



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2107: NEWS WRITING I

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.

SECTION A (Compulsory)

QUESTION 1

Write a news item on the digital migration saga (150 words). **(10 marks)**

- a) Outline **FIVE** primary sources of news. **(5 marks)**
- b) State the nature of news you would source from 1 (ii) above. **(5 marks)**
- c) State **THREE** strength of the inverted pyramid. **(3 marks)**
- d) Explain **TWO** limitation of the inverted pyramid. **(2 marks)**
- e) State **FIVE** interviewing skills.

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the role played by journalism in the community. **(20 marks)**

QUESTION 3

Describe any **FIVE** types of leads. Give an appropriate example in each case. **(20 marks)**

QUESTION 4

Discuss the main factors which determine news. **(20 marks)**