	0.971	0.942	0.915	0.889	0.864	0.840	0.816	0.794	0.772	0.751	3
4	0.961	0.924	0.888	0.855	0.823	0.792	0.763	0.735	0.708	0.683	4
5	0.951	0.906	0.863	0.822	0.784	0.747	0.713	0.681	0.650	0.621	5
6	0.942	0.888	0.837	0.790	0.746	0.705	0.666	0.630	0.596	0.564	6
7	0.933	0.871	0.813	0.760	0.711	0.665	0.623	0.583	0.547	0.513	7
8	0.923	0.853	0.789	0.731	0.677	0.627	0.582	0.540	0.502	0.467	8
9	0.914	0.837	0.766	0.703	0.645	0.592	0.544	0.500	0.460	0.424	9
10	0.905	0.820	0.744	0.676	0.614	0.558	0.508	0.463	0.422	0.386	10
11	0.896	0.804	0.722	0.650	0.585	0.527	0.475	0.429	0.388	0.305	11
12	0.887	0.788	0.701	0.625	0.557	0.497	0.444	0.397	0.356	0.319	12
13	0.879	0.773	0.681	0.601	0.530	0.469	0.415	0.368	0.326	0.290	13
14	0.870	0.758	0.661	0.577	0.505	0.442	0.388	0.340	0.299	0.263	14
15	0.861	0.743	0.642	0.555	0.481	0.417	0.362	0.315	0.275	0.239	15
(n)	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	
1	0.901	0.893	0.885	0.877	0.870	0.862	0.855	0.847	0.840	0.833	1
2	0.812	0.797	0.783	0.769	0.756	0.743	0.731	0.718	0.706	0.694	2
3	0.731	0.712	0.693	0.675	0.658	0.641	0.624	0.609	0.593	0.579	3
4	0.659	0.636	0.613	0.592	0.572	0.552	0.534	0.516	0.499	0.482	4
5	0.593	0.567	0.543	0.519	0.497	0.476	0.456	0.437	0.419	0.402	5
6	0.535	0.507	0.480	0.456	0.432	0.410	0.390	0.370	0.352	0.335	6
7	0.482	0.452	0.425	0.400	0.376	0.354	0.333	0.314	0.296	0.279	7
8	0.434	0.404	0.376	0.351	0.327	0.305	0.285	0.266	0.249	0.233	8
9	0.391	0.361	0.333	0.308	0.284	0.263	0.243	0.225	0.209	0.194	9
10	0.352	0.322	0.295	0.270	0.247	0.227	0.208	0.191	0.176	0.162	10
11	0.317	0.287	0.261	0.237	0.215	0.195	0.178	0.162	0.148	0.135	11
12	0.286	0.257	0.231	0.208	0.187	0.168	0.152	0.137	0.124	0.112	12
13	0.258	0.229	0.204	0.182	0.163	0.145	0.130	0.116	0.104	0.093	13
14	0.232	0.205	0.181	0.160	0.141	0.125	0.111	0.099	0.088	0.078	14
15	0.209	0.183	0.160	0.140	0.123	0.108	0.095	0.084	0.074	0.065	15

### Annuity Table

Present value of an annuity of 1 i.e.  $\frac{1 - (1 + r)^{-n}}{r}$

Where  $r$  = discount rate  
 $n$  = number of periods

Periods (n)	Discount rate (r)										
	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	
1	0.990	0.980	0.971	0.962	0.952	0.943	0.935	0.926	0.917	0.909	1
2	1.970	1.942	1.913	1.886	1.859	1.833	1.808	1.783	1.759	1.736	2
3	2.941	2.884	2.829	2.775	2.723	2.673	2.624	2.577	2.531	2.487	3
4	3.902	3.808	3.717	3.630	3.546	3.465	3.387	3.312	3.240	3.170	4
5	4.853	4.713	4.580	4.452	4.329	4.212	4.100	3.993	3.890	3.791	5
6	5.795	5.601	5.417	5.242	5.076	4.917	4.767	4.623	4.486	4.355	6
7	6.728	6.472	6.230	6.002	5.786	5.582	5.389	5.206	5.033	4.868	7
8	7.652	7.325	7.020	6.733	6.463	6.210	5.971	5.747	5.535	5.335	8
9	8.566	8.162	7.786	7.435	7.108	6.802	6.515	6.247	5.995	5.759	9
10	9.471	8.983	8.530	8.111	7.722	7.360	7.024	6.710	6.418	6.145	10
11	10.37	9.787	9.253	8.760	8.306	7.887	7.499	7.139	6.805	6.495	11
12	11.26	10.58	9.954	9.385	8.863	8.384	7.943	7.536	7.161	6.814	12
13	12.13	11.35	10.63	9.986	9.394	8.853	8.358	7.904	7.487	7.103	13
14	13.00	12.11	11.30	10.56	9.899	9.295	8.745	8.244	7.786	7.367	14
15	13.87	12.85	11.94	11.12	10.38	9.712	9.108	8.559	8.061	7.606	15
(n)	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	
1	0.901	0.893	0.885	0.877	0.870	0.862	0.855	0.847	0.840	0.833	1
2	1.713	1.690	1.668	1.647	1.626	1.605	1.585	1.566	1.547	1.528	2
3	2.444	2.402	2.361	2.322	2.283	2.246	2.210	2.174	2.140	2.106	3
4	3.102	3.037	2.974	2.914	2.855	2.798	2.743	2.690	2.639	2.589	4
5	3.696	3.605	3.517	3.433	3.352	3.274	3.199	3.127	3.058	2.991	5
6	4.231	4.111	3.998	3.889	3.784	3.685	3.589	3.498	3.410	3.326	6
7	4.712	4.564	4.423	4.288	4.160	4.039	3.922	3.812	3.706	3.605	7
8	5.146	4.968	4.799	4.639	4.487	4.344	4.207	4.078	3.954	3.837	8
9	5.537	5.328	5.132	4.946	4.772	4.607	4.451	4.303	4.163	4.031	9
10	5.889	5.650	5.426	5.216	5.019	4.833	4.659	4.494	4.339	4.192	10
11	6.207	5.938	5.687	5.453	5.234	5.029	4.836	4.656	4.486	4.327	11
12	6.492	6.194	5.918	5.660	5.421	5.197	4.988	4.793	4.611	4.439	12
13	6.750	6.424	6.122	5.842	5.583	5.342	5.118	4.910	4.715	4.533	13
14	6.982	6.628	6.302	6.002	5.724	5.468	5.229	5.008	4.802	4.611	14
15	7.191	6.811	6.462	6.142	5.847	5.575	5.324	5.092	4.876	4.675	15

**THE UNIVERSITY OF ZAMBIA**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**ECONOMIC POLICY MANAGEMENT PROGRAMME**  
**2011 ACADEMIC YEAR SECOND TRIMESTER**  
**DEFERED EXAMINATIONS**

**EPM 5122: Macro economics for policy**

**Time: Three (3) hours**

**Instructions: Answer all questions**

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**Question One**

In case of a positive externality like education, use diagram(s) to show how Government intervention might promote more education opportunities. Discuss, in the context of your country, the choice of policy instruments available to your Government and what you would recommend.

**Question two**

Compare and contrast Keynes liquidity preference theory to the classical quantity theory and Friedman's restatement of the quantity theory. Show Keynesian extension by Baumol and Tobin.

**Question three**

Give an outline of major stabilization challenges in your country and discuss the role of structural adjustment policies.

**Question four**

- a) Give brief outline of insurance strategies against adverse selection and moral hazard.
- b) If your country is experiencing macroeconomic instability and structural imbalances, describe a realistic framework for optimal policy portfolio.
- c) Discuss the implications of the Phillips curve for your country.
- d) Economic theory makes strong case for free trade. Give 5 reasons why a country can go for protection.
- e) If your economy is growing at 6%, but there is no significant impact on the well being of citizens, give a plausible national accounting explanation for that.
- f) In the context of your country, discuss the challenge of inside lags for policy management.

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**End of Examination**

**UNIVERSITY OF ZAMBIA**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**DEPARTMENT OF ECONOMICS**  
**ECONOMIC POLICY MANAGEMENT PROGRAMME**

2011 ACADEMIC YEAR THIRD TRIMESTER FINAL EXAMINATIONS

**EPM 5155: PUBLIC SECTOR ECONOMICS**

Time Allowed: THREE Hours

**INSTRUCTIONS:**

Answer **ANY FOUR** questions. All questions carry equal marks.

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**Question One**

- (a) Outline the main economic reasons for government intervention in the economy.
- (b) State the two fundamental theorems of welfare economics. What do these theorems suggest in terms of the role of government vis-a-vis the free market in an economy?
- (c) What is the difference between moral hazard and adverse selection?

**Question Two**

- (a) Discuss the arguments that underlie the policy of providing free or highly subsidised higher education in Sub-Saharan Africa. How does this policy address efficiency and equity issues in the provision of higher education?
- (b) Outline how policy makers can assess the true demand for preserving the white rhino in the national park using the Willingness to Pay method?
- (c) State which of the following can be regarded as public goods: Basic education, clean water in lakes, highways, fair income distribution and the national broadcasting service/corporation.

### **Question Three**

- (a) Distinguish between legal incidence and economic incidence of a tax and explain why the two are rarely the same.
- (b) In a competitive economy with two goods, denoted 1 and 2, and two factors of production, capital and labour. The factors of production are assumed to be in fixed supply. Further, good 1 is assumed to be capital intensive while good 2 is labour intensive. The initial equilibrium of the economy is defined in the absence of taxation (no taxes on both goods). Discuss the general equilibrium repercussions of imposing a tax on good 2.
- (c) All taxes impose a burden on taxpayers and some taxes impose an excess burden, yet still some taxes can impose an excess burden even when they yield zero revenue. Explain this statement taking care to define all concepts.

