



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(BJMC VIII, SII)

**BMC 4313: BUSINESS AND ECONOMIC JOURNALISM**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
  - Section A is **Compulsory**.
  - Answer any other **Two** questions in Section B.
- This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Differentiate a private company from a state owned company. **(4 marks)**
- b) Define the following terms frequently used by Business and Economic Journalism
  - i) Deflation **(3 marks)**
  - ii) Globalization **(3 marks)**
  - iii) Annual report **(3 marks)**
  - iv) Electronic commerce **(3 marks)**
- c) Explain any **SIX** elements of a good business story. **(6 marks)**

d) Explain any **FOUR** sources of funds for the government. **(5 marks)**

### **QUESTION 2**

a) Discuss **FIVE** functions of the Nairobi Stock Market. **(10 marks)**

b) Explain some of the challenges of reporting on companies in Kenya. **(10 marks)**

### **SECTION B (Answer any Two Questions)**

#### **QUESTION 3**

Numbers and specific data are critical in business stories. As a student of journalism and mass communication. Discuss the traditional characteristics of news. **(20 marks)**

#### **QUESTION 4**

Discuss some of the factors that would drive commodity prices to fluctuate in a country. **(20 marks)**

#### **QUESTION 5**

Fatuma a Business Journalist frequently receives gifts and cash in exchange for favourable coverage. What is your opinion regarding journalists accepting gifts in exchange for favourable average. **(20 marks)**