### **Question Four**

- (a) According to some prominent authors in the field of taxation, natural resources are a large part of the wealth of many countries and the way in which their potential contribution to government revenues is managed can have a powerful impact –for good or ill—on their prosperity and economic development. Furthermore, they acknowledge that the challenges to good tax design are formidable, both in the technicalities of dealing with the distinctive features of resource activities and in coping with the interplay between the interests of powerful stakeholders. Discuss four (4) of the most central of these challenges.
- (b) The development and exploitation of natural resources is commonly undertaken primarily by foreign-owned firms or multi-national corporations. What are the major considerations that complicate the taxation of multi-national corporations?

### **Question Five**

- (a) A former US president was one day quoted to have questioned the justification of the corporation/company income tax. Does it make sense to have such a tax in the tax system in the first place?
- (b) State the advantages and disadvantages of indirect or commodity taxes.
- (c) VAT is said to be economically equivalent to a single stage retail sales tax, which it often replaces, in terms of revenue collection. This is when both taxes function perfectly. However, a VAT is superior to a retail sales tax because revenue is protected under the former but not under the latter. Explain briefly.

### **Question Six**

- (a) It is widely accepted that markets generally fail to provide public goods efficiently because they do not force individuals to reveal their true preferences for these goods. The usual conclusion therefore is that some kind of government intervention is required. The Tiebout Model argues that the ability of individuals to move among jurisdictions produces a market-like solution to the local public goods problem. Explain this assertion.
- (b) What are the sufficient conditions under which the Tiebout model leads to efficient public goods provision?
- (c) In the real world the sufficient conditions above may not generally hold and therefore the Tiebout model may be seen to have no grounds, but this is not the case. What insights does the model provide in the real world and therefore still provides a strong case for fiscal federalism?

-END OF EXAMINATION-

**THE UNIVERSITY OF ZAMBIA**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**2011 ACADEMIC YEAR 3<sup>RD</sup> SEMESTER FINAL**  
**EXAMINATIONS**

**EPM 5335: PROJECT MANAGEMENT**

**Time:** Three Hours.

**Instructions:** Answer any **Three** of the following questions. Take particular account of good grammar and appropriate illustrations.

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1. Advocate to superior management officers that project evaluation by consultants, external to the organization, is more rational than evaluation by project team members.
2. Explain the concept of the project life cycle and factor in the essence of coherence and unity among its parts.
3. Pick up any project with which you are familiar in your country and identify its attributes, and substantially explain their role in the project.
4. Discuss vertical and lateral hierarchies in a project and show how they can aid or impede communication among workers.
5. Identify different kinds of contracts often entered into in many projects, and juxtapose their merits and demerits.
6. Defend the thesis that strategic planning is the fulcrum of project management.
7. The charter has lately gained currency in project management. What is it about, and why should it be part of project management?

**-END OF EXAMINATION-**

**University of Zambia**  
**School of Humanities and Social Sciences**  
**Department of History.**

**HIS 5012: IMPERIALISM AND UNDERDEVELOPMENT  
IN CENTRAL AFRICAN HISTORIOGRAPHY**

**Final Examinations: MAY 2011**  
**Time 3.00 hrs.**

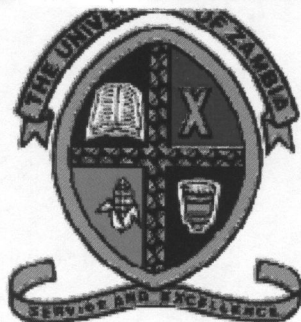
Answer three questions only at least one from each section.

**Section A**

1. What is the economic argument in the interpretation of the theories of imperialism in historical literature? How convincing is it.
2. Economic exploitation was preceded by the construction of the colonial state and ideologies of domination. Discuss.
3. What is the meaning of the term underdevelopment? How do scholars explain this phenomenon in the history of central Africa?
4. What are the main arguments of Robinson and Gallagher in interpretations of imperialism? Do you agree with them?

**Section B**

5. The colonial state once in place had to realise the objectives of colonisation through economic exploitation. Discuss.
6. The creation of the African peasantry was a contradictory process. Assess the validity of this statement.
7. Why was labour migration a necessary tool in economic policy? Assess forms of resistance to this programme.
8. Labour consciousness represents two phases of resistance. Rural proletarianisation and urbanisation processes. Discuss.
9. How did peasant and labour consciousness set the stage for the development of anti-colonial nationalist movements



THE UNIVERSITY OF ZAMBIA  
**2011 SECOND SEMESTER UNIVERSITY EXAMINATIONS – MAY 2011**

**LIN 5182 – LOGIC AND LANGUAGE**

TIME ALLOWED : Three (3) hours

INSTRUCTIONS : There are two sections: Section A and Section B. Answer eight (8) questions as follows: all four (4) questions in Section A and any four (4) questions from Section B.

WEIGHTING : The examination counts for 50% of the course's total marks. All questions carry equal marks.

**SECTION A**

1. Write a 1-3 page contrastive account of conjunction in logic and in natural language.
2. In logic, the term 'argument' has two meanings. Explain.
3. Logic has a relationship with linguistics not only because there is a relationship between logic and language but also because logic is explicitly included in some linguistic theories. Discuss and exemplify.
4. Explain and exemplify the following derivation::

(1)	$p \rightarrow q$	A
(2)	$p$	A
(3)	$q$	1,2 MPP

Exemplify in a natural language.

**SECTION B**

5. Name and exemplify any two rules of logical derivation..
6. What is your view on the following argument:

Anything rare is expensive. Therefore, a pair of trousers costing 10 Kwacha is expensive since it is rare.

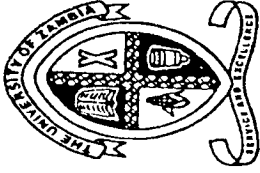
7. Write a logical analysis of the following sentences from English:

(a) If you work hard, you'll succeed.

- (b) He succeeded because he worked hard.
8. Compare and contrast *Modus Ponens Ponendo* (MPP) and *Modus Tollens Tollendo* (MTT). Exemplify from any natural language.
  9. Compare and contrast *Modus Ponens Ponendo* (MPP) and *Modus Tollens Tollendo* (MTT). Exemplify from any natural language.
  10. There is a difference between conjunction in logic and conjunction in any natural language. Discuss and exemplify.
  11. Some logical modalities are grammaticalized or lexicalised in natural languages but grammaticalization or lexicalization of logical modalities are, in principle, language-specific. Discuss and exemplify.

\*\*\*\*\*

END



**UNIVERSITY OF ZAMBIA  
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF LITERATURE AND LANGUAGES**

**LIN 5192 TRANSLATION AND INTERPRETATION – 2011 FIRST SEMESTER FINAL EXAMINATION  
INSTRUCTIONS: ANSWER ANY THREE (3) QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.**

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**QUESTION ONE**

- (a) What is the meaning of the following in reference to measuring the success of a translation exercise:
- (i) Fidelity
  - (ii) Transparency
- (b) With examples discuss what is meant by the following:
- (i) Word level translation
  - (ii) Conceptual translation
  - (iii) Sentence level translation
- (c) With examples briefly explain the following theories of translation:
- (i) Linguistic theory
  - (ii) Cultural theory
- (d) At what level of the translation process do the theories in (c) focus on?

- (e) Name the type of texts for which the translation theories in (c) would be relevant for and explain why you say so.

### QUESTION TWO

- (a) Explain what is meant by the following:
- (i) Legal translation
  - (ii) Literary translation
- (b) For each of the types of translation in (a) discuss any two (2) constraints that the translator will be confronted with.
- (c) Briefly state and discuss two (2) constraints or problems that a translator may be confronted with at each one (1) of the following levels:
- (i) Language
  - (ii) Text
  - (iii) Social/cultural level
- (d) With examples briefly explain two (2) guidelines for the translation process, one (1) with reference to the text and the other one with reference to the community.

### QUESTION THREE

- (a) Name and explain any two (2) translation techniques.
- (b) Outline any two (2) weaknesses for each of the techniques.
- (c) Provide a detailed outline of all the steps in the correct order of the procedure you would have to follow when undertaking the translation of any given text.

### QUESTION FOUR

Consider the English and Bemba versions of the national anthem provided below. Taking into consideration the original English version and the retranslated Bemba version discuss the translation techniques that have been used in the translation of the national anthem from English into Bemba.

#### National Anthem English version

Stand and sing of Zambia  
Proud and free  
Land of work and joy in unity  
Victors in the struggle for the right  
We've won freedom's fight

#### Bemba Version

Lumbanyeni Zambia  
no kwanga  
Necilummba twange tumfwane  
Mpalume shabulwi bwacine  
Twali ilubula

#### Retranslated Bemba version

Praise Zambia  
With rejoicing  
With pride we should rejoice and be one  
Great warriors of real war (truth)  
We have freed ourselves

All one, strong and free

Praise be to God

Praise be, praise be, praise be

Bless our great nation

Zambia, Zambia, Zambia

Free men we stand

Under the flag of our land

Zambia praise to thee

All one strong and free

Twikatane bonse

Lumbanyeni

Lesu wesu

Apale calooo

Zambia, Zambia, Zambia

Fwebantungwa

Muluunga lwa calo

Lumbanyeni Zambia

Twikatane bonse

Let us all unite

Praise

Our God

Let him bless the country

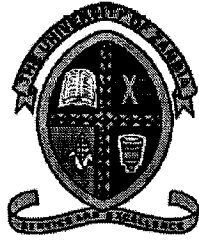
Zambia, Zambia, Zambia

We the free ones

In the flag of the country

Praise Zambia

Let us all unite



# **THE UNIVERSITY OF ZAMBIA**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**2010/11 SECOND SEMESTER EXAMINATIONS**

**LIT 5222 – EUROPEAN DRAMA**

**TIME: THREE HOURS**

## **INSTRUCTIONS:**

- (i) Texts are allowed into the exam room. You are expected to quote as much as necessary from the text.**
  - (ii) ANSWER THREE QUESTIONS ONLY**
  - (iii) The questions carry equal marks**
-

1. 'Marlowe's *Dr Faustus* may be regarded as fallen man's nostalgia for the arcadian grace of paradise.' Discuss this possibility as a basis for your analysis of the tragedy.
2. In most tragic heroes the term 'hubris' has been employed. To what extent can one explore the origins of this term and consequently its applicability or non-applicability to Marlowe's *Dr Faustus*?
3. What are the main thematic concerns of Beckett's three short plays, *Krapp's Last Tape*, *Play*, and *Not I*.
4. Explain the extent to which Pentheus' disregard of Dionysus affects events in *The Bacchae*.
5. Discuss the role of the Chorus in *Oedipus the King*.
6. Demonstrate the ironic nature of the role of women in *The Bacchae*.

**END OF EXAM**

# THE UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES DEPARTMENT OF  
LITERATURE AND LANGUAGES

2011 SECOND SEMESTER UNIVERSITY EXAMINATIONS

MASTER OF ARTS (MA)

LIT 5402: AFRICAN ORAL AND WRITTEN LITERATURE

DURATION: THREE (3) HOURS

INSTRUCTIONS (i) QUESTION NUMBER 1 IS COMPULSORY

(ii) ANSWER THREE QUESTIONS ONLY

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1. From the poetry (book) you have selected show the theme, poetic devices, the norms and standards followed by the society about which the poem is written

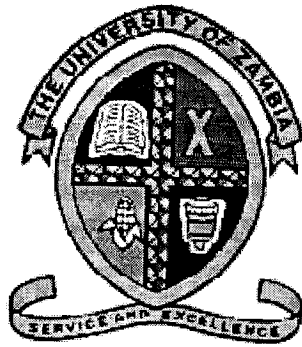
Also show how the author enhances his subject matter, theme, ideology or philosophy etc through characters.

2. Show by examples how poet(s) depict the ethics of ~~the~~ that society through their creative poetic works.
3. Elaborate how songs are used in accompanying praise, dirge, lullaby, dance, occupation (work) religion devices etc.
4. You dealt with OKOT p'Bitek's song of Lawino which is said to be biting though profoundly compassionate and satire on modern Africa in which the Author has indicated a developing new culture in Africa. Show how this statement is true.

Look also at the language style or diction which does not show or follow the Western styles.

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**END OF EXAMINATION**



**2010/11 SECOND SEMESTER EXAMINATIONS  
LIT 5502 M.A LITERATURE (FRENCH)**

TIME: 3HOURS

**INSTRUCTIONS:**

1. DICTIONARIES AND PRESCRIBED TEXTS ARE ALLOWED IN THE EXAMINATION ROOM.
2. ANSWER ONLY THREE QUESTIONS ONE FROM EACH SECTION.
3. THIS IS AN OPEN-BOOK EXAMINATION. YOU ARE THEREFORE, ENCOURAGED TO QUOTE AS EXTENSIVELY AS POSSIBLE, FROM THE PRESCRIBED TEXTS.

**SECTION A (obligatoire)**

1. Qu'est-ce que c'est que l'Absurde?

**SECTION B**

SOIT

1. Dans les pièces de théâtre la P...respectueuse de Sartre et En attendant Godot de Beckett isolez les éléments qui se rattachent à l'absurde

OU

2. Quels sont les thèmes majeurs exposés dans L'Etranger, d'Albert Camus?

**SECTION C**

SOIT

1. Etudiez la différence entre l'existentialisme et L'Absurde.

Ou

2. a. Qu'est-ce que vous entendez par 'Le mythe de Sisyphe'.

b. Qu'entendez-vous par ces phrases:

<< Mon acte c'est ma liberté.>>

<< L'enfer, C'est les autres.>>

**BON COURAGE**

.....

**END OF EXAMINATION**



**THE UNIVERSITY OF ZAMBIA**  
**HUMANITIES AND SOCIAL SCIENCES**  
**LITERATURE AND LANGUAGES DEPARTMENT**

**M.A: 2010/2011 ACADEMIC YEAR FIRST SEMISTER EXAMINATION**

**LIT 5502: FRENCH LITERATURE FROM RENAISSANCE TO 18<sup>th</sup> CENTURY**

**DURATION: THREE HOURS**

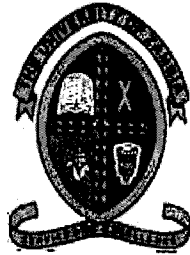
**INSTRUCTIONS:** - Dictionaries are allowed  
- ANSWER THREE QUESTIONS IN ALL USING THE TEXT ATTACHED  
- THIS PAPER COMPRISES ONE PAGE

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- 1) Parlez du concept « Littérature » selon les périodes. Puis illustrez-en l'état actuel quant à sa considération.
- 2) Remontez d'un fait littéraire de votre choix pour en arriver au fait social qui lui a donné naissance. Les deux faits doivent être présentés de manière claire. Ensuite, faites un commentaire sur le passage du fait social au fait artistique.
- 3) Donnez et commentez la différence entre ces trois concepts : Reforme, Renaissance et Humanisme. Puis, parlez de la Renaissance en France.
- 4) Au 16<sup>ème</sup> Siècle, la poésie française est étroitement liée aux conditions sociales des poètes et aux goûts du public auquel ces derniers s'adressent. Discutez cette assertion ; puis, parlez de la Pléiade.

.....

**END OF EXAMINATION**



# THE UNIVERSITY OF ZAMBIA

## DEPARTMENT OF MASS COMMUNICATION

FINAL EXAMINATION: MAY 18, 2011

MCN 5062 ADVANCED MEDIA LAW

TIME: THREE HOURS

**INSTRUCTIONS:** This is an open book examination. In your answers, you should refer to relevant cases, laws, regulations or legislative proposals, as discussed, presented or distributed in class. You are not limited to the materials provided in class or to information from class discussions.

### PART ONE: ANSWER BOTH QUESTIONS.

#### Question One (8 marks) :

1. During a press conference in June 2009, President Rupiah Banda expressed displeasure with an image of a mother delivering a baby outside the University Teaching Hospital which *The Post* had sent to some public leaders. "Shame on you photographer who took the pictures of our mothers naked," the President said. The case went to court where the government accused Chansa Kabwela of circulating material that could corrupt the morals of Zambian society. On November 17, 2009, the case was dismissed by a Lusaka magistrate court. You were encouraged in class to study this ruling. A copy of a news story about the ruling is attached.
  - a. The ruling was met with exuberance at *The Post*. Mr. M'membe, the editor-in-chief of the paper even challenged the government to appeal against the ruling. Your client, State House, is infuriated by M'membe's challenge and is considering an appeal. Advise giving good reasons.
  - b. There is another go-slow by doctors and nurses at UTH and Muvi TV captures a similar image as was involved in the Kabwela case. They want to air these images and see the ruling regarding *The Post* as backing their position. Give them a go or no-go decision. Explain why.
  - c. An international colleague of yours in media studies has read about the Kabwela case and wants to know how "corruption of morals" is understood in Zambian law and in society. Using the Kabwela decision and others, briefly explain to your colleague what the legal position is and also some difficulties in balancing morality with legality.
  - d. Imagine *The Post* had lost the case. E-mail a friend telling them the implications of the decision on media practice in Zambia.

# The Post Newspapers Zambia

## Kafunda acquits Kabwela

By Mwala Kalaluka on Tuesday 17 November 2009, 04:02:00 CAT (6025 Reads)



Post news editor Chansa Kabwela with husband Henry Ngilazi

LUSAKA chief resident magistrate Charles Chansa Kabwela of the case in which she or things contrary to the law.

And Post editor-in-chief Fred M'membe ye appeal against magistrate Kafunda's acqu Court.

This is in a case where Kabwela was charged a woman in 'labour' contrary to section 1 Laws of Zambia.

Particulars of the offence were that Kabwela June 1 and 10, 2009 in Lusaka and the photographs tended to corrupt morals.

Delivering ruling in a packed courtroom yesterday, magistrate Kafunda said the photographs in question national interest in the health sector. He said there were two ingredients that had to be considered in on her defence or not.

Magistrate Kafunda said for the offence at hand to be made out, it was necessary to establish whether also that they corrupted the morals of the people they were exposed to.

Magistrate Kafunda said it was not in dispute that Kabwela circulated the photographs.

"Therefore, I do not wish to belabour the issue of circulation, which in my view is a settled matter," he said.

He said the photographs were circulated and exposed to those who came as state witnesses. But any prima facie case made against Kabwela, the second and last ingredient of whether they tended to be exposed to had to be considered.

Magistrate Kafunda said he had looked at the photographs themselves and what they portrayed. He said labour with a 'dead' baby coming out legs first.

"From the photographs, the mother's vagina is visible," magistrate Kafunda said.

He said according to the witnesses, they were shocked and angered by the pictures because to them according to the Zambian culture.

Magistrate Kafunda said according to the witnesses, the public nature in which the photographs were taken was an affront to the women's standing.

Magistrate Kafunda said according to one of the female witnesses, Nawina Hagwagwa, she was retorted that 'ki mitolo', which means taboo in Silozi.

demeaning of women.

"Every society, including Zambia, has its own tenets of customs that guide what is wrong and what is

But magistrate Kafunda said it did not follow however, that conduct that may depart from such moral obscenity went beyond such considerations in that that alleged to be obscene must tend to corrupt m

"I have had recourse to the photographs in question. I do sympathise with the witnesses as to the unfortunately that in itself does not amount to corruption of morals," magistrate Kafunda said. "I saw r

Magistrate Kafunda said having considered the evidence, he had found that the prosecution had morals ingredient. He said against that background, it would be prejudicial for the court to place Kabv

"This trial must therefore terminate," magistrate Kafunda said.

He said this was so because no case had been made out against Kabwela by the prosecution ar Kabwela and dismissing the case against her under Section 206 of the Criminal Procedure Code (CF

"The state has right to appeal," said magistrate Kafunda.

Following the court's pronouncement, the audience, which included family members, media workers, filed out of the courtroom in a celebratory mood.

One of Kabwela's lawyers, Remmy Mainza, told journalists that it was clear from the outset that th inside of the courtroom.

"I do not know the motive of the prosecution," he said. "The law was on our side. I was confident and fact that the law was on our side."

Mainza said the prosecution did put up a good fight only that the facts were against them.

In an interview, Kabwela said the outcome of the case was not for herself or for The Post but for th and for those other people that suffered during the health workers' strike.

"I have been vindicated. I have always said that whatever I did was purely out of goodwill on behalf the right words to use at the moment. I am happy that the court has vindicated me. Whatever I did meant to discredit anyone. The letter to the Vice-President (George Kunda) was very clear. I was n the hospitals."

Kabwela said the fact that some people had interpreted her decision as a circulation of pornograph she could not understand such perceptions arising from a sad picture.

Kabwela said The Post and herself were able to face the case following the immense support they gc

And M'membe challenged President Banda to appeal his 'pornography' case all the way to the Supre

"There are so many things to say about that acquittal of Chansa. This was a case started by Preside pornography and called us all sorts of names. He insulted us of being sick, morbid and peculiar," remember how charged President Banda was about this issue and instructed the police to arres proved. Mr Banda's allegations against us could not even go beyond case to answer. We challenge won't ask for what he did with his friend Frederick Chiluba. We do not fear an appeal like them. Sc Supreme Court. As I said, there is a lot to say and we will say it at length in the coming days."

During a press briefing at State House in June, President Banda said he would appeal the decision

Question: Good morning Your Excellency, my name is Costa Mwansa from MUVI-TV. In your powers to appoint and relieve people of their duties without the consent of either people from the opposition fact that you were presented with the Dennis Chirwa tribunal report of which the nation did expect concerns that you kept rather silent on the tribunal findings and were very quick to reappoint Honourable Dora Siliya a short period of time after the case was quashed by the High Court. In relation to this, there are also concerns that you had presented its report findings awaiting your comment, the minister was still attending government meetings, your comment on that, Sir.

President Banda: Just the last bit to help people understand. The minister was not a minister when she was in the Business Advisory Council; she was a member of parliament. I think you know that she had never before like the journalists to have these matters very clear so you can help the country out there to understand. She had attended the meeting, attended it as a member of parliament. But even private people, all the people that were sitting

There were many people from England, from all the provinces were attending. I don't know what's she did there sends shivers to people. She was there as a member of parliament. Now with regards to the tribunal, I would like from the press to help, help us the Zambian people who don't have the facts. There was a tribunal spokesperson is listening to me carefully so that he can issue a statement afterwards. The issue of her appointment was the ruling in the court. It took me just 24 hours because the ruling was like today, I appointed her the

It took me five minutes from when Mr William Harrington asked for the tribunal to be set up and the decision was here to say that we have had a citizen who has come to request for a tribunal to be set up in order to review Dora Siliya. It took me less than five minutes to say please go ahead and another five minutes to communicate the money to go ahead and do it.

So these facts I think need to be put out tomorrow to know that I have always been willing to allow her to go. I thought it was a good thing that Mr Harrington went to court. I believe sincerely that Mr Harrington would have said the words the tribunal that he would agree whatever their decision was and this case so happens that I believe in the Judiciary. The first was that she was found innocent on all the issues that Mr Harrington raised about her conduct at the airport and her conduct in the ministry.

She was absolved of any mistake, she did not commit anything. Everybody agrees on that and so that was the decision and that and that something must be done to her. I also accepted that within 24 hours, I accepted her to go. I accepted when Dora Siliya went to court to ask for judicial review and the judge ruled as he ruled? \ I believe in the Judiciary. \ everybody said we must accept the court, I have accepted the court, so those who are so adamant not standing up for their fellow woman who is being victimised. There are so few of them and even if they were not in government and they are not standing up to say look one of us was victimised and I was victimised and I was reinstated. I don't understand this.

I really find it very difficult to understand what the real motive is. So that's what really happened, that was the decision by the tribunal that she should be gotten rid of or she should resign because of this and that was the decision. I believe in the Judiciary. The others don't believe in the Judiciary, it's obvious from their behaviour that they don't believe in the Judiciary. We have to accept their decision. We accept, you can even go into prison as individuals when the Judiciary decides because you know that in the country the ultimate is what the courts decide so they have decided that

So please help me in explaining and I like your question because perhaps this will help me to explain the situation. I was sitting next to me, which she didn't. There were many witnesses. It was like we have got many diplomats from all the countries that are accredited to Zambia. They know that Dora Siliya was sitting at the tribunal and I didn't even have the pleasure of looking at her. I saw her in the paper sitting next to me. I believe in the Judiciary. \ that The Post lied.

Dora Siliya did not sit behind me...next to me. Next to me was sitting Honourable minister Mutati, Minister of Education Mwansa and the other day was sitting the treasury...the deputy secretary to Cabinet Evans Chibiliti.

**Question Two (8 marks):**

This case is based on events that took place in Hong Kong but you can use Zambian law and local experiences to support your response. The following article appeared in the weekly Arts and Review section of the *Oriental Post*, the largest-selling English-language daily newspaper in Hong Kong (circulation 90,000), and on its website.

**HEADLINE: A Slipping Star?**

Jung Kee, one of Hong Kong's most well-known restaurants, recently reopened after getting a HK\$500,000 facelift. The prominent establishment was closed for six months while customers of its famed Chinese duck and other Cantonese dishes had to cool their heels waiting for the re-launch.

At the time of the closing late last year, it was said that the restaurant needed to revamp its menu. But, according to a source, the real reason the restaurant shut down was that the Hong Kong Health Department found rat droppings and other potential health threats. "They tried to hush things up," one former employee said. "They were afraid if word got out, they would lose their star status!"

It remains to be seen whether the restaurant will manage to keep its star. But many food lovers eager for the return of their favorite dishes also want to find out whether new, improved menu was worth the wait.

Jung Kee's signature Chinese duck dish was delectably crisp and tender as always, but newer items did not fare as well. These included a poached beef fillet covered in a sticky sweet wine sauce with floating overcooked potatoes and a soggy strawberry cheesecake.

The former employee hoped Jung Kee would work out its kinks and "other problems"!

In addition to the newspaper and website, a reference to the story and a link to it appeared on the Facebook page of a popular local writer known as "Phantom Foodie," who wrote: "Maybe Jung Kee should change the spelling of its name to 'Junky'!"

The owner of Jung Kee denied that there had been any hygienic problems with his restaurant and filed a case in the High Court for libel. The chef of Jung Kee also threatened a lawsuit, saying the story reflected badly on him. The chef seeks damages for libel in connection with the article, stating that Jung Kee was losing customers who feared health risks. The restaurant also seeks to prevent the newspaper from further publishing the article, or any similar statements that "are defamatory of and concerning Jung Kee." It demands that *Oriental Post* removes the article from all archives and websites and publishes a retraction and apology.

**Referring to pertinent Zambian and international cases and statutes**, please identify all relevant issues to all potential parties, including, but not limited to, possible defenses and likelihood of success or imposition of damages.

**Question Two (8 marks):**

This case is based on events that took place in Hong Kong but you can use Zambian law and local experiences to support your response. The following article appeared in the weekly Arts and Review section of the *Oriental Post*, the largest-selling English-language daily newspaper in Hong Kong (circulation 90,000), and on its website.

**HEADLINE: A Slipping Star?**

Jung Kee, one of Hong Kong's most well-known restaurants, recently reopened after getting a HK\$500,000 facelift. The prominent establishment was closed for six months while customers of its famed Chinese duck and other Cantonese dishes had to cool their heels waiting for the re-launch.

At the time of the closing late last year, it was said that the restaurant needed to revamp its menu. But, according to a source, the real reason the restaurant shut down was that the Hong Kong Health Department found rat droppings and other potential health threats. "They tried to hush things up," one former employee said. "They were afraid if word got out, they would lose their star status!"

It remains to be seen whether the restaurant will manage to keep its star. But many food lovers eager for the return of their favorite dishes also want to find out whether new, improved menu was worth the wait.

Jung Kee's signature Chinese duck dish was delectably crisp and tender as always, but newer items did not fare as well. These included a poached beef fillet covered in a sticky sweet wine sauce with floating overcooked potatoes and a soggy strawberry cheesecake.

The former employee hoped Jung Kee would work out its kinks and "other problems"!

In addition to the newspaper and website, a reference to the story and a link to it appeared on the Facebook page of a popular local writer known as "Phantom Foodie," who wrote: "Maybe Jung Kee should change the spelling of its name to 'Junky'!"

The owner of Jung Kee denied that there had been any hygienic problems with his restaurant and filed a case in the High Court for libel. The chef of Jung Kee also threatened a lawsuit, saying the story reflected badly on him. The chef seeks damages for libel in connection with the article, stating that Jung Kee was losing customers who feared health risks. The restaurant also seeks to prevent the newspaper from further publishing the article, or any similar statements that "are defamatory of and concerning Jung Kee." It demands that *Oriental Post* removes the article from all archives and websites and publishes a retraction and apology.

**Referring to pertinent Zambian and international cases and statutes**, please identify all relevant issues to all potential parties, including, but not limited to, possible defenses and likelihood of success or imposition of damages.

## PART TWO: ANSWER ANY TWO QUESTIONS

### Question Three (5 marks):

Pop star Nyimbo Zanga, who has built his image on being a good role model for young people, keeps a private diary which he writes on his laptop computer. In his diary, Zanga records intimate details of his ongoing sexual relationships with five famous female singers. The pop star also states in the diary that he has taken illegal drugs and smoked dagga, but is now receiving church counselling to help him give them up.

Zanga takes his computer into a shop to be serviced. Bwalya Kashitisha, a technician at the shop, transfers the diary onto a flash drive and sells it to *The Post* newspaper for K25 million. A freelance photographer from *The Post* then follows Zanga and secretly takes a picture of him entering the church counselling centre where he receives counselling for his drug addiction.

The newspaper publishes a front page story under the headline “Nyimbo Zanga’s Secret Sex and Drugs Diary.” The story includes detailed excerpts from Zanga’s diary and runs with one of the secretly taken pictures of him attending a counselling session at the church centre.

Zanga is furious and meets with his lawyer to see if he can sue for a breach of his privacy. Does he have any legal cause(s) of action for privacy against (1) Kashitisha, (2) *The Post* and How might they (the accused) respond to the claims?

### Question Four (5 marks):

Imagine that during a parliamentary committee hearing on alleged corruption in government contracts on road construction, Samson Phiri, a director at the Road Development Agency (RDA) testifies that the Local Government Minister told him “There is a guaranteed 50 pin for you in this deal.” The committee members pressed Mr. Phiri to explain what this meant. Phiri said he understood that he would personally get K50 million if the contract was granted.

This was at a time when a company in which the Minister is a majority share hold was competing for a contract from RDA. The road in consideration was located in the minister’s constituency.

After the story was published, the Minister threatened legal action against Phiri, *The Post* and Muvi TV which published and aired the story.

1. Is Samson Phiri liable for any case? If yes, what case and why. If no, why not?
2. What of *The Post* and Muvi TV? Base response on good understanding of law.
3. What general advise would you give the Minister about libel law in Zambia?

**Question Five (7 marks):**

The May, 7<sup>th</sup> edition of *The Post* carried a story entitled “Tribe Will not Work for Rupiah, says Lucas Phiri.” A copy of the story is attached.

1. You are a presidential media advisor and there is thinking that what Lucas Phiri uttered was directed at the head of state. What does Zambian law say and not about what can be uttered about the head of state. Is that an attack or “insult” on the head of state—why, how? What have the courts said on this issue.
2. In his address Lucas Phiri warned of the possibility of Zambia falling into violent disorder as happened in Ivory Coast. Senior law enforcement officials in Eastern Province say that these utterances are equivalent to a call for public disorder and a threat to public safety. They add that, by publishing this, *The Post* was behaving like the media in Rwanda in which reportedly encouraged violence and lead to genocide in 1994. Imagine you are a MISA spokesperson, respond on behalf of The post and the media in general.
3. Your client Lucas Phiri claims he was simply practicing his right to free expression, according to the Zambian Constitution. Advise him on what this document says, particularly in relation to the President.

PART THREE: ANSWER ANY TWO QUESTIONS

**Question Six (7 marks):**

A television broadcasting student in the Department of Mass Communication is infuriated by stories of how young women who work on the streets at night are often sexually abused for little or no money and at high risk to their health. She wants to produce a short home-made movie exposing what goes on in the “sex industry.” He hopes this will lead to changed individual behavior by some of the women and a more aggressive public policy against prostitution. She hopes to capture live and nude images to drive home his point. However, the Department has declined to endorse the project on “grounds of obscenity.” The student has three questions for you:

1. What is obscenity? When and how is an image said to be obscene?
2. Is nudity synonymous with obscenity? Why or why not?
3. In your opinion, is the movie, as described above, “obscene”?

**Question Seven (5 marks)**

You have been invited to give a short talk on the limits to freedom of expression that are prevalent in Zambia. Outline six talking points highlighting these limitations.

**Question Eight (5 marks)**

You work for the Ministry of Information and Broadcasting. Present an argument on the legal advantages that state regulation would offer the media in contrast to self regulation. Outline distinct points in support of your argument.

END

# News in brief

## Kariba Textiles an AGOA case study

**KARIBA** Textiles of Livingstone will be used as a case study for the textile industry in Zambia at this June's AGOA Forum, says Felix Mutati.

Kariba Textiles is one of the few surviving companies in the previously successful fabrics manufacturing sector but slowly died off in the late 90s.

Mutati was speaking after touring Kariba Textiles manufacturing and production plant in Livingstone on Thursday.

● **THE Comesa Re-insurance** has signed a host agreement with Zambia which will see the company constructing a permanent office in Lusaka.

The ZEP-RE was set up in 1992 as part of Comesa's desire to create a specialised institution that would serve the reinsurance and insurance industry and contribute to the economic development of the region.

Chairman of ZEP-RE Dr Michael Gondwe says Lusaka was chosen to host a ZEP-RE office because of its central location in the region, its proximity to the Comesa headquarters and in recognition of the support and facilitation the company has consistently

By Christopher Miti in Chipata

**LUCAS Phiri** has said tribalism in Eastern Province has been broken and that people will not vote for President Rupiah Banda because he halls from the region.

Welcoming various defectors from Alliance for Democracy and Development in Chipata on Thursday, Phiri, the PF Eastern Province chairperson, also said people in the province could no longer trust the Rupiah Banda-led MMD government because it was corrupt.

"Wako niwako syndrome works better when you have people who are working well. You can't apply wako niwako syndrome when the person you have *nichisilu* (is a fool), can you vote for that person? Wako niwako when your person is a thief, can you vote for that person? Wako niwako when your person is among those killing people, can you vote for that person? When there is no medicine in hospitals, it means President Banda and his government is the one killing people, so they

# Tribe Will not work for Rupiah, says Lucas Phiri

are criminals," Phiri said. He said MMD should accept defeat after the forthcoming elections because clearly people want change.

Phiri said the notion that Easterners were dull was long gone because the people of the province had now changed.

"It's not common for people to leave their parties and join the opposition; they go to the ruling party to eat with them. What has happened today clearly demonstrates that wako niwako syndrome has ended here in

Eastern Province. People will not vote because Rupiah comes from here," Phiri said.

He said losers of this year's elections should accept defeat to avoid the Ivory Coast scenario.

"The (Ivorian) president (Laurent Gbagbo) lost but he didn't accept and because of this he caused the death of children, pregnant women and a lot of people lost lives because of his selfishness. This can happen in Zambia if those contesting the presidency would not accept

defeat because people want change this year," Phiri said. He said PF had already received defectors in Chama and Lundazi and that was in total control of the province.

One of the defectors, Timothy Banda, said Zambians want to see PF leader Michael Sata in State House this year.

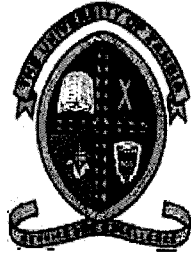
"We are just waiting for the President to dissolve parliament and once this is done by October Mr Sata will be a national President," Banda said. Banda said his group had

defected from ADD because it had no focus.

Funny Nyirongo, former Chipata district ADD chair-lady, said the opposition political parties should unite to remove the uncaring MMD government. She said the only party that could help remove MMD from power was PF.

The defectors were led by former ADD vice provincial chairperson Fackson Nkunika. Nkunika said over 900 people have defected to join PF in the province.





**THE UNIVERSITY OF ZAMBIA**

**DEPARTMENT OF MASS COMMUNICATION**

**FINAL EXAMINATION: MAY 23, 2011**

**MCN 5072 ADVANCED MEDIA ETHICS**

**TIME: THREE HOURS**

**PART ONE: ANSWER BOTH QUESTIONS.**

**Question One (8 marks):**

The BBC, UK's public broadcaster, has a nine-point list of editorial values that guide its news gathering and reporting. A copy of this list is attached. ZNBC is, officially, Zambia's "public" broadcaster. Critically evaluate, point by point, ZNBC's news gathering and reporting in contrast to BBC's values. Does ZNBC content stand up to these values? Yes or no? Give reasons and/or examples to support your observations.

**Question Two (8 marks):**

Study the case of Professor Byron Wright (Case 7-4) and his book *Case Studies in Media Ethics* and address the following matters thoroughly:

- (1) Identify the ethical dilemmas Wright is struggling with?
- (2) What if his book is really the best and the only one of its kind?
- (3) Should lecturers write and require their own books?
- (4) As Wright, make a final decision and show your ethical reasoning.

## **PART TWO: ANSWER TWO QUESTIONS**

### **Question Three (6 marks):**

“Historically ethicists have established many ethical principles ... five ethical guidelines ... have achieved a significant hearing in the Western tradition and together they represent a reasonably wide scope of time-tested alternatives” (Christians et al. 1991: 11).

Who are these five ethics thinkers, how do they say we make ethical decisions and what is your personal response to each proposition?

### **Question Four (6 marks):**

The case of “The Womanizing Mayor” (Case 5-1) places KABD TV news director Mike Gonzalez (refer to him as Mike) in an ethically challenging situation. A copy is attached. Study the case and address the following matters thoroughly:

- (1) Identify the ethical dilemmas Mike is struggling with?
- (2) What is your ethical stand on reporting about the private lives of public people?
- (3) You are Mike, make a decision based on ethical reasoning. Should you report or not?

### **Question Five (6 marks):**

Case 4-8 of the terrorist threat against the airline US International poses a big challenge for a PR professional. Study the case well and address the following ethical matters:

- (1) Identify the ethical dilemmas Donald is struggling with?
- (2) The US PR society says members “will conduct themselves ... with truth, accuracy, fairness and responsibility to the public?” Can Donald live up to this standard?
- (3) You are Donald, make a decision based on ethical reasoning.

## **PART THREE: ANSWER TWO QUESTIONS**

### **Question Six (6 marks):**

The story of Frankfurter (Case 5-6) makes interesting reading but places journalist Boorman into deep ethical conflicts. Address the following questions:

1. The doctor is not a public figure—is this an invasion of privacy and is it ethical?
2. He falsified his records to enter the US. Does this change your ethical approach to this story? How? Why?
3. As Boorman, make a thought out decision whether to bring up the past or not.

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2. He falsified his records to enter the US. Does this change your ethical approach to this story? How? Why?
3. As Boorman, make a thought out decision whether to bring up the past or not.

**Question Seven (6 marks):**

Case 9-2 is about a situation that places Executive Director Robert Nair and Network President Arlin Fitzmorriss in a severe ethical challenge. Address the following questions:

1. Define their situation? What are the ethical issues at hand?
2. If they followed Aristotles “golden mean” how would they act?
3. You are Fitzmorriss—make a final but well reasoned decision.

**Question Eight (6 marks)**

In Case 12-4 a woman TV Anchor Tanya Hunter and a male news director Don Mitchell have to deal with a wider range of ethical matters. Study the case carefully and address the following:

1. What are Hunter’s issues? Do you agree with her or not?
2. What of Mitchell? What is/are his ethical challenges?
3. What final decision would you make? Why?

**END**

## THE BBC'S EDITORIAL VALUES

### *Truth and Accuracy*

We strive to be accurate and establish the truth of what has happened. Accuracy is more important than speed and it is often more than a question of getting the facts right. We will weigh all relevant facts and information to get at the truth. Our output will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will be honest and open about what we don't know and avoid unfounded speculation.

### *Impartiality and Diversity of Opinion*

We strive to be fair and open minded and reflect all significant strands of opinion by exploring the range and conflict of views. We will be objective and even handed in our approach to a subject. We will provide professional judgments where appropriate, but we will never promote a particular view on controversial matters of public policy, or political or industrial controversy.

### *Editorial Integrity and Independence*

The BBC is independent of both state and partisan interests. Our audiences can be confident that our decisions are influenced neither by political or commercial pressures, nor by any personal interests.

### *Serving the Public Interest*

We seek to report stories of significance. We will be vigorous in driving to the heart of the story and well informed when explaining it. Our specialist expertise will bring authority and analysis to the complex world in which we live. We will ask searching questions of those who hold public office and provide a comprehensive forum for public debate.

### *Fairness*

Our output will be based on fairness, openness and straight dealing. Contributors will be treated honestly and with respect.

### *Privacy*

We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, correspondence and conversation will not be brought into the public domain unless there is a clear public interest.

*Harm and Offence*

We aim to reflect the world as it is, including all aspects of the human experience and the realities of the natural world. But we balance our right to broadcast and publish innovative and challenging content with our responsibility to protect the vulnerable.

*Children*

We will always seek to safeguard the welfare of children and young people who contribute to and feature in our content including their right to be heard, wherever in the world we operate. We will also schedule content which might be unsuitable for children appropriately.

*Accountability*

We are accountable to our audiences and will deal fairly and openly with them. Their continuing trust in the BBC is a crucial part of our contract with them. We will be open in admitting mistakes and encourage a culture of willingness to learn from them.

**Any proposal to step outside these guidelines must be discussed with Controller Editorial Policy.**

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## Case 7-4

### The Professor and His Book

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Professor Byron Wright looked thoughtfully at the sheet just handed him by the departmental secretary. It was time for that annual rite of spring when all faculty members were requested to submit

their book lists for the fall semester. For eight years as a member of the journalism faculty Wright had dutifully selected the texts he felt would best serve his needs and those of the students in his media writing, copy editing, and ethics courses. Normally this was a routine exercise. But not this time.

Wright had retreated to the world of academia after working for 15 years as a reporter, copy editor, and city editor on three different newspapers. In order to gain respectability within the academic community, he had earned his Ph.D., and he had been eagerly hired by the new chairman of the Department of Mass Communication at Southland College. Southland had a reputation as a solid "nuts-and-bolts" program, and Wright had enjoyed his tenure there. He had entered as an associate professor rather than assistant professor out of deference to his extensive professional experience.

Most of Wright's course load consisted of teaching the basics of journalism, such as writing, reporting, and editing. But he had come to enjoy, above all, the course in media ethics, which was required of all journalism majors. The course was an intellectually stimulating experience for Wright, and it was popular among the students. He used the case approach, in which the instructor provided the students with a hypothetical ethical dilemma and they constructed a written response and presented their conclusions to the class.

Wright had used a variety of ethics texts over the years, but he had not been completely satisfied with any of them. First of all, most of them were confined strictly to *journalism* ethics, certainly an important aspect of the course, given his own background. But many of the students in the class were enrolled in the advertising and public relations sequences, and the study of ethical problems in those two fields was no less important. Secondly, there was a dearth of casebooks in media ethics, and Wright had spent endless hours constructing his own hypothetical cases to pass out to the class. Although most of the books

on the market provided plenty of examples of real-life ethical situations, these texts were primarily anecdotal and did not require the students themselves to puzzle and agonize over the dilemmas. Wright believed that a course in media ethics presented an ideal environment for teaching students how to think critically and to reason, skills that had never really been taught as part of the American educational curriculum.

To resolve these difficulties, Wright had decided to write his own ethics casebook. He had done so reluctantly, recognizing how much time it would require. But his colleagues had provided encouragement, and the chairman had even thrown in three hours of release time from his course load to complete the manuscript. Besides, Wright well understood the realities of the academic system of rewards and hoped that a major text in the field would improve his chances of promotion to full professor. The royalties would also be nice, if not lucrative. The writing of college texts, Wright knew, was not the path to a life of luxury.

The text, *Case Studies in Media Ethics*, had been completed in February and was being marketed for the fall semester. And this was what gave Wright pause before completing his book list for the upcoming term. There had been some discussion the previous year in the Faculty Senate about the ethics of professors' writing their own texts and then requiring the students to buy them. The question had been posed in writing to the senators by a young (and undoubtedly naive) faculty member, but he had touched on a sacred cow, and the issue soon died for lack of interest. The young Turk, not to be deterred, had then asked the state's attorney general whether requiring students to purchase a text written by the instructor constituted a conflict of interest under the state's ethics in government law. The attorney general had then issued an advisory opinion that such activities were not covered by the law.

However, the fact that his dilemma was not *legally* unethical did not ease Wright's concerns. He had spent a great deal of time on conflicts of

interests in his course, and now the realities of his classroom advice were confronting him like ghosts from the past. On the one hand, he believed his book to be the best on the market. This, of course, was not a profound or even an immodest conclusion, because there were so few casebooks to compete. He had also consulted his faculty colleagues and had been reassured that requiring one's own text was a common practice. If there had been anything wrong with the practice, he was told, it would have been dealt with in the university's policies and procedures. In addition, considering the rather meager financial rewards likely to accrue from his academic authorship, Wright did not feel that he was gaining much at the students' expense.

But he *was* gaining something! Wright and his students had debated endlessly about how much value had to be involved in an exchange before it constituted a conflict of interest. And sometimes perceptions of a conflict are as important as the conflict of interest itself. How would his students feel about this situation? Should he ask them?

Wright was also concerned about his less mercenary motivations for ordering his own text. Was this book truly the best on the market? How could he be sure? Was he being objective, or was he engaging in rationalization just to salve his conscience? Wright was both judge and jury, and as he stared again at the book order form, he hoped his verdict would be a just (and an ethical) one.

### Case 5-1

## The Womanizing Mayor

Mayor José Garcia was in political trouble, and the media knew it. Garcia was nearing the end of his second term as mayor of San Juan, a growing community of nearly 450,000 in the Southwest, and there had been increasing pressure from his supporters to seek a third term.

San Juan was a cultural melting pot, with 35 percent of its population Hispanic, 15 percent black, and 10 percent Asian. Despite these diverse demographics, the white power structure had maintained an uncontested grip on the mayor's office and city commission seats until eight years before. Garcia entered the mayor's race at the age of 31. His charisma and populist political platform had an irresistible appeal to minority and lower-class voters and the small but growing number of liberal white voters. This coalition was sufficient to unseat the five-term white incumbent and propel Garcia into office.

By all accounts Garcia had been an effective mayor, streamlining local government, replacing political patronage with a merit system, and attracting jobs. In addition, his reputation as a devout Catholic and a devoted family man made him the ideal role model for the youth of San Juan. As he contemplated his prospects for a third term, he was being touted as a rising star in the Democratic party and a possible future candidate for national office.

But Mike Gonzalez, the news director of KABD-TV, was concerned. For weeks rumors had been circulating that Garcia, now 39, was having an affair with 36-year-old Sandy Freemont, an aide and fund-raiser in the mayor's first two campaigns. Some of the rumors had even suggested a pregnancy and a possible paternity suit. As Gonzalez sat in his office pondering the situation, he knew the moment of truth was not far away. Less than 48 hours before, Garcia had held a press conference and announced that he would not seek a third term. The usually flamboyant and

optimistic major was uncharacteristically subdued as he cited "family considerations," particularly his wife's breast cancer (a fact that was already known to the general public), as reasons for his withdrawal from public life. But Gonzalez was not satisfied and assigned his political affairs reporter to check out the rumors concerning the mayor's alleged affair. After several phone calls and a couple of visits to potential "leads," two former aides to Garcia confirmed the rumors on the condition that they not be publicly identified. But they denied the reports of a pregnancy and an impending paternity suit.

The news director, after talking with his reporter, was convinced of the reliability of the sources, but he still hesitated. Gonzalez, a Hispanic himself, had always been a supporter of Garcia but had not allowed his bias to influence his station's coverage of the mayor. He knew that this scandal would strike a devastating blow to Hispanics and other minority voters. In fact, one of the issues in the campaign eight years before had been Garcia's lack of experience and sensitivity to the needs of *all* the citizens of San Juan, accusations that had had racial overtones. This scandal, Gonzalez knew, would play into the hands of the mayor's political opponents.

However, the rumors were "out there," and now there were apparently facts to add flesh to the rumors. The mayor's sudden withdrawal from the political arena for family considerations—reasons that might not have been entirely accurate—had now fueled fresh speculation about his sexual indiscretions. Gonzalez knew that it was probably only a matter of time before other media organizations, including the two rival TV stations, reported the story. And the three stations were in a tight ratings race. The spirit of competition had always been a part of the news director's professional life, and to retreat now would be contrary to his journalistic instincts. He wondered aloud if his counterparts at the other stations were having the same pangs of conscience.

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**Case 4-8**  
**A PR Dilemma:**  
**The Terrorist Threat**

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Thirty-one-year-old Delbert Worthington was not known as a cautious entrepreneur. He made his fortune in the junk bond market and used part of the proceeds to finance his latest venture: a no-frills, low-cost, transcontinental airline. Worthington took advantage of the fallout from airline deregulation to purchase a bankrupt carrier that had operated in the Northeast corridor. Financial investors on Wall Street were not particularly sur-

cited, and no particular flight was targeted. As the State Department pointed out, such threats are common, and most of them turn out to be hoaxes.

On the other hand, if the threat turned out not to be a hoax—if a plane were bombed, with the inevitable loss of life—this could be a public relations (not to mention a legal) debacle. After a Pan American jet was blown out of the sky over Scotland in late 1988, some segments of the public, including the families of those who had died in the tragedy, wondered why the airline had not revealed the numerous warnings that apparently had been issued before the incident. In addition, in the previous several months the Passengers' Rights Association, a consumer group, had stepped up the pressure on all international carriers to be more candid with the flying public about terrorist threats.

As the meeting drew to a close, Worthington noted that there were still three weeks before the start of the tourist season. He wanted a recommendation from McDonald within 10 days. McDonald, feeling truly beleaguered for the first time in his young professional life, retreated to his office to ponder the situation.

### **Case 12-4 Discrimination at the TV Anchor Desk**

Tanya Hunter had arrived in Channel 11's newsroom in Indianapolis with impressive credentials. Armed with a degree in journalism from the University of Missouri and some valuable experience at the university's owned and operated station, she had landed her first reporting job in Sioux City, Iowa. After a year of covering drought conditions and farm foreclosures in the Midwest, Hunter had moved to Memphis and then to Columbus, Ohio, where she had worked as a reporter and weekend anchor for network affiliates in 2 of the top 50 markets.

Channel 11's news director, Don Mitchell, had summoned Hunter for a job interview after reviewing more than 30 résumé tapes. Her journalistic experience, in Mitchell's assessment of the situation, added credibility to her on-camera performance, but the station consultants' report had been uppermost in the news director's mind when he decided to hire Hunter to co-anchor Channel 11's 6 P.M. newscast.

Two years before, after Channel 11 had finished third to its two other network rivals in the market for the second consecutive ratings sweep, the consultants had recommended an addition of a female co-anchor to add "warmth and comfort" to the evening newscast. The station's male anchor, Robert Burnsides, was authoritative and an effective news reader, but surveys revealed that some segments of the audience perceived him as lacking warmth and humor. Mitchell believed that the 33-year-old Hunter could help soften the visual image projected during the newscast.

The consultants apparently thought so, too. From the moment of Hunter's arrival at Channel 11, they had been instrumental in shaping her on-air appearance. Recommendations were made periodically concerning the wearing of brand-

name attire with "feminine touches," hairstyle, and makeup. She had even been put on a periodic rotation schedule for her stylish outfits to maintain the appearance of freshness. Hunter had, at first, acquiesced in the consultants' suggestions but had increasingly resisted their advice and what she believed to be their introduction of entertainment values into the station's news operation. She also complained to Mitchell that Burnsides was not subjected to such rigorous scrutiny.

In order to ease her transition into her new surroundings Hunter was initially assigned less air-time than her co-anchor, and her interviews generally involved soft, human-interest features. But she had insisted on more challenging assignments and had been given high marks by Channel 11's male-dominated news staff for her aggressive reporting on some of the station's most substantive stories. Her anchor work won similar praise.

Unfortunately, Channel 11's news audience apparently did not share this enthusiasm, and the station remained mired in third place. Other than the numerical results, the ratings data were not sufficiently illuminating on the matter, and the station commissioned a marketing survey to isolate the reasons for the newscast's lack of audience appeal. The research consisted of both focus groups, in which individuals with the same demographic characteristics were selected to provide their evaluations, and a random sample survey of the station's area of dominant influence (ADI).

Mitchell read the results of the focus-group research with interest and a growing concern. Comments from many of the group participants were unmistakably negative, citing such things as dress, personal appearance, and aloofness as stumbling blocks to a favorable evaluation of Hunter's performance. The general survey research affirmed the focus-group observations. Women viewers, in particular, were critical of the anchor's appearance and style of dress. Male respondents often

described her as unattractive and considered her interview technique abrasive and overly aggressive.

As soon as he had digested the discouraging conclusions of the marketing surveys, Mitchell met with Hunter to discuss the results. As Mitchell later admitted, the meeting was completely unfulfilling, with he accusing her of flouting the consultants' recommendations and she accusing him of relying too much on "outside sources" (referring to the consultants and the marketing survey company) to influence decisions in his news department.

To Mitchell the choices were clear. He could fire Hunter (and in the process invite a sex-discrimination suit), paying off her contract and thereby cutting his losses. But unlike the female anchors in some markets, Hunter was an experienced journalist and had proved her worth in covering some of the more challenging stories in the Indianapolis market. Perhaps she could be reassigned as a field reporter, where the demands of feminine pulchritude and appearance were less exacting. However, this would be a demotion in her eyes and would probably be an unsatisfactory solution to the problem. The third option, of course, was to maintain the status quo and search for other solutions to the station's ratings woes.

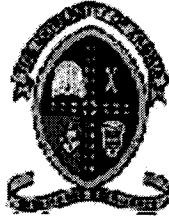
Despite his contentious meeting with the female anchor, Mitchell was not insensitive to her criticisms. Although Channel 11 had established dress codes for all of its reporters and anchors, there was no doubt that more attention was paid to the on-air appearance of the female anchor than to her counterpart. Despite warnings from her superiors Hunter had resisted the advice of the consultants—a factor, no doubt, in her poor showing—but Mitchell had to concede that many of the criteria established for her were based on traditional female stereotypes. In addition, the audience preferences reflected a bias, even among female viewers. Women viewers, for example, were more likely to criticize Hunter for her manner of dress and hairstyle, due in part, no doubt, to cultural conditioning. Male viewers were con-

cerned with her physical attractiveness rather than her journalistic prowess, as evidenced by their disparaging remarks concerning her interview techniques. Male reporters, Mitchell believed, would have been praised for their tenacious and aggressive style.

In his more rational and reflective moments, when he could detach himself from his professional responsibilities and objectively survey the journalistic landscape, Mitchell regretted the unwelcome intrusion of entertainment values into the news side of the business. But as a media practitioner he had to acknowledge that TV was a visual medium and that appearance was important. In fact, audience acceptability, even that based on the most spurious of criteria, was essential to the station's journalistic vitality. Higher ratings meant more advertising revenue, some of which was inevitably channeled back into the news operation. "Audience preference" was an important marketing consideration in other industries. Why not in television news?

The difference, of course, was that the use of stereotypes or sexually related criteria in making personnel decisions undermined the journalistic purity of the newsroom. Channel 11's female anchor had been resistant to the demands of the station's requirements for her on-air personal appearance, and perhaps she had to share part of the blame for her problem. But firing her would be a concession to the dominance of entertainment values at the TV anchor desk. Nevertheless, the realities of the ratings war and competitive pressures in commercial television were difficult to ignore as the news director's moment of decision neared.

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**UNIVERSITY OF ZAMBIA**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**FINAL SECOND SEMESTER EXAM 2011**

**COURSE: COMMUNICATION, POLICY AND PLANNING: MCN 5082**

**INSTRUCTIONS:**

**Answer ALL the questions in this paper**

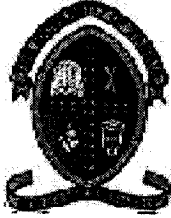
**DURATION: Three hour (3 hrs)**

**27/05/2011**

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1. Since independence, Zambia has failed to come up with clear cut policies on communication. You have been appointed by the President to head a committee that wishes to sort out this mess.
  - (i) Why do you think the past governments failed to make these policies?
  - (ii) Can you make recommendations as to what the government should put into consideration when planning for communication.
  
2. What is Strategic Planning and briefly but concisely explain the elements involved.
  
3. Recently you were employed in an old business company where the Managing Director has been using Intuitive Anticipatory Planning. After doing some research, you are convinced that this kind of management is a threat to the survival and prosperity of the company.
  - (i) Give a talk to all the workers on why you think strategic planning is a must for the future of the company.
  - (ii) Explain to them the purposes of strategic planning.
  - (iii) In the new rebranded management, what are you going to do to those who do not want to cooperate and instead continue with the obsolete system.
  
4. You are a consultant who has been hired by a company that has been in the business of cutting down timber and selling abroad and also fishing and selling. Of late, the United Nations, the donors, organizations, NGOs and the government have been talking about climate change, deforestation and depleting fish stocks. Therefore, the owners of the company are concerned about the future of their business - it appears it may end up being closed down. You have been hired to make a strategic plan so that the future of this company is bright. Kindly come up with a brief but concise strategic plan.

**GOOD LUCK AND WISHING YOU EVERY SUCCESS**



# **UNIVERSITY OF ZAMBIA**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**FINAL SECOND SEMESTER EXAM 2011**

**COURSE: COMMUNICATION STRATEGIES AND SKILLS: MCN 5122**

**INSTRUCTIONS:**

- This paper comprises of two sections: Sections A and B.
- Answer ALL questions from Section A.
- Answer only three (3) questions from Section B.

**DURATION: Three hour (3 hrs)**

**24/05/2011**

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**SECTION A (5 marks each): ANSWER ALL QUESTIONS**

1. Discuss 3 functions of newspaper layout.
2. Name 3 basic elements of layout.
3. Discuss the merits and demerits of the following desktop publications:
  - (a) Brochure (5 marks)
  - (b) Newsletter (5 marks)
  - (c) Poster (5 marks)
4. Compare and contrast between a discussion and an interview.
5. List and briefly explain 10 types of interviews.
6. What is propaganda and why is it bad?

**SECTION B (20 Marks each): ANSWER ONLY THREE (3) QUESTIONS**

7. In case you are being provoked during interviews, how best would you handle the interviews and why?
8. You are the spokesperson of your Organisation and you wish to give a good presentation of your Organisation at a radio station. Explain some of the things you are going to observe in the studio in order to assist you give a good presentation.
9. A journalist is coming to interview you. How best would you prepare yourself for this interview?
10. You have been invited for a discussion at ZNBC. What will enable you ~~wit~~ put up a good discussion.

**GOOD LUCK AND WISHING YOU EVERY SUCCESS**

# THE UNIVERSITY OF ZAMBIA

## UNIVERSITY SECOND SEMESTER EXAMINATIONS 2011

### MCN 5132: COMMUNICATION OF INNOVATIONS

**TIME:** THREE HOURS

**INSTRUCTIONS:** ANSWER THE QUESTION IN SECTION A, AND THEN ANY THREE FROM SECTION B.

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#### SECTION A

##### *Hard tomatoes in California*

1. The nature of an innovation's diffusion and its consequences are often determined in part during the Research and Development (R&D) work to create the innovation. How the diffusion process is predetermined by decisions and events that occurred much prior to the first adoption is illustrated by the case of the mechanized tomato harvester in California.

California is the number one agricultural state in America, and tomatoes are one of California's most important farm products. Prior to the introduction of the mechanized harvester in 1962 about 4,000 farmers produced tomatoes in California; nine years later, only 600 of these growers were still in business. Before the new machine, 50,000 farm workers, mostly immigrant Mexican men, were employed as tomato pickers in California. They were replaced by 1,152 machines (each costing about \$65,000), plus about 18,000 workers who rode the harvesters to sort out the damaged and immature tomatoes. About 80 percent of these sorters were women; only a few were Mexican-American.

Other consequences of the mechanized harvesters included moving tomato-growing out of California's San Joaquin County into Yolo and Fresno Counties, where the soil and weather conditions were more ideally suited to growing tomatoes for mechanized picking. To enable machine-picking, agricultural scientists bred hard tomatoes that would not bruise easily. Unfortunately, American consumers prefer soft tomatoes.

Even though the hard tomatoes tasted the same, they contained somewhat fewer vitamins.

So the development of the mechanized tomato picker had many far-reaching consequences. Were the effects anticipated by the R&D workers who developed the mechanized pickers at the University of California at Davis? Not at all, say the analysts of this case, Friedland and Barton (1975) who conclude that these agricultural scientists were “social sleepwalkers”. The creators of the mechanical harvesters were motivated to save the tomato industry for California when it was threatened by termination of the Mexican bracer program in 1964 (which meant the end of cheap labor). The scientists showed little concern for how the social consequences of this new technology would adversely affect human lives, leading James Hightower (1972) to entitle his book, *Hard Tomatoes, Hard Times*. Almost all of the research to develop this technology was conducted by agricultural professors at the University of California at Davis, using more than 1 million dollars of public funds (Schmitz and Seckler, 1970). The chief researcher was G. C. “jack” Hanna, a professor of vegetable crops. He took the lead in breeding a hard-tomato variety that could be machine-harvested, despite the vigorous opposition of his colleagues and administrators who believed that his idea of mechanical picking was ridiculous. In fact, they feared that his bizarre project would damage the reputation of their department and of the University of California.

In 1971, Hanna developed a tomato variety, VF-145, that was ideal for machine picking. It was firm enough for machine harvesting, the fruits were easily detachable from the vine, and most of the tomatoes ripened at about the same time. Hanna teamed with an agricultural engineer at UC Davis named Coby Lorenzen to design a tomato-harvesting machine that would cut off the tomato plant at soil level, pluck the fruits from the vine, and elevate them past a crew of tomato-sorters into gondola truck for transportation to market. The harvester, designed by Lorenzen, was then produced by Hanna’s friend, Ernest Blackwelder, a farm machinery manufacturer who contracted with the University of California. In 1964, 224 tomato-picking machines brought in 25 percent of all tomatoes grown. This sudden increase in adoption occurred because the U.S. Congress ended the bracer program through which Mexican farm workers were brought to California. Professors Hanna and Lorenzen

had rushed to develop the mechanized harvester because they had foreseen this legislative change. The tomato industry honoured Hanna as the individual who “saved the tomato for California.” Six years later, in 1970, 1,152 of the machines harvested 99.9 percent of the tomato crop and 32,000 former hand pickers were out of work.

**Questions:**

- i. In retrospect, in your view, how different might the diffusion and adoption of this innovation been had the R&D workers designed a smaller machine, one that more of the 4,000 tomato farmers (as of 1962) could have adopted?
- ii. What if the impending threat of a severe labour shortage in 1964 had not forced Hanna, Lorenzen, and Blackwelder to rush their prototype machine into production what do you think could have happened?
- iii. What if the University of California at Davis had conducted social and economic research on the impacts of farm mechanization prior to 1962, so that the destructive consequences of the new technology on employment, and unhappiness of tomato consumers with hard tomatoes, might have been anticipated, and perhaps mitigated? (40 Marks)

**SECTION B**

2. Discuss the significance of the contributions of Gabriel Tarde to Diffusion of Innovation Theory. (20 Marks)
3. It is said, “Diffusion of an innovation occurs through a five-step process. This process is a type of decision making...” Critique this assertion. (20 marks)
4. “The more persons involved in making an innovation-decision, the slower the rate of adoption.” What are the variables that determine the rate of adoption? (20 Marks)

5. Innovation diffusion and Innovation Decision Process Model (IDPM) was based on Communication Theory. IDPM can be viewed as the adoption part of the Diffusion of Innovation Model by Everett Rogers. State and describe the five IDPM stages as defined by Rogers. (20 Marks)

**End of Examination**

**THE UNIVERSITY OF ZAMBIA  
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**2011 ACADEMIC YEAR SECOND SEMESTER  
FINAL EXAMINATIONS**

**PAM 5122: POLICY ANALYSIS**

**TIME: THREE (3) HOURS**

**INSTRUCTIONS: ANSWER ANY THREE QUESTIONS**

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1. Identify and critically discuss the three forms of Policy Analysis? How do they help in understanding the dialectics of policy systems and the resolution of the contradictions inherent in Policy Analysis?
2. Identify and describe any three models of Policy Analysis highlighting their content, common applications, strengths and weaknesses.
3. Critically discuss the role of Policy Argumentation in Policy Analysis. Identify and exemplify the six elements of a Policy Argument.
4. Discuss and exemplify how the policy-analytic procedure of Recommendation relates to the concepts, processes and problems of Multiple Advocacy, Advocacy Claims, Simple Choice and Complex Choice models.
5. What are morals and ethics in Policy Analysis? Differentiate between their three conceptions and show how they relate to the realities faced by public policy analysts and officials in the quest actionable public policies.

**END OF EXAMINATION**

**The University of Zambia**

**School of Humanities and Social Sciences**

**Second Semester Final Examination April, 2011.**

**PAM 5142: PUBLIC POLICY CHOICE 11**

**Instructions:** Answer both questions, taking account of good grammar and appropriate illustrations.

1. The public policy framers of Zambia conceived and implemented the Decentralization Policy.
  - Conceive the rationale for decentralization.
  - Identify obstacles the state has experienced in the process of implementing the policy.
  - Suggest remedies you would recommend in the face of those obstacles.
  
2. The Small Scale Industrial Entrepreneurs are an important component in the current National Investment Policy in Zambia. Enshrined in Article 22 of the main policy under Micro and Small-Medium businesses, they have been inherited from the previous organization then known, during the reign of the United National Independence Party (UNIP), as Small Scale Industrial Development Organization (SIDO). They, like their counter parts, the large scale entrepreneurs, face specific hurdles, either in starting or expanding their businesses. Identify, first, who exactly these small or medium scale entrepreneurs are and second the hurdles standing in their way, and finally comment on the Citizenship Empowerment Strategy, a palliative option that has been adopted to alleviate the situation and focus your attention on:

- Legal measures.
- Skills training measures.
- Economic Measures and
- Administrative measures.

Provide any examples of organizations that you think have made a successful headway as a result of the introduction of the Fund and the extent to which they are now operating independently of state aid.

**END OF EXAMINATION**

**The University of Zambia**

**School of Humanities and Social Sciences**

**Second Semester, Final examination-April, 2011.**

**PAM 5342: Policy Program Evaluation.**

**INSTRUCTIONS:** Answer **TWO** questions, paying attention to good grammar and appropriate illustrations

1. The Zambian government, launching a sensitization program about measures to combat measles in a health policy, used different media to communicate to the general public.
  - (a) Brainstorm to identify questions you would ask to assess effort in that program.
  - (b) Suggest as many probable responses to your questions as possible.
  - (b) Suggest plausible recommendations to improve the sensitization implementation program in future.
2. The policy of apartheid in South Africa had caused a huge amount of discontent, both at national and international levels.

. If you were to evaluate the impact of that policy, conceive:

  - The causal-effect policy problem.
  - Three to four specific objectives.
  - Ten to fifteen oral questions you would ask to evoke **impact** responses.
  - Ten to twelve recommendations you would make to improve the situation in the country.
3. Public policy evaluation can be conducted in various state institutions by various state agencies. Identify four of these agencies and write a readable account of

what each does in carrying out their functions. Further identify the weaknesses and areas of strength for each agency in conducting the evaluation exercise and suggest alternative options for increasing the reliability and credibility of the evaluation inferences.

**END OF EXAMINATION**

**THE UNIVERSITY OF ZAMBIA  
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**2011 ACADEMIC YEAR SECOND SEMESTER  
FINAL EXAMINATIONS**

**PAM 5362: SELECTED TOPICS IN PUBLIC MANAGEMENT**

**TIME: THREE (3) HOURS**

**INSTRUCTIONS: ANSWER ANY THREE QUESTIONS**

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1. What are the four themes and key elements upon which the Managerial Programme upon which the New Public Management (NPM) is anchored? Discuss at least four ways in which the objectives of its four themes can be achieved. What do you consider to be the possible weaknesses of the NPM?
2. Decision Making is considered as the central job of the Managers. Why is this so? Critically discuss the main steps in the Decision Making process highlighting the key elements and considerations of each step.
3. Strategic Management is about achieving success for the organization key elements of through the three processes of Strategic Formulation, Strategic Implementation and Strategic Monitoring, Evaluation and Feedback. Critically discuss the four key constituents of the Strategic Formulation process. Illustrate these constituent elements and how they help to buttress the enhancement of the management of change and achievement of organizational success.
4. What do you understand by Organization Development (OD)? What are its main tenets? Drawing on Zambian examples, show how it can be used to intervene in the organizational change process.
5. Conflict is an inevitable factor of organizational life. Where and how may it occur in an organizational environment? How can it be managed?

**END OF EXAMINATION**